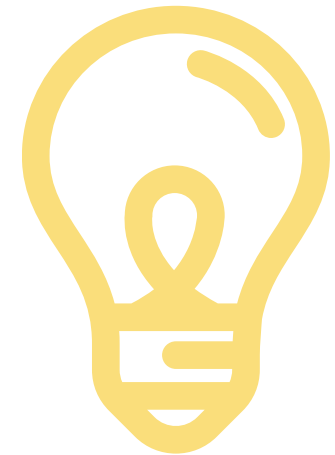


ADGLOBAL 360



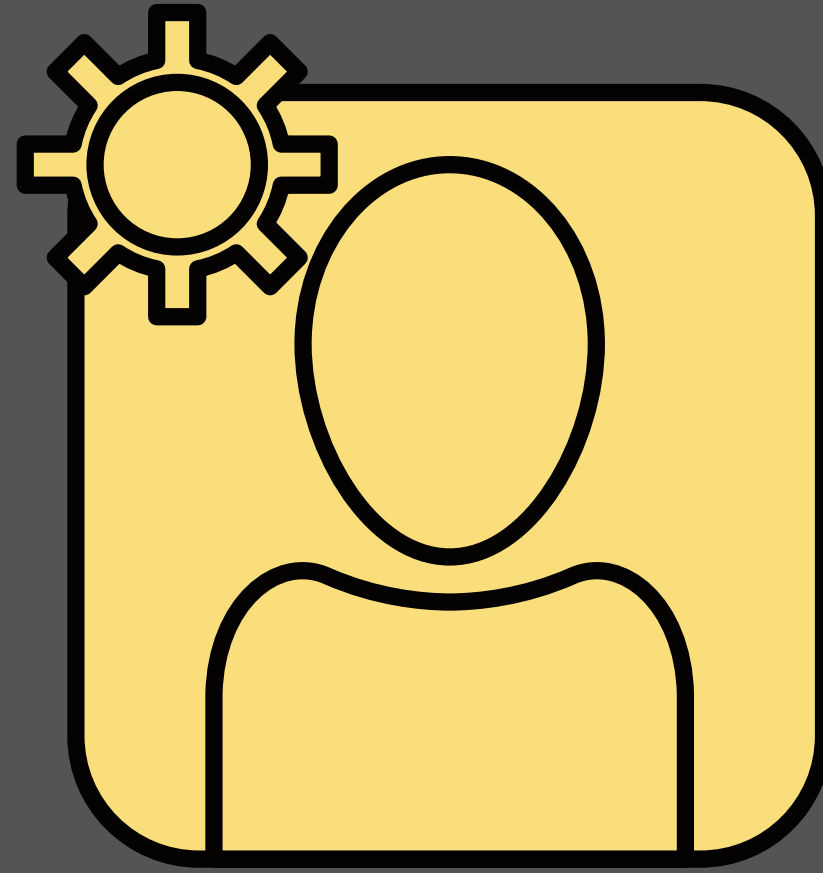
Public Outreach Blog



PROPOSAL OUTLINE

KEY DISCUSSION POINTS

Blog Introduction
(features)
What we aim for?
What we don't aim for?
What sets the blog
apart?
Home
Menu
Sub-Menu

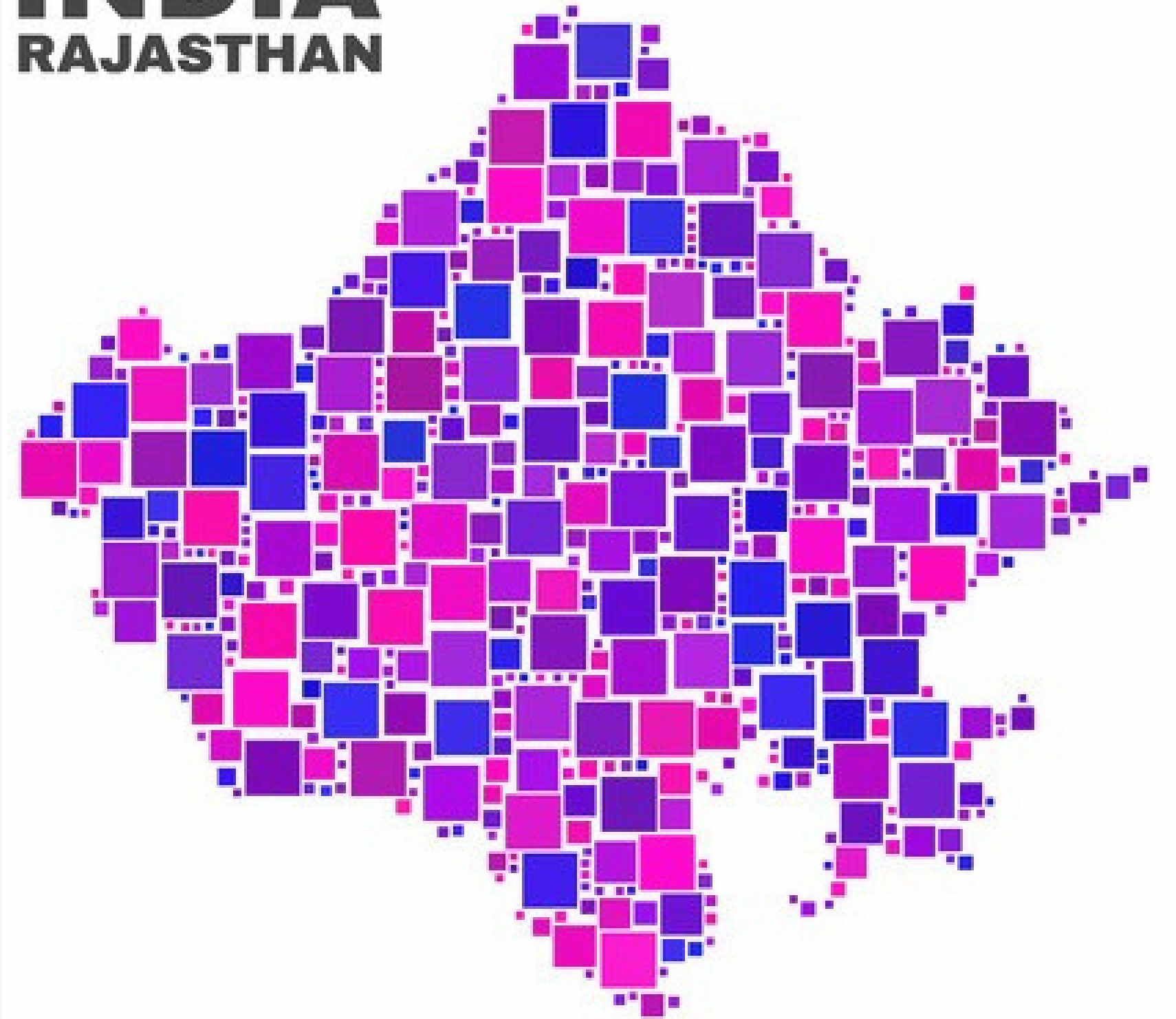


**Bloggging is not something we
do, it is something we be**

My RAJ. Setu*Blog*

- A public participation platform
- Two way communication
- A public alliance blog to listen and reciprocate
- A knowledge bridge between curious public and the state govt.

INDIA
RAJASTHAN



What we aim for?

- Day to day awareness platform
- Public engagement via Chatbot, podcasts, discussion forums, click and volunteer, scheme engagement data, blogs, online quiz activities
- Normal communicable English

What We Don't aim for?

- A conventional govt. information website
- A platform exhibiting governing methods that do not address any individual directly
- Academic Hindi language

WHAT SETS MY RAJ.SETU*Blog* APART?

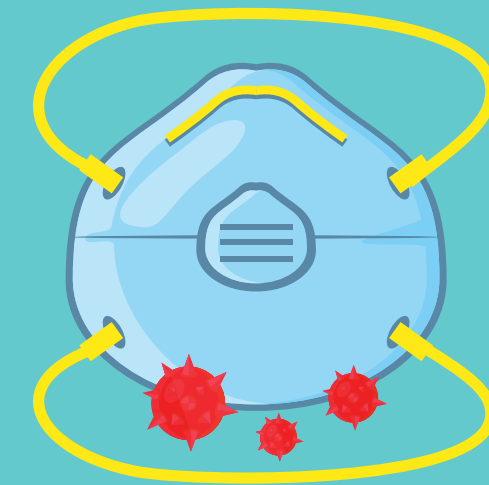
The only platform to easily connect with the state affairs within few clicks

- **Myth busters**
- **Helpline no. ticker on home page**
- **Every minute updates of COVID cases**
- **Policy progression stories, public suggestions**
- **Platform engagement data on front page**
- **Policy engagement data**



Header with momentary schemes, distric updates, a public message

Checkmate Corona



HELPLINE NUMBER LOOPING TICKER

46 cured corona patients returned home today

***My City* (Jaipur)**

Homemade Mask Tips

***हमारा हित* (blog)**

Don't be friends with Mr. Myth

***हमारा हित* (Quiz)**

Sail smooth with online e-Mitra services

***हमारा हित* (podcast)**

Youtube Video

Campaigns

Corona Count



MENU

My City



Sub MENU

All city names - Press release/articles related to policy updates and developments

हमारा हित



Sub MENU

Blogs, quizzes, podcasts, YouTube videos, forums for better engagement

Exhibiting all the campaign posters

Campaigns

#AbBasC^orona



कोरोना को लेकर
भ्रामक सूचनाओं
का प्रसार मत करो ना

e-Mitra is facilitating rural areas of Rajasthan with its numerous services and an extensive service delivery network.

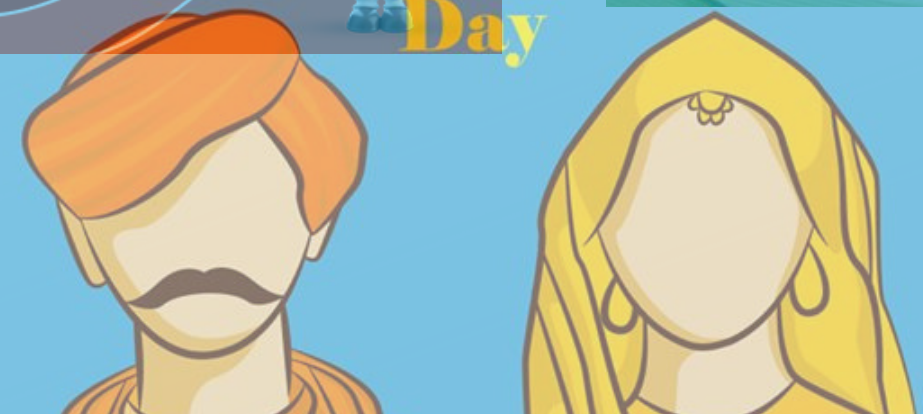


24th April
**National
Panchayati Raj
Day**

#राजस्थान_सतर्क_है



कोरोना को
हराने के लिए हम
प्रतिबद्ध हैं



कोरोना संकट के इस दौर में भी राज्य सरकार महिलाओं के प्रति घरेलू हिंसा रोकने एवं उनके प्रति अपनी जिम्मेदारी निभाने के लिए कृत संकल्प है।
Be the change you want to see around you
महिलाएं किसी भी तरह की घरेलू हिंसा एवं उन पर किये जा रहे अत्याचार की शिकायत महिला गरिमा हैल्पलाइन 1090 पर दर्ज करा सकती हैं।
stay at Home, Innovating



Government of Rajasthan



@AshokGehlot.Rajasthan



@ashokgehot51



सत्यमेव जयते

Government of Rajasthan