

केन्द्रीय माध्यमिक शिक्षा बोर्ड

(शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन)

CENTRAL BOARD OF SECONDARY EDUCATION

(An Autonomous Organization Under the Ministry of Education, Govt. of India)

CBSE/SE/JS/C-DAC/2024

Dated: 11.03.2024
Circular No. Skill-21/2024

To,
Heads of all the institutions affiliated to CBSE

Subject: Training programme for Heads of all CBSE schools in collaboration with C-DAC

CBSE in collaboration with C-DAC Mohali will be conducting a training programme for Heads of all the CBSE affiliated schools titled 'fundamentals of digital marketing using social media platforms' under the FutureSkills Prime programme. This training shall feature 06 sessions by experts from C-DAC.

The objectives of this programme are:

- to provide participants with a basic understanding of digital marketing and social media marketing.
- to teach participants how to use social media platforms effectively to promote their schools and reach a wider audience.
- to develop participants' skills in creating and executing social media marketing campaigns.

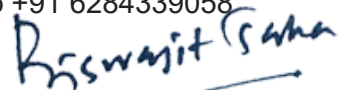
The schedule of the training sessions is as follows:

S. No.	Date & Timings	Topic of the Sessions
1.	18 th March 2024 2:00 to 4:00 p.m.	Introduction to Social Media Platforms and their Usage in Education
2.	19 th March 2024 2:00 to 4:00 p.m.	Learn to Establish school presence online by website & Google My Business Page
3.	20 th March 2024 2:00 to 4:00 p.m.	Building YouTube Repository for Learning
4.	21 st March 2024 2:00 to 4:00 p.m.	Video Content creation & Email Marketing Techniques
5.	22 nd March 2024 2:00 to 4:00 p.m.	Social Media Platforms & its Metrics
6.	26 th March 2024 2:00 to 4:00 p.m.	Google ADS & Google AdSense

Please Note:

- Discounted Course Fee (via 'Single-use promo code' for CBSE) = Rs.10/- + GST as applicable
- Enrollment Course Fee (without any discount coupon) = Rs.75/- + GST as applicable
- Further details about the training programme are annexed.

For any queries, please email to fskillsp2021@gmail.com or WhatsApp to +91 6284339058


(Dr. Biswajit Saha)
Director (Skill Education)

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Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18, Institutional Area, Shaheed Jeet Singh Marg, Delhi- 110016
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida - 201309
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi - 110054
4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh - 160017
5. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim - 737101
6. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar - 791 111
7. The Director of Education, Govt. of Andaman & Nicobar Islands, Port Blair - 744101
8. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini, New Delhi
9. The Secretary, Sainik Schools Society, Room No.101, D-1 Wing, Sena Bhawan, New Delhi-110001
10. The Additional Director, General of Army Education, A – Wing, Sena Bhawan, DHQ, PO, New Delhi – 110001
11. The Secretary, AWES, Integrated Headquarters of MoD (Army), FDR Building No. 202, Shankar Vihar (Near APS), Delhi Cantt – 110010
12. The Secretary, Eklavya Model Residential Schools (EMRS), Ministry of Tribal Affairs, Government of India
13. The Chairman, Odisha Adarsha Vidyalaya Sangathan, N-1/9, Near Doordarshan Kendra, PO Sainik School Nayapalli, Bhubaneswar, Odisha-751005
14. The Deputy Secretary to Chairman, CBSE - for kind information of the Chairman, CBSE
15. All the Heads of Department/ Directors of the Board
16. All the Regional Directors/Regional Officers/Head-COEs, CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions for compliance
17. Director (Media & Public Relations), CBSE – with a request to give wider publicity to this notification.
18. Joint Secretary (IT), CBSE, Rouse Avenue with the request to upload this notification on the CBSE Academic website
19. Incharge, Hindi Cell, CBSE HQ – for Hindi Translation of this notification

Director (Skill Education)



Training Programme for Educators and Principals Social Media for Educators

Course Title: Fundamentals of Digital Marketing using Social Media Platforms

Prerequisite: Steps for Enrolment in the course

- 1) **Online Registration for generating discount coupons:** Register for the generation of Single-use promo code at
<https://socialmobileskills.in/pretraining/batcheleven.php>
or <https://forms.gle/GCp6vdqJfmARJXPY6>
(Discount coupons shall be sent to submitted email IDs within 2 working days.)

- 2) **Link for enrolment in the Course:**

<https://futureskillsprime.in/course/fundamentals-of-digital-marketing-using-social-media-platforms>

Training/ Enrollment fee:

- 1) **Enrollment via Single use Discount coupon= Rs 10/- + taxes**

OR

- 2) **Direct Enrollment without Discount coupon = Rs 75/- + taxes**

After the course completion, a course completion letter will be issued by email to the enrolled participants.

Programme Highlights:

- ✚ **Outcome:** Social media for Empowered Educators
- ✚ **Bridge Course Title:** Fundamentals of Digital Marketing using Social Media Platforms
- ✚ **Duration:** 06 sessions
- ✚ **Mode:** Online-through VC
- ✚ **Timings:** Approx. 2 hours every day
- ✚ **Discounted Course Fee: Rs. *10/- (GST extra) {Course fee is discounted only via "Single-use promo code"}**
- ✚ **Additional: SSC NASSCOM Certification Assessment Fee: Rs. **600/- (payable after SME training completion) ** More information about certification/incentive at <https://futureskillsprime.in/nasscom-certification>**

Schedule of the Online Training programmes for enrolled Educators and Principals

📅 **Dates: 18th March 2024 (Monday) to 26th March 2024 (Tuesday)**

📅 **Timings: From 2:00 pm to 4:00 pm**

📅 **Mode: VC (Link shall be shared to enrolled participants)**

Date	Title of the Sessions	Session in Detail	Indicative Benefits & Faculty
18th March 2024	Introduction to Social Media Platforms and their Usage in Education	Introduction to course, Overview of Internet And Mobile Penetration in India, Basics of social media for education, Meaning and Significance of social media in Education, Need of social media For Educators.	<ul style="list-style-type: none"> - Facilitates quick teacher-student communication. - Easy sharing of educational materials & resources. - Adapts to various learning styles and schedules. - Timely feedback and self-assessment via online quizzes. - Promotes teamwork and peer learning through group projects and discussions.
19th March 2024	Learn to Establish school presence online by website & Google My Business Page	Phases of Website Development, Creating Professionals website for School Presence, Use of Plugins in WordPress, build official website of school, Content Curation using Gen AI Tools. Buying of Domain and Hosting,	<ul style="list-style-type: none"> - A professional website and Google My Business page enhance the school's credibility. - Both platforms offer cost-effective marketing and outreach opportunities. - Both platforms offer easy access to essential information, resources, and contact details. - A professional website and Google My Business page enhance the school's credibility & foster engagement with the local community.

Date	Title of the Sessions	Session in Detail	Indicative Benefits & Faculty
20 th March 2024	Building YouTube Repository for Learning	Delivering education via YouTube Channel, Creating YouTube Channel for School, Methods to search content on YouTube, Algorithm to explore Video Search Engine.	<ul style="list-style-type: none"> - A YouTube repository offers access to a vast library of educational videos and content. - Videos capture and maintain learners' attention through engaging visuals and demonstrations. - Learners can control the pace of their learning by pausing and rewinding videos. - Provides access to educational content from around the world, promoting global learning. - Learning can occur anytime, anywhere, making it highly flexible. - Real-world applications and demonstrations provide practical knowledge and skills.
21 st March 2024	Video Content creation & Email Marketing Techniques	Video Editing Basics for Content Generation, Demonstration on free Video Editing Software, Content Creation Strategies using Gen AI Tools, Dealing with Graphics, Canva Practical Demo	<ul style="list-style-type: none"> - Videos allow for effective communication of complex concepts through visuals and narration. - Creating and sharing videos can be a cost-effective method for educational content delivery. - Videos can showcase practical examples and real-world applications of knowledge. - Accommodates different learning styles, including visual and auditory learners. - Videos provide flexibility for learners to access content at their own pace and convenience. - Targeted Communication - Improved Communication and Engagement

Date	Title of the Sessions	Session in Detail	Indicative Benefits & Faculty
22 nd March 2024	Social Media Platforms & its Metrics	Creation of Social Media Profile, (Facebook, Twitter-SpaceX, LinkedIn, Pinterest), Optimizations of Social Media Profiles in Search Results, Content Discovery Techniques and social media for Brand Building of School	<ul style="list-style-type: none"> - An optimized social media profile establishes an online presence for the school, increasing visibility. - Optimized profiles rank higher in search results, making the school more discoverable online. - Leveraging social media for branding enhances school recognition and awareness within the community. - Social media serves as a platform for effective two-way communication between the school and its stakeholders. - Sharing school achievements and activities on social media boosts its reputation and credibility.
26 th March 2024	Google ADS & Google AdSense	Google Ads Marketing Campaign Google AdSense & affiliate marketing methods for Educators	<ul style="list-style-type: none"> - Target recent high school graduates with ads for your college or university. - Advertise online courses or professional development opportunities for teachers. - Promote open houses or registration periods for new programs.

- ❖ **Course completion by attempting 12 online quizzes.**
- ❖ **Evaluation & certification at the FutureSkills Prime Portal.**
