



NSDC
7th Partners' Meet
August 4-5, 2014
New Delhi

**Communication &
Advocacy**

'Rurban' Advocacy

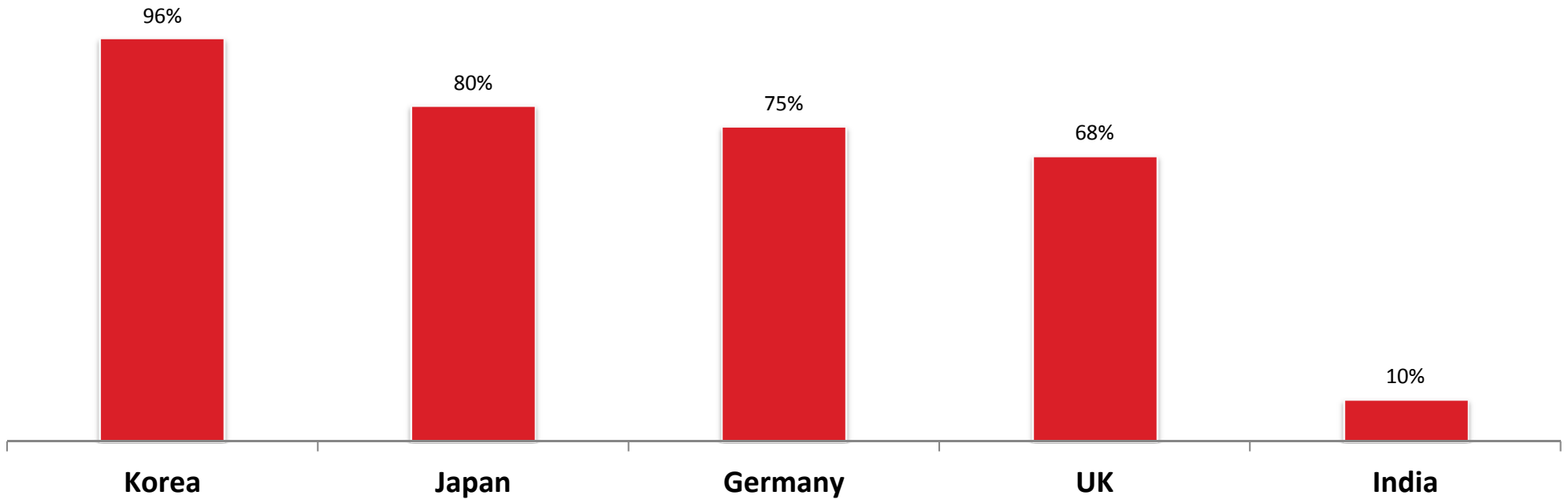
Skilling Challenges

What we did in 2013-14

What we will do in 2014-15

Skilling Challenges

Percentage of working population receiving skills training in India



Skilling Challenges

The 2014-15 Challenge



In
7 ½
months

Skilling Challenges

Why is this a challenge?



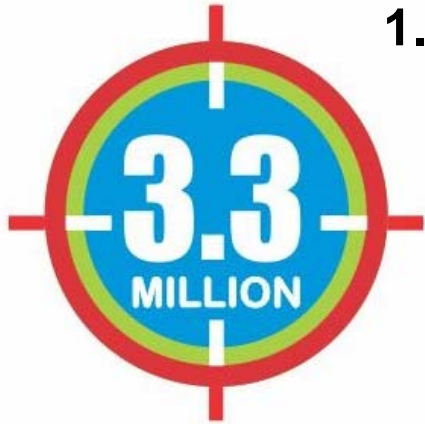
1st Million – 3 years

2nd Million – 1 year

3rd Million – 6 months

4th Million – 3 months

Skilling Challenges



1.2 billion people

29

States

7

Union Territories

2

Official languages

22

Regional Languages

41 % - Hindi (~340 million)

59 % - Rest



Reach
Challenge!



Communication
Challenge!

Rural – 69%
~ 53% in Agriculture
Urban – 31%



Unorganised sector
Challenge!

Age 18-35 = 65%



Our Market

What we did in 2013-14

Television Commercials



- NSDC created two TVCs aired between February 22 and March 8, 2014
- Over 2 lakh callers from our TG responded

What we did in 2013-14

Reaching out to the Media

1358
Coverage
4 articles per day

800 + Coverage on
Star Scheme

Media
Relations

200+
districts reached
in 25 States

Mapped
713
media

What we did in 2013-14

Social Media



- A dozen daily feeds
- Fans on NSDC page shot up from 0 to 12,006
- Queries about skilling and STAR handled via FB.



- Over 130 clips on YouTube
- Over 30,000 views recorded



- Nearly 1500 followers
- Daily feeds provided by NSDC, managed by O&M

What we will do in 2014-15

Our Target

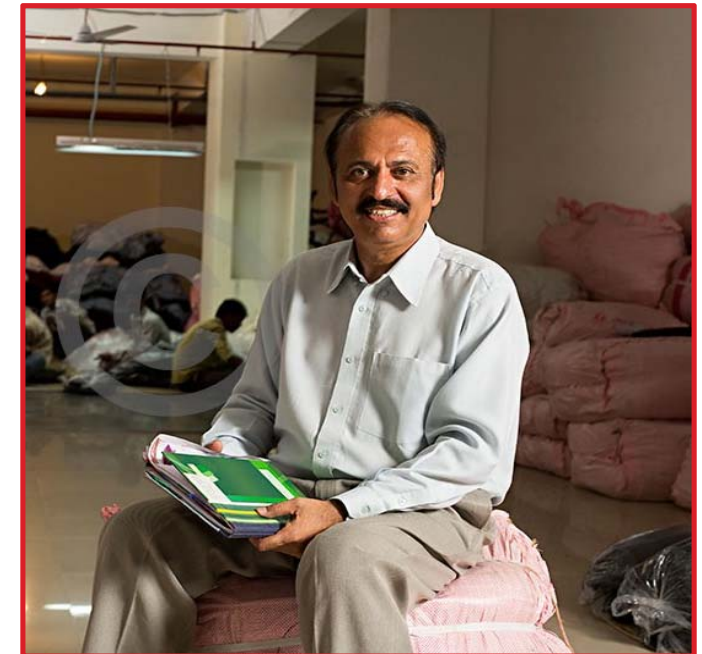
Our CUSTOMER...



His PARENTS



... and the EMPLOYER



What we will do in 2014-15

**TVC & Cinema:
Generating awareness and build
aspiration**

**PR: Double awareness &
increase stakeholder
engagements**

**Radio:
Reminder of TVC**

**3.3 Million in 7.5
months**

**Digital:
Build awareness of the TVC**

**Outreach & Hoardings:
Mobilization/enrolment drive**

**Print:
On a need basis/Tactical**

What we will do in 2014-15

Television Commercials

New



Montage



Security



Jewellery

Original



Auto



Retail

2 Phases

Aug-Sep (4 weeks) & Dec-Jan (4 weeks)

Focus

5 P1 States (UP, TN, MH, WB & Assam)

Target

50% Audience to Watch TVC at least 3 times i.e. 36 mn

Mix

Hindi Channels, Regionals & Doordarshan

TVC Ads to be used in Cinema too

What we will do in 2014-15

Radio: Adaptation of the Montage TVC

2 Phases

Sep (4 weeks) & Jan (4 weeks)

Focus

5 P1 States

Reminder

10mn audience to be reminded at least 3 times

Mix

AIR & Private FM

What we will do in 2014-15

Media Relations

Take our partners to the media

Share their experiences with rest of the country

Double media reports to 3000

Stage 1

Delhi NCR

Maharashtra

Assam

Tamil Nadu

West Bengal

Uttar Pradesh

Stage 2

Rest of India

Media relations will be spread through the year without a break

What we will do in 2014-15

The last mile connection

Hunar Shivirs

District HQ

Feeder towns

Medium

- Local cable TV
- Print
- Street plays
- Radio
- Local Vehicles
- Wall Paintings

Coverage

Focal radius – 10 km
(from District HQ)

Feeder – 20 km

Pilot in one District HQ in UP

Phase 1 (Sep – 4 weeks) & Phase 2 (Jan – 4 weeks)

Other upcoming opportunities



Pilot in
**Madhya Pradesh
and
Jammu & Kashmir**

What we will do in 2014-15

Have an impactful presence within 2 to 3 Km radius of training centres to ensure immediate call for action



Nearest NSDC training centre is
3 kms from here



What we will do in 2014-15

Mobile

Medium

Unique
Reach

Mobile
Radio

11.6 Mn

Outbound
dialling

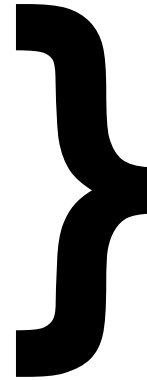
6.12 Mn

IRCTC
Enquiry

14.6 Mn

Nokia Life
Tools

1.7 Mn



Properties

Rural Radio

Nokia Life Tools

139 jingle promo

Vuclip

Rocketalk

What we will do in 2014-15

Finally boils down to one simple question

What we will do in 2014-15

How many did I skill today?



Thank you.