

17 March 2009

NATIONAL SENSITISATION CAMPAIGN TO CHANGE WORK ATTITUDE IN THE CONTEXT OF A 24/7 ECONOMY "Spectacle 24/7" - 22 March 2009, Football Pitch, Grand Bay from 1500-1800 hrs Following the launch of the National Sensitisation Campaign to change work attitude in the context of a 24/7 economy on 30 January 2009 by the Dr. the Hon. N. Ramgoolam, Prime Minister of the Republic of Mauritius, the Human Resource Development Council, under the aegis of the Ministry of Education, Culture and Human Resources is pleased to invite you to a Special Event which will be held this coming Sunday, 22 March 2009 from 1500-1800 hrs at the Football Pitch, Royal Road Grand Bay. The event which was initially scheduled for last Sunday was postponed due to bad weather conditions. HRDC in collaboration with the Ministry of Tourism, Leisure & External Communications and the Ministry of Women's Rights, Child Development, Family Welfare & Consumer Protection are organising a "Foire De L'Independance" with the objective of promoting women entrepreneurship, with the participation of some 300 women entrepreneurs as from 0900-1800 hrs. The fair will be opened to tourists and the public in general and comprises sale of Mauritian products such as foodstuff, handicrafts, amongst others. As from 15 00, the 24/7 show and live concert will be held and will feature popular artists such as well-known blues singer, Eric Triton; Bhojpuri Boys and Komiko. The aim of the event is to sensitise the nation about the importance of embracing the 24/7 economy by using songs and sketches as key communication vehicles. The programme is as follows:

- Official welcome address
- Songs by Mr Eric Triton
- Songs by Bhojpuri Boys
- Sketch by KOMIKO
- Projection of the informative video clip produced specifically for the campaign and
- A 24/7 information desk: Four hostesses dressed in the special 24/7 costumes have been appointed from HEAT Agency to distribute informative pamphlets, balloons and other give-aways to the 3000-4000 visitors who are expected to visit the "fair". The presence of the Hon Minister of Tourism, Leisure & External Communications has been solicited. Arrangements for police assistance in terms of security, has been made with the Police Department. Entry is free of charge for everyone.