

**Website & Social Media Committee Report  
3rd Managing Committee Meeting Kolkata  
21st-22nd June 2025**

Dear Respected Members,

The Website and Social Media Committee is pleased to present its Progress Report for the period March 2025 to June 2025.

We express our sincere gratitude to President Shri Mehul Mehta, Hon. Secretary Shri Raghav Kothari, and all Managing Committee Members for their continued support and encouragement.

Committee Members,

**Convener**

Shri Bharat D. Shah – M/s. Sun Fine Papers Pvt. Ltd.

**Members:**

Shri Alok Kumar Gupta – M/s. Paper Point

Shri N. Annamalai (Anish) – M/s. Solisar & Co.

Shri Shrinath Agrawal – M/s. Govind Copy Udyog

Shri Ramesh Kumar Salecha – M/s. Rajhans Papers

**Social Media Progress**

Over 20+ posts shared on Facebook and Instagram (@fpta\_india), generating consistent engagement in the form of likes, shares, and comments.

Our content strategy is being refined regularly to improve visibility and platform performance.

**Website Enhancements**

The FPTA website ([www.fptaindia.in](http://www.fptaindia.in)) has undergone key updates to improve loading speed, mobile responsiveness, data accuracy, and security.

Timely updates ensure that announcements, circulars, and industry news are current and easily accessible to members.

**FPTA Mobile App:**

The FPTA Mobile App is live and supporting improved member communication and convenience.

## App Downloads:

As of September 2024, approximately 370–380 downloads were recorded.

As of June 2025, the number of downloads has increased to 503.

We encourage all **Vice Presidents** and Association Leaders to actively **promote app** usage within their respective regions.

Ongoing feedback is helping us to fine-tune features and enhance overall usability.

Member feedback is being collected to improve the app further.

## How Our Digital Platforms Work Together:

### A Simple Communication Model for FPTA:

To stay connected and grow as a modern organization, FPTA uses three main digital tools:

#### Step Tool in Simple Words:

**1. Attract New People** - social media Helps others discover FPTA through posts and updates. Builds interest.

**2. Build Trust** - Website Shows who we are and what we do. Easy place to find useful information.

**3. Keep Members Informed** - Mobile App Sends regular updates, circulars, and event info to members directly on their phone.

## Why This is Important:

Social media helps people find FPTA

Website helps them understand and trust FPTA

Mobile App helps them stay connected every day

## What We Request from Members:

Follow FPTA on Instagram and Facebook: @fpta\_india

Visit and explore our website: [www.fptaIndia.in](http://www.fptaIndia.in)

Download the FPTA App — already 503 members have done it

Share your ideas to make our platforms even better

Thank you for your continued support!

Warm Regards,

Bharat Shah

Convenor Website and Social Media

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