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**
ARYAN AGARWAL BULLETIN

Full-time roles:
1. Green Climate Fund is hiring Formatting and Branding Communications Assistant Consultant.
   Location: Korea (visa-sponsorship available)
2. National Foundation for India is hiring Finance Manager.
   Location: Delhi
3. Dhwani Rural Information Systems is hiring IT Project Manager.
4. Intellecap is hiring Manager, Business Consulting & Research, Health Team.

Fellowship:
1. READ Foundation IMPACT Fellowship is accepting applications.
2. UnLtd India’s Incubation Program is accepting applications.

This bulletin tries to remove information asymmetry by sharing “closed” network jobs.

Created by: Aryan Agarwal (linkedin.com/in/aryanagarwal)
To join, follow the instructions in this post: https://bit.ly/WJB_WhatApp_Group

OPPORTUNITY CELL GROUP

Hey,
We have shared some of the best opportunities of this month!

Highlights of opportunities shared today:
1. Angel Funded Startup is hiring Interns
2. Legal Law is hiring Law Interns
3. Delivery Hiring Managers for Multiple Locations
4. YesBank is hiring Manager’s
5. Urban Company is hiring Trainer’s
6. Vedanta is hiring Counselor’s
7. Godrej Housing Finance is hiring Consultant’s
8. Research Internship
9. TERI is hiring Research Interns
10. NBA is hiring Legal Interns
11. EY hiring Preceptors as Associates
12. Webinar’s


Also don’t forget to checkout the highlights too! (Collection of 150+ Opportunities)

Intern with your Smart City/ULB

*preferred for rural areas
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

Empowering youth to transform cities

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

#BeTheChangeForYourCity
The Youth will conquer 2020 by building smarter cities!

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

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.

#ITransformMyCity
Find your Internship: https://internship.aicte-india.org/
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!

Theme: First-hand experience for youth & City Building

Find your internship: https://internship.aicte-india.org/
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/
Inviting young IT Professionals to join the Urban Local Body/ Smart city as TULIP interns to learn and contribute in solving urban issues.

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

THE URBAN LEARNING INTERNSHIP PROGRAM

CO-CREATING IDEAS FOR TRANSFORMING CITIES

#IBuildSmarterCities

Scan the QR code or click here to know more about TULIP

Find your Internship: https://internship.aicte-india.org/
SAMPLE 6—Testimonial

Theme: *First-hand experience*

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

"
## Radio Jingles

<table>
<thead>
<tr>
<th>THEME 1 - GENERIC</th>
<th>THEME 2 - Self Reliance</th>
<th>OTHERS</th>
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</thead>
<tbody>
<tr>
<td>Telugu</td>
<td>Hindi</td>
<td>Sample no. 1</td>
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<tr>
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<td>English</td>
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</tbody>
</table>
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