



AV Soft Swachh PC Abhiyan: Know the Benefits Clean PCs & Gadgets

NEWS NEWS & LAUNCHES

by Ashok Pandey / January 24, 2017 / 0 comments



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AV Software Pvt. Ltd. (AV Soft) announces Swachh PC Abhiyan from January 2017 onwards to highlight the importance of optimizing computers' performance and extending their lifespan.

Swachh PC Abhiyan aims to educate computer users in India on taking good care of their electronic devices in order to increase work efficiency, save money and reduce the amount of negative impact of e-waste on the environment. Through various marketing and educational activities conducted by AV Soft and its partners across India the users will get handy advices on what to do to keep desktops, laptops and smart device run faster and smoother and how to lengthen digital lifespan.

Being an exclusive distributor of award-winning software that repairs, optimizes, and protects Windows computers developed by iolo technologies, such as System Mechanic, System Mechanic Pro, System Shield and Drive Scrubber in India and SAARC countries, AV Soft will roll out a massive multi-channel campaign to educate users about various ways to improve computers' performance and increase their life expectancy.

Swachh PC Abhiyan will also promote reducing e-waste in India by extending the life of electronic devices and adopting practices of reusing and donating old computers instead of throwing them away. E-waste recycling calculations show that a single computer which is not serviced regularly emits about 36 kg of carbon which is equivalent to 3 trees!

Taking note of the long tradition to celebrate "Clean Out Your Computer Day" globally, AV soft is planning to celebrate "Swachh PC Day" for the first time in India on 13th February, 2017 as part of a larger Swachh PC Abhiyan. Started in 2000 by the Institute of Business Technology in California, USA, "Clean Out Your Computer Day" observed on the second Monday in February encourages people remember to clean up their PCs, get rid of old and unused files, and maintain computer systems at maximum performance and efficiency.

AV Soft will engage in seminar activity across IT channel community, with the first such event taking place in Mumbai on 20th January when Swachh PC Abhiyan will be presented to the IT community at ASIRT (Association

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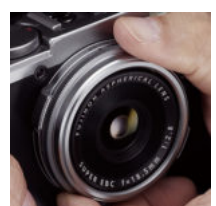
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of System Integrators & Retailers in Technology)'s monthly TechDay.

Warrier has recently completed the 14th edition of the Standard Chartered Mumbai Marathon running the Full Marathon of 42.195 kilometers in Swachh PC Abhiyan branded T-shirt.

AV Soft is planning to launch series of marketing activities in print and digital media and create easy-to-follow videos to help users troubleshoot problems with devices, preventing them from having to throw them away. Swachh PC Abhiyan will also be promoted in major Social Media channels in order to get more end-users, profit and non-profit bodies involved in Swachh PC initiative and make celebration of "Swachh PC Day" in India an annual event.

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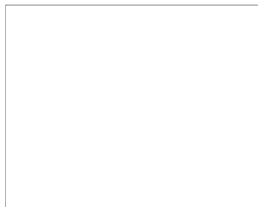
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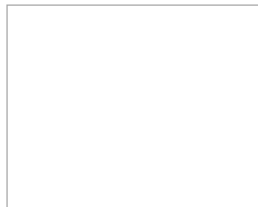
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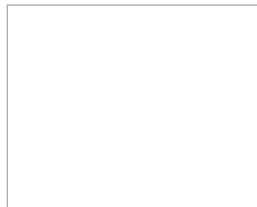
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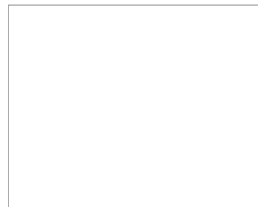
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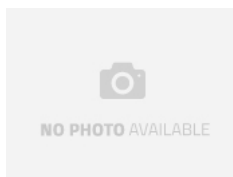
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