



Ministry of  
Electronics &  
Information Technology  
Government of India



*Digital India*  
Power To Empower

75  
Azadi Ka  
Amrit Mahotsav

my  
GOV  
मेरी सरकार

Azadi Ka  
**DIGITAL**  
*Mahotsav*

# Capacity Building Workshop

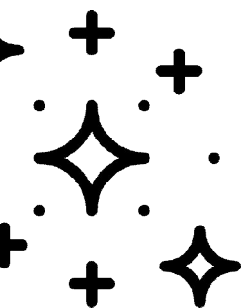
3:30 – 4:30pm, 4 Dec, 2021.  
Stein Auditorium, IHC, New Delhi.



# The What, Why & How of MyGov?



At MyGov, we are all 'cyclists'...



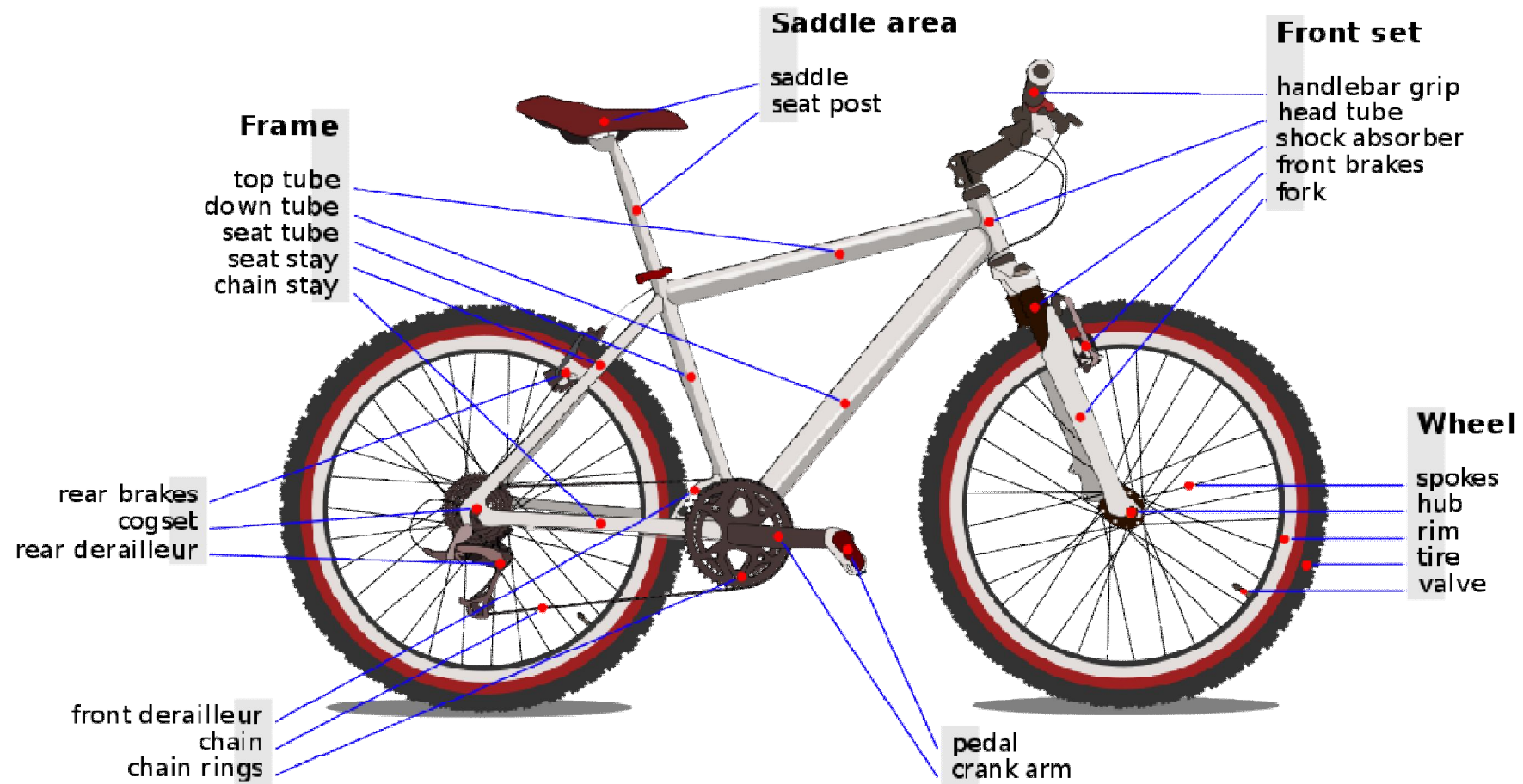


...and you could say he is the Pradhan Cyclist 😊





# So how does this 'cycle' work? What are its parts?



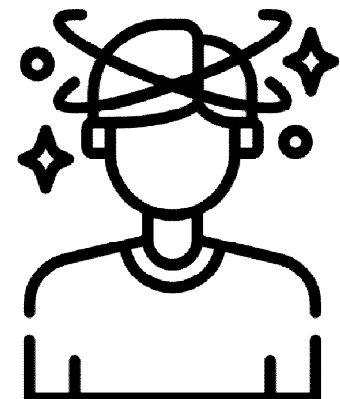
**Let's take them apart**  
(and put them back together again)



# Traditional Government Communication with Citizens

$$\begin{aligned}
 & \mathcal{L} = \oint E \cdot t \\
 & f(\omega) = \int_{-\infty}^{\infty} f(x) e^{-2\pi i x \omega} dx \frac{dt}{d\theta} \quad \left( \begin{array}{l} \nabla \cdot E = 0 \\ \nabla \times E = -\frac{1}{c} \frac{\partial H}{\partial t} \end{array} \right) \quad \left( \begin{array}{l} \nabla \cdot H = 0 \\ \nabla \times H = \frac{1}{c} \frac{\partial E}{\partial t} \end{array} \right) \\
 & \rho \left( \frac{\partial v}{\partial t} + v \cdot \nabla v \right) = -\nabla p + \nabla \cdot T + f \\
 & H = -\sum p(x) \log p(x) \quad + \sum_{i=1}^n \frac{q_i}{2} H_i^M + c_s \frac{D}{Q} + c_o D + \frac{Q(p-D)}{2p} H^M + F_0 N + \sum_{i=1}^n D_i \omega_i d_i \frac{(1, \omega)}{F_v} \\
 & \frac{1}{2} G^2 S^2 \frac{\partial^2 V}{\partial S^2} + r S \frac{\partial V}{\partial S} + \frac{\partial V}{\partial t} - r \cdot V = 0 \\
 & TC(Q, q_i, m_i) = \sum_{i=1}^n \left[ \frac{D_i}{m_i q_i} S_i + c_i v D_i + \frac{q_i H_i^v}{2} \left( m_i \left( 1 - \frac{D_i}{p_i} \right) - 1 + 2 \frac{D_i}{p_i} \right) \right] + \\
 & \cos(2.5\pi t) \cos(t) \quad \left[ \begin{array}{c} \frac{d \Delta p(s, \phi)}{d \phi} \\ \frac{d \Delta M(s, \phi)}{d \phi} \end{array} \right] = \left[ \begin{array}{cc} \gamma & -\mathcal{L} \\ -\beta & 0 \end{array} \right] \left[ \begin{array}{c} \Delta p(s, \phi) \\ \Delta M(s, \phi) \end{array} \right] \\
 & \int_0^{\frac{\pi}{2}} (\log \sin x)^2 dx = \int_0^{\frac{\pi}{2}} (\log \cos x)^2 dx = \frac{\pi}{2} \left\{ \frac{\pi^2}{12} + (\log 2)^2 \right\}
 \end{aligned}$$

*So jao, munna...*





# We wanted to change this, & make it friendly, accessible and USEFUL

Ministry of Culture  
Government of India

75  
Azadi Ka  
Amrit Mahotsav

myGov  
मेरी सरकार

Azadi Ka Amrit Mahotsav

## #Unity In Creativity

It's time to express your creativity & **love for India!**

Showcase your creativity and stand a chance to present it on a National platform

Participate Now

MAKE A RANGOLI

WRITE A DESHBHAKTI GEET

SHARE A PATRIOTIC LORI

MINISTRY OF ELECTRONICS & INFORMATION TECHNOLOGY  
GOVERNMENT OF INDIA

MINISTRY OF HEALTH AND FAMILY WELFARE  
GOVERNMENT OF INDIA

Digital India  
Power To Empower

myGov  
मेरी सरकार

Help us to Help You

MYGOV  
CORONA HELPDESK

ADD WHATSAPP NUMBER  
**+91 9013151515**

Please click to directly interact with MyGov Coronavirus Helpdesk  
<https://wa.me/919013151515>

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Digital India  
Power To Empower

— Amrit Mahotsav —

## App Innovation Challenge 2021

myGov  
मेरी सरकार

Be an active partner in nation-building  
Participate in Groups, Tasks, Discussions, Polls, Blogs and Talks. Contribute Now!

2:02 PM

myGov  
मेरी सरकार

DO DISCUSS POLL/SURVEY BLOG TALK

Years of Seva

178.76 + Lakh Registered Members

9.81 + Lakh Submissions in 1,061 T

Co-WIN  
Winning Over COVID-19

Click to get more info

India Covid-19  
As on: 09 Jun 2021, 08:00 IST (GMT+5:30)

Vaccination

23,90,58,360 Total Vaccination

27,76,096 Vaccination Doses Day

for Concentrators donated by ACT Grants, Swasth Alliar

# Keeping the CITIZEN at the centre of everything: The MyGov SAATHI



# Digital Footprint

Internet Users in India ~ 82.4 Cr

Social Media Users ~ 51.8 Cr

Users spend – 2 hours 25 minutes on Social Media

Almost 44 Cr users access SM through mobile

86% users engage in some form of activity

97% users watch videos online

Most used SM platform in 2021 is YouTube ~ 38 Cr

Facebook ~ 34.6 Cr Users

Instagram – 20 Cr Users

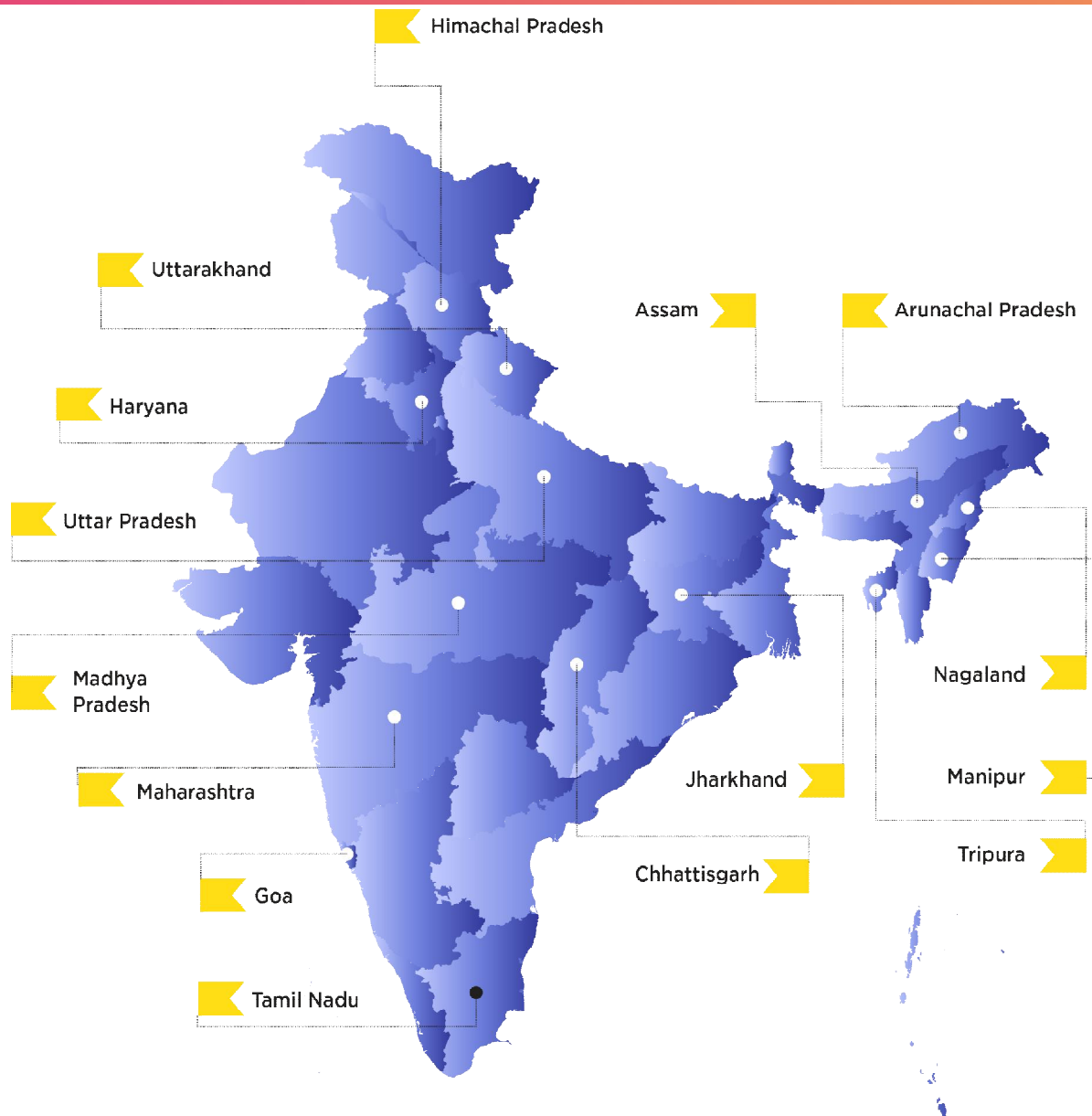
Twitter ~ 2.4 Cr Users

LinkedIn ~ 8.2 Cr users



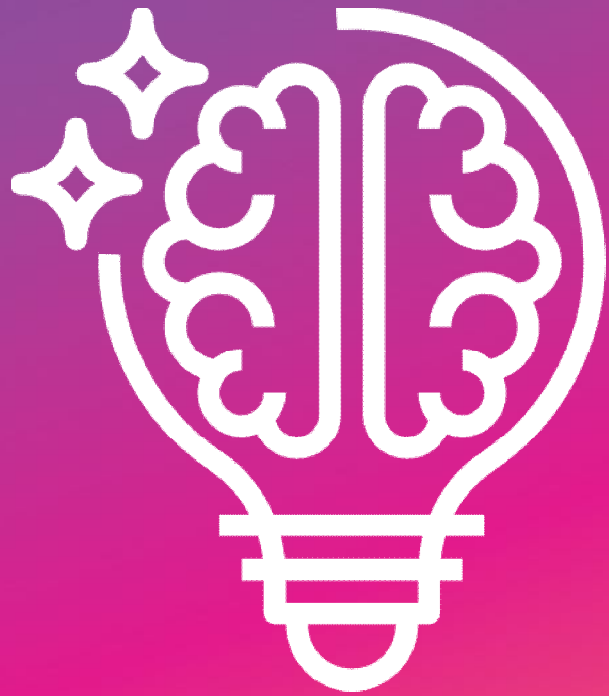


# MyGov Presence IN Pan India



# So, how does MyGov work for YOU?





**Creative / Content**



MyGov is not for one person,  
which is why we create our content for different audiences





# Storytelling is in every India's DNA







So what is 'Good Communications', how do we do it?

The ability to express an  
idea is well nigh as  
important as the idea itself.

Bernard M. Baruch



# The Art of Effective Communications

3 Key Components of Effective Communications:

- Data & **Information**
- **Medium** of Communication
- **Benefit** for audience

Just pushing out information is not communications

Messaging requirements varies based on audience

Information has to be analyzed and presented in a form that is relevant and easy to understand

Language Localisation

From Text to Images to Infographics to Videos



# There is thoda science behind MyGov content...



## Different strokes for different folks...

# 10 types of visual content you should publish on social networks



IMAGES



## VIDEOS



## GRAPHS



## GIFS



## MEMES



## WEBINARS



## SCREENSHOTS



## INFOGRAPHICS



## DRAWINGS



## E-BOOKS





# Content is King and Context is Queen

TOP

NONPROFITS

SOCIAL MEDIA POSTING GUIDE

UNDERSTAND YOUR AUDIENCE

Know your target audience(s)

Tip: Get specific. Create personas.

You're busy. So are they.

Don't waste your time or theirs.

It's not all about you

Show interest in needs of others not just yours.

Do unto others...

Others like mentions & RTs as much as you.

Limit the pleas for help

Ideally keep this below the 10% mark.

Be responsive

Respond within 24 hrs. Aim for less..

PLAN YOUR CONTENT

How much time do you have?

Be realistic. Block out time. Stick to it.

Monthly: content strategy

ID what's coming up. Schedule campaigns.

Monthly: key messages

Define key messages for campaigns & events.

Use an editorial calendar

Download a free one at [TopNonprofits.com/edcal](http://TopNonprofits.com/edcal).

Weekly: batch content creation

Maximize time. Minimize mental gear shifts.

Scheduling posts in advance OK

Tip: vary timing slightly and avoid :00 and :30.

Check feeds at least 2x per day

If only 2x, then mid morning & late afternoon.

How will you measure success?

Tip: Set measurable goals. Track progress.

facebook BEST PRACTICES

Think headline, not article

Get attention. Then add ?, action, or link.

0101 Post every other day \*

Best frequency to get and keep likes.

A picture is worth 1000 words

Tip: Limit depressing ones.

Tell good stories

Less statistics. More stakeholder stories.

Use analytics with your links

Insight, good. Dashboard obsession, bad.

twitter BEST PRACTICES

Don't treat it like Facebook

Vary content & don't auto-post between.

Post at least once a day \*

More is better and vary times slightly.

Space out your tweets

No more than 1/hr (excluding @replies).

Best CTR: 8-9am, 2pm, 5pm, 3pm \*

(test yourself) Bad: 1am-7am, 10am-1pm, 6-7pm.

Best RTs: noon-4pm \*

(test yourself) Bad: Before 10am, after 7pm.

Tweet on the weekend

Less busy means greater CTR but less RTs.

Keep it short and sweet

Below 125 characters allows manual RTs.

Don't be a downer \*

(+) tweets shared 34% more, (-) 13% less.

Place links early (1/4 mark) \*

Highest probability of CTR. Very end OK also.

\* Based on research by Dan Zarrella <http://danzarrella.com>

TOP NONPROFITS BY CRAIG VAN KORLAAR

[topnonprofits.com](http://topnonprofits.com)

[craig@topnonprofits.com](mailto:craig@topnonprofits.com)

FOLLOW » @thekaushalsoni

GOALS & OBJECTIVES

Define your goals and objectives. What do you want to achieve from Digital Marketing?

IDENTIFY YOUR CUSTOMERS

Do proper research to find out your customers and audience

IDENTIFY YOUR COMPETITORS

Perform research to find out your competitors. Figure out what's their strategy towards digital presence?

DECIDE THE ROLE

Assign the role and decide who will be responsible for which tasks. **Skill set** is the key factor.

SEO & SEM

Perform Keyword Research

SEO - On Page and Off Page

Paid Search Ads

Paid Search Advertisement

Pay Per Click (PPC)

MEASURE

See what all works well for your campaigns. Plan for improvement. Revise your strategy if needed!

E-MAIL MARKETING

Grow your contact list

Compose great emails

Create a schedule

Measure the above. See what works, keep doing better. If something isn't working, plan an alternative approach.

MOBILE MARKETING

Define the goals

Choose right platforms

Measure the above. See what works, keep doing better. If something isn't working, plan an alternative approach.

CONTENT MARKETING

Blogging, Infographics, Press Releases, Forums, Articles, Videos, Podcasting, Webinars, Documents, LinkedIn & Guest Blogging

Measure the above. See what works, keep doing better. If something isn't working, plan an alternative approach.

SOCIAL MEDIA

Select appropriate channel

Plan and optimize your social content

Measure the above. See what works, keep doing better. If something isn't working, plan an alternative approach.

DIGITAL MARKETING STRATEGY



# P.O.S.T

## People



- Who is your audience? (Demographically, geographically, B2B, B2C, etc.)
- What social media channels are they actively participating in?
- Who are the followers, influencers?

## Objectives



- What do you want to accomplish through using social media?
- What do you want users to say about you?
- How will you measure your objectives?

## Strategies

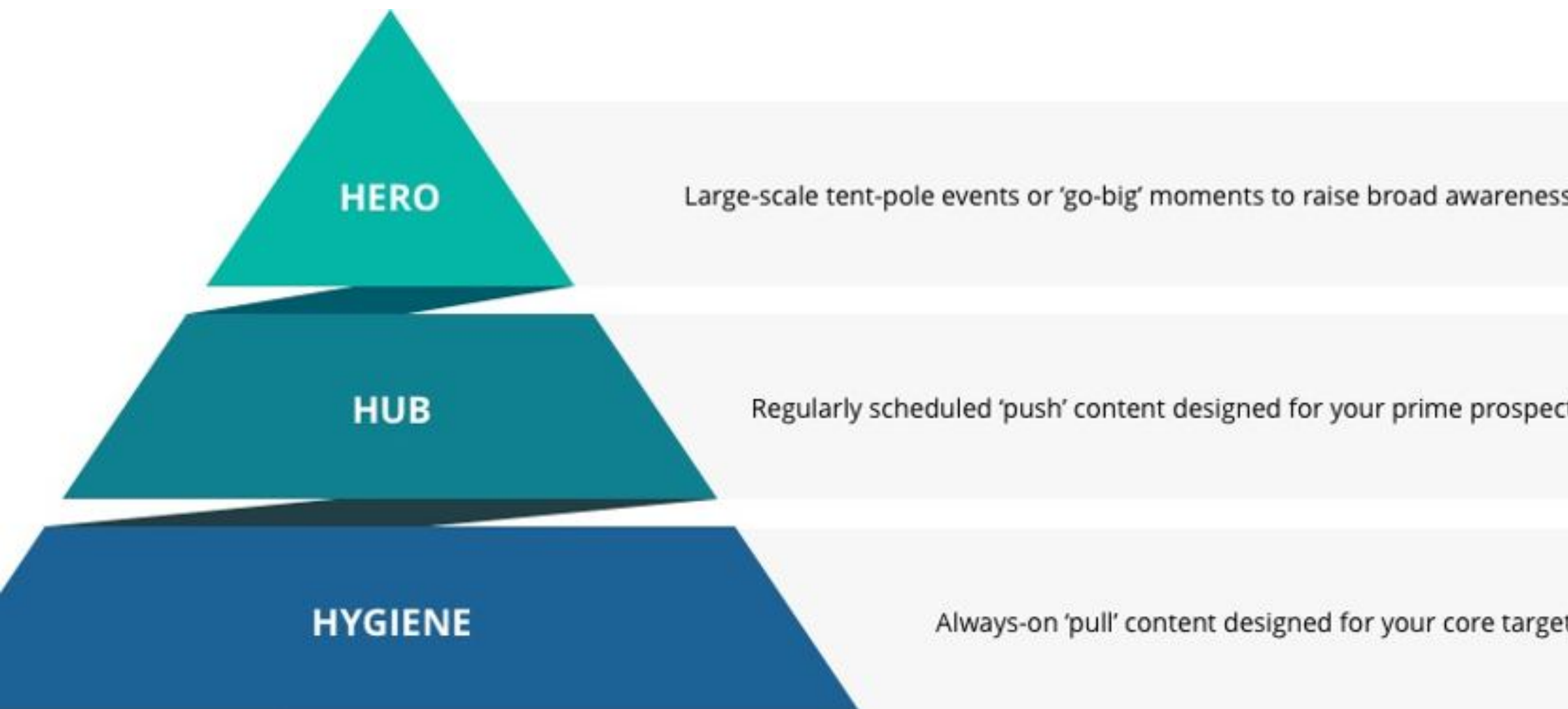


- How will you begin, and continue, engaging your audience?
- Will you be creating or sharing content? Who will do this, how?
- What will social media change about you, and how?

## Technologies



- What social media channels will you be using?
- What measurement/management tools will you be using? ? How will you measure performance on the fly?
- Do you have a team to create content?



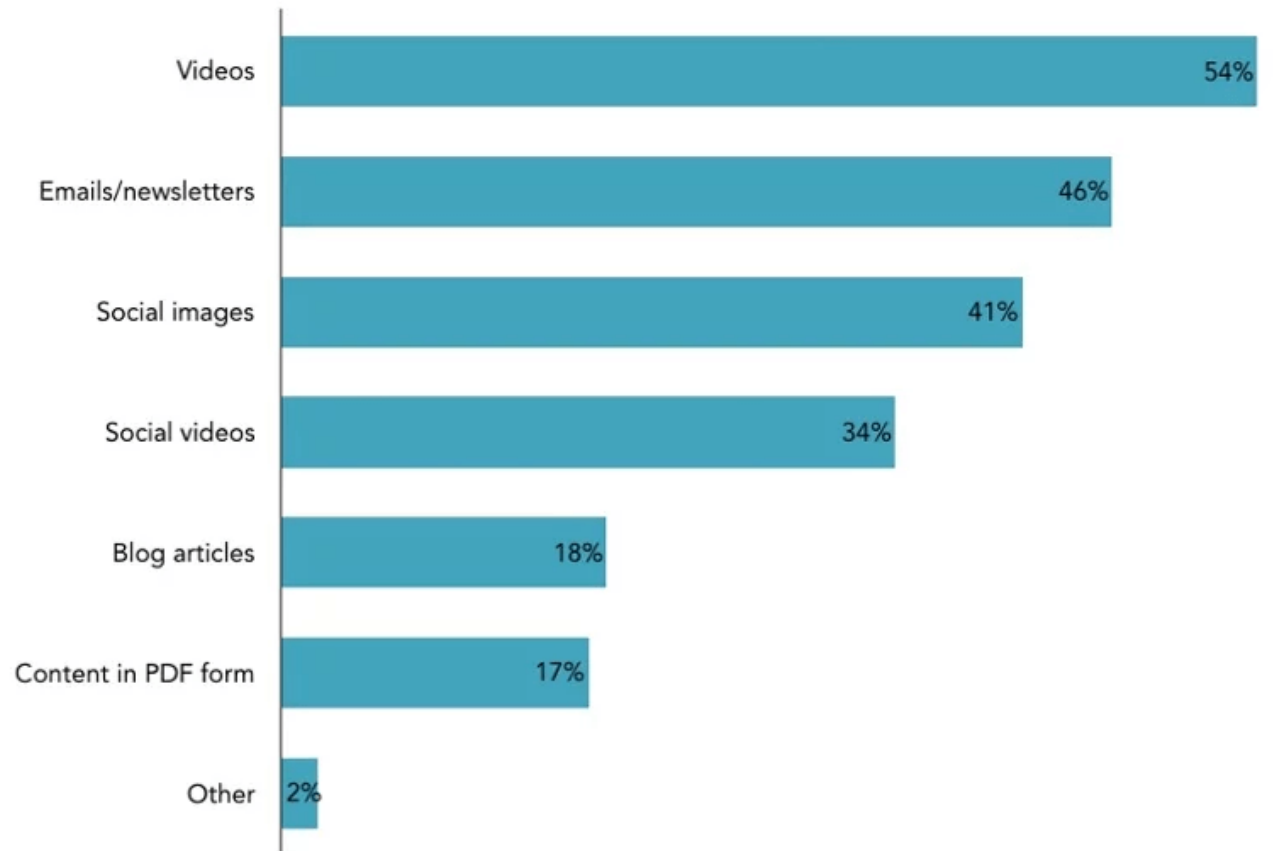
# Video is the most effective form of content

10

## Type Video Content Production



What type of content do you want to see from a brand or business you support?



# We play safe because of the sensitive nature of govt communications...



## YOUR SOCIAL MEDIA CRISIS PLAN

BROUGHT TO YOU BY 

**CT**

Make sure you are listening on all appropriate channels to chatter about your company. If you see something with negative sentiment and a legitimate complaint, act before it goes viral.

**TIFY**

Figure out who is involved in the issue, what happened, why it happened, and how you can resolve it.

**SIDER**

Does your tone line up with your company and the seriousness of the issue?  
Deal with the crisis in a timely but thoughtful manner. Make sure your response is transparent, both in your apology and in your steps to resolve it.

**OND**

Respond on appropriate social media channels (and non-social media channels too).

## HOW TO SPOT FAKE NEWS



### CONSIDER THE SOURCE

Click away from the story to investigate the site, its mission and its contact info.



### READ BEYOND

Headlines can be outrageous in an effort to get clicks. What's the whole story?



### CHECK THE AUTHOR

Do a quick search on the author. Are they credible? Are they real?



### SUPPORTING SOURCES?

Click on those links. Determine if the info given actually supports the story.



### CHECK THE DATE

Reporting old news stories doesn't mean they're relevant to current events.



### IS IT A JOKE?

If it is too outlandish, it might be satire. Research the site and author to be sure.



### CHECK YOUR BIASES

Consider if your own beliefs could affect your judgement.



### ASK THE EXPERTS

Ask a librarian, or consult a fact-checking site.



### Search by image

Search Google with an image instead of text. Try dragging an image here.

Paste image URL

Upload an image 

Choose File No file chosen

#### How to upload an image

- Use the button below to open an image that's on your computer.

Google will automatically upload and search using the image.

Tip: Try dragging an image into the search box from your desktop or the web.

[Learn about search by image](#)



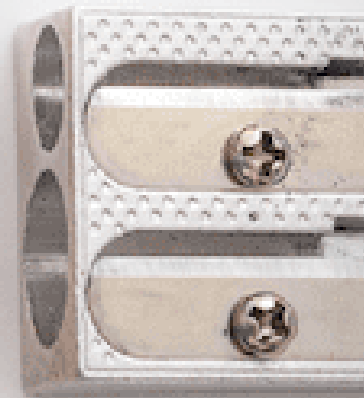


# Data Analytics

Creativity



Data-driven creativity



# The way we do it



Insights & Reports



# The technology behind the Analytics



**Kibana**





# LISTENING



Tools and tactics are just the tip of the digital marketing iceberg.



## What to search

*Brand name*  
*Category*  
*Company/corporate*  
*Product/service name*  
*Competitor*  
*Employee Activities*  
*URL*

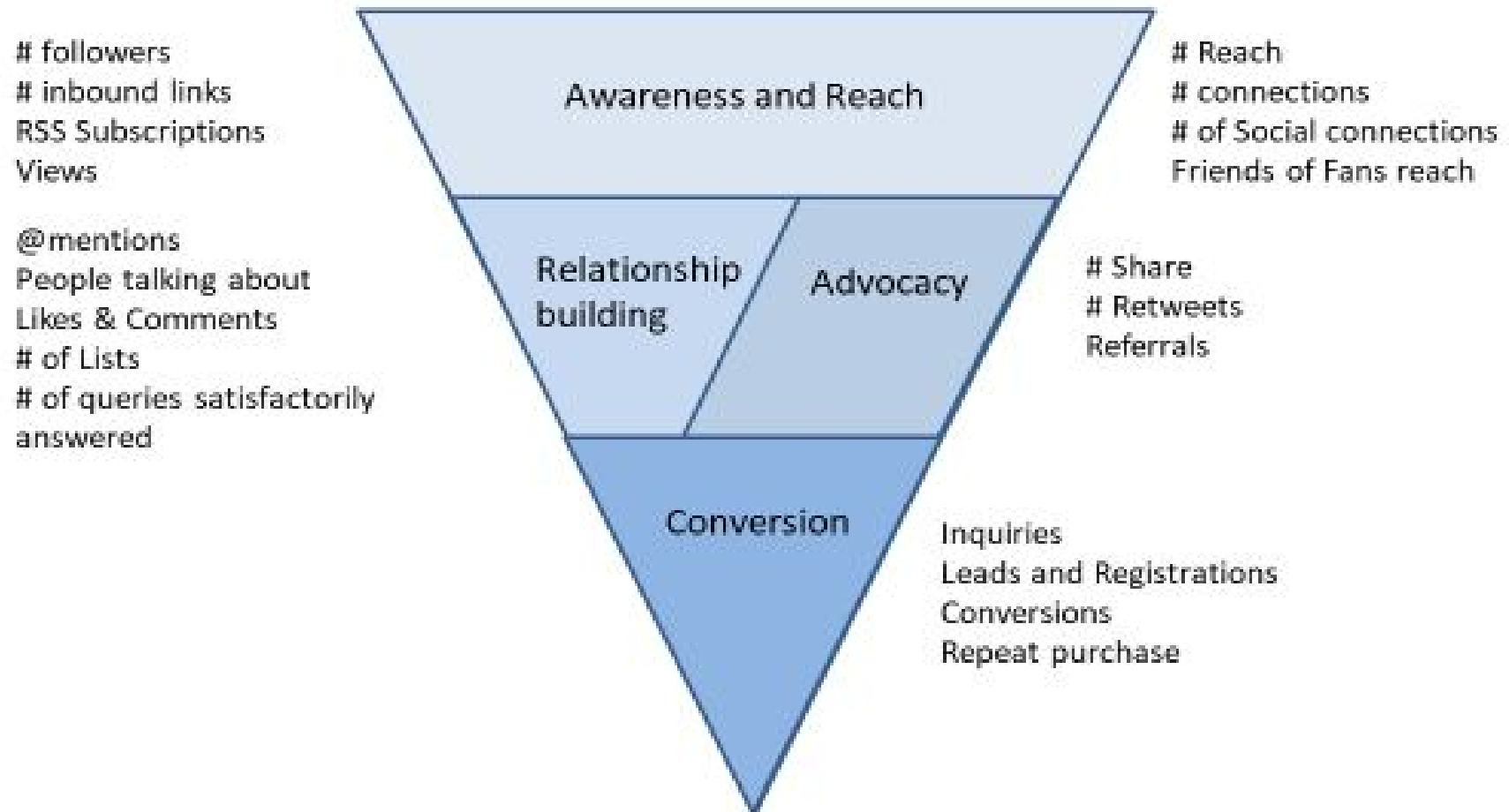
## Where to Search

*Video Sharing*  
*Newsgroup*  
*Blog*  
*Facebook*  
*Social Album/photo sharing*  
*Forum*  
*Microblogs*  
*Job/Product postings*

## Insights

*What do people think of your brand?*  
*Category? Competition?*  
*What words do they associate with it?*  
*Where does the conversations occur?*  
*What drives conversations?*  
*What is your SOV?*  
*Sentiment analysis*  
*Emerging issues*  
*Influencers*

# Listening Metrics

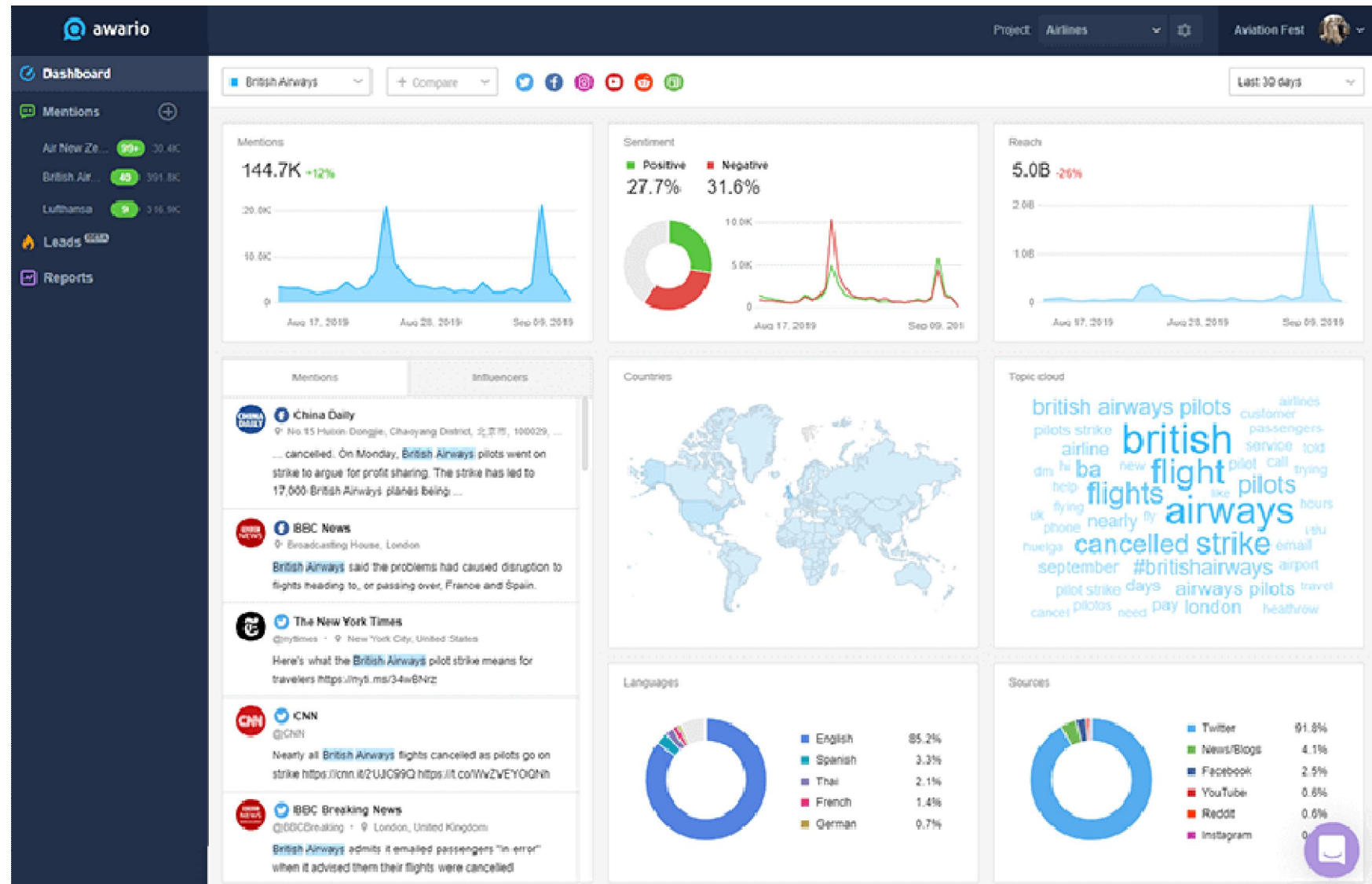




# Listening Tools



# The MyGov Dashboard is something like this (shhh, we can't show you the real thing😊)





# Distribution Plan



**Specific**

Do: Set real numbers with real deadlines.

Don't: Say, "I want more visitors."



**Measurable**

Do: Make sure your goal is trackable.

Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."



**Attainable**

Do: Work towards a goal that is challenging, but possible.

Don't: Try to take over the world in one night.



**Realistic**

Do: Be honest with yourself- you know what you and your team are capable of.

Don't: Forget any hurdles you may have to overcome.



**Time-bound**

Do: Give yourself a deadline.

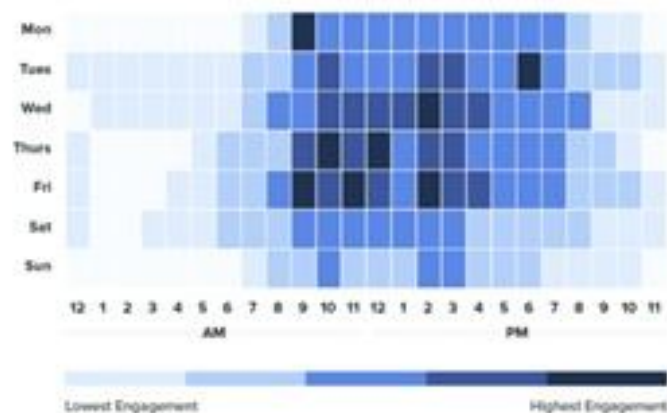
Don't: Keep pushing towards a goal you might hit, "some day."



# TIMING IS EVERYTHING HERE

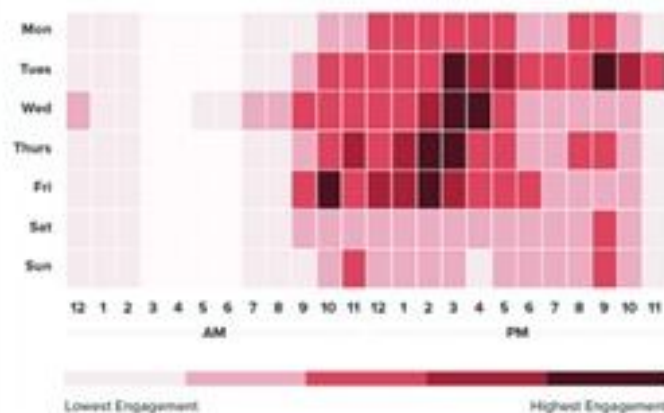
Facebook Nonprofit Engagement

sprout social



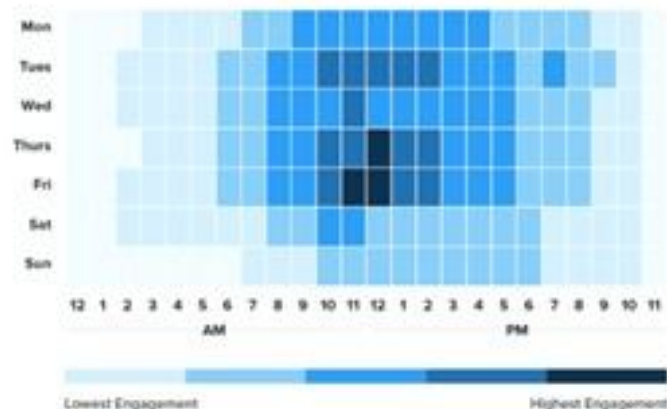
Instagram Nonprofit Engagement

sprout social



Twitter Nonprofit Engagement

sprout social



LinkedIn Global Engagement

sprout social

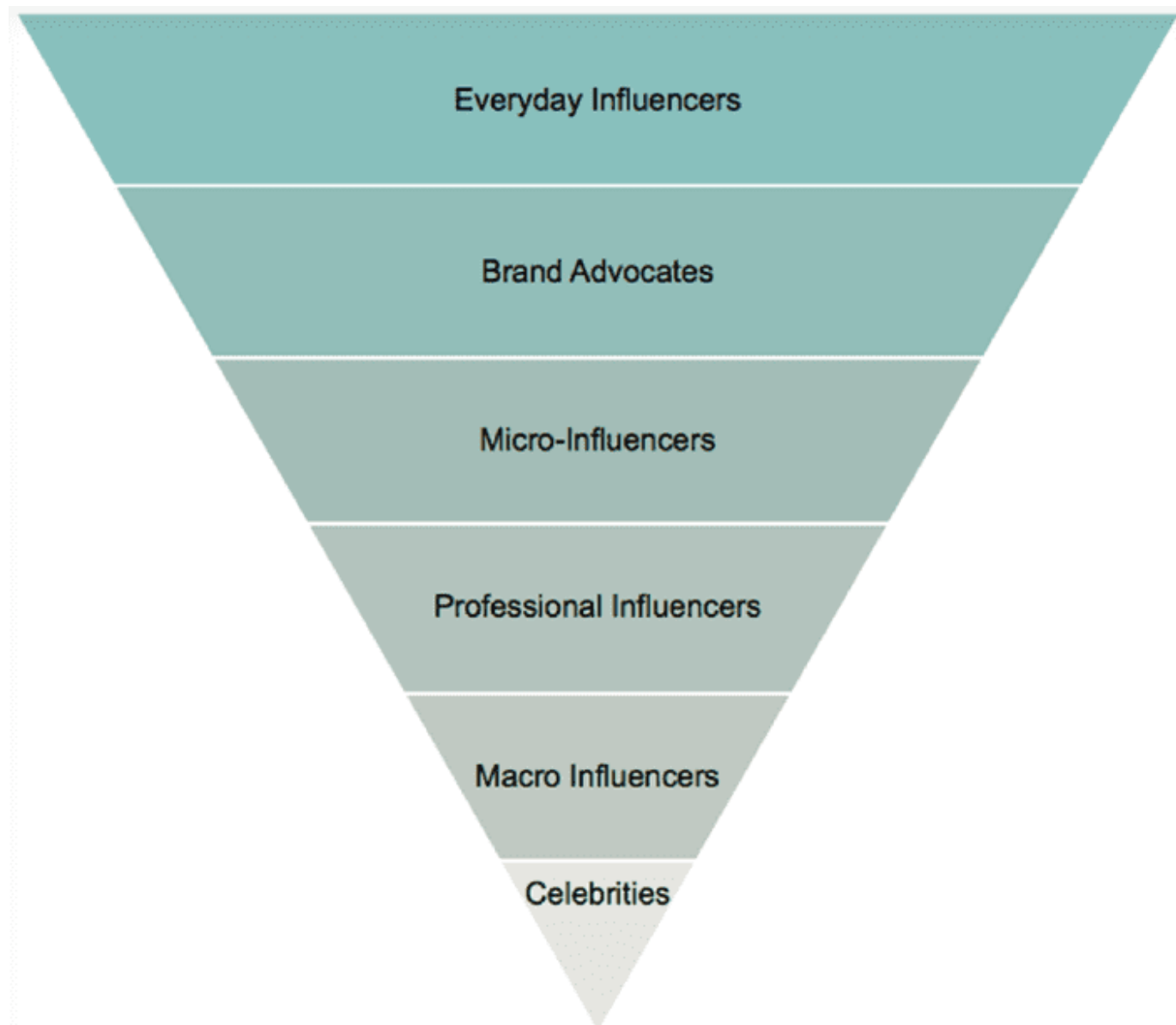


- The best time to post on **Facebook** is between **9 am and 2 pm**
- The best time to post on **Twitter** is between **9 am and 2 pm** with emphasis on the 11 am to 1 pm window.
- **On Instagram**, educational organizations got the best results **at 4 pm or 5 pm**.
- The best time to post on **LinkedIn** is **7:45 a.m., 3:00 pm onwards**

## CONTENT CALENDAR OVERVIEW

The image displays four overlapping templates for content management. The top-most template is a monthly calendar for January, February, March, and April, with columns for 'CONTENT TOPIC', 'EVENT / CONTENT', 'DATE', 'CONTENT TOPIC', 'EVENT / CONTENT', 'DATE', 'CONTENT TOPIC', 'EVENT / CONTENT', 'DATE', 'CONTENT TOPIC', and 'EVENT / CONTENT'. Below this is a 'CONTENT ARCHIVE' template with columns for 'DATE POSTED', 'CONTENT TITLE', 'LINK', and 'COMMENTS'. The third template is a 'CONTENT BRAINSTORMING' sheet with columns for 'SUBJECT', 'WORKING TITLE', 'PROPOSED BY', 'POTENTIAL AUTHOR', 'TARGET RELEASE DATE', 'METADATA', and 'COMMENTS'. The bottom-most template is a 'CONTENT CALENDAR' for January and February, featuring a detailed grid with columns for 'DATE', 'CONTENT TITLE', 'SUBJECT', 'AUTHOR', 'PERSON / DEPT RESPONSIBLE', 'STATUS', 'CALL TO ACTION', 'CATEGORY', 'METADATA', and 'MEASUREMENTS OF SUCCESS'. The calendar includes a sidebar with dates 1 through 31 and a footer for 'ADDITIONAL NOTES FOR THE MONTH'.

# Influencers are Saathis on supercharged chawanprash – you are one too!



# Dissemination & Distribution

It is important to have a robust system for distribution of information

Building segmented databases of phone nos & email ids according to professions relevant to your domain.

Building stakeholder wise database.






Sending mailers to specific target groups or sending content to MyGov for their mailers.

Messages: Sending letters to people on various personal occasions and acknowledging positive efforts by stakeholders.





# MyGov Social Media Outreach

App	Year Started	Current User	Increase in last one year (approx.)
	2014	28,02,269	27%
	2016	13,41,160	9%
	2015	5,97,827	135%
	2018	18,74,951	57%
	2019	89,122	286%

# MyGov Social Media Campaign



**584 Cr**  
Reach  
**16,610 Posts**



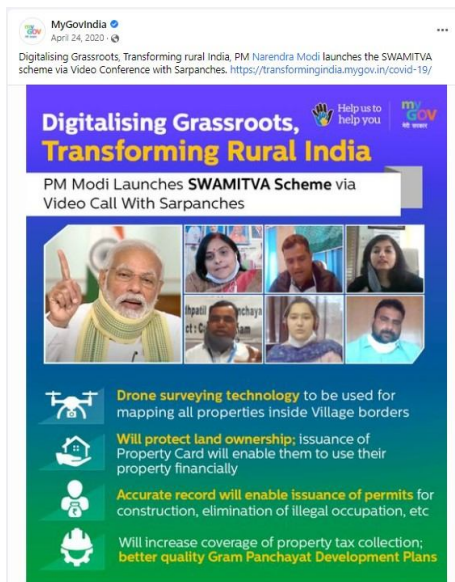
**37.8 Cr**  
Impressions  
**32,299 Tweets**



**55.3 Cr**  
Impressions  
**10299 Posts**



**110 Mn**  
Video Views  
**3115 Videos**



# Use of New Apps & Platforms

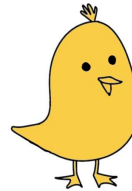
1.44M



74.7K



629K



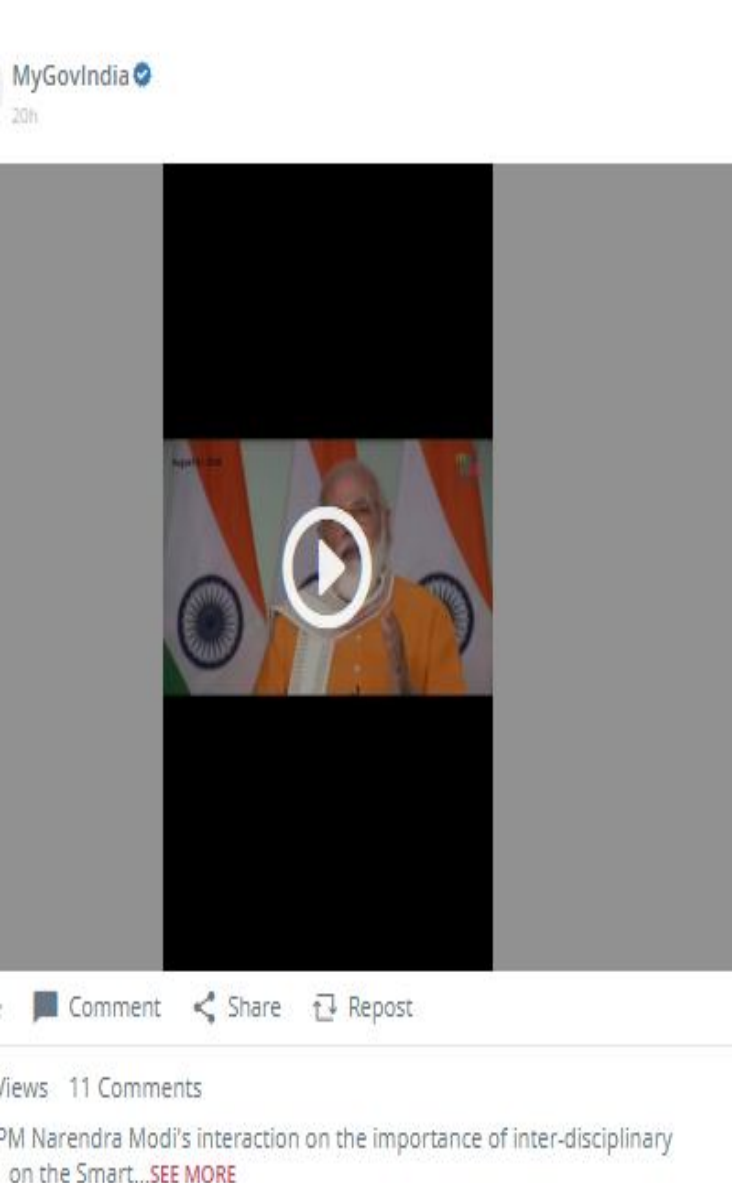
322K



3M

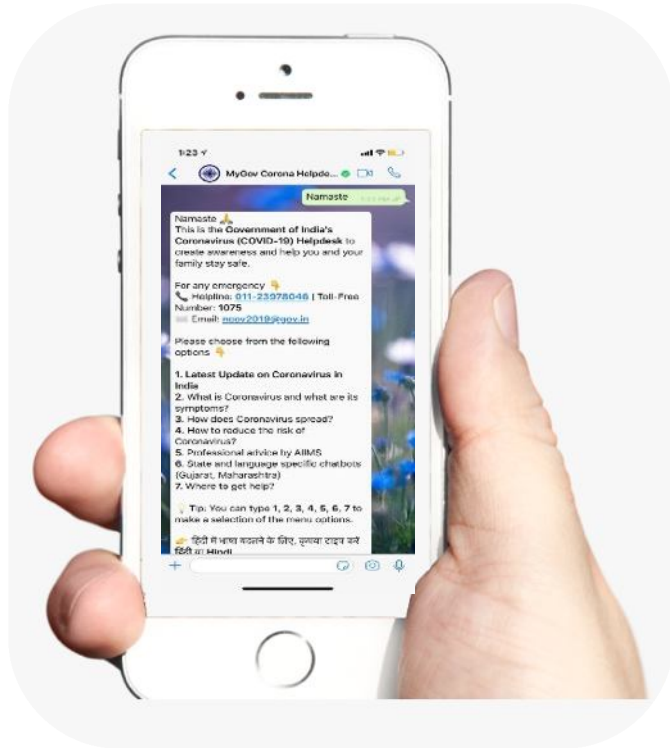


# ‘AatmaNirbharBharat’ Campaign on Indian OTT Apps – Roposo & ShareChat



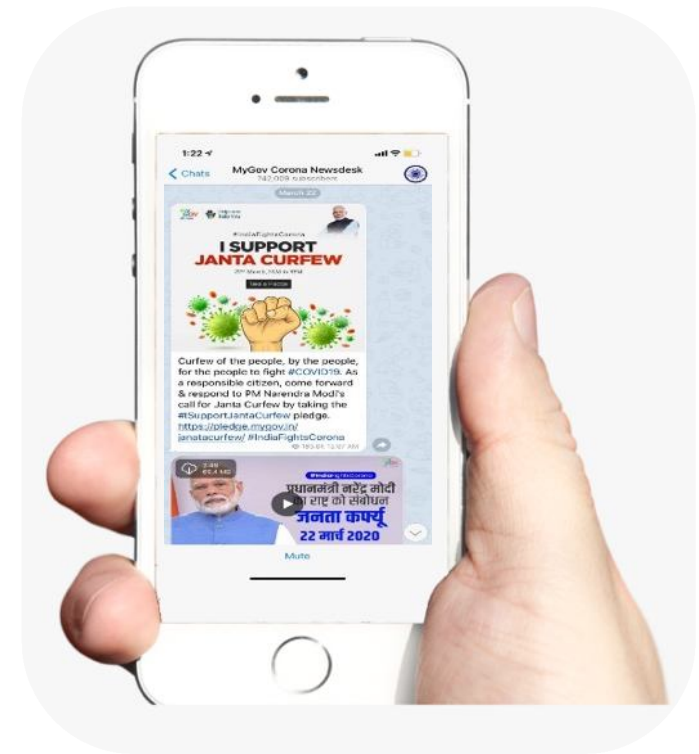


# WhatsApp Chatbot



**29.92 Million Users**  
**80.75 Million User Messages**

# Telegram MyGov Channel

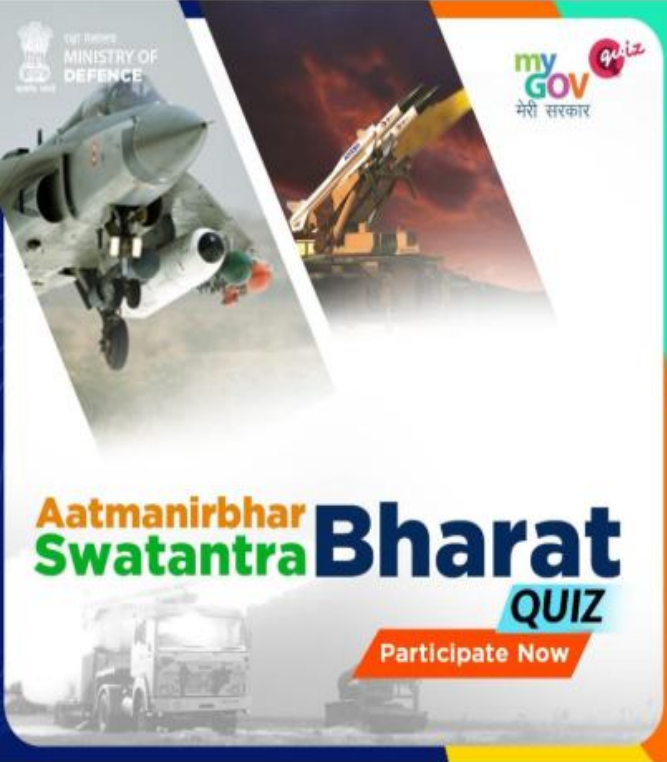


**25.77 Lakh**  
**Subscribers**

# 'AatmaNirbharBharat' Campaign on LinkedIn

**MyGov India**  
20,764 followers  
2d • 🌐

As a part of Independence Day Celebrations and to create a patriotic feeling among all, the Ministry of Defence invites you to participate in the "#AatmaNirbharBharat – Swatantra Bharat" quiz. Take the quiz now! <https://lnkd.in/epmcxbt>



The banner features a collage of images: a fighter jet, a missile launch, and a truck. The text "Aatmanirbhar Swatantra Bharat QUIZ" is prominently displayed in green and blue, with a red button that says "Participate Now". Logos for the Ministry of Defence and MyGov are also present.

46 • 4 Comments

Like Comment Share Send

**MyGov India**  
20,764 followers  
1d • Edited • 🌐

Join the movement of 'Go Vocal for Local' to support tribals with their livelihood by buying authentic products to beautify your home or office spaces made by different tribal communities across the Nation. Visit: [tribesindia.com](http://tribesindia.com). #AatmaNirbharBharat ...see more



The advertisement shows a framed Gond painting of a bird and a person. Below it, the text "GO VOCAL FOR LOCAL" is written in a stylized font. To the right, it says "BUY NOW! UP TO 70% OFF!" and "Beautify your Home or Office spaces with Gond paintings by tribal artisans of Madhya Pradesh, reflecting a tradition going back to more than 1400 years". The website "www.TribesIndia.com" is mentioned at the bottom.

**MyGov India**  
20,764 followers  
1d • 🌐

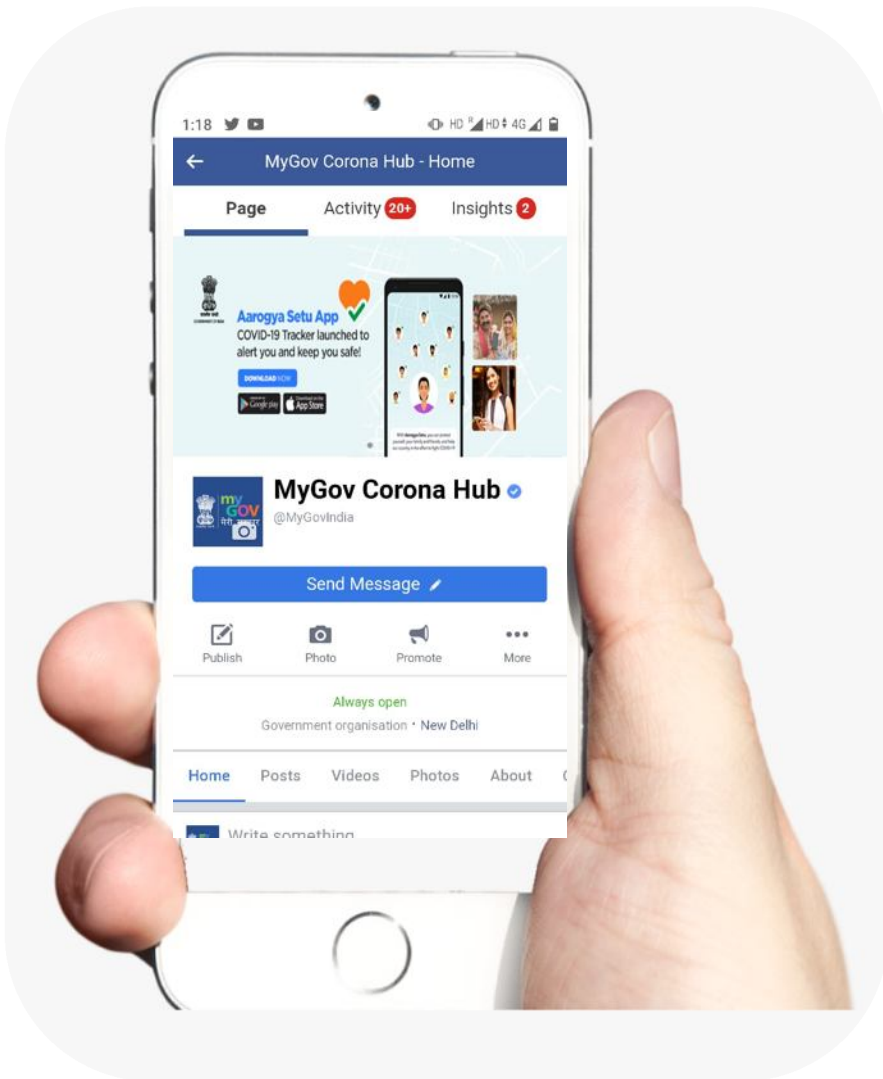
Promoting India's Regional Literature is one simple way of supporting PM N. Modi's clarion call for an #AatmaNirbharBharat. Share your inputs on similar grounds to promote the adoption of Made in India Products.



A circular inset image shows a woman with long dark hair smiling while reading a book.

"I read and promote Indian regional literature."

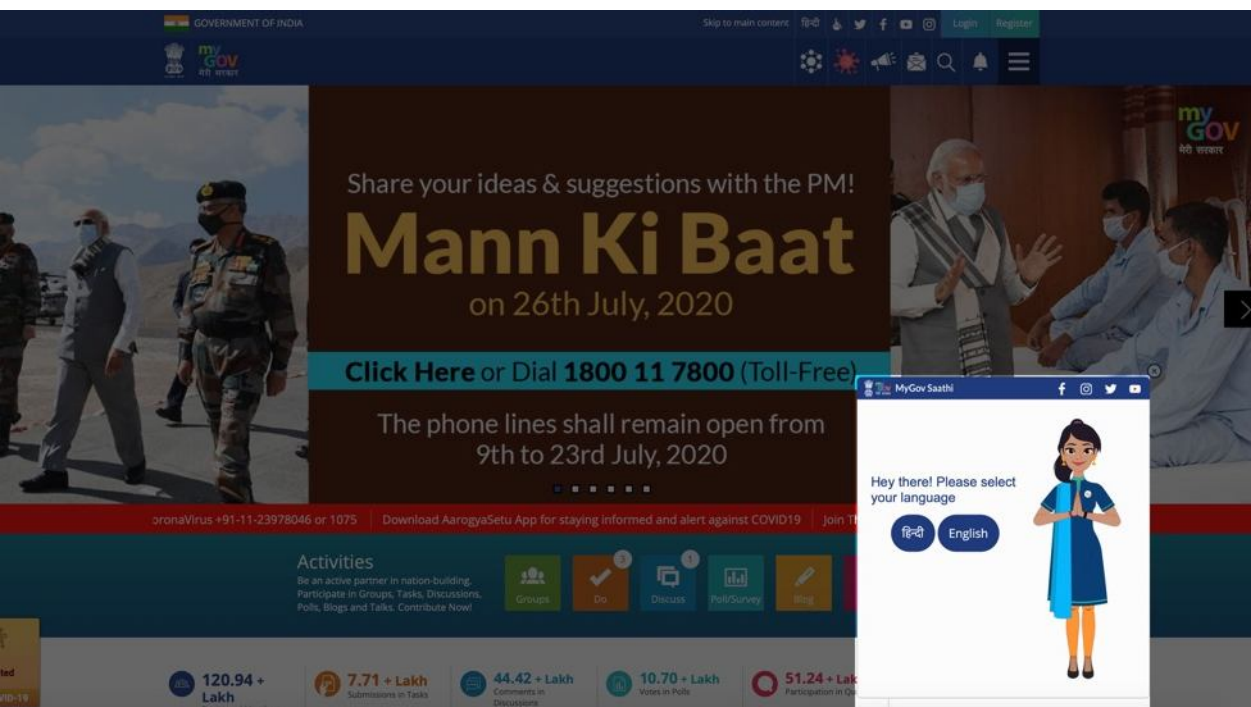
**WE SUPPORT**  
**#AATMANIRBHARBHARAT.**



**FACEBOOK**  
**1.22 Million Followers**

**Messenger Users 146,750**  
**Daily Active Users 24571**

# MyGov Saathi Chatbot



Dedicated Chat Bot on MyGov.in to disseminate information related to Corona and promote Aarogya Setu App

**Total Users till now – 236,607**



# Many High-Impact Campaigns That Resonated Across Digital India

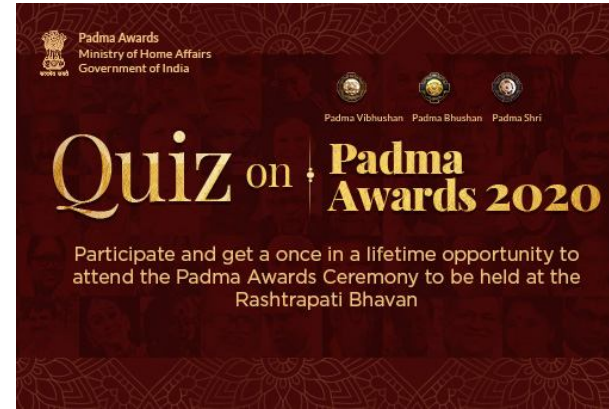
Covid Campaign



Spreading Positivity



Padma Quiz 2020



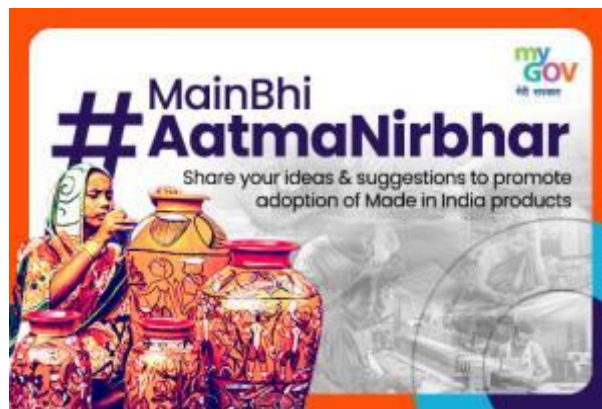
Fundamental Duties



Manodarpan



#AatmaNirbhar



Celebrate MyGov@6



# Key Infographics- including Cabinet Decisions



**PM STREET VENDOR'S AATMANIRBHAR NIDHI (PM SVANidhi)**

A Special Micro Credit Facility for Street Vendors

- A Central Sector Scheme facilitating street vendors to access affordable working capital loan
- Vendors can avail loan up to ₹10,000
- Launched on June 1, 2020 & loan application started on July 2, 2020
- Target to cover over 50 lakh Street Vendors

Dated: 9 September, 2020

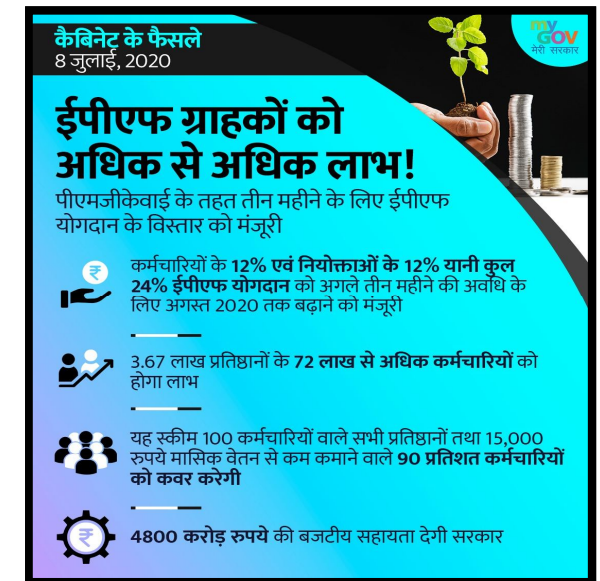


**CABINET DECISION: 19 August, 2020**

**Recruitment Reform - Taking Job Opportunities Closer to the People**

Cabinet Approves Setting Up of NRA to Conduct Common Eligibility Test (1/2)

- Creation of National Recruitment Agency (NRA)**, a multi-agency body for recruitment of central government jobs
- NRA to conduct Common eligibility Test (CET) to **screen candidates at the first level for SSC, RRBs & IBPS**
- Seperate online CET for the Graduate**, the Higher Secondary and the Matriculate candidates
- CET to be conducted in every district, ensuring ease of access for **rural youth, women and disadvantaged candidates**

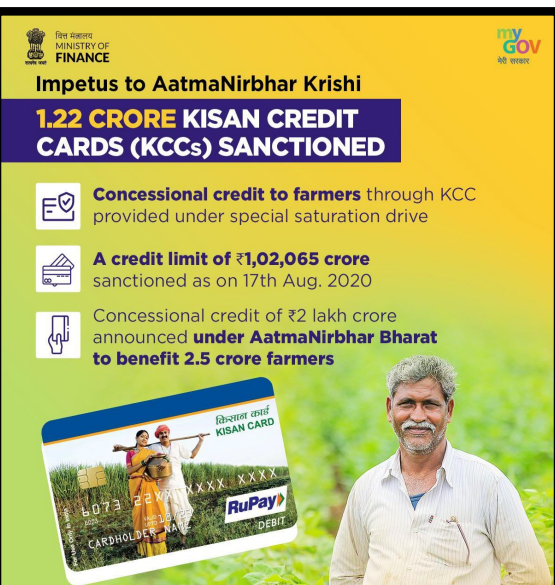


**कैबिनेट के फैसले**  
8 जुलाई, 2020

**ईपीएफ ग्राहकों को अधिक से अधिक लाभ!**

पीएमजीकेवाई के तहत तीन महीने के लिए ईपीएफ योगदान के विस्तार को मंजूरी

- कर्मचारियों के 12% एवं नियोक्ताओं के 12% यानी कुल 24% ईपीएफ योगदान को अगले तीन महीने की अवधि के लिए अगस्त 2020 तक बढ़ाने को मंजूरी
- 3.67 लाख प्रतिष्ठानों के 72 लाख से अधिक कर्मचारियों को होगा लाभ
- यह स्कीम 100 कर्मचारियों वाले सभी प्रतिष्ठानों तथा 15,000 रुपये मासिक वेतन से कम कमाने वाले 90 प्रतिशत कर्मचारियों को कवर करेगी
- 4800 करोड़ रुपये की बजटीय सहायता देगी सरकार



**Impetus to AatmaNirbhar Krishi**

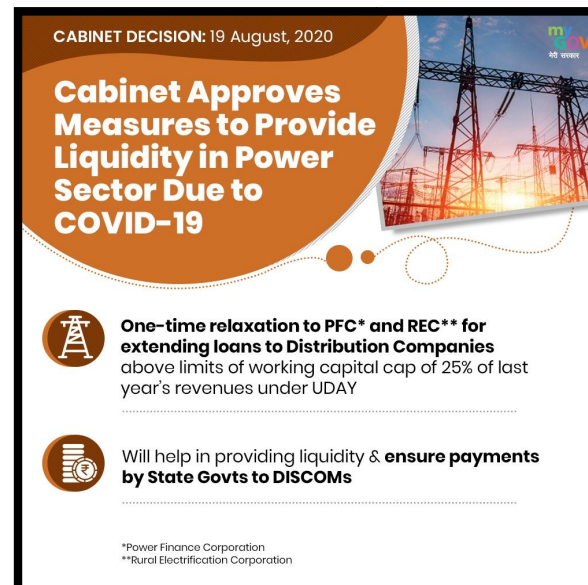
**1.22 CRORE KISAN CREDIT CARDS (KCCs) SANCTIONED**

- Concessional credit to farmers** through KCC provided under special saturation drive
- A credit limit of ₹1,02,065 crore** sanctioned as on 17th Aug. 2020
- Concessional credit of ₹2 lakh crore announced **under AatmaNirbhar Bharat to benefit 2.5 crore farmers**

किसान कर्ज KISAN CARD

CARDHOLDER NAME XXXX XXXX XXXX XXXX

RuPay DEBIT

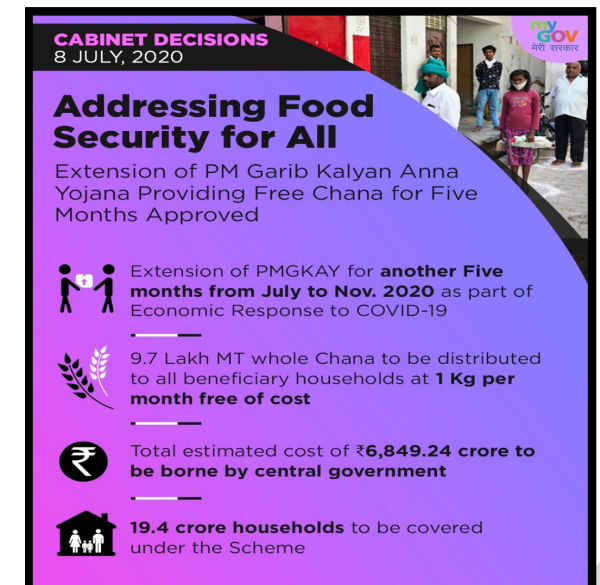


**CABINET DECISION: 19 August, 2020**

**Cabinet Approves Measures to Provide Liquidity in Power Sector Due to COVID-19**

- One-time relaxation to PFC\* and REC\*\* for extending loans to Distribution Companies** above limits of working capital cap of 25% of last year's revenues under UDAY
- Will help in providing liquidity & ensure payments by State Govts to DISCOMs

\*Power Finance Corporation  
\*\*Rural Electrification Corporation



**CABINET DECISIONS**  
8 JULY, 2020

**Addressing Food Security for All**

Extension of PM Garib Kalyan Anna Yojana Providing Free Chana for Five Months Approved

- Extension of PMGKAY for **another Five months from July to Nov. 2020** as part of Economic Response to COVID-19
- 9.7 Lakh MT whole Chana to be distributed to all beneficiary households at **1 Kg per month free of cost**
- Total estimated cost of **₹6,849.24 crore to be borne by central government**
- 19.4 crore households** to be covered under the Scheme



# Myth Busters & Fake News

## To Fight Fake News circulated on Social Media



us to  
you

#MyGovFactCheck

A report claiming that the **Lockdown** was extended without consulting the 21-member scientific COVID task force is **#FAKE!**

#IndiaFightsCorona



Help us to help you

#MyGovFactCheck

**Army deployed in Gujarat along with instructions given to the personnel on leave & the ones due for retirement during this critical time**

#IndiaFightsCorona



Help us to help you

प्रधानमंत्री योजना 2020

Register Account

Your Name  
Username  
Password  
Confirm Password

Register

**#FakeNews**

प्रधानमंत्री हर भारतीय को 15,000 रुपये की मदद दे रहे हैं, जिसे प्राप्त करने के लिए दिए गए लिंक पर क्लिक करके फॉर्म भरना होगा

#IndiaFightsCorona



Help us to help you

#MyGovFactCheck

**Fake News**

Government launches video conferencing tool **NAMASTE** to take on 'unsafe' Zoom

**Real News**

MeitY announced innovation challenge for 'Made in India' video conferencing solution

#IndiaFightsCorona

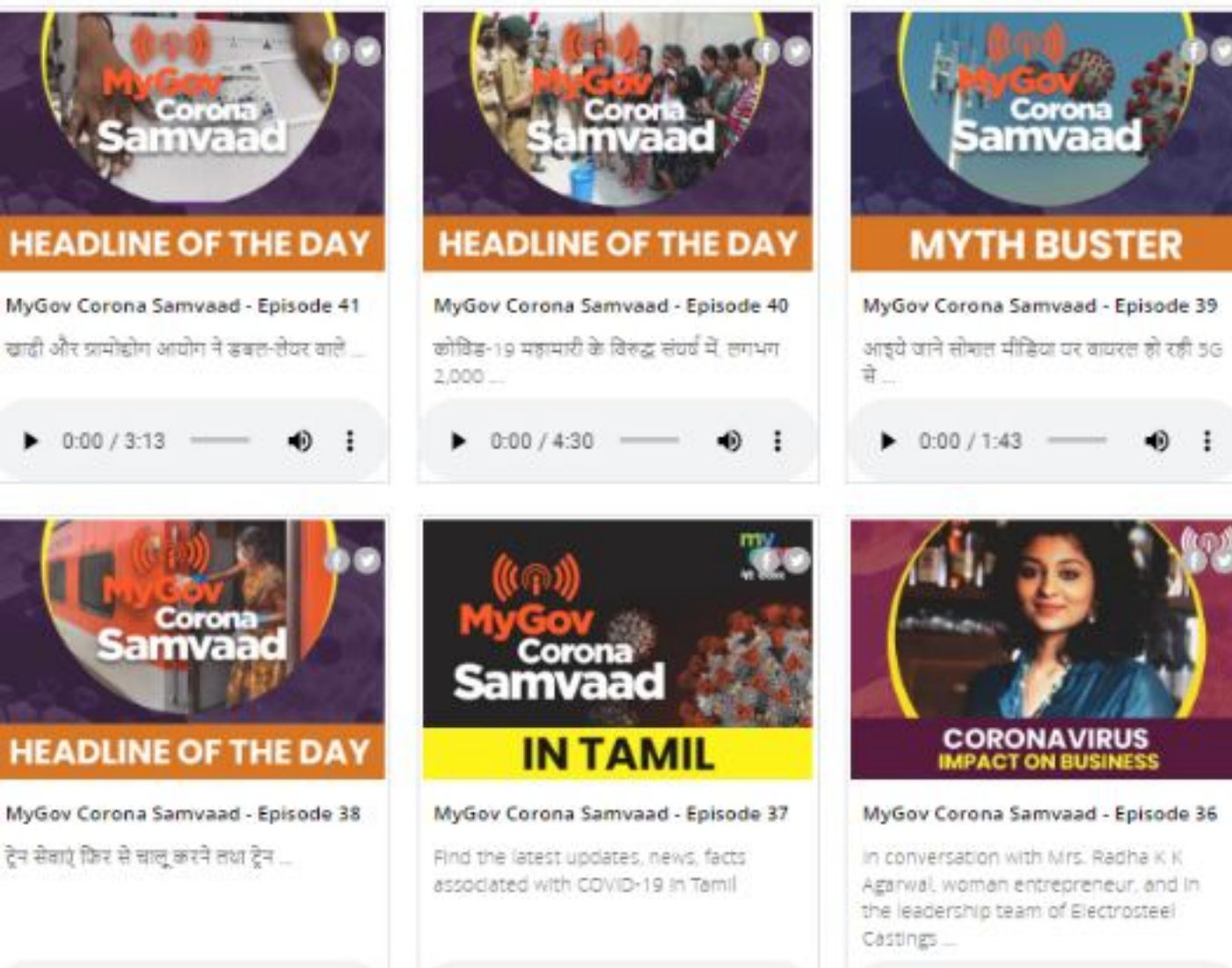
# App Innovation Challenge

MeitY in partnership with Atal Innovation Mission – Niti Aayog launches Digital India AatmaNirbhar Bharat Innovate Challenge to identify the best Indian Apps that are already being used by citizens and have the potential to scale and become world class Apps in their respective categories





# MyGov Podcasts



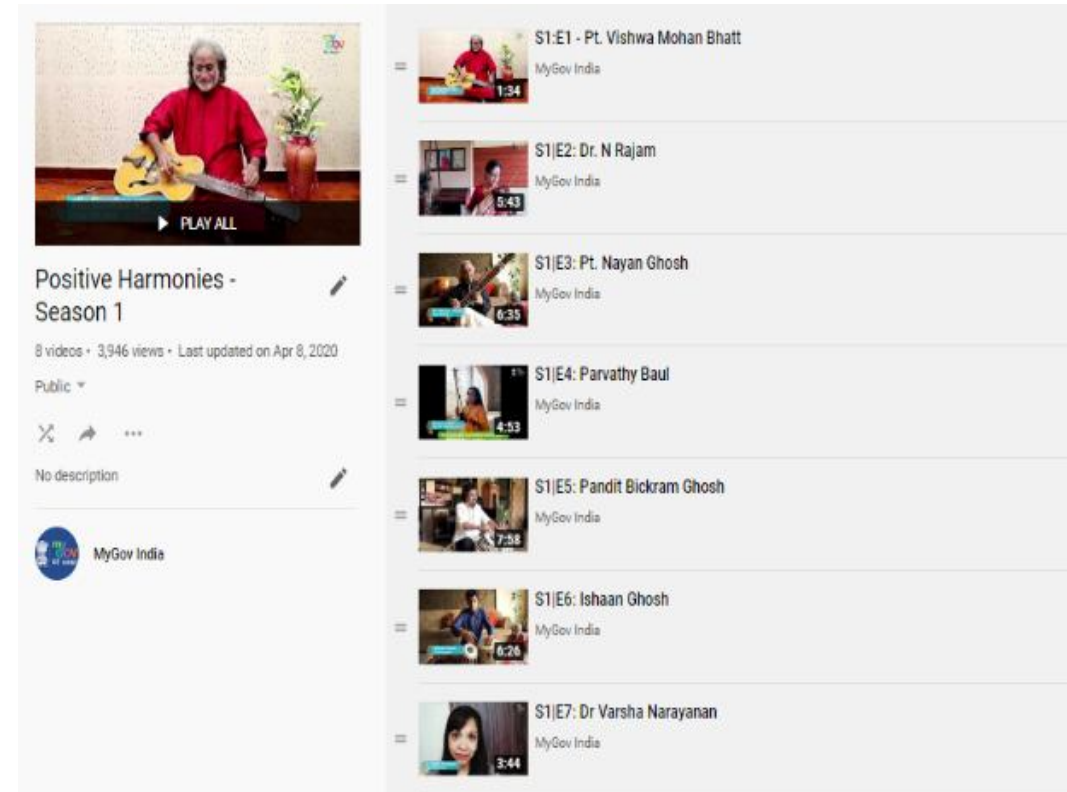
148 Podcasts

Also shared with  
Community  
Radio Operators

# Positive Harmonies



23 Weeks

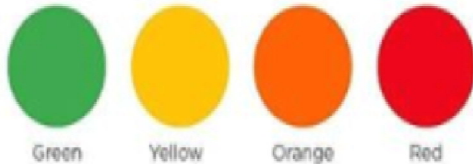


162 Videos

# Aarogya Setu

Created infographics to explain different colors shown on Aarogya Setu Home Screen and what do these colors signify

What do the various colours of the Home screen on Aarogya Setu app signify



## Aarogya Setu - Do's

Download Aarogya Setu from Android, iOS, KaiOS

Keep Bluetooth ON

Keep your location settings ON

Regularly take Self Assessment Test honestly

This is indicative, in case of any symptoms, please call 1075 or State Helpline

Based on your Self Assessment, your location, and Bluetooth Contacts, Aarogya Setu does your risk Assessment as Green, Yellow, Orange or Red

# Aarogya Setu Promotion + Team Mask Force Campaign



ationwide campaign launched to  
help increase downloads for  
Aarogya Setu App and help people  
understand the value of wearing  
masks whenever they go out



#TeamMaskForce launched for citizens to make their own masks  
and share their pictures/videos with us





# How MyGov Does It :

The Last Word, by CEO MyGov

# New Age Communications

'Top-to-bottom' approach in communications - non-engaging & unappealing

Very often perceived as 'propaganda' with no innovation or public participation.

Time is ripe to use '**New Age communication**' tools.

Campaigns should leverage social media to enable public participation

Communication approach should instil sense of collective responsibility.

Social media with Organic reach, interactiveness & vibrancy has high potential.

Social media ~ measurable and real-time; immediately picked up by traditional me



# New Age Communications

- Many popular schemes but some are 3-4 years old;
- For them, the focus should be on highlighting the transformative outcomes.
- Full page advertisements – The actual message does not reach to the grassroots
- Make these campaigns participative. Let people also share their experiences.
- Infographics, testimonial videos, presenting success stories, Articles/Blogs by Ministers, Secretaries, experts and intellectuals.
- Media automatically covers these as news; No need for advertisements.
- Campaigns which had a wide reach: Ayushman Bharat (SaalEkAyushmanAnek), Digital India (#DigitalIndiaNewIndia) #AatmaNirbharBharat #ShikshakParv



# Key Takeaways

- Connected, Joined Up, Unified approach to Communications
- Leverage New Age Communications tools
- Real time updates of relevant material to Ministers. Summary of days events / decisions with 360 deg feedback for Ministry.
- Freely use available infographics and videos on key government initiatives and policies
- Contribute to content on MyGov to educate and disseminate
- Use LinkedIn, Facebook, Instagram, YouTube in addition to Twitter. Use Hashtags & tag relevant handles
- Retweet relevant tweets and content regarding key initiatives, Cabinet Decisions, campaigns proactively
- Coordinate with other Social Media handles of Ministry and key Schemes



# Thanks – any questions?

