



रक्षा मंत्रालय  
MINISTRY OF  
**DEFENCE**

## COMMUNICATION STRATEGY

GROUP MEMBERS: ILAANA, RUCHIKA, SHRUTI, VIBHOR

# About MoD

- Headed by the Cabinet Minister with each service placed under its own Chief:
  - Chief of the Army Staff
  - Chief of the Naval Staff
  - Chief of the Air Staff
- Departments and services under MoD:
  - Dept. of Defence
  - Dept. of Defence Production
  - Dept. of Defence Research and Development
  - Dept. of Ex-Servicemen Welfare



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# Current Communication Flow

- Directorate of PR:
  - Disseminates information to the media and public about MoD
  - Supports media to ensure wide publicity
  - Conducts interviews, press conferences, press tours
- Sainiko Ke Liye
- Photo Section
- Sainik Samachar
- What's New Section



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# Communication Objective

- To inform and familiarize the target audience about different wings of the Ministry.
- To educate about the various works of the Ministry.
- To increase the dialogue between the Ministry and its stakeholders



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# Stakeholders

1. Government officials
2. Armed Forces
3. PSUs
4. Defence Aspirants
5. Ex-servicemen / veterans
6. Private organisations working with the Ministry
7. Media
8. Public at large



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# What do our stakeholders want to know?

1. More information on welfare activities like Initiatives of Naval Wives Welfare Association etc.
2. Stories on working conditions of women in the armed forces.
3. Achievements and personal stories of the armed personnel.
4. Lesser known survival and training stories of the forces.
5. Information on initiatives taken up by the Defence Ministry.
6. News on latest defence productions, deals, partnerships and conferences.

# Communication: Challenges

1. A lot of emphasis has been given to the deals, partnerships and joint-military exercise.
2. Sainik Samachar hasn't been able to place itself in the minds of people.
3. The current communication strategy has lost touch with the public. It has become a one-way information dissemination mechanism.
4. People need to connect to the initiatives taken up by the Ministry.
5. Social media platforms are not being used effectively to promote the activities and achievements of the Ministry.
6. Lack in active engagement with the posts.



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# The Strategy



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# Campaign Launch: Digital

Facebook and Instagram:

Upload multiple images with a caption describing the heart of MOD.

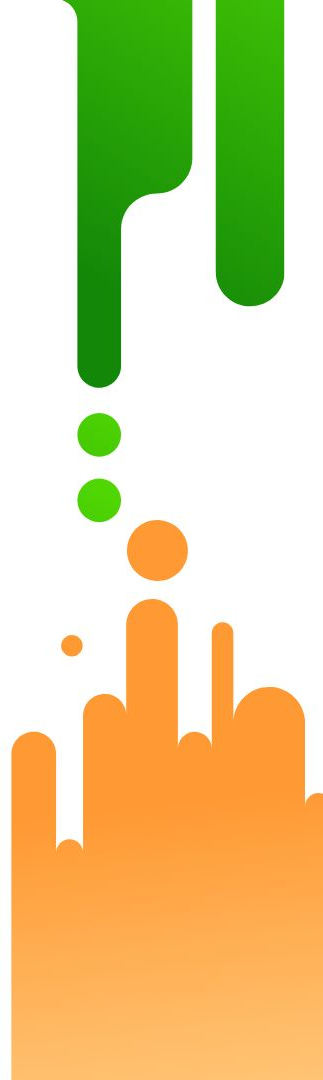


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# Touch the sky with Glory

JOIN INDIAN AIR FORCE



# Facebook

Create 5 second to 10 second in a comic layout with 4 screens talking about the initiatives taken by the MOD in a more engaging manner.



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# Twitter

15 second videos explaining the extensive training undertaken by the defence forces.

#defencelife



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# Tiktok

Channelise the reach of this medium to engage with the youth in tier 2 and tier 3 cities.

#defencelife



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# TikTok

Channelise the reach of this medium to engage with the youth in Tier 3 and Tier 4 cities.

# YouTube

A day in the life of defence personnel:

- **Objective: To familiarise target audience and understand the functions of different wings involved in the Ministry of Defence in the most raw and uncut way possible.**
- Create a YouTube video series capturing a normal day in the life of defence personnel. The goal is to follow the daily-life routine of different people in different wings of the MoD - army, navy, airforce, PIC, maritime systems etc. to understand the functions of different wings involved.



- **Objective: To create engaging YouTube content on behalf of the MoD and set the ball rolling for a personalised YouTube channel.**
- Create content on the Youtube channel under the following sub-headings:
  - 5 things you should know about the Rafale jet.
  - 5 things you should know if you're preparing for defence exams (NDA/CDS/AFCAT)
  - All you need to know about Young Leaders Training Wing in Chennai. (Any new wing)
  - Snippet from President Kovind's speech on Army day
  - 10 new things in Goa Maritime conclave

# Event

**Objective: To sensitise and humanise the nature of the defence forces by freeing it from a notion of rigidity. It is a profession like any other.**

- A surprise event centred around #YehJawaniHaiDeewani. The families of the defence officers will be invited for two days to celebrate two special days dedicated to the defence forces. There will be an Open Mic with live performances of poetry, singing and dancing.



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# Television

## KBC

- **Objective: To educate people in India about the defence forces and their functions in a fun and interactive manner.**
- We also want to target television as a medium - the show KBC in particular - to spread awareness about the Ministry of Defence to the general public.
- We can partner with the show KBC to have a special themed week on the Defence Forces with questions related to the MoD in India.
- This will not only quiz youngsters with questions related to the defence forces, but also having a credible celebrity like Mr. Amitabh Bachchan talking about the defence forces in India will hopefully encourage people in India to form a positive opinion about the MoD.



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# Documentary

Partnering with Nat Geo

**Familiarize the target audience towards the lesser known survival stories of the defence personnel**



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# Sainik Samachar

- Add a theme for each Issue and Volume: for eg: One issue could be completely on the Women in Defence Forces.
- Interviews with women who work in the MoD, the gender ratio, breaking stereotypes and misconceptions could be a part of one issue.
- Another Volume could be themed around technology in the defence forces and differences between different satellites used in the defence forces like PSLVs and GSLVs.
- Contests/competition for school children
- Cartoon/comic section



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**SLEEP PEACEFULLY, AT YOUR  
HOMES, INDIAN ARMY IS  
GUARDING FRONT LINES**

Join Indian Army

