

CHEW THE CHANGE

The only edible Ad that controls air pollution.

Cattle farming in India generates significant **air pollution from methane emissions** linked to **low-quality feed**. Cattle account for 33% of the country's total greenhouse gas emissions.

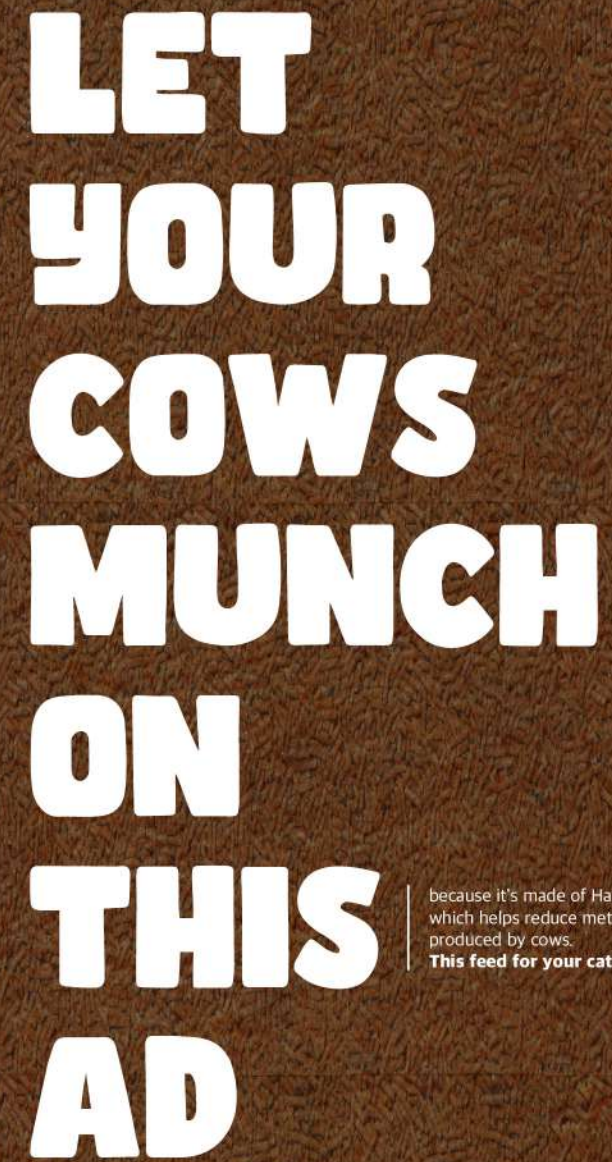
The Council of Agricultural Research (ICAR) has created '**Harit Dhara**,' an edible supplement for cows that can **reduce methane emissions by 20%**.

To fix this problem and spread awareness,

we will create **edible posters and billboards** made from Harit Dhara,

which themselves can be fed to cattle.





LET YOUR COWS MUNCH ON THIS AD

because it's made of Hay
which helps reduce methane
produced by cows.

This feed for your cat

because it's made of Harit Dhara,
which helps reduce methane emissions
produced by cows.
This feed for your cattle, is freedom for the air.



SIDE WALK HOARDING

**LET
YOUR
COWS
MUNCH
ON
THIS
BILLBOARD**

because it's made of Harit Dhara, which helps reduce methane emissions produced by cows.

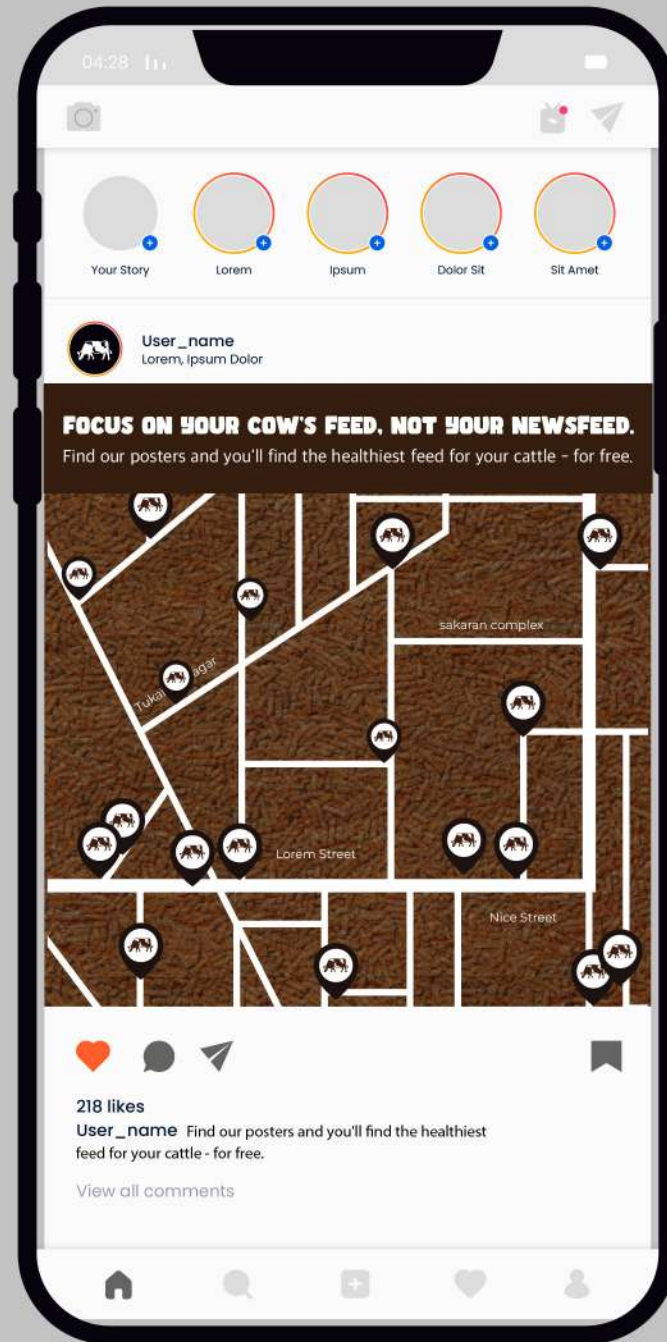
This feed for your cattle, is freedom for the air.



LET YOUR COWS MUNCH ON THIS BILLBOARD

because it's made of Harit Dhara, which helps reduce methane emissions produced by cows.
This feed for your cattle, is freedom for the air.





SOCIAL MEDIA

THANK YOU