

CTC
FY : 2016-17

Integrated Annual Operating Plan....



Sakāl Vidarbha



Content that SAILS & SELLS

Mission

- Attempts of transformation through community connect/activism/public mobilization
- Brand value enhancement
- Business growth



Variety and speciality

- Digital – Utilization of all platforms/reflection in print
- Print – Innovative/attractive/aggressive
- Sectorwise – All 16 sectors to be included
- Specialised – Value addition and treatment
- C to B implementation to be meticulous



Annual Content Plan : Overview

- Pro-Biz plan: Food, Retail, Education, Health as suggested by Mktg
- Minimum 2 major initiatives/month
(Smart city/day special For. Ex.: Clean Ngp n Hariyali in June)
- Sponsorships for coverage/events
- Innovation in presentation/citizen engagement
- Investigations/stings/public mobilization
- Content supporting revenue, circulation, events, YIN, TSPA etc. For Ex: Fuloo dya Mulanna, Happy N`hood, STSE by Circ.
- Citizen Journalism/UGC/Multimedia



- Coffee Table Book on Vidarbha Tourism
- Deeksha : Annual book in a new style on state level
- Taniksha Mahotsava Special/ Yashogatha
- Happening Year Book on state level
- Mee Tanishka: Supplement



Clean Nag River Campaign

Aim

- To control industrial/domestic pollution and wastage dumping
- To prevent pollution caused by religious rituals

Tools

- Online : FB/WA/You Tube to discuss n evolve solutions
- Awareness : print/digital /emotional connect/celebrations (Nag Nadi Utsav)
- Action plan with the help of experts and project report
- Monitoring the execution : Internal committee/YIN/TSPA+NGO's
- Funds from corporates/busineesmen/stakeholders
- Technical assistance may be required (like app etc.)



Supporting *Dnyanrachnavaad* Initiative in Vidarbha
(Already making rounds in primary educational circles)

Tools

- Contact with education deptt/teachers` orgs
- Digital connect to spread awareness and ideas
- Involvement of YIN/Tanishkas
- Training of teachers (SILC can be pitched in)
- Comprehensive networking
- Promotional booklet on the concept (business)

AIM

Torch bearing towards overall improvement
in the quality of primary education.



Elections : Municipal Corporations / ZPs

1. Corporations : Nagpur/Akola/Amravati/Chandrapur
2. Zilla Parishads : About 7 ZPs

Tools

- FB Pages/You Tube and WA groups/UGC
- Lokjagar Campaign in print on civic/rural issues.
- Sponsored supplements
- Zone/Ward/Circlewise coverage

Aim

Big Sakal impact on elections and business



Nagpur City : Focal point

Tools :

- Our Area, Our Responsibility (wardwise ground activity)
- Police and You (connecting people and police)
- Zero challan drive - Hariyali Mahotsava
- Digital Club - Cycle Club etc.



Content to be novel and business oriented plus leveraging TSPA/YIN

- **Addition** : Akola and Amravati to be added with customised plans
- **Smart Village** : Plan to support Amdar Gav Dattak Yojna to develop one Smart/Model village in each district by pitching in YIN/TSPA and NGOs
- Maximum content on social media for awareness & UGC/ resources required

- Some topics to be initiated on digital/already initiated
- Stakeholders's WA groups to be connected for content
- Imp. Issues to be discussed on WA/FB for solutions
- Target is to connect with minimum 1000 WA groups
- For elections MC zonewise/zpwise WA groups
- Maximisation of print content on digital
- Esakal and Saam to be supported vigorously
- For ex. Eve teasing/domestic help/Kavi Katta



- Akola : latest editon : special plan for 3 districts
- Chandrapur/Wardha/Yavatmal/Amravati to be focussed
- Major semi urban centres like Wani, Pusad, Khamgao, Akot to be targetted
- Out of 119 tehsils, 50-60 big centres to be identified
- Mobilization on public issues/content/business



Thank You

