

## Objectives

- ✓ Enhancing visibility
- ✓ Boosting business positivity
- ✓ Encouraging discussions on Gujarat & its heritage
- ✓ Creating global awareness
- ✓ Increasing investor interest through FDI
- ✓ Carpeting Gujarat is one of the must visit places in India
- ✓ Educating about commercial possibilities in Gujarat

### Concept – 1

- **Theme:** Contest/Challenge
- **Idea:** Running contests and quiz on and around subjects to do with Gujarat.
- **Example1:** Upload your selfies in different cities and places in Gujarat. The entry to cover maximum area Gujarat wins an all-expenses paid trip tour to all leading Vibrant Gujarat Events in 2016
- **Example2:** Write an article/click photos on “Gujarat – A world within Earth”, best article wins a free stall at all Vibrant Gujarat Summits in 2016
- **Target Audience:** Businessmen with creative flair and passionate youngsters
- **Reasoning:** Contests are the highest form of adrenaline rush when it comes to increasing participation and hence enhancing awareness. Moreover almost every top-shot has hobbies somewhere around photography or writing, this kind of contest will inspire all business community people to step forward and promote Gujarat. People of Gujarat appreciating Gujarat makes a lot more sense than Vibrant Gujarat promoting itself. Also, the prizes and give-aways shall be revolving around Vibrant Gujarat; most of the costing shall be internal thing not an external budgeting matter.
- **Response:** People from business communities and otherwise, shall take part in this and increase a lot of noise on the social media platforms such as FB, Twitter, LinkedIn, etc.

### Concept – 2

- **Theme:** Trivia
- **Idea:** Declaring the least known trivia about very less known yet important things about Gujarat.
- **Example:** Did you know that Gujarat has the longest coastal line among all the states of India? Explore the commercial trading and logistic possibilities at Gujarat, with Vibrant Gujarat.
- **Target Audience:** Investors (local and outsiders), intellectually active masses, Students, etc.
- **Reasoning:** This kind of unique updates and shall attract people to subscribe and keep updated on the less known things about Gujarat, from a commercial perspective.
- **Response:** More subscriptions, more chats, more discussions, more traffic.

### Concept – 3

- **Theme:** Innovation
- **Idea:** 2-way platform of problem solving through innovations. Vibrant Gujarat shall stage as the online innovation discussions platform for various business communities and enable people to post their problems and others to give their ideas and solutions on the same. Basically a social media platform of selected business people and students (IIMs, IITs), integrated with other platforms such as FB, Twitter, Linked, etc.
- **Example1:** Gujarat Roadways & Transportation Department is planning one of the longest fly-overs in the entire country; we seek expert suggestions on design, machinery and cost reduction.
- **Example2:** Surat's is facing problem in standardizing the remuneration/quality aspects for employment security and other benefits to be given to workers of Diamond and Textile industry to make their living better, without adding too much burden on the employer's end. Suggestions, Ideas and plans welcome.
- **Target Audience:** Business communities, government bodies, innovators, students, youngsters.
- **Reasoning:** Since this will involve high-end thinkers and problem solvers, this will catch a lot of buzz over social and news media as well.
- **Response:** People will start using this as the only Business centric problem solving and solutions providing platform.