

Centralized admissions IEC Plan

Start Date	
End Date	

S.No	Targeted Staeholders		Key Message	Form of Communication	Channel	Frequency	Time Period		Potential Impact	Cost	Required Collateral
	Parents of School Students	School Students (11th & 12th)					Start date	End Date			
1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Attention students and parents: The admission process for nursing institutes has been changed this year, shifting to entrance exam-based centralized admissions. Stay informed —know the key dates, deadlines, syllabus and process for the nursing admissions 2024	Ads, Articles, press release, Posters, Brochure, Video	Radio, Newspaper, News Channel, Social Media, portal, Webinar, Websites (Dept, Institute & social)	Weekly		Application closing date	Medium	TBD	1. Ad design Infographic + staement 2. Article on centralized admissions 3. Press release note / Talking Points 4. Poster 5. Brochure 6. Video
2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Join the informational webinars to get all the details on the new admission process, syllabus, and ratings.	Ads, Posters, Infographics	Newspaper, Social Media, Websites (Dept, Institute & social), Schools PA systems	Daily		Last Webinar Date	High	TBD	1. Infographic 2. Poster 3. Announcement script
3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Mark your calendars! Important admission dates are approaching. Don't miss your chance to apply.	Ads, Infographics	News paper, Social Media, Websites (Dept & Social Media)	Twice a week		Application closing date	High	TBD	1. Infographic
4	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Online applications for nursing admissions are now open! Apply quickly!	Ads, Infographics	News paper, Radio, Social Media, Websites (Dept & Social Media), School PA system	Twice a week		Application closing date	Medium	TBD	1. Infographic 2. Announcement script
5	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Online applications for nursing admissions will close soon! Apply quickly!	Ads, Infographics	News paper, Social Media, Websites (Dept & Social Media), School PA system	Twice a week		Application closing date	Medium	TBD	1. Infographic 2. Announcement script
6	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	The entrance exam for nursing in will be conducted on XYZ dates.	Ads, Infographics, Text message	News paper, News Channel, Social Media, Websites (Dept & Social Media), School PA system, Applicant Personal Number	Twice a week		Exam date	High	TBD	1. Infographics 2. Text message
7	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Download and print your admit cards from this website before going to the exam centers.	Text message, Infographic	Applicants personal number	Twice a week		Exam date	High	TBD	1. Infographics 2. Text message
8	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Learn about the ratings of the Institutes before choosing the institute in centralized counselling. The new admission process and public ratings of institutes ensure you to get the highest quality education.	Text message, Infographic, Poster	Applicants personal number, Websites	Twice a week		First round of choice filling date	High	TBD	1. Infographics 2. Text message
9	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Grievances for the exams are now open! If you have any questions or complaints about the exam, exam paper, or answer key, please raise a query before XYZ date.	Text message, Call, Infographic	Applicants personal number	Twice a week		Grievance closing date	High	TBD	1. Infographics 2. Text message 3. Call script
10	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	The first / second / third round of counselling has begun. Please complete your choice filling for the institutes before XYZ date.	Text message, Infographic	Applicants personal number	Daily		Last round of choice filling date	High	TBD	1. Infographics 2. Text message
11	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	The first/second/third round of counselling has been completed. Please check your allotted college by visiting the XYZ portal and using your student ID. Complete the physical verification of documents and the admission process at the institute before XYZ date.	Text message, Call, Infographic	Applicants personal number	Daily		Last date for confirming admission	High	TBD	1. Infographics 2. Text message 3. Call script

Note: Approximate Budget Calculation is in progress