

Message in the media plan must be clear

By : Editor Published On : 23 Aug, 2019 04:00 PM IST



INVC NEWS

Shimla,

Chief Minister Jai Ram Thakur said that a target and sector specific media plan is must to attract maximum attention of the entrepreneurs so that the State gets desired results. He was presiding over the presentation regarding media plan of Rising Himachal Global Investor's Meet made by Square Media Limited, here today.

The Chief Minister said that the aim of the media plan was to attract maximum investment by utilising the media to showcase the high investment potential of the state to the potential entrepreneurs. He said that it should also highlight achievements and dynamic governance of the state government. The target audience of the media campaign must be the Indian and Global Investor Community, key influencers and opinion leaders and the general masses.

Jai Ram Thakur said that the focus sectors must be the eight key areas identified by the state government for investment viz. agri-businesses, manufacturing and Pharma, tourism and hospitality, hydro and renewable energy, wellness and healthcare, housing and urban development, IT and education and skill development.

He said that the state government was committed to make Himachal Pradesh the epitome of New India by providing pro-active governance. Himachal was a power surplus state with lowest power tariff and fastest moving state in ease of doing business. He said that the state has excellent connectivity with northern India and major business hub. Besides it has affordable land bank, peaceful environment and massive growth potential across several sectors.

Jai Ram Thakur said that the stress must be laid on maximum use of print as well as electronic media. The social media such as Facebook, Twitter, YouTube, LinkedIn, Instagram etc should also be optimally used to showcase the investment potential of the state. He said that the media plan must be a multimedia campaign comprising of hoardings, newspapers, magazines, TV, radio and social media.

The Chief Minister said that emphasis must also be laid on existing industrial backdrops to boost the confidence of the investors. He said that efforts must be made on highlighting the tradition and culture of the State as well.

Additional Chief Secretary Dr Shrikant Baldi said that the message in the media plan must be crisp, clear and specific so that it carries the message spontaneously.

ACS Manoj Kumar, Principal Secretary Prabodh Saxena, Director, Tourism Younis Khan, Director, Industry Hans Raj Sharma, Special Secretary, Industry Aabid Husain, Director Public Relations Department Harbans Singh Brascon and representative of square media limited were present on the occasion.

URL : <https://www.internationalnewsandviews.com/message-in-the-media-plan-must-be-clear/>

INTERNATIONAL NEWS AND VIEW CORPORATION



अंतरराष्ट्रीय समाचार एवं विचार निगम

12th year of news and views excellency

Committed to truth and impartiality

Copyright © 2009 - 2019 International News and Views Corporation. All rights reserved.
