

2018

HOW DID ANDHRA PRADESH TOP EODB RANKINGS?

PREPARED BY

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INTRODUCTION

Ease of doing business (State Level) is an index published by the World Bank India. It is an aggregate figure that includes different parameters which define the ease of doing business in a state. It is computed by aggregating the distance to frontier scores of different economies. The distance to frontier score uses the 'regulatory best practices' for doing business as the parameter and benchmark economies according to that parameter. The idea behind ranking states is to induce competition to attract investment and improve the business climate. In addition, these rankings indicate that the states have the potential to attract business and undertake various reforms that are being undertaken by the Centre. The rankings, jointly prepared by the World Bank and DIPP, serve as a check-list of sorts for evaluating states on a 340-point Business Reform Action Plan, between the period of July, 2016 and July, 2018.

Since the launch of 2016's report nearly 2,000 articles in the international press have drawn a connection between FDI and Doing Business. Such articles often suggest that higher Doing Business rankings will be associated with more foreign investment, which is believed to create jobs, bring in new technologies and processes and have other beneficial collateral effects on the real economy. And many senior government officials have suggested that a better ranking for an economy implies that its investment climate is more favorable to foreign investors. In 2016, Andhra Pradesh has topped the EODB ranking along with Telangana. To retain the momentum for FDI and industrial development in newly made Andhra Pradesh, it is very crucial to maintain the top post again.



PROBLEM STATEMENT

OBJECTIVE

- As the final rankings will reflect both the Reform Evidence Score and Reform Feedback Score, awareness of the reforms among industrialists of Andhra Pradesh was necessary. Creating a meaningful channels between industrialists and industries department was top of the priority list.
- Creatives (Social Media Post Designs, Booklet Designing, and hoardings design) with simple language, both in English and Telugu, is important to spread awareness effectively.
- There were around 150+ new reforms across all the categories like environmental laws, labor laws, judiciary dispute laws, etc. So there was a need to strategise the ads according to line of work of the industrialists and delivering them the useful information only.

BRIEF

- Project Andhra Pradesh as the best destination for Industries in India
- Create social media channels for effective communication between department and Andhra Pradesh industrialists.
- Spread awareness and educate industrialists about the new reforms implemented by the Government of Andhra Pradesh using social media channels.



CHALLENGES

It was very important for new Andhra Pradesh to retain the top position in Ease of Doing Business Index to attract international as well as national investment for the state development. The index has equal weight for Evidence scores and Feedback scores. It is necessary to excel in both the scores. Other than this, the timeline for the project was very short to pull off the campaigns and fulfill the objective of awareness at this large scale. It might possible if the campaigns were not strategized properly, the project might not be completed at the scheduled time.

EXECUTION

After the briefing with client, Facebook and Twitter were chosen as the primary social media platform because of mainly two reasons. First was, both have wide reach among Andhra industrialists. Second was, both has the capability to target ads at interest level, location based, language based and custom list level, which was the crucial part of the project.

Different graphics were designed in a way to educate the budding entrepreneurs and industrialists about the environment and procedures to start new business or ease of doing business in Andhra Pradesh. To make sure the clear communication, the content in the graphics was made less technical, more concise and reader-friendly.

మీకు తెలుసా?
 ప్రజల సేవలకు, పరిశ్రమల ముందు

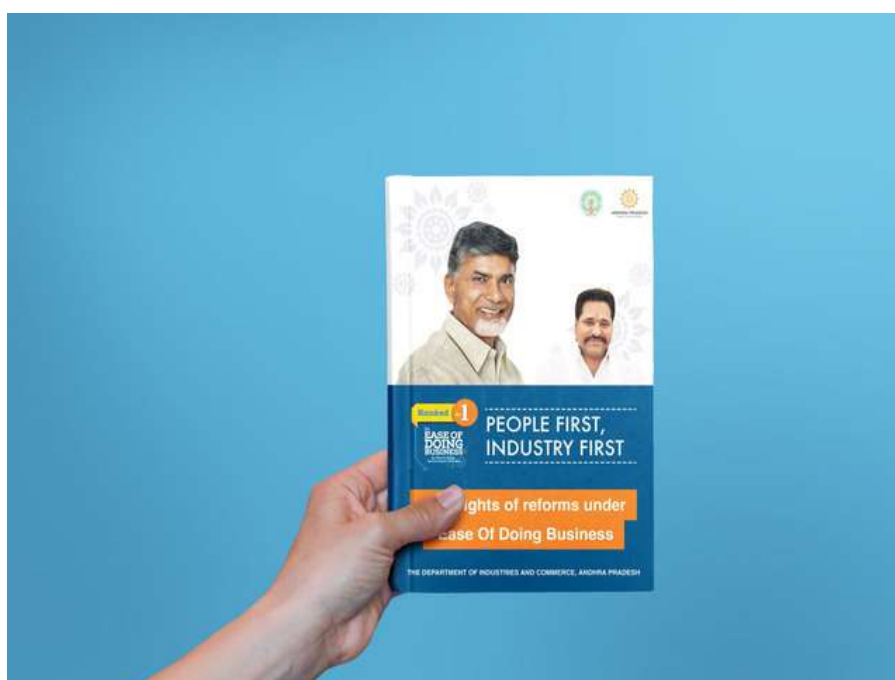
PEOPLE FIRST, INDUSTRY FIRST
 Public Services Delivery Guarantee Ordinance
 Services to be delivered within a stipulated time limit
 74 services included in the ordinance
 Compensation to the applicant in case of delay in service delivery

PEOPLE FIRST, INDUSTRY FIRST
 Apply for Grants/ Alterations/ Renewals
 for Weights & Measures on
 Single Desk Portal
 Manufacturing License, Repairing License, Dealer's License

కార్మిక మరియు కర్మాగార శాఖ
ఉమ్మడి తనిఖీ
 బహుళ తనిఖీలు ఇక ఉండవు
 48 గంటల లోపల తనిఖీ నివేదిక లభ్యత

EXECUTION

With more than 150 new reforms it was difficult to make sure each reform was known to each industrialist. Facebook and Twitter ads with detailed targeting were used to reach out the industrialists according to their industry type. To reach out maximum industrialists of Andhra Pradesh in this campaign, Department of Industries also organized Interactive meets in every district and gave them detailed presentation and solve their doubts regarding the newly implemented reforms to the district industrialists. Booklet, with all the industry-friendly reforms, were made to make sure that no industrialist would be left leveraging these reforms. Other than these, to encourage fellow entrepreneurs and industrialists to leverage the implemented resources, testimonial videos about the positive impact on business after using the new system and educational videos, were made.





RESULTS

1ST

Andhra Pradesh topped the Ease of Doing Business Index 2017, with 1st in Feedback Score and 3rd in Evidence Score. It claimed the top position by just 0.02 % points

100K

More than 1,00,000 industrialists were connected to the Facebook and Twitter Social Pages of Department of Industries, Government of Andhra Pradesh.

1ST

Department of Industries, Government of Andhra Pradesh became the largest official Facebook page of the Industries Department from any state.

1.7M

The ads and posts on social media were seen more than 1.7 M times in just 4 months time.

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