

आयाम





The Mission of Aayam

Aayam is a pioneering non-profit initiative established in 1997 for the promotion of culture and enhancing equity and social justice through communication.

Communication is of utmost importance in shaping public opinion, and thus in the evolution of social norms and behaviors. Hence Aayam focuses on a variety of communication approaches. Maintaining quality even on a large scale has been the emphasis of Aayam's communication efforts

Aayam endeavors to conserve and promote tangible and intangible cultural heritage of India. Our main objective is for India's rural communities to reach the impressive progress in science and technology, through an optimum mix of entertainment and information.

Aayam has focused its work mainly on the following areas:

- Preserving and propagating rich cultural heritage of India
- Designing contextually appropriate products, especially for large scale communication campaigns;
- Implementing communication campaigns for different national and international agencies related to development.
- Conducting workshops on communication and social change.
- Training in theatre, dance and puppetry.

