



Ministry of Housing and Urban Affairs
Ministry of Human Resource Development
Government of India



TULIP
· LEARN · GROW · CHANGE ·

Information, Education and Communication Plan

THE URBAN LEARNING INTERNSHIP PROGRAM

Avenues and Media



**Academic/ AICTE network
of institutions-** Target
college placement cells



Exclusively through Mail exchanges; incubators
and hackathons (Smart India Hackathon)



**Skill development
institutions/offices
&
Employment exchanges**



Use of posters, flyers and bulk SMS



Transport based advertising-
Use of Metro, buses, Autos and
other public transport

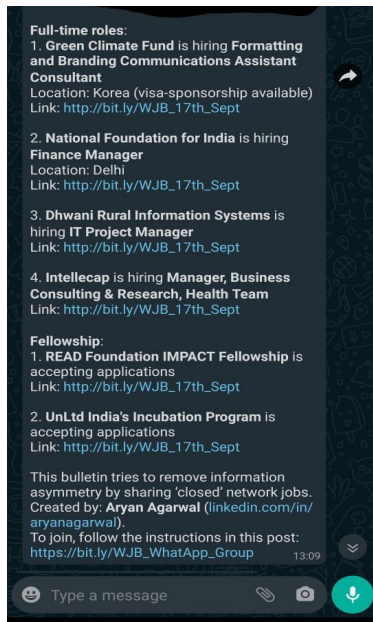


Both Print and Digital Ads

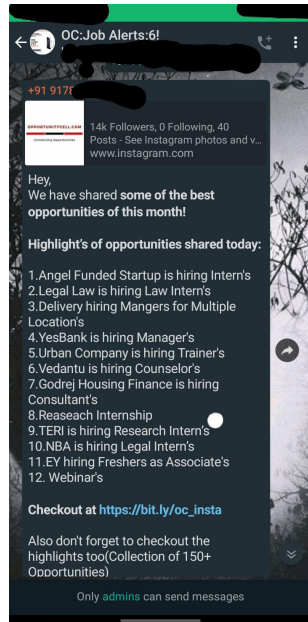
Other Media

WHATSAPP Job Bulletins

ARYAN AGARWAL BULLETIN



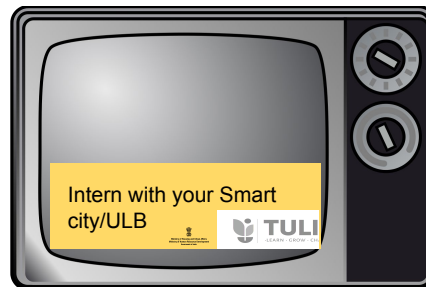
OPPORTUNITY CELL GROUP



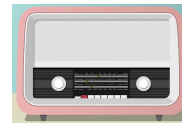
Job Portals



TV - script ads*



Newspaper & Radio*



Integrated Voice Announcement System



Steps for Media Dissemination

- Shortlist media at regional level as per recorded traction for the listed target group/regions
- Customization of posters/jingles based on regional language and internship requirements
- Use of digital ads are recommended wherever feasible for enhanced visibility
- Posters can be used for both print and digital media, uniformity is highly recommended

Three point strategy

1. Focus on three key messages to be conveyed through any IEC material

WHAT: Introduce the internship program

WHY: What is their incentive of joining the program

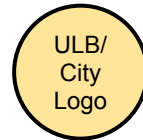
HOW: Give the login link of the portal

2. Themes for IEC may include

- a. Self reliance
- b. Skill India
- c. Making youth job ready
- d. First hand experience
- e. City building
- f. Urban governance

3. Potential applicants between 19-25 years of age -- Young graduates/post-graduates/Diploma Holders

SAMPLE 1- Generic



Theme: **Making youth job ready**

DO's

- Use regional language wherever required
- Can change the picture

DON'Ts

- Name and placement of logos can't be changed
- QR code and URL can't be changed



Scan the QR
code to join
today



<https://internship.aicte-india.org/>

Customize the
text as per
local
requirements.
Regional
language
may be used.

Empowering youth to transform cities

Join your Urban Local Body/Smart
City as a TULIP intern to engage in
solving urban issues.

#BeTheChangeForYourCity

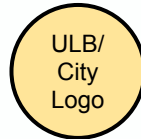


The Urban Learning
Internship Program



SAMPLE 2- Generic

Theme: **City Building**



The Youth will conquer 2020 by building smarter cities!



#ITransformMyCity

Find your Internship: <https://internship.aicte-india.org/>

THE URBAN LEARNING INTERNSHIP PROGRAM

Inviting young graduates/
post-graduates to
experience practical
learning in the urban
sector and bring fresh
energy to support
governance in India's
cities.

Join your Urban Local
Body/Smart City as a TULIP
intern to engage in solving
urban issues.

Scan the QR
code or
click [here](#) to know
more about TULIP

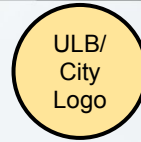


SAMPLE 3- Generic

Theme: ***First-hand experience for
youth & City Building***



Scan the
QR code to
know more



Co-creating ideas for better cities

When Urban Local
Body/Smart city and young
professionals come together,
we make smart citizens and
an even smarter city!
JOIN US TODAY!

Customize the
text as per local
requirements.
Regional
language may
be used.



Find your Internship:
<https://internship.aicte-india.org/>

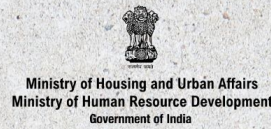
THE URBAN LEARNING INTERNSHIP PROGRAM



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SAMPLE 4- Role Specific

Theme: **Skill India**



Customize the text as per local requirements. Regional language may be used.

THE URBAN LEARNING INTERSHIP PROGRAM

EMPOWERING YOUTH TO BE THE CHANGEMAKERS

Inviting **Civil Engineers** to lead the change. Join your Urban Local Body/Smart City as a TULIP intern to learn to solve complex urban issues.

#ITransformMyCity

Find your Internship:
<https://internship.aicte-india.org/>



Scan the QR
code to know
more



SAMPLE 5- Role Specific

Theme: **City building**



THE URBAN LEARNING INTERNSHIP PROGRAM

CO-CREATING IDEAS FOR
TRANSFORMING CITIES

#IBuildSmarterCities



Scan the
QR code or
click [here](https://internship.aicte-india.org/) to
know more
about TULIP

Find your Internship:
<https://internship.aicte-india.org/>



Customize the
text as per local
requirements.
Regional
language may
be used.

Inviting young IT Professionals to join the Urban
Local Body/ Smart city as TULIP interns to learn
and contribute in solving urban issues.



SAMPLE 6- Testimonial

Theme: ***First-hand experience***



“

TESTIMONIAL OF THE
INTERN WHO HAS
COMPLETED HER
INTERNSHIP AT
FARIDABAD SMART CITY
LTD.

”



Customize the text as per local requirements. Regional language may be used.

URBAN LEARNING
INTERNSHIP PROGRAM

Give wings to your learning and lead
the transformation of your city.
JOIN US TODAY!

Scan the
QR code to
know more



Find your Internship: <https://internship.aicte-india.org/>

Radio Jingles

THEME 1 – GENERIC



Telugu



Tamil



Hindi



English

THEME 2 – Self Reliance



Hindi



English

OTHERS



Sample no. 1



Sample no. 2

Other Radio Jingle samples

- *Sheher ban raha yuva hamara, smart interns hai apna nara
Aaj hi join kare The Urban Learning Internship Program. Log in keejiye
<https://internship.aicte-india.org>*
- *Apne sheher ko aage badhana hai, Ab yuvao ko aage lana hai, Laayi hai apni
sarkaar, Tulip internship is baar, Apne shehar ko aage badhaiye, TULIP internship join
keejiye*
- *Are you a fresh diploma holder, Graduate, or postgraduate?
You have a chance to collaborate.
Have a desire to work with the State?
TULIP is here to facilitate.
Join the urban learning internship program.
Apply today at <https://internship.aicte-india.org>*
- *Work from home, bana impact from home. Smart bane aur apni city ko bhi smart
banaye, Tulip internship, yuvao ke liye. Join the urban learning internship program.
Apply today at <https://internship.aicte-india.org>*