Proposed e-ITEC/ITEC Course 2023-24

Strategic Marketing for Govt. Schemes and Policies
Dates: 11th-15th September 2023

Venue/ Mode: Online

Coordinator

Prof. Biswajita Parida

Department of Management Studies, Indian Institute of Technology Delhi (DMS, IITD)

PART A	Synopsis, Aim, Objectives, Course Contents, Outcomes, Audience, Eligibility
PART B	Indian Success Stories, Govt & Pvt Sector Engagement, Sectoral Focus, Rationale
PART C	Co-ordinator Contact Details

Strategic Marketing for Govt. Schemes and Policies

PART A
(Synopsis, Aim, Objectives, Outcomes, Audience, Eligibility)

a. **Course Synopsis**:

Any policy /scheme design and implementation is a mammoth task. For example, the Government of India (GoI) has launched several schemes for women and children to ensure their economic empowerment, safety, and security. However, these welfare schemes needed tremendous effort in strategic campaigns for creating awareness and mass execution in order to be successful. There are strategic approaches to policy formulation, marketing and execution which can be learnt and practiced. The course will have a majority of experiential learning content and case studies which will be taught by top faculties with domain specific expertise. The learnings will be valuable for candidates willing to get into policy making and execution roles, organisations or governments keen on building a robust policy management capability in their organization.

b. **Aims of the Course**:

This course aims to cover the strategic steps, involved in creating and marketing various policies and schemes, in a structured manner, with the help of frameworks, case studies and experiential learning approach.

c. **Course Objectives / Learning Objectives**:

The course objectives include:

*   Strategic approaches to policy formulation, marketing and execution which can be learnt/exercised
*   Experiential learning content and case studies taught by top subject matter experts
*   Valuable learnings for candidates willing to get into policy making and execution roles
*   Capability building for organisations or governments keen on robust policy management capability in house

d. **Course Outline (Draft)**

Module No.	Contents	Date & Duration (tentative)
1	**Policy Conception** • Policy Basics • Problems and unmet need • Identifying New Policy Opportunities using Data • Idea Generation & Need Analysis	11th September 2023 2 pm – 6:30 pm
2	**Policy Design** • Policy Design Process • Policy specifications and features • Policy Design Elements • Iterative design for value delivery	12th September 2023 2 pm – 6:30 pm
3	**Policy Branding** • Visual and Non-visual elements • Types of branding • Testing • Specific focus on last mile value delivery	13th September 2023 2 pm - 6:30 pm
4	**Policy Marketing** • Building Awareness • Creating interest and desire • Launching newer campaigns • Campaign management	14th September 2023 2 pm - 6:30 pm
5	**Policy Deployment** • Planning and control measures • Simulated deployment • Step-wise controlled deployment • Do's and Don'ts	15th September 2023 2 pm - 6:30 pm

e. **Expected Outcomes of the Course**:

On successful completion of the course, the participants will achieve the following:
- Learn to innovate policy execution with a customer-centric approach
- Gain successful policy marketing and branding capabilities
- Develop strong foundation in policy deployment strategies

f. **Target Audience**: Policy makers, Bureaucrats, Administrators, Policy Executors

g. **Eligibility of the participants**: Graduation

h. **Minimum and Maximum Participants:** 10 - 45

i. **Platform to be used for the online classes (in case of e-ITEC programme)**

MS Teams or Zoom

j. **Evaluation Criteria**

Quizzes and In-class assignments

PART B

(Sectoral Focus, Indian Success Stories, Govt & Pvt Sector Engagement, Rationale)

Sectoral Focus: Government, Semi-Govt., Private bodies involved in making and executing policies and schemes for social good or greater good

Examples of Indian Success Stories:

- Swachh Bharat Mission Urban : https://sbmurban.org/
- Polio free India: https://polioeradication.org/news-post/polio-free-india-it-seemed-impossible-until-it-was-done/
- Unique identification authority of India : https://uidai.gov.in/

Exposure to Indian Policy and Governmental Setup:

A central Govt. employee, completed mega Govt. project(s), conducted workshops and training programmes for Govt. organisations, Public Sector Undertakings (PSUs), Private Organisations, and Corporate houses

Connect to Private Sector & Industry: Industry work experience in MNCs and Start-ups, Academic work experience in India top B-schools (Govt. and Private), Consulting assignments with private organisations, start-ups and corporate houses

Rationale: Government, Semi-Government, and Autonomous bodies directly or indirectly involved in making and execution of policies and schemes for internal and external stakeholders would benefit

PART C

Co-ordinator Contact Details

Course Coordinator:

1. Prof. Biswajita Parida

    Department of Management Studies

    IIT Delhi

Other resource Persons: subject matter experts to be released on a closer date

Weblink:

1. https://dms.iitd.ac.in/areawise_faculity/prof-biswajita-parida/
2. https://iitd.irins.org/profile/90073
3. https://www.linkedin.com/in/biswajitaparida/
4. https://scholar.google.co.in/citations?user=UA1V298AAAAJ&hl=en
5. https://www.researchgate.net/profile/Biswajita-Parida

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CV of Course Coordinator: next page onwards