



Paschim Banga Society for Skill Development - Branding and Promotional Strategy for Utkarsh Bangla

Communication and Branding Strategy



**Department of Technical Education,
Training and Skill Development, Government of West Bengal**

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Department of Technical Education, Training and Skill Development

Government of West Bengal

February 2019

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পূর্ণেন্দু বসু

ভারপ্রাপ্ত মন্ত্রী,
কারিগরি শিক্ষা, প্রশিক্ষণ এবং দক্ষতা উন্নয়ন দপ্তর
পশ্চিমবঙ্গ সরকার
কারিগরি ভবন
তৃতীয় তল, কক্ষ নং ২২৩
অ্যাকশন এরিয়া বি/৩, রাজারহাট নিউটাউন
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ফ্যাক্স : (০৩৩) ২৩২৪ ৫৮৫৩



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Message

On 16th February, 2016 the Government of West Bengal introduced a Flagship Scheme called "Utkarsh Bangla" in the State of West Bengal for the entire Skill Development interventions to provide wage/ self-employment linked skills training to the residents of the State. Under this scheme all interventions funded by the various State Government Departments/ Bodies/ Agencies from State and other funds leading to Skill Development shall be made by PBSSD on their behalf. Through the implementation of the Scheme we have been able to train candidates at the grass-root level in more than 300 job roles across 34 sectors.

Our Technical Education, Training, and Skill Development Department has implemented several initiatives for improving the implementation of the Utkarsh Bangla Scheme, as well as increasing awareness among the people about the interventions in this regard. One such initiative in this regard is the branding and promotion of the Scheme using digital media, social media campaigns, newspaper ads, participation in fairs, organizing outreach programmes etc.

In this regard, our Department has prepared a robust communication strategy in order to ensure that the various stakeholders connected with the Scheme are well aware of the content, benefits, and various processes associated with the Scheme.

I sincerely believe that the interventions planned under the communication strategy will enhance our reach and in turn encourage the youth of the State to enroll under Utkarsh Bangla. I urge the readers to look deep into these initiatives and consider the roles they can play in popularizing the Utkarsh Bangla Scheme.

Purnendu Basu
Minister-In-Charge (MIC)
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ROSHNI SEN, IAS

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Message

The Utkarsh Bangla Scheme envisages to bridge the gap between the demand and supply for skilled workforce in the State. However, it is perceived that the awareness about the scheme and its proposed benefits have not percolated to the target audience adequately. To address this issue of penetration and reach, a robust communication strategy has been prepared to allow streamlining and focusing of efforts for carrying the scheme to the relevant and intended beneficiaries in the State and beyond.

Our effort is to reach our skill development initiatives to the most vulnerable youth and to the farthest corner of the State. With this robust communication strategy we intend to leverage various media of communication to keep everyone updated on the various interventions of PBSSD in line with the Scheme Utkarsh Bangla.

We would like to take this opportunity to thank the trainees, training partners, sector skill councils, the industries and my colleagues in administration for their continuous support to make Utkarsh Bangla successful.

Roshni Sen

Principal Secretary

6/2/19

Department of Technical Education, Training and Skill Development



1. Background

The Government of West Bengal (GoWB) has an integrated approach to Skill Development throughout the State with the Technical Education, Training and Skill Development (TET & SD) Department being the nodal department for the state government for all skilling interventions. To address the requirement of skilled manpower across various sectors and to narrow the existing gap between the demand and supply of skills, Government of West Bengal has constituted the Paschim Banga Society for Skill Development (PBSSD) under the chairmanship of the Chief Secretary to make skill development interventions in terms of the overall policy of the Government.

In February 2016, the Utkarsh Bangla was unveiled which is the flagship skill development scheme of the Government of West Bengal. Under this scheme, the Recognition of Learning is a provision where a platform is provided to recognize the skillsets which have been acquired through informal ways. This recognition is certified through the varied Sector Skill Councils set up under the aegis of the Ministry of Skill Development and Entrepreneurship. This certification seeks to allow a greater acceptance in the industry and market. Some of the benefits of the Utkarsh Bangla Scheme are:

- Free-of-charge training for the improvement of livelihood and sustenance of lifestyles
- 400 to 1200 hours of vocational and technical training
- Training in various different types of courses such as driving, tailoring, repairing television and other electronic equipment's, beautician courses etc.
- Post-training campus placements in organizations such as Samsung, Raymond, Berger Paints, Maruti Suzuki, ASSOCHAM etc.

A brief snapshot of developments under the Utkarsh Bangla scheme has been presented below-



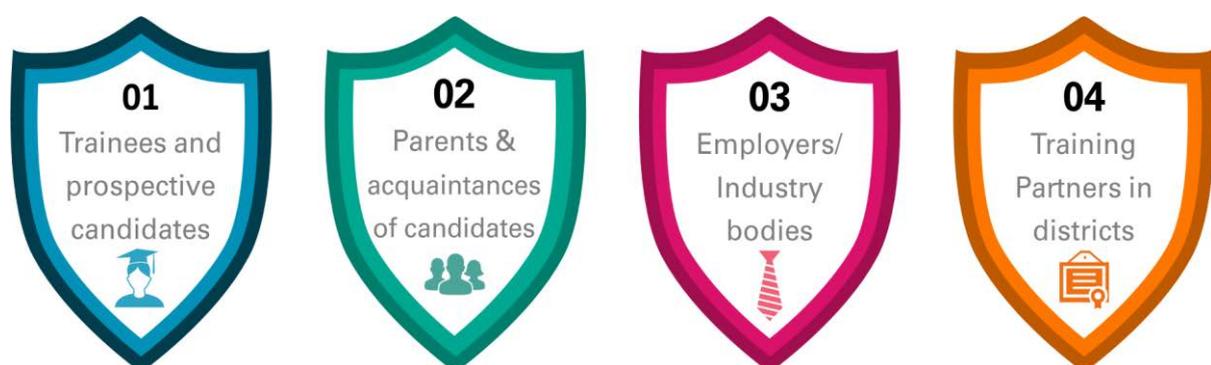
Utkarsh Bangla- Current Snapshot and Key Statistics as on 31.01.2019



The annual target for skilling in the state would be around 6 lakh youth under institutional and non-institutional mode. Paschim Banga Society for Skill Development (PBSSD) is the implementing agency of the Utkarsh Bangla Scheme. The various sectors covered under the scheme are -



Snapshot of the different sectors covered under Utkarsh Bangla



Target Stakeholders/Beneficiaries to be covered under the Communication Strategy for Utkarsh Bangla

While the scheme envisages to bridge the gap between the demand and supply for skilled workforce in the State, it is perceived that the awareness about the scheme and its proposed benefits have not percolated to the target audience adequately. To address this issue of penetration and reach, a robust communication strategy is deemed to be necessary to allow streamlining and focusing of efforts for carrying the scheme to the relevant and intended beneficiaries in the State and beyond.



2. Need for a Communication Strategy

A communication strategy is essential for maximizing the appropriateness and relevance of the scheme for the stakeholders i.e. the trainees, training providers, industry and employers among others. A robust communication strategy will ensure that various stakeholders connected with the scheme is well aware of the content, benefits and various processes associated with the scheme. A detailed communication strategy leveraging the various popular channels has been drafted in this document highlighting:

- The target relevant stakeholders associated with the scheme under every component for the communication plan – trainees, the training providers, industries etc.
- Indicative message content for each component with emphasis on the purpose, impact and benefits of the scheme.
- The various channels of communication that may be leveraged to ensure maximum reach
- Implementation plan corresponding to each strategy
- Methodology of impact assessment of each component

5 key principles in line with “Skilling” forming the backbone of the Communication Strategy include-

- ‘Skill as an asset’-employment linked skill training which is a set towards positive asset development
- ‘Skills as a step’-skills as an asset which can be used to build on other assets (Asset Development Approach)
- ‘Skills Links’- Linking skills to the other welfare schemes that the government is running and creating convergences
- ‘Skill Networks’- Creating an enabling environ wherein the various stakeholders in the skill scope can connect with one another-namely the financial institutions, corporates, training centres, trainees and the government functionaries.

The 3 key perceived benefits of an effective communication strategy are:

Reach

Attention

Branding

- **Reach** – Implementing a strong Above the Line (ATL) advertising plan will help reach prospective candidates as well as training providers and industry representatives.
- **Attention** – With a combination of Audio and visual, the penetration levels of ATL media is higher than any other type of advertising. For example, television and radio command attention through their creative ads and programs.
- **Brand building** – Any brand which wants a name for itself and create a long lasting impression, needs to invest in brand building via ATL channels.

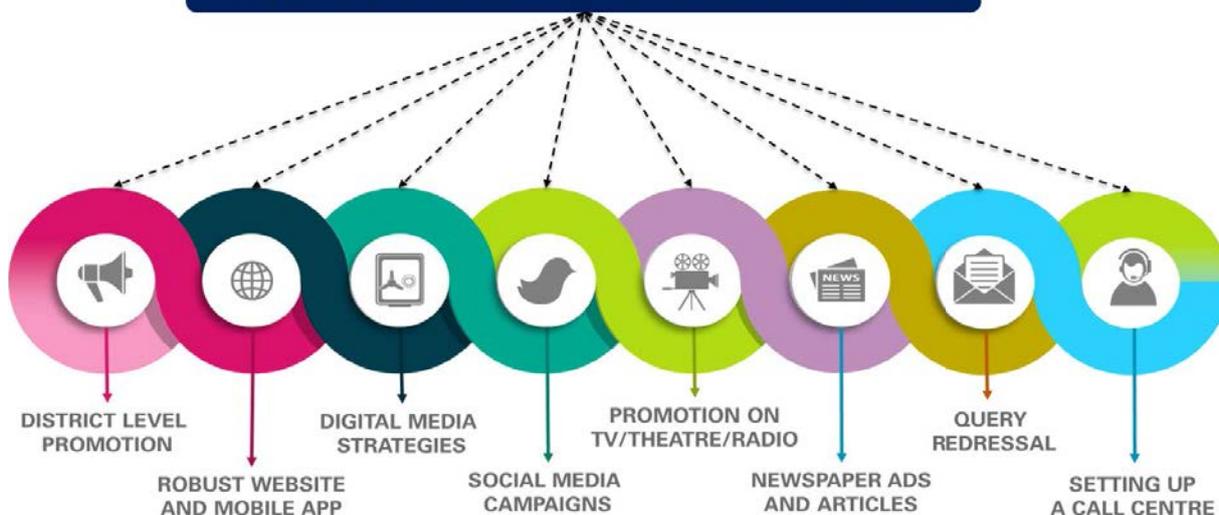
The following diagram shows the major channels that can be used for effective communication and branding of Utkarsh Bangla.



5 Questions to answer for a brand before devising a robust Communication Strategy -

1. *Why communicate?*
2. *Who is your target audience?*
3. *How will your brand communicate with its audience?*
4. *What message do you want to deliver?*
5. *What do we want to achieve?*

Key Components of the Utkarsh Bangla Communication Strategy

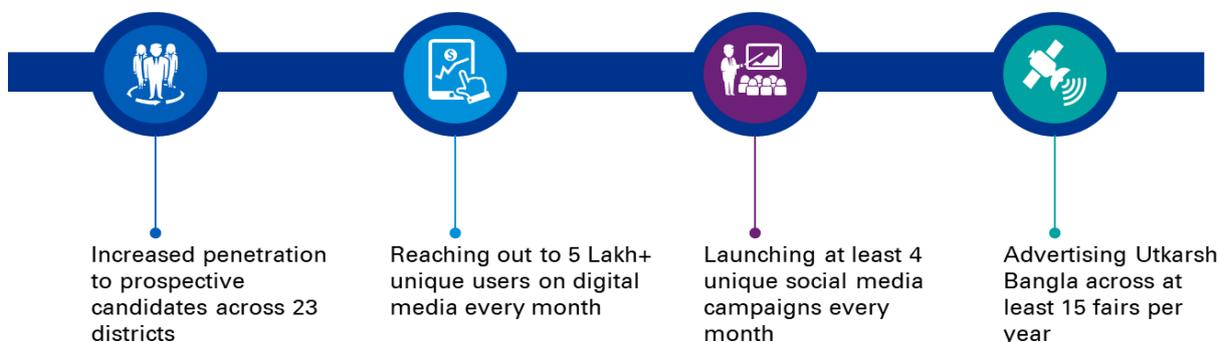


The Envisaged Communication Strategy for Utkarsh Bangla - Key Components

The media channels used for communication largely comprise of Print, Digital, Television, Radio, Interpersonal etc. This document seeks to delineate how each of the mediums would be used in order to promote the Utkarsh Bangla scheme and how could the impact be ascertained.



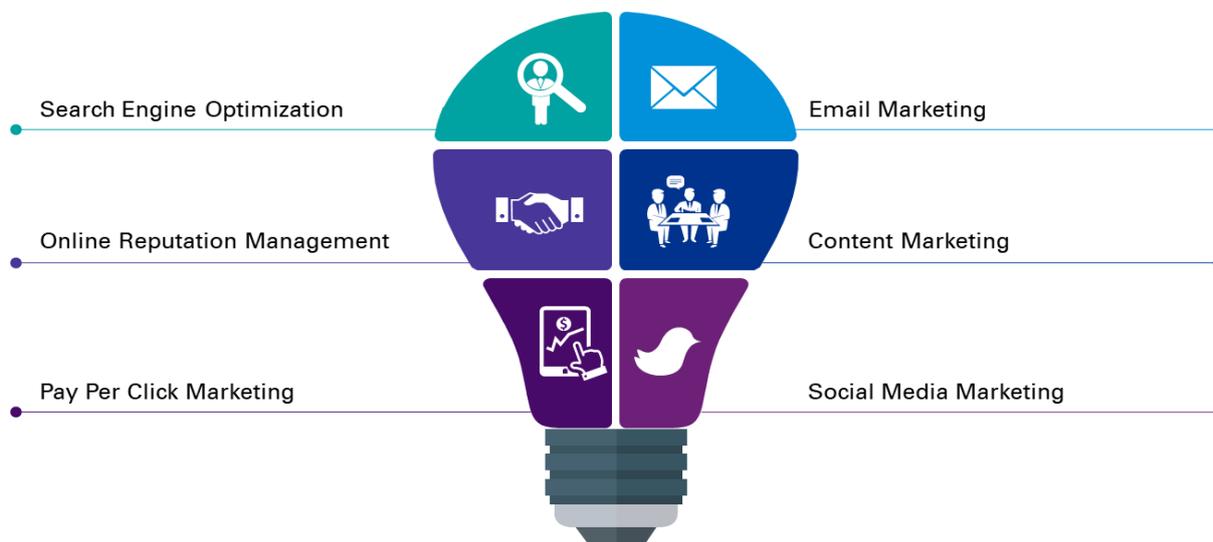
Tentative scheduling of the various components of Communication Strategy under Utkarsh Bangla



Indicative targets of formulating a robust Communication Strategy

3. Digital Marketing Strategies

Digital media advertising that leverages Internet technologies to deliver promotional advertisements to consumers, has recently emerged as one of most powerful means of reaching out to the target audience. The six key components linked to digital media marketing that may be utilized in promotion of Utkarsh Bangla have been depicted below -



Six Key Pillars of Digital Marketing that may be used to establish & promote the brand "Utkarsh Bangla"

Target Audience:

- Industry people
- Training providers
- Prospective trainees

Message Types and Content

- E-Mail marketing or emailers to be sent across to potential stakeholders highlighting an overview and /or the details of Utkarsh as well as benefits, courses, news and events and new developments. Emailers or weekly newsletters highlighting the positive trends or achievements of the Utkarsh Bangla scheme may be circulated with the Prospective Employers, training Providers as well as the chambers of commerce with a wider reach beyond the State boundaries. The campaign may be initiated with basic information about the scheme followed by important announcements & path-breaking statistics.
- Publishing display advertisements in various websites with huge follower base and high traction levels. In such cases it is preferable to select online portals/website that publish relatable or similar content. For the purpose of internet advertisements of Utkarsh Bangla popular online portals highlighting positive trends and stories of Bengal may be targeted.



Sample Sensitization Emailer



- These would be likely to get the attention of the common mass as well as prospective Industry representatives. The content of such advertisements or banners might include -
 - Motivational statements made by renowned personalities of the State
 - Success Stories of well-known individuals / candidates trained under Utkarsh Bangla
 - Key statistics and positive growth trends (Over 5 lakh youth undergoing training etc.)
 - Interesting news updates with prominent backlinks to www.pbssd.gov.in
- Social Media channels like Facebook or YouTube may also be used to create such sponsored ads at a modest budget to reach out to a larger set of audience based on the selected demographics. These ads may comprise of short videos/photographs or testimonials to draw maximum eye-balls.
- Pay per Click (PPC) marketing is a way of using search engine advertising to generate clicks to a website through advertising. Every time the ad is clicked, sending a visitor to the intended website, the customer has to pay the search engine a small fee. When the PPC campaign is well-planned and executed, the fee turns out to be nominal since the visit is worth more to the brand in comparison to the amount to be paid for PPC.
- Search Engine Optimization (SEO) may be applied so that Utkarsh Bangla appears at the top of search results in various search engines when the user types key-words -“Technical Education”, “Skilling”, “Skill Development” etc.



PBSSD Newsletter extract highlighting Success Stories

1. In case of PPC, only when someone clicks on the ad, the brand needs to pay the current Cost-per-Click from the pre-defined budget and once the budget gets depleted, Google/any other search engine stops playing the ads until the brand replenishes the fund.
2. The PPC budget can be modified according to requirement and whenever deemed to be necessary.
3. PPC has the power to drive traffic that is both immediate and consistent.

Implementation plan

- For e-mail marketing PBSSD may appoint a dedicated team that'd tailor content based on the intended recipients, send e-mails and facilitate communication with potential stakeholders. The team should do thorough research on the target audience and tailor the e-mails so as to maximize the impact to the recipient. They should also readily respond in case of replies or further request for information. The content of the emailers or weekly newsletters may be designed by the Advertising agency appointed by PBSSD.
- PBSSD may appoint an empaneled Digital Marketing agency to assist in development and implementation of the above mentioned strategies



- The Digital Marketing agency may assist PBSSD in designing effective display advertisements & identify relevant yet popular online platforms for pushing the content.
- Based on the success of Display ads in websites, one may proceed towards posting sponsored videos on Social Media to achieve better reach and impact.
- Design and implement interesting weekly engaging campaigns across various popular media channels based on themes like “Growth trends”, “Hero of the Day”, “Goal of the week” etc. that conveys a strong message with a personal connect.
- Conduct an impact assessment exercise in order to understand the effectiveness of the communication strategy through digital media and modify the approach if necessary.
- Investing in SEO or Pay per Click Advertising may go hand in hand with the digital media campaigns in order to reach out to the target audience in an effective manner.



Key Advantages of Implementing PPC in any Digital Media Campaign

Impact Measurement

The following are some of the metrics for Digital marketing strategies:

- **E-mail marketing** can be assessed as a ratio the number of mails sent to the number of conversions (stakeholders getting associated with Utkarsh Bangla).
- **Clicks** – Clicks are the total number of times someone clicks on your ad. This metric can be used to determine the volume of traffic these ADs are attracting.
- **Click Through Rate** – Click through rate (CTR) refers to the numbers of clicks ADs receive divided by the amount of impressions (views) corresponding to the ADs. The CTR of an ad tells how relevant the AD is in terms of its impact.
- **Conversion** – A conversion amounts to any action that the visitors choose to take when they land up on to the official website of the Department. One of the key examples of a conversation is a telephonic call made by a candidate to the helpline number mentioned in the display AD or a mail query generated on similar lines. A successful conversation may ultimately lead to a stakeholder getting affiliated with Utkarsh Bangla.
- **Conversion Rate** – The conversion rate is the amount of conversions ADs receive as a ratio of the number of clicks (sessions) the ADs receive. The conversion rate of an AD shows how relevant the Content with respect to the user expectation.
- **Search Engine Optimization** – Ranking on Search engines depend on a number of factors including page content, user experience, and number of relevant links. This can be verified by identifying the rank of PBSSD websites by searching with some generic terms such as “Technical Education” “Skill Development” etc.



4. Social Media Campaigns

Social media, being one of the most powerful platforms to reach out to a large set of audience across the State of West Bengal and beyond, a set of engaging social media campaigns would be cardinal in establishing the brand “Utkarsh Bangla”. With over 460 million internet users¹ in the country and an estimation of the fact that half of the internet population in India will be from rural India by 2020, implementation of extensive social media campaigns would not ensure effective information dissemination but attract masses to enroll themselves with the scheme in the long run. The following exhibit demonstrates the current key challenges in terms of social media presence and the envisaged key benefits for Utkarsh Bangla through regular campaigns -



Target Audience:

- Training providers (Existing and prospective)
- Candidates (Existing and prospective)
- Industry bodies
- General masses beyond the State boundaries

Message Content

- Dedicated and **verified**  social media pages (Facebook page and close group for Utkarsh Bangla, Twitter handle, Instagram Handle, YouTube Channel, WhatsApp groups). Verification provides two-fold advantages - legitimacy and trustworthiness of content.

Nearly 70 lakh people have smartphones. More than one crore people in Bengal use one or the other form of social media, be it Facebook, WhatsApp or Twitter.

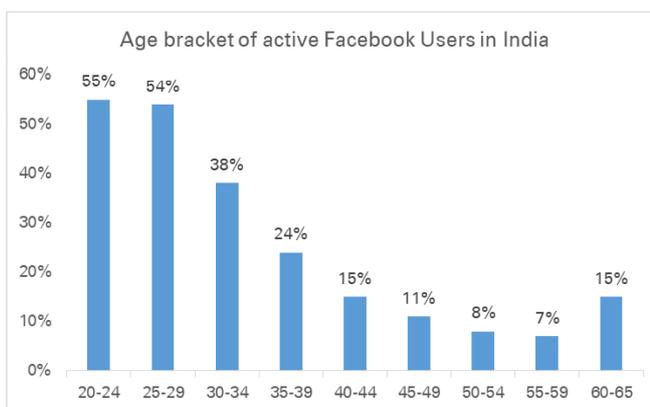
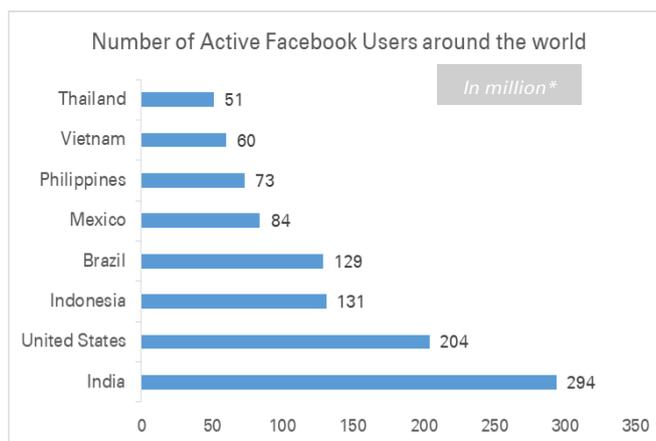
As per Facebook Advertising API, Census 2011, West Bengal has a high estimated Facebook users (MAU) of approximately 30% as a ratio of total population in 2018.

¹ Source: Internet usage in India - Statistics & Facts by Statista.com



4.1. Facebook

- A highly active Facebook page with regular social media updates along with relevant hashtags and hyperlinks. Updates may comprise of the following :
 - Release of news, updates and happenings in and across various sectors covered under Utkarsh Bangla
 - Important announcements related to achievements of Trainees or Training providers
 - Success stories of candidates trained under Utkarsh Bangla
 - Interesting pieces of information regarding technical education, skill development and various sectors
 - Communication through animations, creatives, interactive GIFs etc. with effective visual appeal
- Query redressal in terms of responses to wall posts, comments or direct messages of the Facebook page on a regular basis.
- Rolling out of engaging campaigns like Growth Statistics, Polls, Skilling Champions, Motivational posts etc. in order to establish a personal connect with the stakeholders on the social platforms.
- Information dissemination through short Facebook Q & A live sessions that can be hosted on the social channels. As a part of these sessions, designated Government officials, members of the SPMU, beneficiaries or a training providers may answer questions relevant to the users. Based on the responses, the webinars or live sessions can be made into a fortnightly or even a weekly feature.
- Organize webcasts for key events



Average Age bracket of most active FB Users (in Million) in India matches the target audience of Utkarsh Bangla
Source: Facebook Advertising API, Census 2011



1. 83% Students in India are on Facebook & access it from home
2. India has the highest number of Facebook users in the world with over 250 million users compared to 204 million in US*.

*Source: livemint.com

organized by the Department including sensitization workshops, seminars, knowledge sharing sessions etc.

- Organizing monthly district level competitions on slogan writing or photography, leveraging the popular social media platforms to engage more with the candidates trained under Utkarsh Bangla. Such competitions tend draw mass interest effectively.



- Create a provision for district focus, highlighting the uniqueness of the district, trades that youth are getting trained in and their contribution to the development of Bengal. Monthly/ fortnightly focus on one district and their key achievements will incite the districts to work towards better results without inducing direct competition.
- Bringing Training providers & candidates under one platform (Closed Facebook group) where training related updates in form of photographs or videos can be shared daily.
- Going ahead, inter-district skill development reward programmes may be rolled out aimed at felicitating the districts based on their proactive initiatives & achievements.
- Targeted Facebook paid promotions can ensure reach up to more than 1 Lakh users in a month with a modest budget.



*The Official Verified Facebook Page of Utkarsh Bangla
(<https://www.facebook.com/UtkarshBanglaPBSSD/>)*



*The Official Closed Facebook Group of Utkarsh Bangla
(<https://www.facebook.com/groups/323996208213368/>)*



4.2. Twitter

- Creation of an active twitter handle with regular tweets on various updates and information related to Utkarsh Bangla.
 - Since Twitter content is shorter in character limit than Facebook posts, the twitter update could be more frequent while being clear and concise in content.
 - Major highlights of Utkarsh Bangla, achievements of Training providers and Trainees, Announcements concerning people from Industry can be updated
 - Since Twitter is a forum of direct engagement with other brands, regular activity of Twitter may be ensured to establish better Industry connect.
 - Twitter polls could be an effective means of building perception and engaging with stakeholders including candidates and training providers on a day to day basis.
 - Introducing the feature of “Twitter Chat” or “Twitter Seva” where stakeholder grievances may be tracked using a pre-decided hashtag (Eg. #UtkarshBangla, #PBSSD, #SkillingSaturdays etc.) & responding to the queries within a stipulated time-frame. The major attraction of social media being spontaneity and immediacy of response, all social media centric queries may be responded to within 7 working days of receipt of the query, in consultation with the concerned Media Committee.
- **Category of responses:**
- General comments and queries may be classified as “routine” – for which a Frequently Asked Question (FAQ) and Fixed Response Format (FRF) may be applied.
 - Queries/comments related to “projects/programme”, for which no separate official response may be needed because all relevant information may be available in the public domain and the query may be responded accordingly & appropriate URL may be shared.
 - Queries/comments that may be more specific where “official” responses may be needed. In case the query needs consultation, the administrator of the account might request for the email ID of the person concerned and then respond using the official email ID of PBSSD. Any correspondence shall be made through the official email ID **contact.ub-wb@gov.in**.



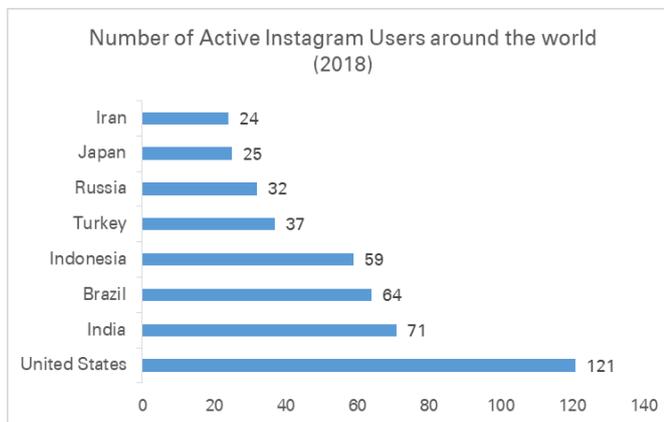
The Official Twitter Handle of Utkarsh Bangla
(<https://twitter.com/UtkarshBangla>)



4.3. Instagram

Utkarsh Bangla has recently launched their official Instagram handle which has been verified owing to the quality and regularity of content being shared on one of the most popular photo/video sharing platforms in recent times.

- Going forward, the Instagram account may be used to share photographs of important events, activities, major achievements, success stories and short engaging videos
- Owing to the mobile friendly interface of the platform, updates related to training conducted/events can be shared on the go.
- One can launch online full length videos using the newly launched IGTV feature.
- Since Utkarsh Bangla is a business account, stakeholders can directly get in touch with the Department by using the “Email” or “Call” buttons enabled on the profile page. To ensure better reach Utkarsh Bangla intends to use the following features -
 - Contact information: Including email address, phone number, or physical address so that candidates can connect with the Department directly from the profile.
 - Category: This appears under the profile name and displays the basic information of the scheme at a glance.
 - Call-to-action buttons: These allow users to book an appointment, create reservations, register for event and more right from the official Instagram profile.
- Since more than 400 million people make use of the “Instagram Story” feature every day, and according to surveys over 39 percent of the users take interest in a product or band after seeing it on Stories, regular story updates with the “Swipe Up” feature directed to the official website of PBSSD can in turn increase site traffic.



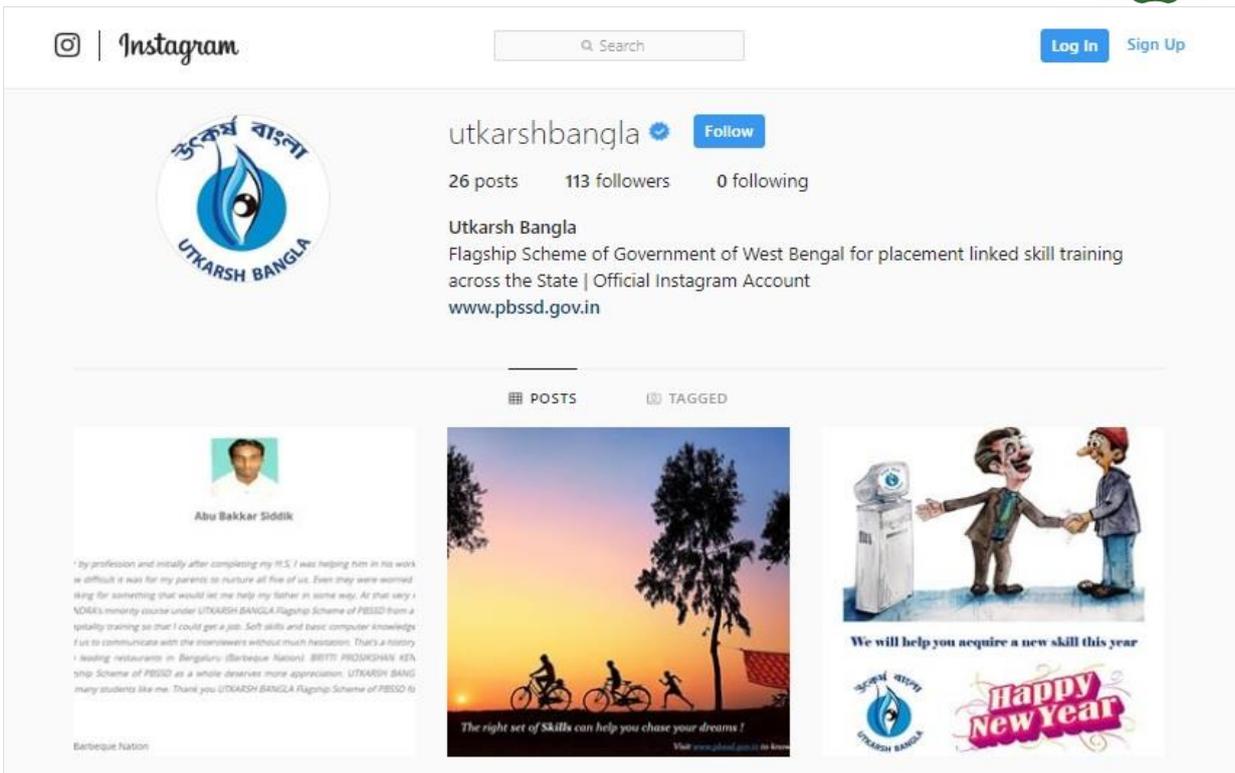
India has 2nd largest number of active Instagram users (in Million)
Source: Statistica.com

Demographics	Availing Services	Brand Recall
The age group of 18 - 24 is most active on Instagram which is directly in coherence with the target audience group of the Utkarsh Bangla scheme.	With over 50% of Indian Instagrammers having frequently availed services from the brands they follow, it could be a powerful platform for brand building under Utkarsh Bangla	75% of Instagram users in India follow brands accounts to keep in touch with the latest developments, updates and interesting news, thereby creating a high recall value.

Instagram users “like” over 4.2 billion posts per day and there are more than 25 Million Business Profiles on Instagram*

*On an average, users under 25 years of age spend more than 32 minutes a day on the platform, in comparison to 24 minutes a day for people above the same age bracket.**

*Source: Official Survey results of Instagram



The Official Verified Instagram Handle of Utkarsh Bangla
(<https://www.instagram.com/utkarshbangla/>)



Sample Instagram upload on the official account of Utkarsh Bangla announcing the collaboration of PBSSD with the Directorate of Correctional Services at the Alipore Women's Correction Home.
(<https://www.instagram.com/utkarshbangla/>)



4.4. YouTube

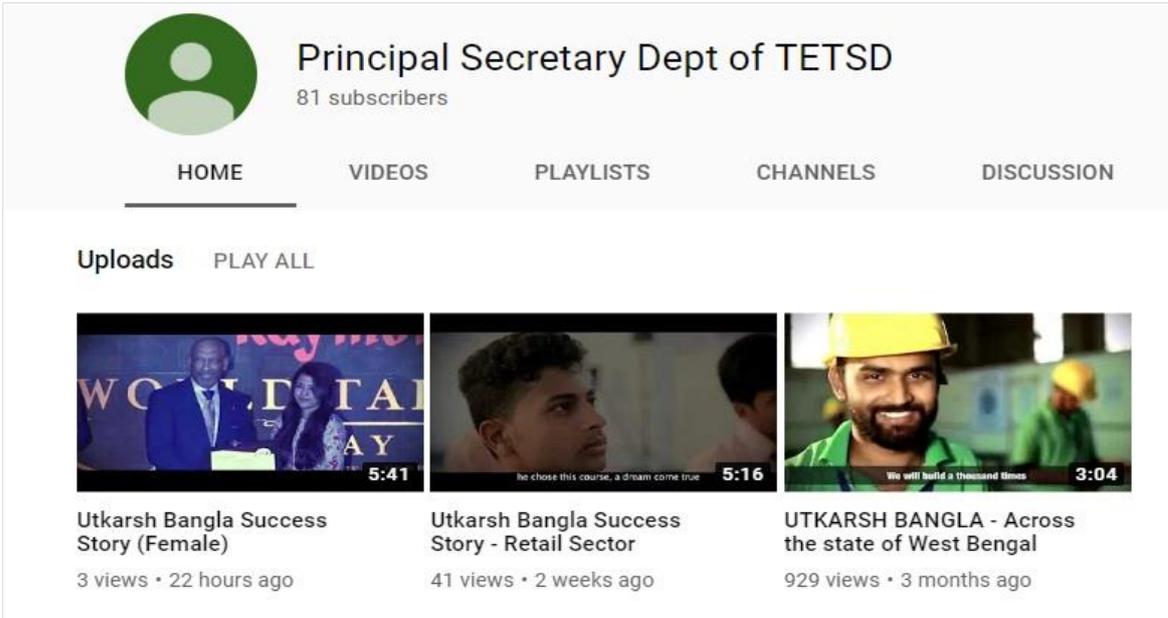
The Paschim Banga Society for Skill Development has a dedicated YouTube channel featuring videos of various initiatives taken by the Department as well as portraying a number of inspirational success stories featuring candidates trained under Utkarsh Bangla. Going ahead, the channel might be utilized to show-case a wide range of visuals including -

- Videos featuring motivational messages from the Hon'ble Chief Minister of Bengal, Hon'ble Minister, Department of Technical Education and Training and Skill Development and the Principal Secretary, Department of Technical Education and Training and Skill Development focusing on the Utkarsh Bangla Scheme, its goals and objectives.
- Videos describing various sectors covered, roles offered and benefits of technical education in the sector in terms of attaining employment and sustaining a living. Videos may be created in the local language in order to make it more impactful and popular on social media.
- Animated videos aimed at enhancing the penetration of the Scheme to the grass root level
- Sample online tutorials as an indicative projection of the actual training process under various sectors
- Bringing out real life stories of candidates who have excelled in their life after being trained under Utkarsh Bangla, thereby creating a positive sentiment among people
- Based on the popularity of the channel, PBSSD might choose to launch contests on videography among participants to demonstrate the skills acquired through Utkarsh Bangla and how they plan to use the same in the real world
- A similar competition can be launched in every district inviting the Training Providers and/or Training Centers to portray their activities and achievements through videos. The winners selected in the process, may be felicitated.



1. YouTube currently has a monthly user base of 225 million in India
2. Content reaches 80% of internet population
3. There would be approx. 500 million online video viewers in India by 2020

**Source: YourStory, Estimates by FICCI*



Principal Secretary Dept of TETSD
81 subscribers

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION

Uploads PLAY ALL

- 
Utkarsh Bangla Success Story (Female)
3 views • 22 hours ago
- 
Utkarsh Bangla Success Story - Retail Sector
41 views • 2 weeks ago
- 
UTKARSH BANGLA - Across the state of West Bengal
929 views • 3 months ago

The Official YouTube Channel of Utkarsh Bangla
(<https://www.youtube.com/channel/UCHAYHaaky3i0SoKFH3ldpOw>)



4.5. WhatsApp

WhatsApp, which is a Facebook-owned global messaging app, has more than 200 million active users in India. With the exponential reach of smartphone penetration in Rural Bengal and increasing popularity of mobile applications, the use of WhatsApp for quick dissemination is cardinal for any communication strategy. WhatsApp business groups have also become increasingly popular over the years owing to the ease of information sharing.

- Dedicated WhatsApp business groups may be created at the Central and District level to instantly respond to queries and grievances
- Important / urgent news may also be circulated effectively to the relevant stakeholders through the WhatsApp business groups, with utmost importance being given to the authenticity of information circulated.



1. Around 97% of the smartphone users in India use communication apps each day
2. WhatsApp is by far the most popular communication app in India for being the preferred choice of 96% of the communication app users.
3. WhatsApp is installed in 1.7 times more devices than Facebook

**Source: Forbes.com*

4.6. LinkedIn

LinkedIn, in recent times, has extended its functionality going much beyond its original purpose of connecting professionals with potential clients and employers. While Facebook and Twitter are being widely used for promoting businesses, LinkedIn is specifically geared toward building valuable business connections for both Industries and the Government. The initially envisaged professional platform has emerged as a powerful business-to-business and Government-to-business marketing tool. Unlike any other social network, LinkedIn is a platform where people invest time to identify and structure their career and business goals. As a content publishing platform, its size and scale are unmatched, allowing the Government or businesses to easily reach both general and specialized audiences. Thus, it could be a great online means of reaching out to interested employers who are keen to recruit candidates trained under Utkarsh Bangla through skill-set mapping. It has also been forecasted that LinkedIn recommendations might be taken into account for search engine rankings in the future, which makes it an integral part of any communication plan. PBSSD, thus, intends to leverage LinkedIn as a professional communication network between candidates, training providers & industries based on the 5 key promotion strategies as below-



5 Promotion Strategies for Utkarsh Bangla on LinkedIn; <https://www.linkedin.com/in/utkarshbangla/>



Implementation plan

PBSSD already has a robust website with content tailored for the type of user – Prospective students, Training Partners, Employers, Council. Details of the sectors covered and courses offered are already mentioned in the website. Additionally, the following steps may be adopted

- PBSSD has recently launched dedicated Facebook, Twitter, Instagram and YouTube channels in order to promote Utkarsh Bangla and reach out to prospective candidates/training providers/industries. Going ahead, PBSSD may engage a social agency for promotion of the accounts by developing appropriate campaigns/promotional content for social media.
- Employ dedicated personnel (Either in-house or agencies) to create content and post on social media as per the tentative schedule below – Facebook Posts or YouTube videos, to monitor audience viewership and reactions in form of comments and to respond to comments, queries and direct messages as much as possible
- WhatsApp groups may be set up and regularly monitored for addressing queries from interested individuals
- While Twitter may not have as wide a reach in rural areas as Facebook especially in Bengal but it is an effective platform of sharing updates and gauging people's reaction. Twitter handles may be referred to by Industry partners and Training providers.
- Conduct Impact assessment study of the various social media promotional strategies and decide on the necessary modifications required to enhance reach.
- Based on the success of the traditional social media campaigns and growth trends in social media users both demographically and geographically, one may switch focus from one platform to the other on a periodic basis.
- Featuring on popular & reliable online news portals on a weekly basis can ensure penetration.

A tentative social media posting strategy has been provided below, however the schedule might change over the months based on the increase in traction/response across various platforms.

Posting schedule	Focus Areas	Type of Content that may be posted	Platforms to be used
Week 1	Sensitization	<ol style="list-style-type: none"> 1. Infographics- Showing positive trend (Eg. Growth in number of ITIs, Polytechnics, students trained) 2. Publishing information on new initiatives undertaken by the Department 3. Event updates (if any) 4. Publishing of monthly newsletter 5. Sending emailers ("Did you Know" Campaign) to all beneficiaries 6. Launching Facebook/Twitter Polls 	Facebook, Instagram, Twitter
Week 2	Success Stories	Sharing 3 Success Stories ("Hero of Day" Campaign) every second week of the month – <ol style="list-style-type: none"> 1. Creatives 2. Videos (/Live video with a successful candidate) 	Facebook, Instagram, Twitter
Week 3	Success Stories	Sharing 3 Success Stories ("Hero of Day" Campaign) every second week of the month – <ol style="list-style-type: none"> 1. Creatives 2. Videos (/Live video with a successful candidate) 	Facebook, Instagram, Twitter
Week 4	Interactive week	<ol style="list-style-type: none"> 1. "Skilling Saturdays" live video with a Government Official - 2. Resolving all pending grievances/queries received through social media from across the month. 	Facebook, Twitter



4.7. Prospective Campaign Highlights



Growth Charts	An initiative to showcase the key growth figures and positive trends in line with the training targets and the corresponding achievements.
Webinars	Aimed at bridging the gap between stakeholders and the Department through live interaction with the Government personnel.
Hero of the Day	Highlighting Success Stories of candidates trained under Utkarsh Bangla as inspirational content on a daily basis.
Digital Helpdesk	Responding to queries and grievances posted by stakeholders/candidates on social media within a pre-decided timeline.
Social Media Polls	Formulate positively framed polls on Facebook and Twitter in order to improve perception and increase interaction
Motivational Content	Sharing Motivational content in form of quotes/photographs/videos on a specific day of the week to inspire the candidates.

Since many of the popular social media trends are based on **content outsourcing**, PBSSD intends to pick up engaging & authentic stories arising out of the social media posts either on the official pages or groups to drive traction, to reach out to a wider audience through a personal connect.

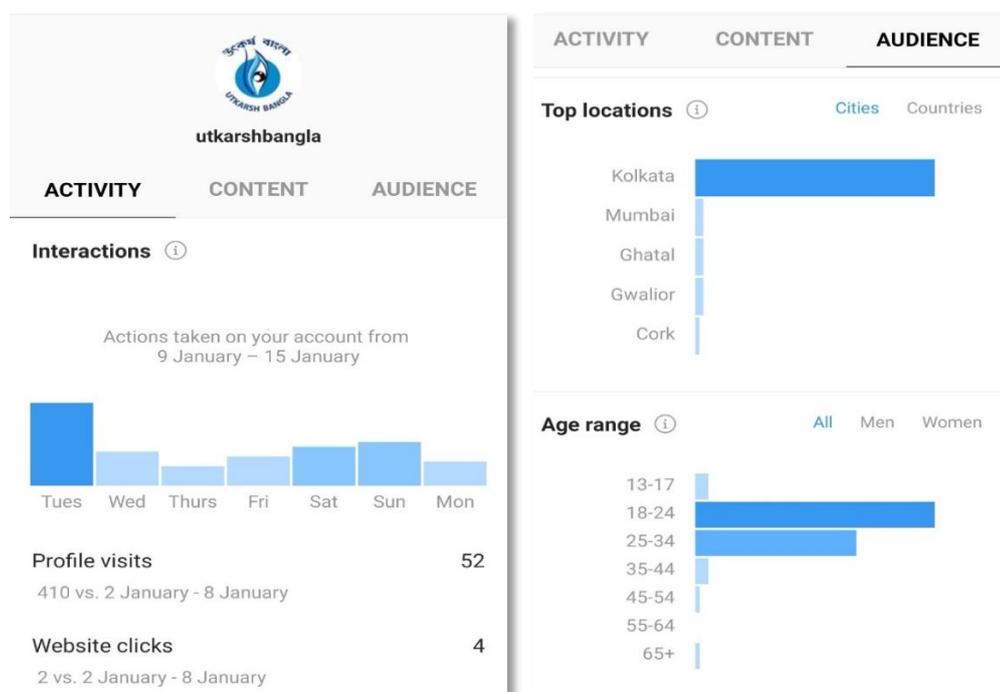
PBSSD also intends to roll out monthly reward schemes based on social media engagement and activities of training providers. The rewards would ensure regular sharing of training updates in form of photos/videos on the official groups thereby creating a sense of competitiveness.



4.8. Impact Measurement

The impact of a social media marketing can be measured by the following metrics -

- **Number of Followers** – The total number of subscribers, followers, and page likes represents the number of unique people who have taken an interest which gives an indication that the content is relevant and engaging.
- **Number of views, like and comments on posts and videos** – Such analytics show how effective a particular piece of communication is in terms of garnering attention as well as gives a snapshot of people’s reaction/feedback on the same. This direct response metric helps determine whether the audience is interested in what is currently being posted, and is indicative of the type of content that needs to be shared in the future.
- **Identify Optimal Times for Engagement** – Identifying a proper posting schedule helps in tailoring a strategy such that content can be shared at the right time of the day.
- **Reach** – The Reach metric combines the number of people reached both within and outside of the target audience. When people engage with the content, their activity is usually shared with their connections, which increases the page’s reach and thereby the penetration.
- **Review Replies and Comments** – Replies and comments on posts can help gauge how interesting or engaging the posted topics are. Filtering out the irrelevant comments & addressing queries instantly increases the engagement quotient of a social media account.
- **Interactive Content Sharing** – Interactive content including polls, competitions, Q&A sessions, live videos should be shared on social media to engage maximum audience. Highlighting achievements of Trainees, Training Centers and Training Providers through interesting creatives/short video could increase engagement manifold through the multiplier effect of cross-sharing. Participation in such engagements would be an important indicator of the effectiveness and reach of the marketing strategy & interest of people in the scheme.



Sample Interaction and Audience demographics of the official Instagram Handle of Utkarsh Bangla (<https://www.instagram.com/utkarshbangla/>)



5. A Robust Website & mobile app with interactive content



Home Page of the Official website of Utkarsh Bangla (www.pbssd.gov.in)



With the intent to provide authentic information related to Utkarsh Bangla to the citizens, furnish regular updates, news and announcements as well as addressing the queries and grievances of beneficiaries, PBSSD intends to include additional features in the existing website www.pbssd.gov.in to make it more robust and user friendly at the same time.

Target Audience:

- Industry people
- Training providers
- Prospective trainees through a mobile app

Message Content

- General overall brief about Utkarsh Bangla Scheme – Its goals and objectives.
- Content on the website may comprise of the following; the information may be updated on a regular basis -
 - Sectors covered and courses offered
 - Detailed course descriptions and requirements for each course
 - Benefits of the courses and employability of the same across various job roles



- Detailed district specific reports and statistics of number of registered trainers, trainees, training providers, Industry partners and Placement records along with a dynamic consolidated performance dashboard
- News and events detailing interesting events and developments in skilling across various industries
- Dynamic center locator and recruitment news to facilitate the beneficiaries
- Link to the various social media accounts of Utkarsh Bangla
- Dynamic scroll – bar comprising of latest news and releases for the Department
- A comprehensive set of Frequently Asked Questions (FAQs) in Bengali and English to assist the prospective candidates/training providers/industries
- Testimonials and success stories in the form of either written content or videos of short duration
- Short videos on the impact and benefits of technical education and skilling and also employment opportunities post training.

Implementation plan

- **Development of website content and interface:** PBSSD has an informative website with content tailored for the various segments of users – Prospective students, Training Partners, Employers and Council. The sectors covered and courses offered are also enlisted in the website. The next phases in the development of website may include the following features in order to make it more robust and interactive:
 - A graphic representation of a candidate’s life cycle from receiving information about the scheme to going through the process of enrollment to placement
 - A brief outline of each course being covered highlighting the type of employment this course might offer along with case examples. The minimum academic qualification and work experience necessary for each course may also be specified
 - A heat map depicting number of trainees per district along with the trade and where they have been placed
 - Augmented center locator functionality where a trainee can look up the nearest training centers and the courses being offered in them
 - Reports on year-wise detailed placement records with information as Employers, Roles offered, Training courses for the particular employment, Training Provider and Training Center details. The visitors should be able to search for placement records based on
 - Year of Placement
 - Course Name, Type
 - Employer
 - Training Partner and Training Center
 - Inclusion of more testimonials and success stories in form of short videos/films in order to help the visitor understand the benefits of the scheme.
 - A dedicated 24x7 Chat Bot for instant message and reply in order to facilitate user interaction and to communicate the details and benefits of the scheme to the intended recipients by providing a personal touch in terms of resolving queries and gathering information.
 - Create a separate segment to highlight the best performing training providers and a provision for rewarding them. The website may also transform into a ground for networking and mutual development of training providers
 - Adopting various means of advertising the website in various other forms of media such as TV, Radio, Social Media and digital news platforms in order to draw more visitors
 - Analyzing the impact of the website (mentioned in the subsequent section) and determining the subsequent steps in order to modify or add content.



- **Development of an “Utkarsh Bangla” mobile app:** Based on the success of the website, a mobile app supported on major platforms such as Android, iOS and Windows may be designed with features enabling easy navigation and having informative content about the scheme and the relative details. Studies and surveys have suggested that the number of youth accessing and consuming information through mobile app is growing at a steady pace over the last 5 years. With the deeper penetration of smartphones and expansion of internet services it is safe to assume that there will be gradual shift towards consumption of information via smartphone apps – especially among the youth. Some of the features of a mobile based app can be:
 - Easy to use with a robust User Interface (UI) and identifiable navigation links to informative and useful content as mentioned above
 - Have a fast loading time, high performance and be without frequent crashes
 - Should offer various functionalities such as easy registration, lucid search on the different training partners, employers, nearest training centers and the courses being offered etc.
 - Feature notifications for important news, events and information related to the courses
 - Chat bot functionality for instant reply to queries and a rapid user feedback system
 - Going forward, this app may be upgraded with customizable features tailored to suit individual users based on their preferences
 - Advertising the app in various forms of media such as TV, Radio, Social Media in order to draw maximum subscribers
 - Analyze the impact of the app (mentioned in the subsequent section) and determine the subsequent steps to modify or upgrade the same.

1. India is the world’s fastest-growing market for mobile applications on both the Apple iOS and Google’s Android Play Store with a Y-o-Y growth of 41%.*
2. Growth in downloads of news or educational apps have increased by approx. 32% in the last 3 years
3. It has been observed that the 71% of Indian users in the age bracket of 18-25 years prefer availing a service through mobile apps rather than visiting a website.

**Source: Economic Times*

Impact Measurement

The impact of a website design can be measured by taking a note of the following metrics:

- **Measure Audience Reach** – One of the most important things to measure on website is the number of visitors. This can be done by tracking the number of visitors, which is typically done using Google Analytics or other counterparts. Keeping a track on the number of total visits and unique visitors (will help determine the number of new vs. returning visitors the website receives each day; assessing the Alexa traffic rank is also a key parameter.
- **Analyze Source of Traffic** – Google Analytics automatically groups visitors into different categories based on demographics, geography, interests, etc., in addition to segmenting visitors by traffic channels source/medium, referrals and more.

Alexa Traffic Ranks

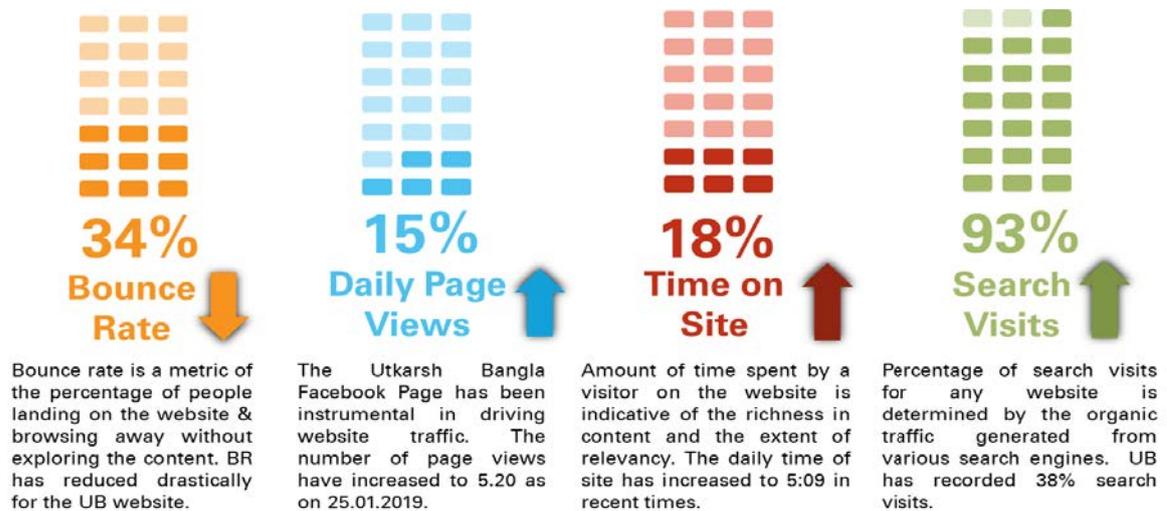
How is this site ranked relative to other sites?



Alexa Traffic Rank of www.pbssd.gov.in



Analyzing the traffic sources and audience behavior will help in getting to know the site visitors better in terms of their interests & also get an estimate of the reach of the website.



How Engaged are the visitors to www.pbssd.gov.in (Alexa Statistics)

- **Measure average session time and bounce rate** – Generally, the time spent on a website is an indicative of a user's interest level in line with the relevance of the website content and its effective nature. Also, one needs to ensure that the bounce rate of the website doesn't exceed 55% since the official website of Utkarsh Bangla has several segments and hyperlinked content. Attention needs to be given towards developing the interactive nature of the content in case the visitor navigates away from the home-page within 15 seconds without visiting any other segment.
- **Keep track of Queries and Chat sessions** – Regular tracking of queries received through the website give an idea of the interest level of visitors in the scheme and the related grievances. Apart from resolving the queries, it also an effective means of exchanging thoughts, ideas and understanding the needs and preferences of different forms of users. The impact of the mobile app can be measured by:
 - **Subscriber count and the number of upgrades** – Keeping a track of the number of mobile app downloads, upgrades and number of active users.
 - **User Feedback and Chat** – Seeking feedback from the users is a direct measure of the user interaction and is an indicative of the popularity of the app. This is also an effective way of recording user feedback on the app performance and suggested improvements and/or modifications as deemed to be necessary.
 - **Track User Growth rate** – This is helpful not only to make sure that the user base is growing but also how it is growing. This can also determine if the growth is high during particular events, or as a response to certain other factors such as advertisement, changes in price, app updates, or other activities or if the growth is slow and steady.
 - **Retention rate** – Higher number of users retained & lesser number of uninstallations are generally indicators of the popularity of the app.
 - **Session Length** – The amount of time that users spend on the app per session. Generally, more time spent on the app is indicative of the lucidity and relevance of content.



Bounce Rate denotes the percentage of people who land on a page on the website and then leave without clicking on anything else or navigating to any other pages on the site. Ideally, the bounce rate of an updated Government website should be less than 40%.



6. Offline Promotion Strategies

6.1. District Level Promotion

Since the target beneficiaries of the Utkarsh Bangla scheme extend right up to the district level, the communication strategy need to adopt specific approaches to reach up to the grass root level. Following are the suggestive approaches that may be adopted to ensure deeper penetration of the scheme -

Utilizing the West Bengal Lok Prasar Prakalpa:

“To revive and showcase the different folk music forms of Bengal, a unique project entitled Lok Prasar Prakalpa which is the brain child of Hon’ble Chief Minister of West Bengal, has spread its wings across the State. Under this project folk artists between the ages of 18 - 60 receive Rs.1000/- per month as Retainer fee. Senior artists, who are above 60 receive Rs.1000/- per month as Pension. Apart from this, the active performances receive Rs.1000/- as Performance fee per programme. Till date nearly 1 lakh 94 thousand folk artists are getting pension and retainer fee. All these are credited to the bank accounts of the folk artists directly. Photo identity cards have also been issued to majority of the enlisted folk artists.

The folk artists propagate different unique schemes such as Kanyasree, Jubasree, Sikshasree etc. through their performances. Health and sanitation messages and messages to build up awareness against evils of dowry, child marriage and trafficking etc. are also being effectively transmitted through these LPP messengers. This project has not only provided economic stability to the folk artists, it has also revived the traditional folk art forms.”

Through the Lok Prasar Prakalpa, initiative has been taken to organize workshops in each district with the assistance of the researchers on folk culture for upgrading the traditional folk forms for presentation to new generations in a more attractive way – utilizing the Prakalpa to reach out to the masses and apprising them about Utkarsh Bangla is deemed to be effective at the District level. The total number of enlisted folk artists under this scheme across all the districts combined is 1,94,300²; 3 such groups of artists (of 10 each) may be constituted and mobilized in each district per month to spread awareness about the benefits of Utkarsh Bangla, the basic FAQs and success stories in from of folk music or plays.

Sl. No.	Name of the Districts	Total Enlisted Folk Artists
1	Cooch Behar	9,268
2	Alipurduar	2,523
3	Jalpaiguri	2,740
4	Darjeeling	2,879
5	Kalimpong	451
6	Uttar Dinajpur	16,138
7	Dakshin Dinajpur	3,932

² Source: Lok Prasar Prakalpa, Government of West Bengal, <https://wblpp.in/about.html>



Sl. No.	Name of the Districts	Total Enlisted Folk Artists
8	Malda	2,335
9	Murshidabad	13,884
10	Nadia	6,814
11	North 24 Parganas	11,306
12	South 24 Parganas	6,090
13	Howrah	1,744
14	Hooghly	11,008
15	Purba Medinipur	11,491
16	Paschim Medinipur	12,835
17	Purulia	23,738
18	Jhargram	13,566
19	Bankura	13,993
20	Purba Bardhaman	13,277
21	Paschim Bardhaman	1,419
22	Birbhum	12,869
TOTAL		1,94,300



Sample images of folk artists enrolled under Lok Prasar Prakalpa



6.2. Branding at District Level Fairs

Use of Utkarsh Bangla publicity & advertising materials at District level fairs happening across Bengal right through the calendar year would be instrumental in seeking attention of the general public visiting those specific fairs. This branding exercise, through direct marketing, could be cardinal in effective information dissemination among prospective students and training providers. The Department, with the assistance of the District Magistrate office, might set up information kiosks at major fairs happening in the districts, appoint nodal points of contact to assist the visitors and guide them with necessary information about training providers in the locality, pertaining to the specific interest area. Indicative list of district fairs are provided below-

Kiosks in major fairs/ melas in the various Districts of Bengal




Tentative targeted list of Popular Fairs at the District Level in West Bengal				Information Kiosks
Cooch Behar	Rash Mela	Birbhum	Kenduli Mela	Sensitization collaterals
Darjeeling	Teesta Tea and Tourism Festival	Purba Medinipur	Bhim Mela	TP Contacts sharing
Jalpaiguri	Jalpesh Mela	Purulia	Tusu Parab	Recording contacts of interested candidates & regular follow-ups
Bankura	Bishnupur Festival	S 24 Pdns	Gangasagar Mela	

Promotion of Utkarsh Bangla through District Level Fairs - Indicative



Department of Technical Education,
Training & Skill Development
Government of West Bengal

পশ্চিমবঙ্গের মাননীয় মুখ্যমন্ত্রী
মমতা বন্দ্যোপাধ্যায় -এর অমুদ্রিত প্রকাশ

সরকারি প্রশিক্ষণে
শিখে কাজ
গড়বো নতুন
বাংলা আজ

সঠিক প্রশিক্ষণ ■ সুরক্ষিত জীবন ■ নিশ্চিত উপার্জন

আজই নাম নথিভুক্ত করুন
www.pbssd.gov.in
বিশদ জানতে ফোন করুন + 91 86974 76496
Paschim Banga Society for Skill Development (PBSSD)

এই প্রশিক্ষণ সম্পূর্ণ বিনামূল্যে

Sample Advertisement Material that may be used in the Fairs, markets, local advertisement flexes



Target Audience:

- Prospective candidates and their parents especially in rural areas.

Message Content

- The content to be demonstrated by the folk artists under Lok Prasar Prakalpa may include general overall brief about Utkarsh Bangla Scheme – Its goals and objectives in simple local dialect along with reference to common FAQs. The content may be tweaked in form of street plays or folk music based on the local cultural forms.
- The advertisement materials may comprise of an overview of the types of training provided and sectors covered including benefits of the scheme and impact of training provided
- The content of the promotional material may also include success stories and testimonials of people to help motivate prospective trainees to enroll in training. Promotional videos of successful candidates or district level champions running in a loop within the kiosks would be helpful in generating mass interest.
- Share list of active training providers and training centers for every scheme located in the proximity in order to assist the prospective candidates to locate their nearest TP/TC.

Impact Measurement

Some of the ways of impact measurements are:

- The number of enquiries received at the State and District levels, both on word of mouth, telephone and on email. The physical inquires can be ascertained by an Inquiry register kept at the office. The number of registrations made on the portal is also a ready reckoner for understanding the impact.
- Interest level and participation of the young generation during Street Plays and “Lok Utsav” celebrated in every block is an indication of the effectiveness of Lok Prasar Prakalpa.
- Footfall recorded at the Utkarsh Bangla Kiosks at the District Level Fairs and the contact details of interested candidates and training providers
- Rate of recall and positive responses from the interested candidates (as recorded in form of a database at the Utkarsh Bangla Kiosks) on follow-up.
- Number of enquiries received at the District Magistrate office and the Training Centres would also be indicative of the penetration of the scheme.

	Poush Mela	Approximate number of stalls ~ 3000	Approximate footfall ~ 20,000
Poush Mela is an annual fair & festival that takes place in Santiniketan, in Birbhum District in the Indian state of West Bengal, marking the harvest season. Since the event includes live performances of Bengali folk music, specially bauls, traditional bauls, wandering minstrels singing songs in local language and tribal dances (Santali), this fair could serve as a very effective platform spreading the word under Utkarsh Bangla .			

Indicative Statistics of Footfall and promotion of Utkarsh Bangla through Poush Mela

*Identification of **District level champions** (students who have been trained under Utkarsh Bangla & are established in their sector of interest) and their presence at the fairs could be an effective means of reaching out to candidates through experience sharing & motivation.*



6.3. Television Ads, Commercials and Radio



Target Audience:

- Industry bodies
- Training providers
- Prospective trainees and their parents especially in Urban and semi-urban areas.

Message Content

- General overview of the Utkarsh Bangla Scheme – Its goals and objectives through crisp and concise articulation
- Basic Information about the types of training provided and sectors covered
- Benefits of the scheme and impact of training provided
- Success stories and testimonials of people in order to motivate prospective trainees to enroll with Utkarsh Bangla. Identification of a “Face of Utkarsh Bangla” as a brand ambassador in order to inspire the prospective candidates and help them take first strides in under-taking skill development training
- Initiate call to action by encouraging viewers to interact with various information centers of Utkarsh Bangla for obtaining requisite details about the scheme. A dedicated helpline/ e-mail id can be set up for the purpose.
- Timespan of advertisement should be optimal in order to convey the message in a lucid manner.



1. India now has 197 million TV homes which is a sharp rise from 183 million in 2016.
2. The total TV penetration in India is now at 66% which shows a steady growth of around 8% from year 2017.
3. Advertisers are expected to spend 31,596 crore on Television Ads by 2018, making it a primary vehicle of choice in terms of brand building.
4. Penetration of television into rural Bengal has increased by 8.5% over the last couple of years, thereby creating a strong case of promotion for Utkarsh Bangla.

**Source: Broadcast India Survey 2018 & Survey by BARC India*



- The content to be displayed on television should be eye-catching, informative as well as motivating.
- The content broadcasted through radio, the AD needs to adopt the right set of background scores and music to create the right mood for the listener.
- The radio advert may be maximum 30 seconds in duration because it allows enough time to place information without boring the listeners in terms of the experience.

Implementation plan

- Advertisements aired during prime timeslots in order to achieve maximum viewership in various TV channels depending on the region of the telecast. Semi urban and rural viewers may have different choice of TV channels than urban viewers. Therefore the selection of various TV channels for advertisements should be finalized based on the region of telecast.
- ADs may be endorsed by a “Face of Utkarsh Bangla” who has risen out of a similar background with whom viewers can connect with & correlate to the message being displayed
- Curate short films of around 5 mins in duration which talk about the possible changes skill development initiatives can bring to a trainee’s life and how he/she can transform into an advocate of change for a community, village or town
- Special focus on women and how skill development can make them financially independent and empower them to fight the prevalent social prejudices
- The Department of Technical Education Training and Skill development may engage empaneled Advertising agencies for creative advertisements that would have the maximum impact on TV audience. This will include:
 - Finalization of the content that’d elicit maximum response
 - Choice to length and period of broadcasting of content on television
- Once the content is finalized one may reach out different channels and buy TV spots that would be most effective in communicating the message to the intended audience. Key factors while considering this include:
 - Target audience: The type of TV channels and time of airing may be different for audiences in urban, semi-urban and rural areas
 - Length of placements or advertisement duration
 - Preferred airing schedule and frequency of advertisement spots
 - Whether similar ads are being aired in similar channels and/or in similar timeslots
- Launch the first set of advertisements in the selected channels and designated timeslots.
- Assess the impact of the ads in order to understand whether they are effective in communicating the message to the intended recipients.
- Based on the assessment mentioned in the previous step, the Department may need to decide on the next course of action including the need to increase the number of TV ads



1. The estimated size of the radio advertising market is close to INR 2,000 crore
2. The sector is growing at a CAGR of 13% - 15%
3. In spite of the fact that the commercial spots or regular advertising continues to be the primary source of income, radio stations have started providing services that go beyond the ambit of traditional jingles.
4. AIR has plans to extend the coverage of its FM channels to about 65% of India’s population, thereby making it yet another effective means of advertising, especially in the rural belt.
5. Radio reaches 18 per cent of the rural population.

**Source: livemint.com and Lintas Media Guide*



(based on positive responses) or to modify the advertisement procedures (based on audience feedback) in terms of content, air-time, TV channels used etc.

- Follow a similar approach for broadcasting advertisements on radio (preferably All India Radio), booking at least two slots per day.

Impact Measurement

Television and radio advertisements still remain as two of the most effective marketing & communication channels. However since it is expensive, the impact created by the advertisements need to be measured on regular basis. Some of the ways to gauge the effectiveness of Television and radio commercials are:

- The reach of the TV commercial in terms of number of TV channels, regions covered, number of times the ad is being aired
- Number of calls made on the number help-line numbers or emails received on the official email id advertised in the commercials. In order to fully understand the impact of TV advertisements the help-line number or e-mail id provided in the advertisements may be distinct from the ones used in other forms of mass media campaigning
- Conduct a survey among recipients to understand the medium which generated their awareness about the scheme and its benefits.
- Use real-time TV attribution. This technology basically detects your TV ads in real-time and then tracks all incoming TV viewers via an attribution model using statistical analysis.

6.4. Promotional videos in movie theatres



Advertising in movie theatres (including single screen/multiplexes at the District level) has been one of the most traditionally popular means of reaching out to a specific target group of people because of the following key advantages –

- Delivering a strong message to a captive audience.
- Use of full sight, sound and motion enhances overall experience and increases AD recall.
- Strategic reiteration of the core message ensures that movie-goers see and remember the AD, building brand awareness.
- Advertiser's branding visuals are often boosted by the close association with the movie-content on the big screen, seen in full colour and high definition
- Campaigns can be targeted by a demographic profile based on the geographic location of the movie theatre.
- Cinema provides a marketing environment that is uncluttered and finds the consumer in a relaxed and receptive frame of mind.
- Advertising recall of ADs placed in cinemas are much higher than those on television. Hence, going ahead, PBSSD might choose to advertise Utkarsh Bangla at various movie theatres include those at the district level.

Target Audience:

- Prospective trainees and their parents and or/immediate family.

Apart from branding, cinema also offers scope to engage the audience through Experiential Marketing. Effective cinema advertising can also include one-on-one promotions, partnering with events or sponsorships and can be conducted at suitable spaces within the movie theatre, thereby targeting different sets of audience through focused marketing strategies.



Message Content

- Videos of maximum 1 minute duration highlighting Utkarsh Bangla featuring addresses by the Hon'ble Chief Minister of West Bengal and other dignitaries
- General overall brief about Utkarsh Bangla Scheme – Its goals and objectives
- An overview of the types of training provided and sectors covered
- Benefits of the scheme and impact of training provided
- Success stories and Testimonials of people to help motivate prospective trainees to enroll in training. ADs may be endorsed by a “Face of Utkarsh Bangla” who has risen out of a similar background with whom viewers can connect with & correlate to the message being displayed.

Implementation plan

- The content of such videos may be designed with the assistance of professional Advertising agencies. These ADs which cover a wide array of topics such as courses covered, sectors, current employers, number of training provider/centers and trainees etc. should be crisp and lucid in the flow to create maximum impact.
- Tie up with movie theatres, especially those at the District level, to run these videos before the start of movies and during intervals. It is unlikely that running of ADs in popular Multiplexes across Kolkata would help in achieving the desired impact. Instead PBSSD might consider broadcasting them in single screen theatres in semi urban and rural areas in order to reach out to the rural audience.
- Going ahead, PBSSD may choose to run District level film making competitions revolving around the basic idea of Utkarsh Bangla and Skill Development, involving budding students and cinematographers in order to crowd-source creative content. The best entries received as a part of the competition may be utilized to promote the scheme at various levels.
- PBSSD may also choose to associate with popular mainstream Bengali short-film directors & producers to strategically place the brand content as a part of the script.



1. Around 71% of the cinemagoers in India belong to the age group of 15-24 years which is directly in sync with the target group of Utkarsh Bangla
2. Over 60% of the cinema-goes say that they pay more attention to theatre ads and find them more interesting than TV ADs.
3. Average consumers in the country reach the movie hall 15 minutes before the show time, which allows enough and more branding opportunities.

**Source: Survey report by Group M-owned Interactive TV*

Impact Measurement

The following are some of the metrics for such promotional videos:

- The reach of the promotional videos in terms of number of Cinema halls covered, regions catered to, number of times the video is played in a day and the time of the day when it is being aired in the theatres
- Number of calls/enquires made on the help-line numbers or emails received in the official email id advertised in the video. In order to fully understand the impact of advertisements at the theatres, the help-line number or e-mail id provided in the promotional videos may be distinct from the ones used in other forms of mass media campaigning.



6.5. Newspaper, Magazines, Out-of-Home Advertising

Target Audience:

- Industry bodies
- Training providers
- Prospective trainees and their parents especially in Urban and semi-urban areas.

Message Content and Implementation Plan

The first series of the press ads and hoardings of Utkarsh Bangla hit the streets in the first week of August and thereafter the Department has created a couple of hoardings keeping in view of the festivities. In line with these interventions, a phase-wise Print campaign can be designed keeping in mind the large canvas of population that the state and the scheme caters to.

- **Phase 1: Print ads in the newspapers** – In keeping with the idea of ‘Skills as an asset’ a series of press ads can be created in liaison with the creative agency, starting with a quarter page advertisement every two weeks for a month. An advertorial could be scheduled at the end of the same month as a key component of the newspaper advertisement campaign. The contact details of the key officials at the district-level may be added in the advertisements of local newspapers.

- **Phase 2: Out of Home Advertising** – Hoardings on bill boards in the suburbs (since the first phase of the campaign happened within the boundaries of the city), printed banners on Bus/ auto can be used especially on the out-station-routes. In addition to these, colorful banners and pamphlets may be designed and distributed by the Training Partners during mobilization of candidates.

- **Phase 3: Press Meet** – After the first six months of the print campaign, a press meet with the popular editors and journalists of the State may be organized wherein the scheme and its benefits may be talked about along with showcasing of path-breaking achievements and success stories. Such an interaction may be extremely effective in terms of publicizing the key initiatives under-taken by the Department right through the year.



1. The Indian Print Industry is growing at a CAGR of 8.7%.
2. India's share of the global newspaper market has increased from 2.4% in 2013 to 3.4% in 2018.
3. Newspaper ADs made up to 33.9% of the spending on total media ad outlays last year.

**Source: eMarketer and KPMG forecast*

November 25, 2018

Unemployment down by 40 per cent, Utkarsh Bangla showing the way: Bangla CM



In reply to a question in the Assembly on November 22, Chief Minister Mamata Banerjee said, as per a report of the Central Government, unemployment in Bengal has gone down by around 40 per cent.

In the past seven years, 300 industrial training institutes (ITI) have been set up, she said, which has ensured skill development training for a large section of job aspirants.

Mamata Banerjee further said that the scheme, Utkarsh Bangla, which is a placement-linked skill development initiative, has been introduced as a flagship scheme for skill development. Every year, around six lakh students undertake training. Many of these youths are also self-employed, and are thus acting as employment generators.

An e-governance portal of Utkarsh Bangla has also been created. It is used for candidate registration, empanelment of training partners, etc. and it acts as a medium for various companies and organisations to search for skilled youths, as per their requirements.

Thus, the Chief Minister said, the portal assists in maintaining transparency and ensuring better accessibility in reaching out to the unemployed youth in every part of the State.

Source: Millennium Post



Impact Measurement

Some of the ways of impact measurements are:

- The number of inquiries received at the State and District levels, both on telephone and on email.
- The reach and the spread of the hoardings and the banners across the state and the calls and inquiries received at the offices.
- The Press articles which are published and the views that are received from the readers through letters to the editors.

**সরকারি প্রশিক্ষণে
শিখে কাজ
গড়বো নতুন
বাংলা আজ**

**পশ্চিমবঙ্গের মাননীয় মুখ্যমন্ত্রী
মমতা বন্দ্যোপাধ্যায়**-এর
অনুপ্রেরণায়

পশ্চিমবঙ্গের সমস্ত জেলায় বেকার যুবক-যুবতীদের
বিনামূল্যে প্রশিক্ষণ প্রদান

রিটেল, অ্যাপারেল, হস্পিটালিটি, প্লাস্টিং, বিউটি এন্ড
ওয়েলনেস, এগ্রিকালচার, অটোমোবাইলসহ ৩০ এরও
অধিক সেক্টরে প্রশিক্ষণ ও দক্ষতা বিকাশের সুযোগ

প্রতিদিন ২, ৪ অথবা ৬ ঘণ্টা প্রশিক্ষণের সুবিধা

সফল ছাত্র-ছাত্রীদের টিফিন ও পরিবহন বাবদ দৈনিক
ভাতা প্রদান

প্রশিক্ষণ গ্রহণে আগ্রহী তরুণ তরুণীদের অনলাইন
রেজিস্ট্রেশনের সুবিধা

স্বনির্ভর হয়ে রোজগার ও কর্মসংস্থানের সুযোগ।

বাংলার যুব সম্প্রদায়কে স্বাবলম্বী করতে
এই প্রশিক্ষণ সম্পূর্ণ বিনামূল্যে

আজই নাম নথিভুক্ত করুন
www.pbssd.gov.in

বিশদ জানতে ফোন করুন
+ 91 86974 76496
Paschim Banga Society for
Skill Development (PBSSD)

কারিগরি শিক্ষা, প্রশিক্ষণ ও দক্ষতা উন্নয়ন দপ্তর, পশ্চিমবঙ্গ সরকার

সঠিক প্রশিক্ষণ ■ সুরক্ষিত জীবন ■ নিশ্চিত উপার্জন

6 lakh
Target for
FY 18-19

328722
Youth
undergoing Skilling

1198
Active Skill
Training Centres

গার্মেন্ট মেকিং ও টেলারিং সেক্টর

এই মুহূর্তে রাজ্যের ২৬টি জেলার অন্তর্গত এই সেক্টরে
৩৩১টি কেন্দ্রে, ১৮টি কোর্সের উপর প্রশিক্ষণ শুরু হয়েছে।

প্রশিক্ষণ সম্পন্ন হলে, সংশ্লিষ্ট শিল্পের কর্মসংস্থানের সুযোগ।

Sample Press Advertisement for Utkarsh Bangla in Bengali



6.6. Interpersonal Communication

Target Audience:

- Industry bodies
- Training providers
- Prospective trainees and their parents especially in Urban and semi-urban areas.

Message Content and Implementation Plan

The Interpersonal communication intends to percolate the message of skill as an asset across all the stakeholders as an enabler to create the 'Skills Network'.

- **Phase 1: Sensitizing the District Officials about the scheme** – The DPMUs and the BDOs may be sensitized about the Utkarsh Bangla scheme and how they can spread the message across the various layers of the society right up to the grass route level. The list of Training Partners and their Centres (available on www.pbssd.gov.in) is made available to them and they may be instructed to conduct monthly meetings with the TPs and understand their progress and discuss the problems. The DPMU heads may conduct a review meeting with the SPMU head and discuss the aggregated problems and chalk out their solutions.
- **Phase 2: Sensitizing the Stakeholders involved in the Skill Scope** – A sensitization meeting may be conducted with the industries that are in need of skilled workforce and the financial institutions which are the enablers for setting the careers of the skilled workforce. Furthermore, at the State level, major banks and industries can be sensitized about the trades in which the trainings are happening and the locations. In this respect, DPMUs may connect to the regional small scale industries and launch collaborative efforts towards skilling.
- **Phase 3: Incorporating Skill Sevaks** – The Mobilisers of the Training Partners could be rechristened with a formal name and their contribution is spreading the word about Utkarsh Bangla be recognized. They could be liaison with the PRIs, SHGs and Mahila Panchayats to spread the message about Utkarsh Bangla. They would be reporting the success stories of their centres to the DPMU offices in a prescribed format every month.
- **Phase 4: Helpline/Call Centre and Grievance redressals** – PBSSD could constitute a State-level call-center and Grievance Redressal Cell at Karigori Bhavan for addressing the grievances of the TPs and other stakeholders. The calls centres may be leveraged as an offline information desk and a platform to conduct fortnightly meetings with the empaneled Training Partners.
- **Phase 5: Financial Support** – The Financial Institutions, post initial sensitization could work with their local counterparts and assist the Utkarsh Bangla trainees in terms of getting access to loans for starting their own ventures. The DPMU and the BDO could liaison with the Training Partners and help identify such potential trainees.
- **Phase 6: District wise Skill Competition** – To help enthuse the trainees, District level skill competitions may be organized followed by state level competitions, thereby awarding the best performers. These activities may serve as a strong platform for indirect marketing for Utkarsh Bangla, as well as instill a spirit of competitiveness amongst the Training Providers to enhance and enrich their skilling initiatives.



Purpose of Call Centre	1 Spreading Awareness/ Promotion - Utkarsh Bangla	2 Seek Feedback	3 Grievance Redressal
Size of Call Centre team – 3 <i>(2 members for information dissemination & seeking feedback and 1 member for Grievance redressal)</i>	❖ 2 members (can respond to approx. 3000 phone calls in a month) Objectives ❖ Connect and spread awareness among <ul style="list-style-type: none"> • Potential and Existing Candidates • Potential and Existing Training Providers 	❖ 2 members can reach out to the candidates enrolled under Utkarsh Bangla to seek continuous feedback/IVR based feedback	❖ 1 dedicated member can capture the grievances arising out of calls/emails/social media, respond to them or route to the relevant officer to obtain resolutions
Reporting & Analytics	Monthly reports to be shared with Hon'ble Principal Secretary at Department of Technical Education, Training and Skill Development		
Operational Details	 Toll helpline number : 033 2324 7566  10:00 am – 6:00 pm, Monday – Saturdays  Plot No. B-7,AA-III, Karigari Bhawan, 2nd Floor, Near hazra Kalibari, Opposite Uniworld City, New town, Kolkata, West Bengal 700160  support.tetsd-wb@gov.in		
Execution	Appointment of third party call centre vendor with desired experience/trained Department personnel		
SLA	~ TBD		



Indicative Structure of the PBSSD Call Center for Grievance Redressal at the Central level; the structure might change based on the requirements and expected number of queries arising out of various platforms including social media, emails and physical visits

Impact Measurement

Some of the ways of impact measurements are:

- The views of the DPMUs received during the review meeting held at the State headquarters every two months analyzing the ground zero impact.
- The Stakeholder meeting that the districts may conduct every two months with a report from the partner industries regarding the number of candidates hired and what are the skill sets which require a more robust engagement.
- Monthly reporting of the Skill Sevaks through the Training Partners to the District offices about the areas covered, the number of potential trainees they have spoken to, what are the feedback from the SHGs, PRIs etc.
- The number of calls and inquiries received on the helpline and the resolutions which can be given without escalating the issues to the State HQ.
- The number of loans applied for, the number of loans given and the number of loans repaid could be a measure for analyzing the networking among the trainees and the banks.
- The participation index at the competitions and the quality of the skilled workforce in terms of industry requirement can be ascertained. The Industry experts assigned the responsibility of judging at these events that might be organized on a regular basis at the district level.



Department of Technical Education,
Training and Skill Development,
Government of West Bengal