



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 India, My Pride"** for **JECRC Foundation**. Under **#MyIndiaMyPride** 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/JECRCfoundation  
& click on "My India My Pride".



Provide required  
permissions.



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



#MyIndiaMyPride

In the last 68 post-Independence years, India has changed from top to bottom but one core essence that remains same, generation by generation, is our love towards mother nation.

This Independence Day, let's showcase our love to the World by wearing tricolor over our social profile.

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

Go to the  
facebook.com/JECRCfoundation  
& click on "My India My Pride".

Provide required  
permissions.

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

**JECRC University, Rajasthan**  
Published by Sid Gautam (?) · August 13 at 9:31pm ·

This Independence Day, let's showcase our love towards INDIA by wearing tricolor over our profile picture: <http://on.fb.me/1KjIY5d>  
#MyIndiaMyPride #IndependenceDay #India

Like · Comment · Share · 1,106 11 11

1106  
Likes

11  
Comments

11  
Shares

## 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 **JECRC Foundation**. Talking about numbers, great enthusiasm among the individuals was observed with approximate **1,100** 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.