

How Prime Minister Narendra Modi publicly appreciated a unique Vijay Karnataka initiative



VK
ವಿಜಯ ಕರ್ನಾಟಕ
VIJAY KARNATAKA

NO. 1 READ NEWSPAPER IN KARNATAKA*

Unique initiative from the No.1* read newspaper in Karnataka



'Modige Makkala Patra'
Youngsters write a Letter to
PM Modi!

Objectives of the VK initiative

- Empowering Kannadiga youngsters
- Create a VK platform where youngsters can share their ideas with PM Narendra Modi
- Increase the salience of Karnataka at National level

Modus Operandi

Vijay Karnataka gave call for entries between Nov 10-12

The image shows a screenshot of the Vijay Karnataka newspaper front page. The main headline reads: **ದೀಪಿಕಾ ಪದ್ಮಕೋಣೆ ನಟನೆಯ ಪದ್ಧತಿಯ ಬೆತ್ತ ಬಿಡುಗಡೆಗೆ ತಡೆ ನೀಡಲು ಸುಪ್ರೀಂ ನಕಾರ** (Supreme Court rejects the petition to stop the release of the film 'Deepika Padmavathi'). Other headlines include: **ದಿನಬಳಕೆಯ 178 ಮಕ್ಕಳ ಜೀವನ ಚರಿತ್ರೆ 28% ರಿಂದ 18% ಗೆ ಇಳಿಕೆ** (Daily use of 178 children's life stories reduced from 28% to 18%), **ಎ.ಸಿ, ನಾನ್ ಎ.ಸಿ ಹೋಟೆಲ್ ತೆರಿಗೆ ಶೇ.5ಕ್ಕೆ ಸೀಮಿತ** (A.C, Non-A.C hotel tax limited to 5%), and **ಜಿಎಸ್‌ಟಿ ಬಂಪರ್ ಇಳಿಕೆ** (GST bumper reduction). A large red arrow points from the newspaper to a promotional banner below it. The banner is for a contest titled **ಮೋದಿಗೆ ಮಕ್ಕಳ ಪತ್ರ** (Letters to Modi) and **ವಿಕ ಕರೆ** (Vik Kare). It features a photo of Narendra Modi and a woman. The banner includes the text: **ಮೋದಿಗೆ ಮಕ್ಕಳ ಪತ್ರ** (Letters to Modi), **ವಿಕ ಕರೆ** (Vik Kare), **ಮೋದಿಗೆ ಮಕ್ಕಳ ಪತ್ರ** (Letters to Modi), **ವಿಕ ಕರೆ** (Vik Kare), **ಮೋದಿಗೆ ಮಕ್ಕಳ ಪತ್ರ** (Letters to Modi), **ವಿಕ ಕರೆ** (Vik Kare). It also mentions a deadline of November 12 and a cash back offer of 12%.

The banner features a photo of Narendra Modi on the left and a group of children on the right. The text in Kannada reads: **ಮೋದಿಗೆ ಮಕ್ಕಳ ಪತ್ರ** (Letters to Modi) and **ಮಕ್ಕಳ ದಿನಾಚರಣೆ ವಿಶೇಷ** (Children's Day Special). It also includes the text: **ಮೋದಿಗೆ ಮಕ್ಕಳ ಪತ್ರ** (Letters to Modi), **ವಿಕ ಕರೆ** (Vik Kare), **ಮೋದಿಗೆ ಮಕ್ಕಳ ಪತ್ರ** (Letters to Modi), **ವಿಕ ಕರೆ** (Vik Kare).

ಪ್ರೀತಿಯ ಮಕ್ಕಳೇ, ಪ್ರಧಾನಿ ನರೇಂದ್ರ ಮೋದಿ ಅವರ ಜತೆ ನಿಮ್ಮ ಕನಸು, ಯೋಚನೆ, ಭಾವನೆಗಳನ್ನು ಹಂಚಿಕೊಳ್ಳುವ ಆಸೆ ನಿಮಗಿದ್ದಾ? ಹಾಗಿದ್ದರೆ ವಿಜಯ ಕರ್ನಾಟಕ ನಿಮಗೊಂದು ಅಪೂರ್ವ ವೇದಿಕೆ ಒದಗಿಸುತ್ತಿದೆ. ಮೋದಿ ಅವರಿಗೆ ಹೇಳಲು ಬಯಸಿದ್ದನ್ನು ನಮಗೆ ಬರೆದು ಕಳುಹಿಸಿ. ದೇಶಕ್ಕೆ ಸಂಬಂಧಿಸಿದ್ದೋ, ಶಾಲೆಯೋ, ಊರೋ, ನಿಮ್ಮ ಚಿಂತನೆಯೋ... ವಿಷಯ ಯಾವುದೇ ಇರಲಿ. ಆಯ್ದ ಪತ್ರಗಳನ್ನು ನವೆಂಬರ್ 14ರ ಮಕ್ಕಳ ದಿನಾಚರಣೆಯಂದು ಪ್ರಕಟಿಸುತ್ತೇವೆ. ನಿಮ್ಮ ಪತ್ರಗಳನ್ನು ಮೋದಿ ಅವರಿಗೆ ತಲುಪಿಸುತ್ತೇವೆ. ಎಸೆನ್ಸೆಲ್‌ವರೆಗಿನ ಮಕ್ಕಳು ಪತ್ರ ಬರೆಯಬಹುದು. ಕೈಬರಹದಲ್ಲಿರುವ ಕನ್ನಡ ಪತ್ರಗಳ ಪೋಟೋ ತೆಗೆದು ವಾಟ್ಸಾಪ್, ಇ ಮೇಲ್‌ನಲ್ಲೂ ಕಳುಹಿಸಬಹುದು. 150 ಪದಗಳ ಮಿತಿಯೊಳಗಿರಲಿ. ಜತೆಗೆ ನಿಮ್ಮ ಪೋಟೋ ಇರಲಿ.

ಪತ್ರ ತಲುಪಲು ಕೊನೆಯ ದಿನಾಂಕ: ಭಾನುವಾರ, ನವೆಂಬರ್ 12, ಸಂಜೆ 4 ಗಂಟೆ

ಪತ್ರಗಳನ್ನು ಇಲ್ಲಿಗೆ ಕಳಿಸಿ **VK WhatsApp 7899524524** ಇ ಮೇಲ್: **vkcare@vijaykarnataka.com**

Vijay Karnataka shares the letters with PM

English translation of the
shortlisted letters from
youngsters were shared
with PM on 16th November
along with a covering letter
explaining the initiative

VIJAY KARNATAKA

15th November 2017

Respected Prime Minister,
Shri Narendra Modiji,
New Delhi

Respected Sir,

Being a publication with highest readership across Karnataka, 'Vijay Karnataka', from the house of The Times Group, conducted a small activity on the occasion of Children's Day. We would like to draw your attention towards it.

We called entries from children who wanted to write a letter to the Prime Minister, either about their desires-aspirations, plans-thoughts or anything else, but in their own words with a free spirit. We were really curious to understand what their emotions towards you are and wanted to understand what exactly they would be communicating to you. This call from our publication got a massive response from every corner of the Karnataka state with thousands of children writing letters with lot of enthusiasm. One little girl went on to say that she wanted to give you a hug.

From note-ban to school toilet, from surgical strike to children's safety, from GST to village cleanliness, the children have shared their opinion on various topics. What is astonishing is that, many students have expressed a desire to shake-up the prevalent education system in our country. They are anticipating a reservation-less education, employment system and uniform education that would not be influenced by caste-religion, urban-rural or financial backgrounds of an individual. They are seeking an education system which trains them on career orientation, conserving environment and life at large, as a priority.

Students from villages are deprived of basic necessities even to this day and have to walk many-a-mile to reach their schools. The Swachh Bharat campaign is running successfully across the nation, but many schools do not have toilets and students are left to struggle. Please give them a hearing Modiji, say a few letters.

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PM Appreciated Vijay Karnataka's unique initiative

PM appreciated and acknowledged the efforts of Vijay Karnataka in connecting him with the young minds of Karnataka through a letter to VK



प्रधान मंत्री

Prime Minister

MESSAGE

I was delighted to receive the letters written by bright young minds on a wide range of issues. Congratulations to the Vijay Karnataka team for undertaking this initiative, which has connected me to these wonderful youngsters.

I would like to thank all my young friends who wrote to me. I have gone through these letters and I can see the passion India's youth has towards the transformation of our nation. Their concern for India and the wellbeing of 125 crore Indians can be seen in every word.

This century belongs to our youth. Powered by the strength and skills of our youth, India is scaling new heights of progress and emerging as a leader of the 21st century.

The Government of India is committed to doing everything possible to fulfill the dreams and aspirations of young India and giving them every possible opportunity to excel.

Jai Hind.

(Narendra Modi)

New Delhi
21 November, 2017



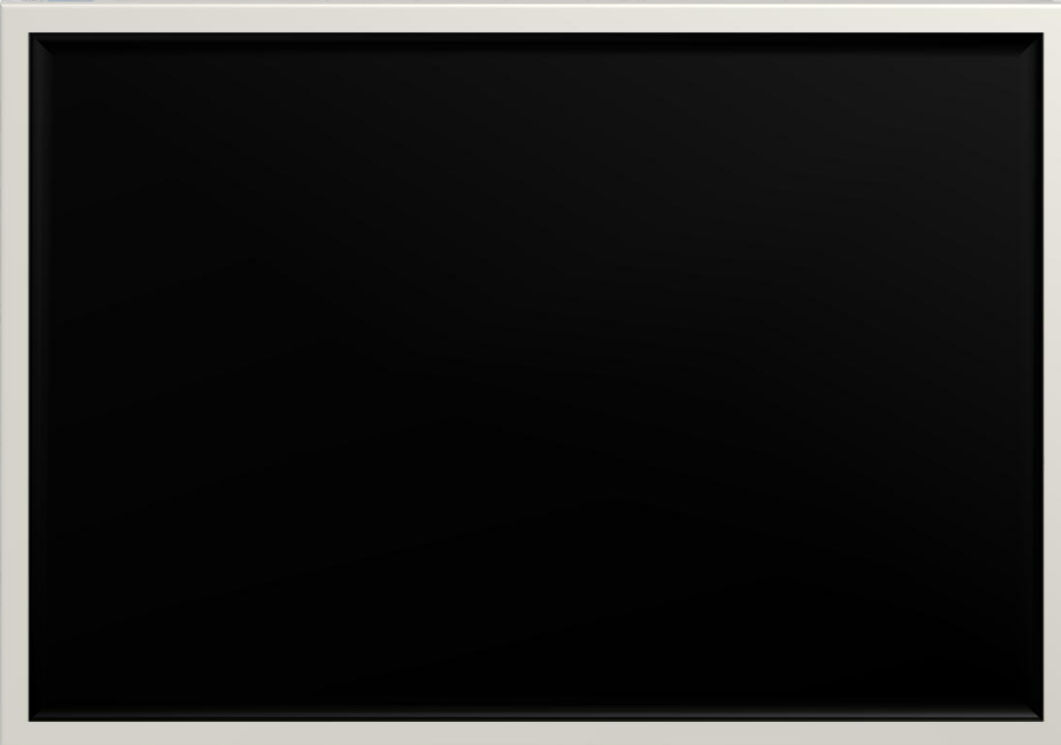
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VIJAY KARNATAKA

ವೈದ್ಯರು, ಸ್ವಾಭಿಮಾನಿಗಳು ಮುಖ್ಯವಾಗಿ ಹಲವಾರು ಕುಟುಂಬ ಸ್ವಾಭಿಮಾನಿಗಳ ಮೇಲೆ	ಅಧಿಕಾರಿಗಳನ್ನು, ಸರ್ಕಾರಿ ಕೆಲಸ ಗಾರಿಕೆ ಮತ್ತು ಸರ್ಕಾರಿ ಪ್ರಯತ್ನಗಳನ್ನು	ಸರ್ಕಾರದ ಉದ್ದೇಶಗಳ ವೇತನ ನೀತಿಗೆ ವಿರುದ್ಧ
ಬೆಳೆ, ಕೃಷಿ ಮತ್ತು ಪ್ರವೃತ್ತಿಗಳನ್ನು	ಮುಖ್ಯವಾಗಿ 60 ವರ್ಷದ ಮೇಲಿನ ವಯಸ್ಸಿನವರನ್ನು ಸರ್ಕಾರದ ಉದ್ದೇಶಗಳ ವೇತನ ನೀತಿಗೆ ವಿರುದ್ಧ	ವಿವಿಧ ರೀತಿಯಲ್ಲಿ ವಿವಿಧ ರೀತಿಯಲ್ಲಿ
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PM starts 'Mann ki Baat no.38' by appreciating VK initiative

On Sun, 26th Nov 2017, PM Modi started 'Mann ki Baat' with Times Group's VK initiative on Children's Day. He explicitly described the initiative and read out 3 interesting letters from young Kannadigas. He appreciated that a newspaper could help him connect with young minds

YouTube URL: <https://t.co/z8Rm9X2sdc>



PM's appreciation of Vijay Karnataka went viral



TOI BLR Front page



TOI BLR page 5

PM hails VK for connecting him to kids

In Mann Ki Baat, Modi was all praise for newspaper's initiative

Bangalore Mirror Bureau
mybangaloremirror
@timesgroup.com

TWEETS @BangaloreMIRROR

P rime Minister Narendra Modi was all praise children from Karnataka for writing letters to him. During the 38th edition of the Mann Ki Baat programme on Sunday, he praised Vijaya Karnataka newspaper

for creating a dialogue with the kids. Modi said he had a chance recently to have an indirect dialogue with young friends from Karnataka. "The Times Group's newspaper Vijaya Karnataka started a new initiative urging the children to write a letter to the Prime Minister. And, then they published some select letters. I read those letters and liked the initiative. Even these little children are conversant with problems confronting the nation," he said. Modi referred to a letter from Kirti

Hegde from North Kannada who had put forth a suggestion of transforming education system and said that the present-day children do not like classroom reading, they love to know about nature. "And if we impart knowledge about nature to our children then in the future they may prove useful in protecting the environment," Modi said. He also referred to a letter from Reeda Nadaf from Lakshmeshwara who had written that she was proud to be the daughter of an army man.



Bangalore Mirror

On 27th Nov 2017, extensive coverage in TOI across the country & Bangalore Mirror

VK showcased PM's appreciation through impactful ads in TOI

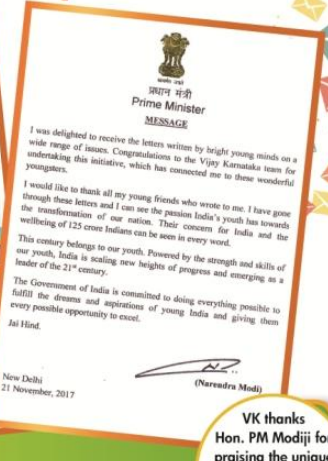
In following weekdays, VK published ads in TOI appreciating the Kannadiga youngsters and thanking the PM for appreciating VK initiative



'How do I share my ideas about India with the Honorable PM of India?'

- Keerthi Hegde, 15 years, Kumta

VK made it possible

On Children's Day, VK invited children to write a letter to the Prime Minister of India. VK published a few chosen letters on 14th of November & shared them with the Honorable Prime Minister Shri Narendra Modi, the week after.

He appreciated VK's initiative by saying "I was delighted to receive the letters written by young minds on a wide range of issues. Congratulations to the Vijay Karnataka team for undertaking this initiative, which has connected me to these wonderful youngsters."

VIJAY KARNATAKA - Empowering Kannadigas

VK
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Vijay Karnataka says Thanks!

- In 27th Nov issue VK thanked PM Modi for showering praise on the VK initiative in 'Mann ki Baat'
- VK appreciated the 3 girls whose letters were read out by PM



Viral – Online, TV

- Online presence of PM Modi's 'Mann ki Baat' gets big hits across YouTube, Facebook, Twitter, SoundCloud etc.
- Strong online news sites like TimesNow.com, NDTV.com, NBT.com, firstpost.com, TheQuint, outlookindia.com covered it prominently
- All Kannada news channels aired 'Mann ki Baat' featuring the appreciation of VK throughout Sunday, 26th Nov

Dhanyavaadagalu
Thanks

VIJAY KARNATAKA

NO. 1 READ NEWSPAPER IN KARNATAKA*