

GYAAN BATO 'AIDS CAMPAIGN',

ABOUT TESMAY



TESMAY IS AN DESTINATION MANAGEMENT COMPANY WHICH PROVIDES DESTINATION MANAGEMENT SERVICES & Sets The Standard For Professional Destination Management In INDIA , Leveraging Its Long Established Talent And Experience To Design And Deliver Exclusive And Unique Group Programs To Satisfied Clients From Around The World.



Through Our [Global Alliances](#) With Leading Dmcs Pacific World You Can Partner With Tesmay When Planning Events Virtually Anywhere In The World With Unparalleled Access To More Than 100 Destinations In 30 Countries.



Tesmay Also Focuses On Csr Activities Clients. We Find Ourselves In The Unique Position Of Being Able To Take Advantage Of The Innate Desire Within All Of Us To Share Meaningful, Moving And Inspiring Experiences With Others – For Hundreds Of Groups And Thousands Of People.



Whether You're Working Together To Build Parks, Construct New School Playgrounds, Complete "Home Makeovers" For Military Families, Or Creating And Delivering Care Packages, Bikes Or Stuffed Animals To The Underprivileged, The Positive Impact Of Csr On Local Communities And Causes Is Undeniable, And The Experience Can Be Just As Significant For Those Doing The Work.

CAMPAIGN

STREET PLAY WHICH WAS ONCE PLAYED TO CREATE AWARENESS IS ITSELF SEEKING AWARENESS AS THE WORLD IS GROWING DIGITAL.
IN THIS DIGITAL WORLD ALL THE INFORMATION SHARED STRICTLY DEPENDS ON THE CONTENT DEVELOPERS & IS BECOME SO BIASED

CONCEPT :

EDUCATING THE PUBLIC IN A RIGHT & INNOVATIVE WAY PRESENTING TO THEM ONLY THE FACT OR ISSUE THAT WE ARE FACING IN CURRENT GENERATION WITH NO BIASED DATAS .

THIS EVENT WILL HAPPEN IN AN AREA WITH HUGE PUBLIC PRESENCE ,WHICH ON RESEARCH IS IT PARKS .

OUR CAMPAIGN WILL COVER 30 IT PARKS IN PHASE – 1 & SPREAD AWARENESS TO THE PUBLIC



WHY ARE YOU APPROACHED

1

CORPORATE SOCIAL RESPONSIBILITY IS AN ART OF GIVING BACK TO THE COMMUNITY WHICH HAS PLAYED AN MAJOR ROLE IN COMPANY GROWTH AND IT IS EVERY INDIVIDUALS /GROUPS RESPONSIBILITY TO GIVE BACK TO THE COMMUNITY

2

CORPORATE SOCIAL RESPONSIBILITY NEVER ALWAYS MEANS BUILDING SOMETHING , WE ARE ALSO RESPONSIBLE TO EDUCATE THE YOUNGER GENERATION IN A RIGHT WAY .

3

DIGITAL MARKETING ON ISSUES IS ALWAYS A DEBATE , THEREFORE WE ARE GIVING THE RIGHT INFORMATION IN AN INNOVATIVE WAY .

4

THIS IS AN INITIATIVE TO EDUCATE OUR PEERS – CSR

TARGET – PHASE -1

CAMPAIGN PERIOD

30 DAYS

COMPANIES TAREGETED

30 IT PARKS IN CHENNAI CORPORATES

DATE

01 DEC'18 – 30 DEC '18

TARGET AUDIENCE

5,000 PEOPLE FORM EVERY IT PARK.

ALL THE CONTACT DETAILS OF THE CORPORATES WILL BE COLLECTED FOR FUTURE CAMPAIGNS

PLAN OF ACTION

IT PARKS WILL BE VISITED A DAY PRIOR TO THE EVENT SPREADING THE NEWS TO ASSEMBLE NEAR THE PROVIDED CAMPAIGN AREA .

OUR ACTIVITY WILL START 10 AM NEXT DAY .

One huge 10*10 BoARD WILL BE PLACED FOR THE PEOPLE TO WRITE THE MESSAGE WITH THEIR NAME AND CONTACT NUMBER .

STREET PLAY TIMINGS ON AWARENESS- 1.30 TO 145 PM & 4.30 TO 4.45 PM

BARRIGADES WILL BE MOUNTED AROUND THE PERFORMANCE AREA OF STREET PLAY WITH SOUND SYSTEM.

COST INCURRED FOR PER DAY EVENT PER IT PARK

S.NO:	PARTICULARS	SQ FEET	QUANTITY	RATE	TOTAL
1	FOAM BOARD	100	1	44	4400
2	STREET PLAY ARTIST	1	15	10000	150000
3	AUDIO	1	1	20000	20000
4	BARRIGADES	1	40	800	32000
5	HOSTESS	1	2	1500	3000
6	STATIONARY	1	1	2500	2500
				TOTAL	211900
				GST	38142
				GRAND TOTAL	250042



TO DISCUSS...