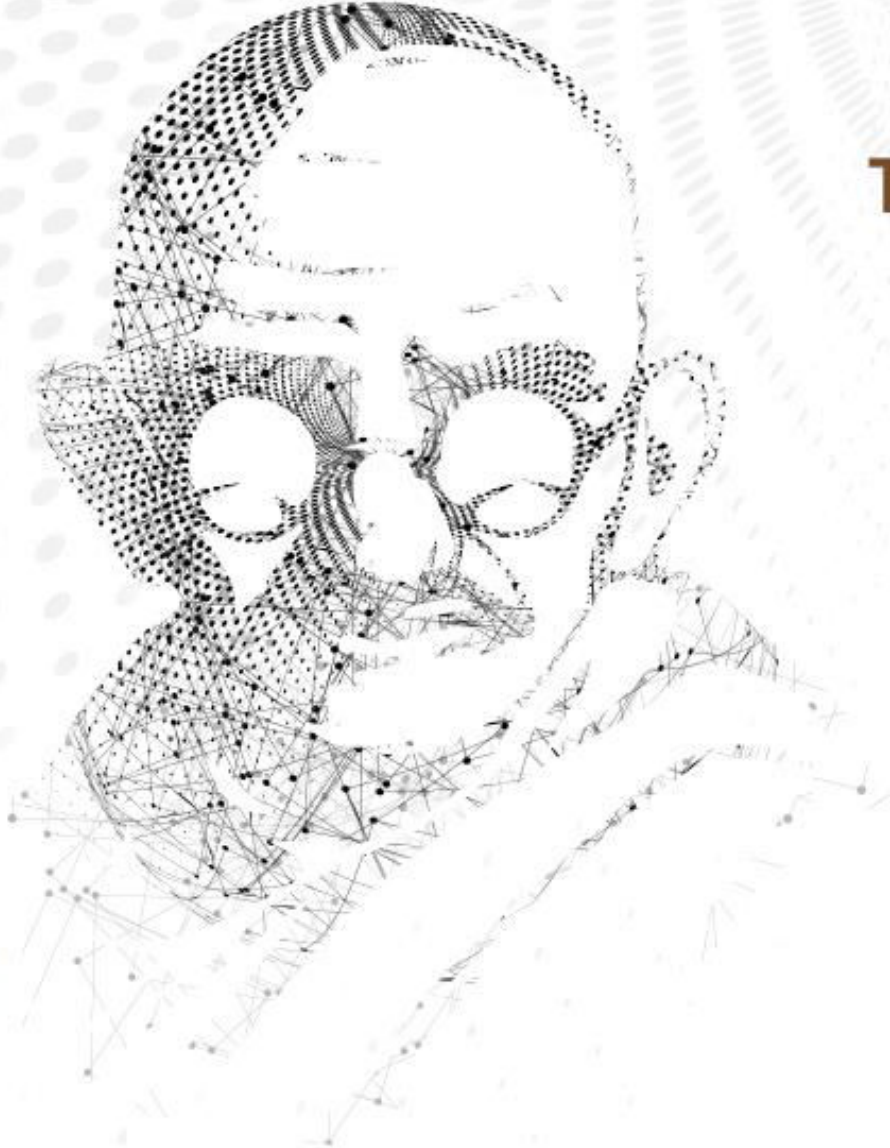
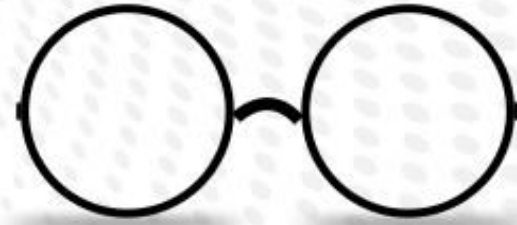




विज्ञान एवं प्रौद्योगिकी विभाग
DEPARTMENT OF
SCIENCE & TECHNOLOGY



Tomorrow's Vision, Today



Inviting developers from
across the country to participate in the

#ImagineGandhi contest

Submission Date:
2nd October to 20th November



www.gandhi.gov.in
www.dst.gov.in

The Concept

A nationwide contest targeted at students and professionals to #IMAGINEGANDHI in Augmented and Virtual Reality.

- #ImagineGandhi contest was done to promote Gandhi's 150th birth anniversary on social platforms by developing AR/VR app or a game with the Department of Science & Technology, GoI
- Aim was to attract public, specifically game developer's attention towards such a contest
- A number of creatives were made and some were promoted as well. This was to attract audience to the perks of participating & winning the contest

Outreach

- Emailers sent by Unity Technology to its users and students- Mail sent to more than 20,000 ids.
- A Unity Connect group formed online for developers to share showcases and interact with each other- <https://connect.unity.com/g/5bb1b894edbc2a02910da5e9?tab=discussion>. The group now has more than 180 members.
- An active social media campaign. (report in the following slides)
- Hosted webinars on how to make AR and VR application.

48 Submissions received from all over India.



KEY METRICS - FACEBOOK

No. of Posts

17



Impressions

13,155

(Organic)



Total Reach

9,136

(Organic)



Engagement

9,721

(Paid + Organic)



Best Performing Posts – Impressions (Organic)

Unity India
Published by Krutika Lalla [?] · October 24 ·

Like Page ...

Wondering where to start your AR journey from? Unity India in partnership with the Department of Science & Technology, Govt has organized an online webinar on Vuforia Engine. Register now:
<https://connect.unity.com/events/GandhiContest>
 For details: <https://bit.ly/2l0tJrV>
 #Unity3D #ImagineGandhi

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 For details: <https://bit.ly/2l0tJrV>
 #Unity3D #ImagineGandhi

Unity India
Published by Krutika Lalla [?] · October 4 ·

Like Page ...

Create an immersive experience showcasing various facets of Mahatma Gandhi's life on his 150th Birth Anniversary through AR/ VR technology. The entries will be accepted on
<https://connect.unity.com/g/5bb1b894edbc2a02910da5e9> till 20th November 2018. For more information see: <http://gandhi.gov.in/> & <http://dst.gov.in/>
 #Unity3D #ImagineGandhi



Impressions(Paid + Organic) – 21,074 + 3,126 = 34,200
Reach (Paid + Organic) – 30,118 + 2085 = 32,308
Engaged Users – 6645

Impressions – 2020
Reach – 1286
Engaged Users – 40

Impressions – 1819
Reach – 1286
Engaged Users – 196



KEY METRICS - LINKEDIN

17
No. of Posts



4,359
Impressions



126
Interactions



Best Performing Posts

 **Unity India**
625 followers
2mo

Create an immersive experience showcasing various facets of Mahatma Gandhi's life on his 150th Birth Anniversary through AR/ VR technology. The entries will be accepted on <https://lnkd.in/f5wyaEd> till 20th November 2018. For more ...see more



unity

भारत में डिजिटल भ्रम
DEPARTMENT OF
SCIENCE & TECHNOLOGY

Tomorrow's Vision, Today

Inviting developers from across the country to participate in the **#ImagineGandhi** contest

Submission Date:
2nd October to 20th November

www.gandhi.gov.in
www.dst.gov.in

Engagement Rate – 10.38%
Impressions – 472
Interaction - 18

 **Unity India**
625 followers
1mo

There were a few learnings that Gandhiji preached. Which one do you believe in? Showcase it through AR/ VR applications. For further details and references: <https://bit.ly/2iOtrV>, dst.gov.in & gandhi.gov.in #Unity3D #ImagineGandhi



unity

भारत में डिजिटल भ्रम
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SCIENCE & TECHNOLOGY

#ImagineGandhi
and showcase his learnings through AR & VR applications on

- Swachhta Hi Seva
- Peace & Non- Violence
- Women Empowerment
- Swadeshi

Submit your entries by
20th November 2018

www.gandhi.gov.in
www.dst.gov.in

Engagement Rate – 11.02%
Impressions – 381
Interactions – 14

 **Unity India**
625 followers
2w

We have got a happy news for all you #GameDev's! You've got a few more days to #ImagineGandhi in the best possible way with #AR & #VR applications. Share your development with us here: <http://bit.ly/2Fzo7nf> #Unity3D Department ...see more



unity

भारत में डिजिटल भ्रम
DEPARTMENT OF
SCIENCE & TECHNOLOGY

Few more days to **#ImagineGandhi** with AR & VR Applications

Last date for submission
26th November 2018

www.gandhi.gov.in
www.dst.gov.in

Engagement Rate – 9.32%
Impressions – 343
Interactions – 13

KEY METRICS - TWITTER

17
No. of Tweets



49,755
Impressions



572
Total Engagement



TWITTER - Engagements

1.4%
Engagement
Rate



290
Link Clicks



204
Retweets



408
Likes



11
Replies



Best Performing Posts - Impressions



Unity is calling out developers to portray & create an immersive experience based on the different facets of Gandhi's life. For further details: bit.ly/2lOtrV, dst.gov.in & gandhi.gov.in #Unity3D #ImagineGandhi #IndieDev #GameDev



Impressions – 36,037
Engagement – 277



We have got a happy news for all you #GameDev's! You've got a few more days to #ImagineGandhi in the best possible way with #AR & #VR applications. Share your development with us here: bit.ly/2Fzo7nf #Unity3D #IndieDev



Impressions – 3,976
Engagement – 55



Wondering where to start your AR journey from? #UnityIndia in partnership with Dept of Science & Technology, Govt of India has organized an online webinar on Vuforia Engine. Register now connect.unity.com/events/GandhiC... For details bit.ly/2lOtrV #Unity3D #ImagineGandhi #IndieDev #GameDev



Impressions – 1,266
Engagement – 34



Imagine Gandhi Hashtag Report

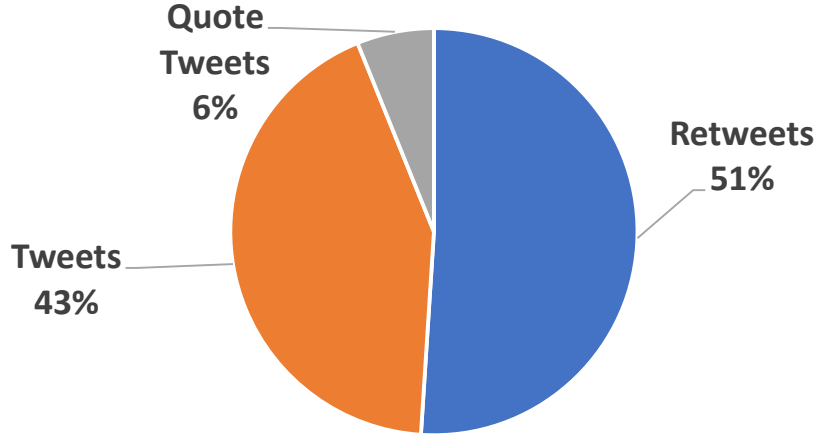
4th October to 30th November, 2018

Social Impact for #ImagineGandhi (4th Oct to 30th Nov, 2018)



Total Mentions	49
Twitter	49

Distribution of mentions across platforms



Share of Tweets

Top 6 influencers:

DSTIndia ✓

@IndiaDST

DST was established with the objective of promoting new areas, policies and programmes related to Science & Technology and Innovation.
goo.gl/2DnOiH

Followers – 39K

Vigyan Prasar

@VigyanPrasar

Vigyan Prasar (VP) is an autonomous organisation under Department of Science and Technology, Government of India.

Followers – 2.1K

Shruti Verma

@shruti_verma

Marketing lead @Unity3dIndia , Video Gaming Evangelist ; Start-ups and developer relations. Traveler and dancer

Followers – 835

Archita Bhatta

@architascifun

#Science #scicomm #popularisation
#communication #climate #strategy
#sustainability #researcher #Editor,
#DSTcommcell #VigyanPrasar
#smalltowngirl

Followers – 829

Unity India

@Unity3DIndia

Unity is the award-winning development platform for games and interactive content on the web, iOS, Android, consoles and beyond. unity3d.com

Followers – 493

Navneet Kumar Gupta

@NavneetKumarGu8

Science Communicator, Science Writer and Science Filmmaker, विज्ञान लेखक, विज्ञान संचारक और विज्ञान फिल्मनिर्माता

Followers – 485

Top 6 Contributors:

Unity India

@Unity3DIndia

Unity is the award-winning development platform for games and interactive content on the web, iOS, Android, consoles and beyond. unity3d.com

Posts - 17

Arvind Neelakantan

@arvind

I am the Unity evangelist for India.
#MadeWithUnity #UnityForAnimation
#UnityForIndustry #UnityForFilm
#UnitelIndia #MadeInIndia

Posts - 10

Shruti Verma

@shruti_verma

Marketing lead @Unity3dIndia , Video Gaming Evangelist ; Start-ups and developer relations. Traveler and dancer

Posts - 9

R.IRFAN

@R_IRFAN_

AR,VR,XR, Game Developer, Intern at Indian Game Development Challenge

Posts - 3

Utkarsh Singh

@Utkarsh__Singh



Posts - 1

Bug

@BugGames1

#programmer 🖱️ #indiegamedev 🧑
#game_designer 🎮 #engineer 🖥️
#3d_artist 🎨

Posts - 1

KEY NUMBERS

76,512

Impressions



71,851

Reach



12,279

Clicks



46,313

Engagement



The Winners and Pictures from the events



Next Steps

- Highlight the Apps made by Professional and Students winners and runner-ups on the Ministry of Culture website.
- A blog highlighting the winners and their journey on Unity Technologies <https://blogs.unity3d.com/>
- Continued Mentorship by Unity evangelist to the winner and runner up to polish and make their app more user friendly.
- DST to showcase these apps in their school and college programs.



Thank you

