

GREYMATTERS COMMUNICATIONS & CONSULTING: PROFILE

PREAMBLE

GreyMatters works in communications.

GreyMatters collaborates passionately with its partners to assist them communicate and articulate better, to enable them to build vibrant brand reputation, magnify it and protect it.

We are driven by the values of limitless passion, pursuit of knowledge and excellence, constant curiosity & creativity, and contributing to building of a robust knowledge society.

ABOUT US

GreyMatters Communications & Consulting is an advisory firm offering consulting in communications, media & social media, reputation, politics, policy advocacy and government affairs. Established in 2010, it is rated as among the best agencies for public affairs campaigns, advocacy, political communications, social media and public relations, among others.

GreyMatters has worked with over 75 partners from Government, Corporate, MNCs, UN Agencies, NGOs, Rural Organisations, Political Actors & Political Parties, and independent organisations. The agency has worked in multiple verticals including agriculture, rural development, textiles, technology, healthcare, academic, infrastructure, biotech.

SOME OF OUR PARTNERS

GOVERNMENT: Government of India (Ministry of Tribal Affairs, Planning Commission), Govt of NCT of Delhi (Directorate of Education), Government of Assam (Department of Finance, Information & Public Relations Department), Government of Meghalaya, Government of Bihar (Water Resources Department, Bihar State Power Holding Company Limited), Rajasthan Police, Government of UP, Jawaharlal Nehru University, IIT Delhi, UP Police

CORPORATE: Syngenta, Dupont, Bayer Crop Sciences, Polycom, Clove Dental, JK Group, BLK Super Speciality Hospitals, LNJ Bhilwara Group, Kirusa, Bitchem, McGraw Hill, Mesco Steel, Yashoda Hospital, Oswaal Books, Association of Biotech Led Enterprises - Agriculture Group, Ball Corporation, IPL Biologicals, Rajiv Gandhi Cancer Institute, Aritraa Corporation

INTERNATIONAL / UN / SOCIAL: World Bank, International Labour Organization, Cornell University, Unicef, Commonwealth Parliamentary Association, IDRC. Centre for Social Research, Agri Entrepreneur Growth Foundation, Transforming Rural India Foundation, The Asia Foundation, SWEA Bharat, Railway Children India, Indian Council of Social Science Research

OUR USP's

- Novel Policy Advocacy Campaigns
- Insights & Knowledge of Policy Landscape
- Innovative PR Campaign Design
- Multi-Spectrum Political Campaign Management
- Effective Government Affairs & Outreach
- Designing Government Communications
- Rural Outreach & High-Impact Intervention
- Mass Outreach through Civil Society Groups
- Government & Bureaucracy Network at Central & State Levels
- Pan-India / Multi-Sector Institutional Network
- Expertise in Content Research & Design
- Conceptualize, Design & Execute Social Media Campaigns
- Digital Content Management - Audio, Video
- Constructive Digital Management & Advocacy
- Multi Sectoral Influencers' Outreach, Engagement & Relationships

HIGH IMPACT CAMPAIGNS

1. Association of Biotech Led Enterprises - Agriculture Group (ABLE AG comprising giant like Bayer, Dupont, Syngenta, Advanta) partnered with GreyMatters for an aggressive multi-stakeholders outreach & advocacy campaign to promote GM crops, counter myths and misinformation. The 3-year campaign was huge success
2. GreyMatters designed a multi-pronged advocacy campaign on curbing the rise of counterfeit pesticides when global giant DuPont asked it to challenge the growing menace. The 30-month campaign yielded over 800 media clips, sensitized stakeholders including government and resulting in the first-ever recognition of the counterfeit / spurious pesticides by Ministry of Agriculture, which issued an advisory to all states to stop its spread
3. World's leading virtual collaboration player Polycom wanted GreyMatters to use its unique methodology to reach out to prospective collaborators including in the government, healthcare & education sectors. We organised over 70 high-value collaborators (including top govt officers) to join Polycom's global teams in video calls from their state-of-art studios in Gurugram in a 12-month campaign

4. One of giant MNCs and world's leading agri business company, Switzerland head-quartered Syngenta wanted a unique CSR program. GreyMatters conceptualized, designed and executed unique I-CLEAN (Inculcating Cleanliness, Learning, Awareness & New Habits) program, inaugurated & appreciated by the then Union Agriculture Minister Radhamohan Singh. Worked closely with farmers and their families. Continuing for 6th successive years, it has won 12 awards, and improved 2 million rural lives
5. The Indian Police Service Central Association (CIPSA) wanted unique ways to highlight good work of police. GreyMatters efficaciously used multiple tools & platforms for over 5 years (2015-20) to drive a series of campaigns, seeding positive narratives and bringing to public domain great work of IPS officers and police across the country. The Twitter handle @IPS_Association and FB Page @IPSAssociation, which we designed, launched and brought into prominence through consistent quality content, are today among the most trusted & respected police handles
6. In a highly effective IEC campaign, GreyMatters has partnered with Bihar Government's Water Resources Department to extend support to flood-affected citizens using a mix of conventional and online tools
7. Rural outreach has been one of the hallmarks of GreyMatters and among others we managed farmers' outreach to various MPs and Ministers asking them the freedom of choice of use of technology - as part of advocacy for genetically modified crops
8. GreyMatters works with Agri Entrepreneur Growth Foundation - an initiative of Syngenta Foundation, Tata Trusts and IDH - to take the stories of agri entrepreneurs of 18 states to different audiences including policy makers, media, academia. We collaborate with rural facilitators and agri entrepreneurs to collate their stories for use on social media and other digital platforms
9. GreyMatters designed and rolled out a very successful agri-entrepreneur enrollment and rollout program for Transform Rural India Foundation, also supported by Tata Trusts, among others
10. GreyMatters designed and rolled out a successful advocacy campaign on driving awareness on ILO's Social Security concept - Social Protection Floor - through targeted communication for policy makers, trade unions, NGOs, employers organisations
11. Through our in-house platforms www.bureaucratsindia.in and DCs of India, we have managed to bring to public sphere many stories of good governance steered by top bureaucrats including IAS, IPS, IFS, IRS officers. Our webinars have been attended and addressed by over 200 Class A officers and some special guests include Union Ministers Smt Smriti Irani & Sri Ramdas Athwale besides cricketer Suresh Raina and Olympian Thoiba Singh

SOCIAL COORDINATES

Website - www.thegreymatters.in

Facebook / Twitter / Instagram - @GreyMattersPR

OUR IN-HOUSE DIGITAL PROPERTIES / HANDLES

www.bureaucratsindia.in

Facebook

@BureaucratsInd
@DistrictCollectors
@SPsofIndia
@MPsofIndia
@IndiaRuralDialogue
@HealthyIndiaPage

Twitter

@BureaucratsInd
@DCsofIndia
@SPsofIndia
@MPsofIndia

@navneetanand
