

CLIENT SUCCESS



VIDYA Integrated Development for Youth and Adults, is a 24 year old registered NGO, working for the upliftment through providing education and empowering the less privileged with helping them acquire vocational skills in our society from Delhi, Mumbai and Goa. VIDYA's integrated holistic programmes offer a wide spectrum of opportunities to children, youth and women. The story of VIDYA started in 1985 when its founder, Rashmi Mishra opened her home to educate five young girls whose parents couldn't afford to send them to school. By now, 28 years later, VIDYA has touched the lives of approximately reached children, youth and women of over 2, 00,000 families from the poorest communities of Delhi, Mumbai and Bangaluru.

Objective	<ul style="list-style-type: none">▶ To build awareness and credibility about Vidya and its attributes▶ To highlight Vidya's endeavour of making everyone self sustained.▶ To create awareness on the working of the organization and its right practices through media in the lines of education and empowerment.
Strategies	<ul style="list-style-type: none">▶ To create awareness on educating and empower the less privileged▶ Leverage every media opportunity surrounding education and social welfare.▶ For young girls, youth and women VIDYA conducts several programmes in rehabilitated communities that empower and build capacity, covering an integrated development in education, awareness, Health, Skill Training, Micro-Enterprise, Income Generation programmes and Vocational Training. Team Sristi promoted the campaigns done by this organization, in the mainstream media (Online, print and Electronic) through press releases and byline articles.
Results	<ul style="list-style-type: none">▶ An excellent coverage has appeared in the mainstream and frontline newspapers within the retainer ship period. Elaborated television coverage (NDTV, Total TV, Dilli Aajtak, Tez News etc) has appeared that revolves around the activities and campaigns of the organisation.



Ability Unlimited Foundation (AUF) is a non-profit making registered charitable organization effectively making persons with disabilities (PWD) to lead independent and innovative lives since 1988. AUF recognizes and nurtures talents of PWD's through innovative therapeutic education. AUF is a brain child of Guruji Syed Sallauddin Pasha and over three decades he has effectively used dance & music therapy to heal differently abled and tsunami affected people. His pioneering work has created socio-cultural equality & excellence in art& culture for the differently abled, which is first of its kind in the world.

'Ability Unlimited' is the first and only professional dance theatre in India to utilize the arts as a vehicle to broaden thinking and resolve issues of inclusion that people with disabilities are facing through professional dance-theatre performances, workshops and innovative programmes. Ability Unlimited is committed to changing the attitude of apathy, negativity and fear that surrounds the education and employment in an inclusive society.

Objective	<ul style="list-style-type: none"> ▸ To create awareness about the commitment of the company towards social welfare. ▸ To enhance the organisation's image by talking about activities and events in media. ▸ To promote Guruji Syed Sallauddin Pasha and his children through different media campaigns.
Strategies	<ul style="list-style-type: none"> ▸ To use all channels of media including print publications, television, wire agencies and web to promote Ability Unlimited. ▸ Dissemination of news on various events and activities through press releases, which can ensure visibility. ▸ Media launch and review on the offerings. To carve a niche for the brand amongst the right target audience. The strategy was to put more focus on English and Hindi Mainlines, Magazines and participation in TV Channels to create this NGO a brand in the market.
Result	<ul style="list-style-type: none"> ▸ Generated meaningful coverage in select newspapers, magazines and online media. Various video shoots and reviews were conducted by TV Channels. Well positioned the NGO as a Brand and its facilities in Delhi & NCR.



Manovikas Charitable Society: In 1997 a small school for a few young children with intellectual disabilities was set up in East Delhi along with a hostel for children with intellectual disabilities: the Manovikas Charitable Society was established. By 2006 the school and hostel had outgrown its premises and the Society with its services moved to its present building. Since that time Manovikas has expanded and developed its educational services and at the beginning of 2011 was able to launch the Community College with courses in retail, hospitality, basic business and office attendance for people with intellectual disabilities. Manovikas Charitable Society aims to integrate people with intellectual disabilities, Autism and Cerebral Palsy into the political, economic and social development of India

Objective	<ul style="list-style-type: none"> ▸ The objective was to promote the courses of the organisation and make people aware of the organisation working for the disable people.
Strategies	<ul style="list-style-type: none"> ▸ To promote various courses offered by this organization in the mainstream media (Online, print and Electronic) through interactions, press releases, and byline articles.
Result	<ul style="list-style-type: none"> ▸ Successfully launched various courses and generated meaningful coverage in selected newspapers, magazines and online media.

Other Case Studies are:

1. Performance of youngest Pianoist Master Abhay Goyal at **Blind Relief Association**
2. Launched a special Book Launch "**Joy of Love & Care**" by Smt. Gursharan Kaur, wife of Hon'ble PM on the experience of a family who supported passionately a Cancer patient in their family and overcome the pain & sorrow of this dreaded disease till the end of her life.