

RMSA-TCA (UDISE)



MARKETS

Delhi, Bihar, Assam,
Andhra Pradesh,
Punjab, Haryana

SOLUTIONS & INNOVATIONS

- Brand Spots
- Awareness on radio and tv for the UDISE form to be filled by schools PAN India.
- Sponsorships.
- RJ Mentions
- Multiple stations were taken to create recall.

ABOUT

- The ambition of the RMSA scheme requires the best available technical skills and knowledge from around the world.
- The DPEP was initiated in late 1994 as a unique and innovative effort towards achieving the objectives of UPE in educationally backward districts of India.

OUTCOMES

- Campaign was a instant success with more than expected form filling of UDISE at schools PAN India.
- People got aware of the facts and figures about the UDISE works.
- Campaign was repeated in all the cities with higher outlays.