

Manthan Award for SOCIAL MEDIA & EMPOWERMENT in INDIA

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We are glad to share with you that on the occasion of the 10th year celebrations of the Manthan Award 2013, the Manthan Award Secretariat has launched the "Manthan Award for Social Media and Empowerment in India" for the diversified domains of innovations that tend to use Social Media for their better presence or using any of the Social Media Platform innovatively.

Manthan Award for Social Media and Empowerment has been launched in 2013 under the patronage of "Manthan Award Asia Pacific" with an aim to explore the innovations & practices in Social Media. The mission of the Manthan Award for Social Media & Empowerment is to explore, analyze & honor the best ideas in India who are using Social Media platform very effectively to meet their mission and needs. This award will showcase the best initiative for the broad range of digital media.

In the first year of Manthan Award for Social Media and Empowerment we received approximate 225 entries. The Social Media Award brings together the best social media experts in India as jurors to deliberate and decide on the award-winning innovative in the region.

We see Social media as the illustrious & most potent democratic tool of Empowerment, Promotion, Participation, Commerce, Cause, Campaign, Activism among others. Both Social media marketing and advanced Web communication are important approaches to business that are rapidly expanding. Social Media platforms like Facebook, twitter, YouTube, blogs, Google hangout, Flickr, Foursquare etc. are playing a critical role by involving millions of people in real time.

For more information, please refer the link below:

http://manthanaward.org/other_full_story.asp?id=36