

# REGIONAL COMMUNICATION

Around five years ago, a client made a statement and ushered in a new trend of Public Relations. He shunned the tier -2 tag from regional cities, rather branding them as Mini Metros. I couldn't help but feel a strange sense of contentment. Proud of its resemblance to the heart of communication strategy and execution in India then, so called 'Metros'. It was unimaginable to think beyond and imagine a communication interface specifically designed for 70% of India's population residing beyond the 6 metro cities. With an exponential growth, these mini-metros or R-urban regions are now, epicenter of any communication, socio-economic and political strategy.

'Mini metros', 'Tier 2-3-4 cities', 'New India', 'Growing cities' and what not! This nomenclature transition to now the 'Heartland of India' has been a remarkable journey and witnessing it all happening since the start, has been a privilege. **Now is the time when recognition for Regional India is not limited to replicated outreach models but is deeply ingrained as a separate division of every brand's communication scope in India.** Regional Communication is finally out of its cocoon and is ready to take on an even larger role in the times to come. It might still be early to say, but the saturation hitting the metro regions is an indication to a sphere where **'Regional Trumps National'** in the communication industry.

A country's mindset is defined by the social fabric that binds it. Conducting case studies about the increasing wealth, human resource potential, purchasing power, internet penetration and infrastructure development in the interiors of our country is a common phenomenon but the essence of it all rests with the emotions and the thought process that drives us as individuals and as society on the whole. **India stands for celebration, for our love of life, for our intensity of emotional bonds, for our spirit of happiness!**

India has always been known as a diverse nation. As a proverb has it, **"Every two miles the water changes, every four miles the speech"**. However, we have been feeding the entire country a streamlined communication, expecting them to respond to it. And the fact is, they did! For the lack of awareness, for the influence of west, for the love for resemblance with larger cities and for the lack of choice.



India's Strongest  
& Most Awarded  
Regional PR Firm

 [www.fuzionpr.co.in](http://www.fuzionpr.co.in)

# India's New Social Fabric

Gradually, with the emphasis being driven towards Regional India, we have developed specialised Regional Communication modules/divisions to fill in the gap which was lying unattended for years. The time now is, to break this notion down, too. To treat the different geographies individually. To understand their social fabric and devise communication in the same thread of emotions.

Our booklet last year that was a part of PRAXIS delegate kit titled **'Regional India: Shock Facts'** brought out the facts that were destined to bring Regional on the National map. It followed analytical approach towards bifurcating National and Regional Communications/PR. This year, the second version of Regional India booklet titled **'Regional India: India's True Social Fabric'** witnesses the spirit of Indians, focusses on the festivities that bind us together. At the same time, gives us an unparalleled insight into why we behave/think/live the way we do and why its imperative for all of us, communication consultants to tie back our campaigns & strategies to the roots of what India stands for.

