

"Digi Keralam" Campaign Promotion

The 'DIGI Keralam' project was launched to make Kerala a fully digital literate state. Kerala, which has set an example for the country through its complete literacy movement, is preparing to write a new history through Digi literacy. The Department of Local Self-Government has planned steps to enable the target of complete digital literacy within six months. In the era of digital technology, the government aims to ensure the benefits of modern technologies to all common people.

The department is looking for a Startup with a proven track record of success in PR and Marketing for the Digi Keralam Campaign.