



YOUR DIGITAL
SUPERFOOD

TechPapaya

Introduction

TechPapaya aims to contribute to maximising the availing of benefits of welfare schemes at the last mile.

We offer scientific, data-driven solutions with measurable outcomes to the Government for enhanced effectiveness of Information, Education, and Communication (IEC) efforts.

SuperDiet

Services

1. Result-driven Digital Campaigns
 - Contextual communication design
 - Focused outreach
 - Desired call-to-action
2. User Experience & User Interface Design
 - For Portals / Websites
 - For Mobile Apps

Digital Marketing

Services

1. Social Media Management

1. Content creation
2. Audience engagement strategies
3. Daily monitoring and posting

2. Paid Advertising

1. Targeted ad campaigns on all channels – Google & Social Media platforms
2. Budget optimization
3. Ad performance tracking

3. Content Creation

1. High-quality visuals – static & video
2. Engaging multimedia content
3. Tailored content for each platform

4. Analytics and Reporting

1. Regular performance reports
2. Key performance indicators (KPIs)
3. Insights and recommendations

Digital Marketing

Approach

SCIENTIFIC, DATA-DRIVEN DIGITAL OUTREACH

1. Need Analysis and Customised Outreach Plan
2. Augmented Reach
3. Completing the citizen journey & closing the loop
 - a. Detailed and authentic info
 - b. Easing information access
4. Measurement of outcomes

THE SUPERDIET MODEL

1

Need Analysis

- Program Details
- Enrolment Process
- Life Cycle
- Eligibility
- Audience Profiling

Proprietary Tech Application

2

Outreach Plan

- Profile-based Targeting
- Social Channels
 - Whatsapp
 - Other

Data-based targeting techniques

3

Info Pool Creation

- Blog
- FAQs
- AI-Powered Chat-bot
- Voice-Assist
- Explainer Video

AI-powered Chat-bot
Voice assist tools

4

Digital Outreach

- Strategic social media promotion
- Search-engine discovery
- Lead Traffic to Info Pool

Industry standard targeting tools

5

Impact Measurement

- Real-time / Periodic measurement of key vitals
- On-the-go Course correction

Latest data measurement tools

CITIZEN JOURNEY

1

Discover Content Pointer Online

- Contextual Digital/ Social Media Promotion by TechPapaya
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2

Go To Content Pool

- Text, Video & Voice based content about the eligibility & Non-eligibility
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3

Enroll for the Scheme

- If Online process then it leads to enrollment links
 - If offline process then steps suggesting enrollment process
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User Experience & User Interface Design

Services

1. Website Design

1. Responsive and user-friendly designs
2. Content architecture and navigation optimization
3. A/B testing for continuous improvement

2. Mobile App Design

1. High-quality visuals
2. Engaging multimedia content
3. Tailored content for each platform

User Experience & User Interface Design

Approach

Citizen Profile Analysis

1. Identification and in-depth study of target citizen demographics
2. Aligning design strategies with citizen preferences and behaviors for effective messaging & design

Journey-Centric UX/UI Design

1. Streamlining accessibility and navigation
2. Creating seamless transitions between touchpoints
3. Enhancing overall citizen experience through design

THE TEAM



Smriti Tripathi
Chief Executive

Smriti has a well-rounded 20+ years of experience in building and running a Marcom business. She has a deep understanding of communication, context as well as digital marketing.



Reenu Jain
Marketing Lead

Reenu has extensive experience in strategizing & supervising primarily G2C, G2B and G2G communication across sectors including public welfare schemes, IEC campaigns and government events. She has worked across mediums covering print design, digital marketing and film production.

THE TEAM



Namrata Kamra

Technical Lead

Namrata has been crafting digital solutions for past 20 years.

Expert in UI/UX Design, she has designed websites & apps across diverse sectors for Startups, Corporates & Government Departments.



Bharti Devjani

Digital Strategy

Bharti empowers businesses to achieve their objectives through innovative and effective digital strategies. She has past experience and a deep understanding of messaging and context in regard to government communication.



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