

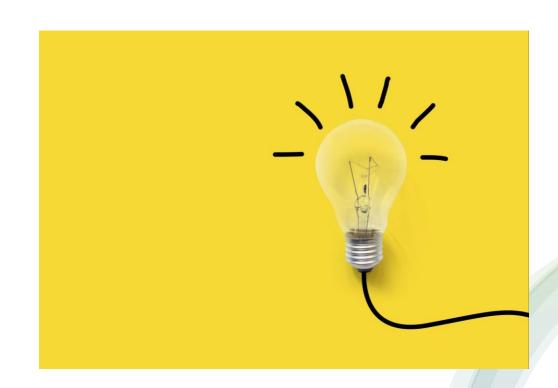
# **NAATUSOOTHRAM**



### **CONCEPT**

An initiative by Manorama News to honor the best local governing bodies of Kerala for the innovative practices initiated by them to uplift their judication areas









### **OBJECTIVE**

 To increase the awareness of Manorama News among the audience of Kerala section B, C & D

# MARKETING PROCESS

- All the local governing body representatives in Kerala were reached out using email campaign.
- Connected with all the official whatsapp groups of local governing bodies to create awareness about the Naatusoothram Program.
- Facebook promotions to make for the public to pitch innovative ideas for the local governing bodies.





## **MEMENTO**

Memento was awarded to the best local governing bodies as well as to the entries from the public for the innovative practices implemented

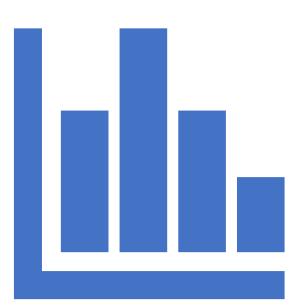
The memento was designed in the shape of a Banyan tree where each branch represents to group of people coming together to form the panchayat of the old days.





### **ENTRIES RECEIEVED**

- 358 entries were received from various local governing bodies.
- 124 Suggestions from the public.
- The call out for entries also helped to increase the traffic of the Youtube and Facebook page of Manorama news by 5% in a month





### **RESULTS**

- A dedicated directory for Naatusoothram was developed on the official website of Manorama News
- Featured online and on air news bulletins on the entries received
- The same were shared on the social media platforms for the public to debate
- The consolidated feedback were shared to the representatives of the local governing bodies in presence of the Hon. Speaker of Kerala with an assurance that they will be worked upon





#### NUTSHELL

• Naatusoothram not only provided a public platform for the common people to evaluate the local governing bodies, it ensured that their voices are heard, and improvements measures are taken at the earliest.

