

"MAIN SHAKTI HOON"

CARE India's first public
outreach programme, 2011

Help one woman out of **POVERTY**.
She will bring others with her.

Celebrating
61 Years of **CARE**
100th INTERNATIONAL WOMEN'S DAY

**WITH THE MOST SIGNIFICANT WOMAN
IN YOUR LIFE**

MARCH 5-6, 2011
at Dilli haat

मैं
शक्ति
हूँ



care

CASE STUDY

Our experience with CARE India, the leading humanitarian organisation, has been a typical case of how effectively a professional agency like MD Niche can help an NGO establish its brand and further build on the image, notwithstanding the challenges and prejudices about NGOs in the media. Having worked as its Media Consultant for over a period of four years now, we have seen that the exposure of CARE in the media has grown manifold.

We were awarded the contract to organise an outreach event for CARE to mark the International Women's Day. We handled both the event and the media for the two-day mega programme "Main Shakti Hoon" at INA Dilli Haat. Our mandate included conceptualising the event, the theme, venue, programming and execution. We were also responsible for its media outreach. It was our idea to hand out 'Stree Shakti' awards. It was also our mandate to identify, invite and ensure participation of the women achievers, which included Deepa Malik, the first Indian woman to win a medal in the Paralympic Games, Reena Kaushik Dharamshaktu, acclaimed woman Mountaineer, and Tania Sachdev, Woman Chess Grandmaster.



And it was a big success in all parameters – be it the thousands of visitors, especially women, and the amount of media coverage. INA Dilli Haat officials recorded the footfalls as one of the highest it had received over a weekend in March, since it began.

The two-day event generated media coverage worth more than Rs 3 Crore. All the leading national and regional media extensively covered it and print insertions alone went over 50 in number along with several electronic clippings. Besides, hundreds of online portals gave impressive stories. A series of stories on changes brought about by different CARE projects appeared in leading national dailies around the event.

Event @ a glance





IMPACT REPORT

S.No.	Date	Coverage	Value (In Rs.)
Wire Services			
1	10-03-2011	IANS - Migrant bunkers in the heart of Delhi.	3,00,000
2	09-03-2011	UNIVARTA - केयर इंडिया ने स्त्री शक्ति पुरस्कार प्रदान किये	3,00,000
3	08-03-2011	PTI Bhasha - गैडमास्टर तानिया को स्त्री शक्ति अवॉर्ड	3,00,000
4	07-03-2011	UNI - Fusion band Indian Ocean's tribute to women power.	3,00,000
5	07-03-2011	IANS - Women achievers honoured with CARE awards.	3,00,000
6	08-02-2011	PTI - CARE seeks amendment in DTC during Budget	3,00,000
TV Wire Service			
1	07-03-2011	Reuters : http://videopoint.reuters.com/Application.html#view=scriptview;id=303039;	48,00,000
Video Clippings			
1	07-03-2011	DD News : http://www.youtube.com/watch?v=PSaWy3R5SBw	3,15,000
2	07-03-2011	Focus TV : http://www.youtube.com/watch?v=zLNiaT6IIAo	3,06,000
Newspapers (Event : 4th & 5th March,			
1	15-03-2011	Busines Standard Hindi (Delhi)	2,14,500
2	14-03-2011	The Hindu (Metro Plus)	2,08,800
3	13-03-2011	Business Standard (Delhi)	3,63,375
4	13-03-2011	Business Standard (Mumbai)	3,37,500
5	11-03-2011	Asian Age (Delhi)	59,400
6	12-03-2011	Asian Age (Delhi)	3,30,000
7	12-03-2011	Asian Age (Mumbai)	4,48,800
8	11-03-2011	Nav Bharat Times (Delhi)	6,300
9	11-03-2011	Nav Bharat Times (Gurgaon)	6,200
10	11-03-2011	Nav Bharat Times (Ghaziabad)	6,155
11	11-03-2011	Nav Bharat Times (Noida)	6,100
12	11-03-2011	Nav Bharat Times (Faridabad)	6,290
13	11-03-2011	Delhi Times (Delhi)	36,400
14	11-03-2011	Hindustan Times (Ghaziabad)	4,173
15	11-03-2011	Hindustan Times (Noida)	2,800
16	10-03-2011	Hindu (Delhi)	28,800
17	10-03-2011	Hindustan Times (Delhi)	3,937
18	10-03-2011	Hindustan Times (Gurgaon)	3,500
19	10-03-2011	Nai Duniya (Delhi)	6,00,000
20	10-03-2011	Nai Duniya (Faridabad)	5,45,000
21	10-03-2011	Nai Duniya (Gurgaon)	5,75,000
22	10-03-2011	Nai Duniya (Noida)	5,80,000
23	10-03-2011	Nai Duniya (Ghaziabad)	5,45,000

24	09-03-2011	Punjab Kesari (Delhi)	1,46,160
25	09-03-2011	Punjab Kesari (Faridabad)	1,45,120
26	09-03-2011	Punjab Kesari (Ghaziabad)	1,45,509
27	09-03-2011	Punjab Kesari (Gurgaon)	1,46,109
28	09-03-2011	Punjab Kesari (Jalandhar)	1,55,400
29	09-03-2011	Nav Bharat (Bhopal)	2,24,730
30	09-03-2011	Hitvada (Bhopal)	19,200
31	09-03-2011	Swatantra Varta (Hyderabad)	8,600
32	08-03-2011	Malayala Manorama (Delhi)	1,39,500
33	08-03-2011	Dainik Bhaskar (Faridabad)	5,23,000
34	08-03-2011	Dainik Bhaskar (Noida)	5,30,600
35	08-03-2011	Punjab Kesari (Delhi)	62,640
36	08-03-2011	Punjab Kesari (Noida)	62,500
37	08-03-2011	Viraat Vaibhav (Delhi)	1,09,200
38	08-03-2011	Rashtriya Sahara (Delhi)	7,87,185
39	08-03-2011	Dainik Tribune (Delhi)	24,900
40	08-03-2011	Dainik Tribune (Gurgaon)	24,500
41	08-03-2011	The Sentinel (Guwahati)	60,000
42	08-03-2011	Dainik Bhaskar (Delhi)	5,34,480
43	07-03-2011	Vir Arjun (Delhi)	2,53,308
44	07-03-2011	Mathrubhumi (Delhi)	1,78,230
45	07-03-2011	Malayala Manorama (Delhi)	2,41,875
46	07-03-2011	Mid Day (Delhi)	70,200
47	06-03-2011	Vir Arjun (Delhi)	5,63,277
48	06-03-2011	Delhi Times (Delhi)	3,900
49	06-03-2011	Nai Duniya (Delhi)	5,250
50	05-03-2011	Punjab Kesari (Delhi)	36,540
51	05-03-2011	Delhi Times (Delhi)	3,900
52	05-03-2011	Vir Arjun (Delhi)	3,49,965
53	04-03-2011	Delhi Times (Delhi)	93,600
54	04-03-2011	Malayala Manorama (Delhi)	33,120
55	09-02-2011	Financial World (Chandigarh)	41,800
		Listings	
1		http://in.local.yahoo.com/eventSearch?p=&eventName=main+shakti+hoon&location=	2,00,000
2		http://health.dir.groups.yahoo.com/group/public_awareness/message/2410	1,50,000
3		http://delhi.burrrp.com/events/dilli-haat_main-shakti-hoon_aurobindo-marg_delhi/1175319792	1,20,000
4		http://www.asklaila.com/event/Delhi-NCR/Celebrate-International-womens-day/204616/	95,000
5		http://www.asklaila.com/event/Delhi-NCR/Show-by-Indian-Ocean-band/204615/	95,000
6		http://delhi.kyakare.com/event/festival	82,000

7	http://www.delhievents.com/2011/03/shakti-hoon-event-to-celebrate-power-of.html	75,000
8	http://www.eventsinindia.com/events/22273-main-shakti-hoon	75,000
9	http://www.buzzintown.com/delhi/event--main-shakti-hoon-international-womens-day-dilli-haat/id--356660.html	60,000
10	http://www.sapulse.com/new_comments.php?id=2628_0_1_0_C	50,000
11	http://eventful.com/delhi/events/main-shakti-hoon-/EO-001-037327592-7	25,000
Online		
Sreelatha Menon: Growing up with Jack and Jill (13/03/2011)		
1	http://www.business-standard.com/india/news/sreelatha-menon-growing-upjackjill/428283/	300000
2	http://smartinvestor.in/market/story-65150-storydet-Sreelatha_Menon_Growing_up_with_Jack_and_Jill.htm	200000
3	http://right-to-education-india.blogspot.com/2011/03/sreelatha-menon-growing-up-with-jack.html	70000
4	http://www.remembergod.org/en/vegetarian-news.aspx?id=1323252654	14000
5	http://www.jorbit.com/2118710/Sreelatha+Menon+Growing+Up+With+Jack+And+Jill+News+Photos+Videos	12000
6	http://schema-root.org/region/international/government/united_nations/general_assembly/united_nations_childrens_fund/	9000
Event : 4th & 5th March, 2011		
1	http://in.news.yahoo.com/women-achievers-honoured-care-awards-20110307-044603-907.html	6,00,000
2	http://msnyuva.webdunia.com/sports/othersports/1103/07/1110307055_1.htm	6,00,000
3	http://news.in.msn.com/national/article.aspx?cp-documentid=5003423	6,00,000
4	http://news.oneindia.in/2011/03/08/care-gives-away-sthree-shakthi-awards-aid0113.html	6,00,000
5	http://newshopper.sulekha.com/women-achievers-honoured-with-care-awards_news_1275239.htm	6,00,000

6	http://www.sify.com/news/women-achievers-honoured-with-care-awards-news-national-ldhs4qhdgei.html	6,00,000
7	http://english.manoramaonline.com/cgi-bin/MMOnline.dll/portal/ep/contentView.do?channelId=-1073865025&contentId=8939515&catId=&BV_ID=@@@	5,00,000
8	http://gulf.manoramaonline.com/cgi-bin/MMOnline.dll/portal/ep/gulfContentView.do?contentId=8939515&programId=1073750974&BV_ID=@@@	5,00,000
9	http://timesofindia.indiatimes.com/topic/article/0dELeWAdORdWs	5,00,000
10	http://www.bhaskar.com/article/DEL-courageous-women-found-female-power-award-1914773.html?HT2=	5,00,000
11	http://www.indiavision.com/news/article/national/164559/	5,00,000
12	http://www.southasiamail.com/news.php?id=97013	5,00,000
13	http://www.southasiamail.com/news.php?id=97114	5,00,000
14	http://www.hindu.com/mp/2011/03/10/stories/2011031050090200.htm	4,50,000
15	http://www.thehindu.com/todays-paper/tp-features/tp-metroplus/article1535612.ece	4,50,000
16	http://www.thehindu.com/todays-paper/tp-features/tp-metroplus/article1535640.ece	4,50,000
17	http://1click.indiatimes.com/article/0dELeWAdORdWs	2,50,000
18	http://dainiktribuneonline.com/2011/03/%E0%A4%AE%E0%A4%B9%E0%A4%BF%E0%A4%B2%E0%A4%BE-%E0%A4%97%E0%A5%8D%E0%A4%B0%E0%A4%BE%E0%A4%82%E0%A4%A1%E0%A4%AE%E0%A4%BE%E0%A4%B8%E0%A5%8D%E0%A4%9F%E0%A4%B0-%E0%A4%A4%E0%A4%BE%E0%A4%A8%E0%A4%BF%E0%A4%AF/	2,00,000
19	http://www.samaylive.com/sports-news-in-hindi/112727/womens-day-indian-women-players-stree-shakti-award-care-india-de.html#	2,00,000
20	http://www.thaindian.com/newsportal/health/women-achievers-honoured-with-care-awards_100511111.html	1,50,000
21	http://www.rediff.com/tags/deepa	1,00,000
22	http://connect.in.com/star-news-india/news/care-honours-the-superwomen-of-todays-times-395456-177fe76202efed9581df20f9aa74be46e33eb597.html	75,000

23	http://netindian.in/news/2011/03/06/00011508/indian-ocean-stages-performance-delhi-salute-power-women	75,000
24	http://www.newkerala.com/news/world/fullnews-162432.html	75,000
25	http://www.newkerala.com/news/world/fullnews-162828.html	75,000
26	http://www.prokerala.com/news/articles/a206791.html	75,000
27	http://www.planetradiocity.com/musicreporter/celebrity-news-story.php?newsid=1739&title=Indian%20Ocean%60s%20tribute%20to%20women%20power	55,000
28	http://news.webindia123.com/news/Articles/India/20110307/1703099.html	50,000
29	http://news.webindia123.com/news/Articles/India/20110307/1703479.html	50,000
30	http://www.newspolitan.com/india/entertainment/2011/03/07/new-kerala-Fusion-band-Indian-Oceans-tribute-to-women-power	50,000
31	http://www.biharandjharkhand.com/news/bjns/bjnsnewsstory.php?newsid=9070	45,000
32	http://hindi.webdunia.com/sports/others/news/1103/07/1110307055_1.htm	42,000
33	http://www.india-forums.com/news/national/316803-women-achievers-honoured-with-care-awards.htm	40,000
34	http://www.timeschennai.com/index.php?mod=article&cat=TamilNadu&article=25031	40,000
35	http://newsrack.in/news/display?ni=6ec31522946aa86ceb0ed2e3ecb7aa69%3A14887587	35,000
36	http://article.wn.com/view/WNAT6bb54710ea11b9c0b291af3db4c31561/	25,000
37	http://sec.floridatoday.com/article/0dELeWAdORdWs	25,000
38	http://www.icarelive.com/news/news.php?cat_id=1&article_id=18227	25,000
39	http://jsrschools.com/2011/03/08/women-achievers-honoured-with-care-awards/	24,000
40	http://mytoday.com/v/http/news.oneindia.in/2010/11/07/~~/2011/03/08/care-gives-away-sthree-shakthi-awards-aid0113.html	22,000
41	http://www.exchange4media.com/e4m/news/fullstory_industrybrief.asp?section_id=35&news_id=41316&tag=33810	22,000
42	http://www.inewsone.com/2011/03/07/women-achievers-honoured-with-care-awards/33709	22,000

43	http://www.indiatalkies.com/2011/03/women-achievers-honoured-care-awards.html	20,000
44	http://www.twocircles.net/2011mar07/women_achievers_honoured_care_awards.html	20,000
45	http://pairsonnalites-au.blogspot.com/2011/03/women-achievers-honoured-with-care.html	17,000
46	http://andhravilas.com/Newsdetail/493298/1/New%20Delhi/Women-achievers-honoured-with-CARE-awards.html	14,000
47	http://www.windburnmagazine.net/news/news-vq9ovi90rlj6qkng/	12,000
48	http://www.indianewspost.com/lifestyle/46247-women_achievers_honoured_with_care_awards.html	11,000
49	http://www.newdelhinews.net/story/752621	11,000
50	http://www.topix.com/games/chess/2011/03/women-achievers-honoured-with-care-awards	10,000
51	http://topics.treehugger.com/article/0ahj50FgE91Jc	9,000
52	http://friendfeed.com/imc-usa/41709706/women-achievers-honoured-with-care-awards	8,000
53	http://friendfeed.com/musicindia/e85e0232/visited-dilli-haat-for-main-shakti-hoon-by-care	8,000
54	http://indiahacker.com/related/2ojw/indian_ocean_stages_performance_in_delhi_to/	8,000
55	http://rockhall.msg.com/article/0dELeWAdORdWs	8,000
56	http://tennis.msg.com/article/0dELeWAdORdWs	8,000
57	http://topics.npr.org/article/0dELeWAdORdWs	8,000
58	http://www.headlinesfeed.com/news/care-honours-the-superwomen-of-todays-times	8,000
59	http://interceder.net/list/women-achievers	6,000
60	http://www.allvoices.com/news/8402761-women-achievers-honoured-with-care-awards	6,000

	Migrant bunkers in the heart of Delhi (10/03/2011)	
1	http://my.news.yahoo.com/migrant-bunkers-heart-delhi-20110310-013441-706.html	6,00,000
2	http://news.in.msn.com/national/article.aspx?cp-documentid=5016816	6,00,000
3	http://newshopper.sulekha.com/migrant-bunkers-in-the-heart-of-delhi-feature_news_1276637.htm	6,00,000
4	http://www.sify.com/news/migrant-bunkers-in-the-heart-of-delhi-feature-news-national-ldkp4fgcaae.html	6,00,000

5	http://daily.bhaskar.com/article/SOL-migrant-bunkers-in-the-heart-of-delhi-1923185.html	5,00,000
6	http://timesofindia.indiatimes.com/topic/article/03QHcFJclS2i2?q=New+Delhi	5,00,000
7	http://www.indiavision.com/news/article/national/165719/	5,00,000
8	http://oneclick.indiatimes.com/article/OfVTf5z2tcgSL?q=Nepal	2,50,000
9	http://www.sentinelassam.com/national/story.php?sec=2&subsec=3&id=67460&dtP=2011-03-11&pPr=1	1,50,000
10	http://www.thaindian.com/newsportal/health/migrant-bunkers-in-the-heart-of-delhi-feature-with-images_100512348.html	1,50,000
11	http://www.newkerala.com/news/world/fullnews-165102.html	75,000
12	http://www.prokerala.com/news/articles/a207516.html	75,000
13	http://news.webindia123.com/news/articles/Features/20110310/1705719.html	50,000
14	http://mangalorean.com/news.php?newstype=local&newsid=226812	40,000
15	http://www.inditop.com/india/migrant-bunkers-in-the-heart-of-delhi-feature	38,000
16	http://headlinesindia.mapsofindia.com/state-news/delhi/migrant-bunkers-in-the-heart-of-delhi-77605.html	35,000
17	http://cms.boloji.com/index.cfm?md=Content&sd=NewsDetails&NewsID=3832	33,000
18	http://www.topnews.in/law/migrant-bunkers-heart-delhi-254866	30,000
19	http://web.smashits.com/News-Politics/migrant-bunkers-in-the-heart-of-delhi-feature/	28,000
20	http://blog.nepal-shop.org/?p=62633	27,000
21	http://www.indusage.com.au/features/features/15312-migrant-bunkers-in-the-heart-of-delhi-.html	23,000
22	http://www.inewsone.com/2011/03/10/migrant-bunkers-in-the-heart-of-delhi-feature/34494	22,000
23	http://www.weddingquestions.net/wedding-photography/father-bride-migrant-bunkers-in-the-heart-of-delhi/	21,000
24	http://www.indiatalkies.com/2011/03/migrant-bunkers-heart-delhi-feature.html	20,000
25	http://www.alkalinewaterdangers.com/migrant-bunkers-in-the-heart-of-delhi/	18,000
26	http://soccernews.bigsoccer.com/article/03QHcFJclS2i2?q=New+Delhi	17,000

27	http://www.bollywoodchaska.com/forum13/migrant_bunkers_heart_delhi_feature-8833.html	15,000
28	http://www.desi-radio.com/news_Aag_Hi_Aag_year_1987.php	12,000
29	http://www.jorbit.com/2111881/Migrant+Bunkers+In+The+Heart+Of+Delhi+News+Photos+Videos	12,000
30	http://www.rr.com/home/topicdl/article/dlt/0h2N6pI5SHfSD/0fVTf5z2tcgSL/Migrant_bunkers_in_the_heart	12,000
31	http://www.indianewspost.com/human_interest/46342-migrant_bunkers_in_the_heart_of_delhi.html	11,000
32	http://www.staircases.me/search	11,000
33	http://popularlinks.wooorld.com/2011/03/sify-migrant-bunkers-in-heart-of.html	9,000
34	http://texasnepal.com/search.php?cx=partner-pub-7502204700730991%3Aq2plul-wpvk&cof=FORID%3A10&ie=ISO-8859-1&q=migrant+bunkers&sa=Search+TexasNepal&siteurl=texasnepal.com%2Fkantipur.php#314	9,000
35	http://topics.treehugger.com/article/09NqfQp2sw2Wq	9,000
36	http://friendfeed.com/davideikon/268c3b29/migrant-bunkers-in-heart-of-delhi-feature-with	8,000
37	http://www.anhourago.in/show.aspx?l=8235756&d=502	8,000
38	http://www.headlinesfeed.com/news/migrant-bunkers-in-the-heart-of-delhi-feature	8,000
39	http://newsmandu.com/story/236318/	6,000
40	http://www.allvoices.com/news/8429930-migrant-bunkers-in-the-heart-of-delhi	6,000
	CARE seeks amendment in DTC during Budget (08/02/2011)	
1	http://economictimes.indiatimes.com/personal-finance/tax-savers/tax-news/care-seeks-amendment-in-dtc-during-budget/articleshow/7453335.cms	5,00,000
2	http://www.business-standard.com/commodities/news/care-seeks-amendment-in-dtc-during-budget/125109/on	3,00,000
3	http://www.business-standard.com/india/news/care-seeks-amendment-in-dtc-during-budget/125109/on	3,00,000
4	http://www.business-standard.com/runup/news/care-seeks-amendment-in-dtc-during-budget/125109/on	3,00,000

5	http://ibnlive.in.com/news/care-seeks-amendment-in-proposed-new-tax-code/142846-7.html	2,50,000
6	http://timesofindia.hotklix.com/content/News/Business/CARE-seeks-changes-in-proposed-new-tax-code	2,00,000
7	http://www.cainindia.org/news/2_2011/care_seeks_amendment_in_dtc_during_budget.html	55,000
8	http://www.samachar.com/CARE-seeks-amendment-in-DTC-during-Budget-lcisk9jefhe.html	40,000
9	http://www.timeschennai.com/index.php?mod=article&cat=Business&article=22024	40,000
10	http://forum.xcitezzone.com/showthread.php?6301-CARE-seeks-changes-in-proposed-new-tax-code	35,000
11	http://news.indialocals.com/read/2011/02/09/ZwSzZz4AzZ0KmRIZQxjAN==/full-story-care-seeks-changes-in-proposed-new-tax-code	30,000
12	http://www.indiareport.com/India-usa-uk-news/latest-news/993158/NCR/4/20/4	27,000
13	http://www.indiaeveryday.in/finance/news-care-seeks-amendment-in-dtc-during-budget-1251-2284423.htm	25,000
14	http://www.financialhub.in/care-seeks-amendment-in-dtc-during-budget	15,000
15	http://www.financialhub.in/care-seeks-changes-in-proposed-new-tax-code	15,000
16	http://investmentalkin.com/user/published/deepak/	11,000
17	http://news.wittysparks.com/article/02ybfxnbyt08C	9,000
18	http://www.indiansplanet.com/business/care-seeks-amendment-in-dtc-during-budget/	9,000
19	http://www.knowlish.com/business-2/care-seeks-changes-in-proposed-new-tax-code/	9,000
20	http://friendfeed.com/xcitezzone/193f2696/care-seeks-changes-in-proposed-new-tax-code	8,000
21	http://www.indiapages.in/	7,000
TOTAL		373,07,328