

## Dayanidhi Maran woos voters through the internet

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Dayanidhi Maran, Former Union Minister for Communications and Information Technology, Government of India, is doing an innovative election campaign using the internet. Mr. Maran is garnering phenomenal political support through emailers, banners and social networking sites.

If an obscure senator with a mulatto-skin and a Muslim-like name from Illinois could become the President of the United States of America using the internet, why not the Former Union Minister for Communications and Information Technology of Govt. of India do the same with the internet? - Mr. Dayanidhi Maran seems to be asking his political competitors in the southern part of India.

In a world of cut-throat competition, finding the best and most creative way to market yourself is crucial to success. 24/7 campaigns, endless speeches, tired volunteers and fatigued supporters may have been the face of elections of the past, but not of the now.

Barack Obama revolutionized politics when he chose the internet to organize his supporters in a way that would have in the past required thousands of volunteers and paid organizers on ground. "Were it not for the internet, Barack Obama would not be President. Were it not for the internet, Barack Obama would not have been the nominee," stated The Huffington Post. Using the new medium, Obama etched a permanent name for himself in the pages of history. His viral campaign through social networks, YouTube videos and internet ads brought in the big change America was waiting for.

Mr. Dayanidhi Maran, the Former Union Minister for Communications and Information Technology, is doing the same using the internet in India. The Former Minister is going viral in the virtual world wooing voters in Chennai through banners, emailers and social networking sites. The man, always with a penchant for technology, is now articulating himself, the advancements and the progress India made in the Communications and IT sector during his tenure as Union Minister, using the internet.

Mr. Maran is also appealing to the young sect of voters in his constituency of Central Chennai through social networking sites like Facebook and leveraging the Indian passion of Cinema to target local audiences using Galatta.com. Though India's senior politicians like L.K. Advani and Narendra Modi use the web for political campaigning they are using the shotgun approach, Mr. Maran's is using a smart, targeted campaign that addresses only a select audience – the youth of his constituency in central Chennai.

Moreover, unlike the other politicians, Mr. Maran does this with the support of companies with sound internet knowledge and a strong Chennai base. His campaigns run on popular movie portal Galatta.com, targeting the youth of Chennai. As South

India's number one movie portal with a traffic of more than 200,000 visitors on a day-to-day basis, Galatta.com is indeed the most appropriate portal to run such an innovative election campaign. Mr. Maran's internet marketing campaign is strategized and orchestrated by a premier IT company Dot Com Infoway, again based in Chennai. By garnering the support of such internet giants, Mr. Maran is embarking on an Obama-like political victory through the internet.

While Obama raised funds and endorsements through his internet campaign, Mr. Dayanidhi Maran is using the web only as a medium to reach his vote bank with the campaign – he has even set up a Feedback email ([feedback@dmاران.in](mailto:feedback@dmاران.in)) which he has said he would monitor and take up issues of his voters.

A young politician, Mr. Maran inherited his leadership skills and political acumen from his father the Late Mr. Murasoli Maran. Just like the Senior Maran, the Junior Maran, has also the will power to take cudgels against wrongs and fight for national causes. A revolutionary in his own way, Mr. Dayanidhi Maran's choice of this new and interactive medium for political campaigning, is all set to change the face of elections in India, especially Tamil Nadu where he seems to be the only astute politician who is using the Internet to his advantage.

To view Mr. Dayanidhi Maran's campaign page, log on to <http://174.132.224.210/dayanidhimaran/> To know more about Galatta.com and Dot Com Infoway, visit [www.galatta.com/](http://www.galatta.com/) and [www.dotcominfoway.com/](http://www.dotcominfoway.com/)

Dot Com Infoway is a reputed software development company providing IT outsourcing, including web solutions, to organizations around the world. Our forte lies in developing scalable and secure applications leveraging the innate offshore value advantage of our development centers in India. Galatta.com is South India's number one movie portal offering movie-related content in six different languages.

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