

## ***For Immediate Release***

*Contact:*

*Deepa Sathyanath*

*N & D Communications Pvt. Ltd.,*

*59, G N Chetty Road,*

*T Nagar, Chennai 600 017.*

*Phone: 91-44-28156597 Telefax: 91-44-28156598*

*E mail: [deepa@ndcindia.com](mailto:deepa@ndcindia.com)*

### **N&D BAGS CHIRAAG INTERNET KIOSK ACCOUNT**

Chiraag Internet kiosk a product of N-Logue Communications caters to the communications needs of Rural India.

The beginning of the new millennium has witnessed many changes and one of the very obvious being “Communication”. The spread of information has seen many dimensions and Internet is sure to bridge the information gap and is here to stay.

Specifically with reference to India, it is universally accepted that a vast digital divide exists in the country. With a telephone penetration level of less than 4%, there is a crying need to provide communication facilities and access to the common man. It is also evident that the challenge lies in providing access to rural India, as nearly 70% of India's billion people live in small towns and villages. It is this challenge that n-Logue Communications Pvt. Ltd. has taken to heart.

Chiraag is been installed in many villages in Southern and Northern parts of India. It's basically a kiosk, which has Internet connections and provides varied services like e-governance, medical help, astrology, agriculture, education, video-mail and video conferencing through the net.

N&D Communication's strategy is to make aware of these techno-services to the rural mass through innovative and creative communications. Campaigns were developed for radio and television. Right now the radio campaign is on with the concept “ithu super idea” (This is a great idea). The size of the account is not finalized yet but approximately around a crore rupee for the first year for the entire south India. *To know more about N-logue, visit [www.n-logue.co.in](http://www.n-logue.co.in)*

*N & D Communications is a Chennai based full-fledged creative and media-advertising agency that provides consolidated Creative and Branding solutions for the Product, Corporate and Service Industries. For more details about us please visit our site at [www.ndcindia.com](http://www.ndcindia.com) and for the brand Chiraag Internet Kiosk, visit [www.n-logue.co.in](http://www.n-logue.co.in)*