

Sneha Sandesham

Voice of the Knanaya Pravasies.

Introduction

Knanaya Catholic Community is close to the centenary celebrations of its gaining a separate diocese for them. The progress the community achieved during the past hundred years defies belief. Since 1955 as many as four colleges (including one B.Ed college in Madampam) were established. There are 16 High Schools and 11 Higher Secondary Schools. In addition there are five full fledged hospitals (plus one Ayurvedic hospital) and several dispensaries. These are achievements every Knanaya Catholic can rightly be proud of.

However, as a community the only publication we have is *Apna Desh* which has been with us for the last almost 60 years. During its long existence, *Apna Desh* has gone through several ups and downs and still suffers from several limitations of being an official publication. One of the major allegations levelled against *Apna Desh* is that it has not been able keep pace with the revolutionary developments that has been happening in the field of Information Technology. Today, while a person living in any part of the world is able to get news from Kerala through the online editions of all major Malayalam Dailies, one has to wait for the traditional postman to ring one's door-bell to deliver Knanaya News through our community's publication.

Sneha Sandesham is an answer to this felt need. It aims to provide news of Knanaya Pravasies living scattered in different parts of the globe through this electronic publication, free of any subscription fees. It comes in colourful splendour in a format that is a joy to share with friends or relatives no matter where they are.

The Electronic Magic

Unlike the print media, increased circulation is absolutely no problems for **Sneha Sandesham** in spite of the fact that it is a free publication (unconditionally free, no strings attached). The maiden issue was mailed to around 2,500 Knanaya Pravasies from places as varied as Delhi to Sydney.

Thanks to the closely-knit nature of the community, the news of such a publication spread like wild fire and we were flooded with requests for subscription. During the past 4 months, our circulation has increased from 2,500 to almost 6,000. A readership survey we undertook shows that most of the recipients of the PDF edition have forwarded them to many of their friends/relatives, resulting in an email chain spanning the entire world. We estimate that the actual readership of the paper is at least **15,000**.

Since its launch in November 2008, Sneha Sandesham is available in the following websites:

- www.enteuzhavor.com
- www.knanayanews.com
- www.ukknanaya.co.uk

While the other two websites stores the latest issue of this publication, one could visit the site www.knanayanews.com and read the back issues as well.

Editorial Content

The reason why **Sneha Sandesham** has become so popular during such a short period is mainly because of its high standard and relevance of editorial content as well the pleasing professional layout. We endeavour to bring together a medley of creative writers from our own community, while the focus has never shifted from the core objective of linking Knanayites living scattered without a media to link them.

The Advantages of Advertising with Us

Every month an average of 15,000 Knanaya Pravasa readers get to notice your advertisement. This is a very unique medium, unlike the websites, where the reader will have to voluntarily click the advertisement to read its content. With the PDF edition they get to notice the advertisement while browsing through the content effortlessly.

There is perhaps no other means, at such a reasonable cost, to reach a vast number of expatriate Knanayites renowned for their great purchasing power.

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For continued inserts, every sixth Ad will be free.

For any clarification, please contact us.

Sponsorship:

Readers and well-wishers are welcome to sponsor various features/supplements in Sneha Sandesham. In addition to giving due credit for the sponsor, a half page of the publication will come free for publishing family photo or advertising any commercial venture of the Sponsor. The nominal charge for such sponsorship is only U.S. \$ 175.00

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