

1. Summary

- **Dashain Holidays (most probable):** 22 September – 25 October 2025.
- **Main focus:** Career guidance sessions for Class 12 students (especially mid-12th year). These are the most effective, as students are actively deciding future options.

The issue with the passes out students is (most have already decided what they want to do or already have started preparation for where they wanna go to study (like foreign)

Challenge now (12th pass-outs): Many have already chosen (abroad, India, local), so outreach at this stage is less impactful.

2. Target Institutions

- Radiant School
- Sarc School
- Morning Glory Secondary School
- Little Buddha Academy
- Adarsh School — most probably has +2 (to confirm)
- Diamond School — unclear if it has +2 (to confirm)

3. Why Timing Matters

- Most Students decide during their 12th what they wanna do, like is they wanna prepare for IOE or CEE , or study in private university, often tuition institute are seen to come with offers and courses on the mid of the 12th or 11th also to make such offers about courses and buying and keeping them in with touch and providing scholarship for people who register before and take their courses ... that's the strategy they do .. and also on the last day of exam is when the flyers are distributed on the outside of exam center for like marketing.
- Best time: when they are midway through Grade 12
- Career seminars at that time convert better than outreach after results.

4. Recommended Activities

A. On-site sessions (high impact)

- Career guidance seminars at colleges/schools.
- Best time: mid-12th year and also in 11th (both years should be covered.)
- I am not much aware about Dashain holidays (if that would be effective and you will find many of the students) but it can be tried. As results have just been announced and people on the basis of their results might be exploring which private uni to join...

B. Partnerships

- Work with school/college administration and career coordinators.(like coaching and tuition institutes do)
- Provide printed resource packs (program overview, scholarships, timelines).

C. Resource sharing

- Distribute short PDFs, flyers, and WhatsApp messages to student groups.
- Host small online webinars.

D. Digital & Local channels

- social media targeting Mahendranagar. (most people use fb and messenger stuff, also tiktok , so social media is also the key to gain advantage)

Key Details for the 2082/2025 Class 12 Exams:

Start Date: Baisakh 21, 2082 B.S. (approximately April 2025)

End Date: Baisakh 26, 2082 B.S. (approximately April 2025)

Exam Time: 8:00 AM to 11:00 AM

Purpose: These are the annual exams for the 2081/2082 academic year.

EXAM RESULT DATES: End of July or Starting of August.