

**Industree Foundation**

<b>Initiative</b>	<b>Scope</b>	<b>Volume (12 months)</b>
Building the strategy for the 12 months encompassing press, non-press activities	*Identifying key drivers for the company and the strategy which will drive messaging for communication campaign	12
Setting up press and non-press office	*An updated comprehensive resource bank including company profiles, bio-profiles, message house, fact sheets, Q&As, photo-library, etc  *Develop an updated national media universe across mainline, financial, trade, wires, online, regional and broadcast (across the markets where there the company has presence)	1 every quarter
Monthly Plans	Monthly break-up of activities (proactive and reactive along with deliverables)	12

<b>PR Activity</b>	<b>Stakeholders</b>	<b>Plan/Frequency</b>	<b>Target/s</b>
Media advisories and Press Releases	Government, Journalists, Donors, Internal stakeholders	Once every quarter	3
Human interest stories	Donors, general public,	Once every 2 months	6
Placement of op-eds/Editorials in national and regional press	Government, Journalists, Donors, general public,	One per month	12
Industry Stories	Donors, general public,	One per month	6
Television/Radio	general public,	Once every 2 months	6
Special Advocacy Day/Information Campaigns	Government, donors, civil society, media, public	One per quarter	4
Speaking Opportunities at Events/Panels	Government, donors, public	Once every 2 months	6
Blog Posts	Internal stakeholders, general audience	One per quarter	4
TED Talks	Internal stakeholders, general audience	NA	1
Wikipedia for Industree	Internal stakeholders, general public,	NA	1
Wikipedia for Neelam Chhiber	Internal stakeholders, general public,	NA	1