



Media Solutions

What need is being fulfilled?

Empowerment through research and customer education

Or biased towards Srijan's competencies?
Is it independent? And free of bias?

Small print media gets online
Vernacular media gets online

Value creation?

High Customer Lifetime
Constant Customer Education
Customer Trust due to Education portal
Portal itself
Advisory OR Project Management?

Resources required

Principal Consultant (as partner)
Excellent Writing skills
Marketing and Selling skills
Domain expertise of the Media industry
Ability to read and research
Drupal exposure, would be great

Consulting & Advisory practice

⚠️ Customer Education portal

OpenPublish features
New Wordpress features
Open Calais
Wood Wing
SEO Tools
Drupal
Wordpress
SEO
Digital Marketing
Research on other media technology evolution
iPhone/iPad choices
Run a blog like: <http://blog-opi.blogspot.com/>

Build Databases

Tie up with
IDIL?
Other Yellow Page providers

Event Management

Advisory services

Training

Post-implementation

Post-Build staffing

Full-time / Part-time
Sourced from Srijan Dharamshala
Employee on Dshala rolls
Contracted by Media Solutions
Examples
PFI
Whats Up Bharat

Technology implementation

Outsource to Partners

OpenPublish
Srijan Delhi/Dharamshala
Wordpress
Outsource to?

? Quality Assurance / Project Management

Hosting

Srijan-Keen&Able JV