



**communication strategy for
behaviour & social change**

How to Plan, Implement & Monitor Need-based & Area-specific Interventions ?

How to Design & Develop Communication & Facilitation Resources ?

10-day Residential Workshop

Dates

December 11-20, 2009

The workshop will begin at 0900 hours on December 11, 2009 and close at 1600 hours on December 20, 2009. The participants are expected to reach the venue on December 10, 2009 (evening). The lodging and boarding facilities at the venue will be available from December 10 (evening) to December 20 (evening).

Venue

Leslie Sawhny Centre, Deolali, District Nashik, Maharashtra, India

Deolali, 556.52 meters above sea-level, is surrounded by the picturesque Sahyadri ranges. The Leslie Sawhny Centre is situated within the Deolali Cantonment and is at a distance of 8 km from Nashik Road railway station, 30 km from Nashik City, and approx 200 km from both Mumbai and Pune.

Objectives

By the end of the workshop, the participants will have

- ◆ compared the different approaches to development and communication
- ◆ appreciated the need for a strategic shift towards a decentralised, need-based and area-specific communication intervention
- ◆ practiced skills for a step-by-step, process-oriented approach to designing a communication strategy for behaviour and social change
- ◆ developed and demonstrated skills in designing messages, communication resources and facilitation

Methodology

The pedagogy will follow a participatory learning approach. The sessions will be interactive with the use of a wide range of participatory tools and methods. Participants will be encouraged to share their experiences and dialogue on issues of concern. Besides, there will be project-work, case-studies, hands-on practice sessions, film screenings, and exhibition of communication resources.

Participants

Functionaries from Government programmes and departments, NGOs, academic institutions and other civil society organisations with some experience in planning, implementing and monitoring communication interventions.

Language

English & Hindi

Facilitation

Prabir Bose & Anju Uppal

Participation Fee

Rs.20,000/- per participant

The participation fee covers stay, food and workshop resources. Accommodation at the venue will be on sharing basis and participants will have a choice of veg and non-veg food. Since the workshop is non-sponsored, we regret we will not be in a position to offer any discounts.

Registration

To register, please send in the application form together with the participation fee (demand draft favouring “media matters” and payable at Ambernath or Mumbai) to:

media matters, 400 Sai Section, Ambernath 421501

The last date for registration is November 20, 2009.



media matters

400 Sai Section, Ambernath 421501, District Thane, Maharashtra, India; Tel. 91-251-2606929
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media matters, a registered non-profit trust,
works in the area of development communication with a rights-based approach,
exploring and experimenting with participatory media and communication
with a focus on capacity building; design and development of communication resources;
participatory theatre; video documentaries; research and process documentation.