



CENTRE FOR SIGHT

Every eye deserves the best

MY VISION MY INDIA

How our social application provided an easy means for Indians
to profess their love for nation on Facebook.

On 15th August 2015, people celebrated 69th Independence Day of India – a mark of triumph and freedom from the callous British Rule over India. Though many years have passed but celebrations on this day are done with same enthusiasm and warmth. As a proud Indian, conveying this patriotic thought and inspiring others to feel the same needs to be one's intent. What better way would be there than to do this on a place visited by thousands of people and visible to thousand others – Facebook.

**WE INCEPTED AN INNOVATIVE WAY THROUGH WHICH PEOPLE CAN SHOW
LOVE FOR INDIA ON SOCIAL PLATFORM**



IDEA

Since uploading pictures on social profiles is a common notion in our day to day life, an idea inceptioned in the minds that why not ask the community to wear Tricolor this Independence Day and this time on their profile. It led to the advent of an intuitive campaign named **"My Vision, My India"** for **Centre for Sight**. Under **#MyVisionMyIndia campaign**, we created a social application for the audience, available on client's Facebook profile via which a person can put tricolor over his or her current profile picture.



Go to the
facebook.com/centreforsight.net &
click on "My Vision My India".



Provide required
permissions.



Share your message & click
"Make this My Profile Picture",
select picture size and click "Done".



#MyVision #MyIndia

On the occasion of our 69th Independence Day, Centre for Sight thought of rejuvenating our love for our nation. Have you ever pondered about the development & evolution our nation has gone through since the time of Independence?

Saluting all our leaders for the courage, faith & vision they shared for our nation.

LET US ALL WEAR TRICOLOR ON OUR SOCIAL PROFILES & PAY HOMAGE TO OUR VERY OWN MOTHER NATION, INDIA!

Follow the simple steps below to put tricolor on your profile picture

- Go to facebook.com/centreforsight.net & click on "MyVisionMyIndia".
- Provide required permissions.
- "Share your message & click 'Make this My Profile Picture', select picture size and click 'Done'".

Celebrating
69TH INDEPENDENCE DAY

SEE THE DEVELOPING INDIA THROUGH YOUR EYES

EXECUTION

It was easy to use application where a person can change the profile picture with embedded Tricolor over it, perfectly capturing the mood of the Independence. This simple yet powerful gesture resulted in high engagement on the page of **Centre for Sight**. Talking about numbers, great enthusiasm among the individuals was observed with approximate **324** people participated from the community and active social engagement drove on **14th and 15th August**. Because in the end, it's all about showcasing our patriotism towards the soil on which we have grown up.