

COMMUNICATION STRATEGY

Communications Context: Raise the awareness of the youth of Himachal Pradesh regarding the various job opportunities and career prospects offered by quality technical and vocational education and training, and assist them in enrolling for the various training programs funded under Himachal Pradesh Skills Development Project so that they gain the skills required to make the transition from the primary to secondary and tertiary sectors, where remuneration levels are higher and career prospects are better.

Project Objectives: Improved employment and livelihood opportunities for the youth of Himachal Pradesh.

Objectives	Strategic Elements					Work plan elements		Expected Outcomes
	Risks/ challenges	Audience/ stakeholders	Messages / Information	Activities / Channels	Timing	Responsibility	Resources required	
Outreach to different target segments of youth who can benefit from the training programs offered under HPSDP	<ol style="list-style-type: none"> Lack of awareness about the various TVET programs (short term and long-term) offered under HPSDP and by the Government of Himachal Pradesh Lack of appreciation about the career and job opportunities offered by TVET Dependency on government jobs owing to the perception of long-term security 	<ol style="list-style-type: none"> Youth who are neither enrolled in education or TVET programs, nor currently employed Youth who are enrolled in senior secondary schools and colleges Youth who are enrolled in TVET institutions including ITIs and polytechnics Parents and guardians Teachers and faculty of the TVET institutions and senior secondary schools Industry associations and sector skills councils Placement agencies Relevant 	<ol style="list-style-type: none"> Information on the menu of short-term and long-term TVET courses offered (including duration, prerequisites, training and certification requirements, and job prospects)^a Information on the training facilities to be constructed under HPSDP and their location^b Job prospects in different sectors, trades and job roles^c Project information including objectives, targets benefits, designs and the pro-poor and 	<ol style="list-style-type: none"> BCC campaigns covering key messages Project information leaflets and brochures in English, Hindi, and other local dialects as required Posters, fliers in a pictorial format Sensitization workshops and meetings with student bodies, faculty, women's groups, and NGOs Public awareness campaigns and posting of key information on the websites 	<ol style="list-style-type: none"> In the first 1 year: (i) awareness campaigns, (ii) content development for fliers and posters, and (iii) sensitization workshops/ meetings Dissemination of all relevant information on HPKVN website by 6th month Semiannual meetings/ workshops throughout implementation period News releases: semiannual after 9 months of project initiation Targeted 	HPKVN DOLE DOHE DOTE DOSJ A Counselling and Communication Specialist will be engaged under the PMC firm to be engaged under the loan	<ol style="list-style-type: none"> Content development and printing costs of brochures, posters, fliers Costs for content development in government website Community mobilization professionals/ outreach workers in PMU/ PIUs Workshop organizing costs Advertisement costs towards media/news releases 	Awareness amongst youth about job opportunities and career prospects offered by quality TVET enhanced Enrollment targets specified for different training programs met ^e

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	<p>4. Skepticism about the quality and usefulness of TVET programs in view of the perceived poor results</p> <p>5. Limited reach of good quality TVET training facilities and programs</p> <p>6. Poor quality and reach of counselling and placement services</p> <p>7. Reluctance of many rural and semi-urban youth to migrate out of Himachal Pradesh (or their respective districts) even if they are offered placement</p>	government departments	gender-sensitive approach to quality TVET programs. ^d	<p>of HPKVN, DOHE, DOTE, DOUD, and DORD</p> <p>6. Periodic news releases in local media (newspaper and radio)</p> <p>7. Site visits of community groups, beneficiaries, and journalists to see ongoing training programs and the training facilities created</p>	media interviews: annual and alternating with news releases			
Outreach to potential employers within and	Limited institutional processes for continued	Industry associations and Chambers of Commerce	Effort made by GOHP to provide NSQF-aligned industry relevant	Periodic meetings between HPKVN, DOTE, and DOHE with	Ongoing basis to improve the design and relevance of	HPKVN, DOHE, and DOTE with the support of the	Workshop organizing costs Advertisement	Placement targets specified for different

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outside Himachal Pradesh	engagement between government TVET agencies and industry associations and potential employers to facilitate internships and placement opportunities	Placement agencies Sector skills councils	TVET training under HPSDP	industry associations and placement agencies	training programs offered Workshops with sector skills councils and placement agencies before placement drives	PMC firm to be engaged under the loan	costs towards media/news releases	training programs facilitated ^e

BCC = behavior change communication; DOHE = Department of Higher Education; DOLE = Department of Labor and Employment; DOSJ = Department of Social Justice and Empowerment; DOTE = Department of Technical Education, Vocational and Industrial Training; DORD = Department of Rural Development; DOUD = Department of Urban Development; HPKVN = Himachal Pradesh Kaushal Vikas Nigam; GOHP = Government of Himachal Pradesh; HPSDP = Himachal Pradesh Skills Development Project; ITI = industrial training institute; NGO = nongovernment organization; NSQF = National Skills Qualification Framework; PIU = project implementation unit; PMC = project management consulting firm; PMU = project management unit; TVET = Technical and vocational education and training

- ^a For details regarding the types of training programs funded under HPSDP, refer to the Sector Assessment (Summary): Education (accessible from the list of linked documents in Appendix 2 of the main text).
- ^b Under HPSDP, six city livelihood centers and seven rural livelihood centers will be established to provide a package of vocational training and business development support to urban and rural poor, respectively, to improve their earnings. The new women's polytechnic will be established in Rehan, district Kangra. It will offer diplomas in civil engineering, architectural assistantship, electrical engineering, and computer engineering. It will have an annual training capacity of 720 and hostel facilities for 120 women. It will expand the reach of TVET training to the women residing in the hilly, northern parts of Himachal Pradesh. Eleven employment exchanges will be upgraded into model career centers (MCCs) to build awareness among youth about TVET opportunities and improve counselling and placement services across the state.
- ^c The 11 MCCs (endnote b) along with HPKVN will focus on mobilizing youth and building awareness about job prospects in different sectors, trades and job roles.
- ^d Refer to the Gender Action Plan and Counselling and Communication Modules (accessible from the list of linked documents in Appendix 2 of the main text).
- ^e Refer to the design and monitoring framework for details regarding enrollment and placement targets (accessible from the list of linked documents in Appendix 2 of the main text).