

SCHOOL OPERATIONS · INDIA

# WhatsApp Business for Schools in India

A school-owned conversation for parents, operations, support, and admissions.

## THE DESIGN CHOICE

# The design choice is whether the school does WhatsApp on purpose

Parents already live on WhatsApp. The school needs an institute-owned number, clear consent, and a shared operating model.

## A personal group

A class teacher's personal group works until she leaves, the handset is lost, and last year's parents are still in the chat.

## School-owned conversation

A WhatsApp Business discussion for education is the same conversation on a number the institute owns, with a record of who opted in.

# App for one desk; API for blasts and a shared inbox

## APP

### App for one desk.

A front desk or tuition teacher with 40 students does not need an API on day one.

## API

### API for blasts and a shared inbox.

Use it when several people need to send approved messages from one place.

## GUARDRAILS

Opt in for fees separately from admission ads.  
Never put one child's marks in a group blast.

India from 1 October 2026: marketing about ₹0.8631; utility and service about ₹0.115 after 1,000 free service messages per number.

# WhatsApp Business requirements start with ownership and consent

## Own the business

A Meta Business Portfolio in the institute's or trust's name.

## Control the number

Use a new SIM or a virtual number controlled by the school.

## Make the name credible

A display name that reflects the trust, not "Miss Priya Class 6."

## Be checkable

A website or Facebook page Meta can check.

## For the API

A business solution provider, approved templates, and a quality rating you do not burn with festival blasts.

Meta's business [profile information](#) for the green app in India is not a replacement for consent.

# Three jobs should not share one template

## OPERATIONS

### Utility

Attendance, bus delay, closure, fee receipt, exam date.

## SUPPORT

### Service window

"What is the PTM slot?" The parent messages first. You reply in the service window.

## ADMISSIONS

### Marketing

Open day, scholarship, "seats left." Costlier, and easier to get the number restricted.

Coaching centres and schools both qualify. A tuition teacher with 40 students does not need an API on day one.

## OPERATING MODEL

# Choose tools by the operating model, not the logo

| OPTION                       | BEST FIT                          | TRADE-OFF · BILLING                               |
|------------------------------|-----------------------------------|---------------------------------------------------|
| <b>WhatsApp Business app</b> | One office, a few hundred chats   | Free, fragile if the phone is lost · Free         |
| <b>AiSensy</b>               | Coaching and college broadcasts   | Basic plans often from about ₹1,500 a month · INR |
| <b>Wati / Interakt</b>       | Shared inbox, smaller teams       | Seats add up · INR                                |
| <b>360dialog / Twilio</b>    | IT already has a student system   | You build the inbox · Varies                      |
| <b>Inbox suites</b>          | Admissions desk without engineers | Often USD · USD                                   |

Each option has Meta's per-message charge. In a September 2026 education comparison, the India budget broadcast option was AiSensy; the custom pipe was Twilio. Live fees confirmed.

## SETUP FLOW

# Set up the account around a school-owned number

01

## Choose a number

Principal's personal WhatsApp not to be used.

02

## Develop documentation

Prepare the trust's documentation for the Meta Business Portfolio.

03

## Pick the channel

Front desk only: Business app. Blasts and fee links: BSP for the API.

04

## Separate jobs

Keep "fee and attendance notification" separate from "admission offers."

05

## Submit utility first

Submit templates: **Utility** generally clears faster than Marketing.

06

## Share the inbox

Land parent messages in a shared inbox, not one teacher's phone.

# Consent and data handling are part of the setup

Map the student ID. Ravi, Class 6 B, bus 4 should not be a second lead.

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Test closure alerts to staff numbers before parents.

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Publish answers after 4 p.m. A closed office is a green tick with nobody in it.

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DPDP wants consent that is **specific, informed, and easy to withdraw**.

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“Join the group or your child misses the circular” is not a model notice.

## OWNERSHIP TEST

# Provider choice depends on who will own the workflow

### Volume team

**AiSensy:** coaching and college volume, rupee billing, flows.

**Gupshup:** an institute already buying SMS and wanting one contract.

### Admissions desk

**Wati and Interakt:** admissions desk assignment and notes.

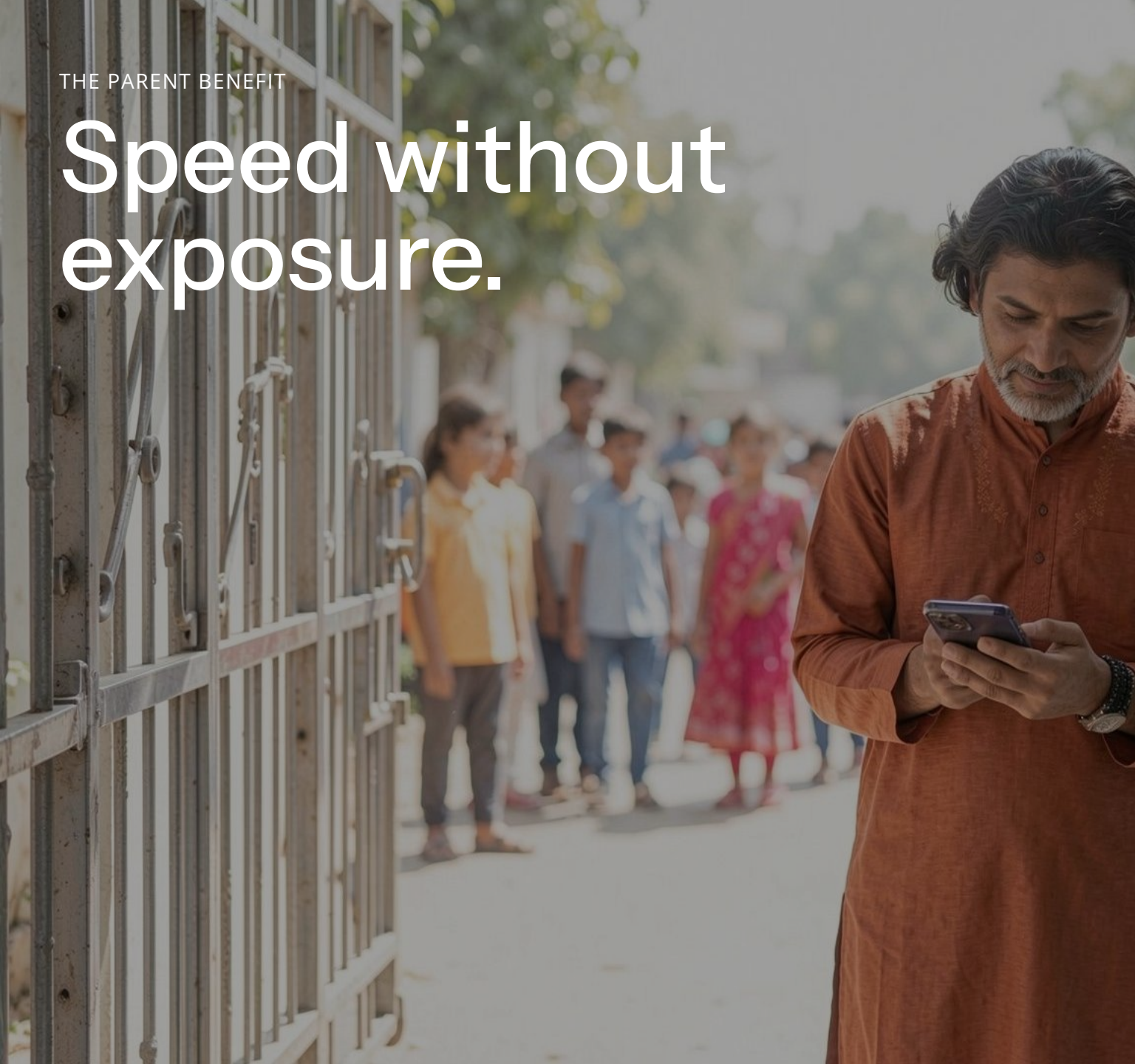
**Local ERP vendor:** already sits on fees, if they show the BSP and template owner.

### IT connector

**Twilio or 360dialog:** the IT team will write the SIS connector.

Ask who owns the WABA if you leave. A school that cannot export parent opt-ins is renting its own list.





THE PARENT BENEFIT

# Speed without exposure.

The parent benefit is speed without exposing other children's data.

## What parents get

Parents open the app today. A PDF on email doesn't often. One thread for bus delay, fee link, and PTM slot if you resist ten groups.

Hours-later questions can wait until morning without a teacher's private number leaking. Hindi or local templates work where the BSP has a footing.

## What stays private

Class 6 marks, a medical note, or a fee defaulter list belong one-to-one or to a named guardian only.