# #SkillIndiaWithEBVTD Campaign Plan

## 🎯 Objective:

Launch and amplify a 3-day digital campaign to build visibility for EBVTD’s offerings.

## 📅 Timeline:

Day 3 (Aug 3) – Full-day execution on Facebook, Instagram, LinkedIn, WhatsApp.

## 📣 Campaign Activities:

- Launch hashtag: #SkillIndiaWithEBVTD  
- Go live with video and social assets  
- Share success stories and testimonials  
- Tag 10+ partner institutions  
- Use Stories and Reels on Instagram/Facebook

## 👥 Audience:

Students (class 9–graduates), skill seekers, school admins, and employers.

## 📌 CTA (Call to Action):

Visit https://educationboard.in to explore certified skill programs.