

IICA conducts Media and Communications Capacity Building Programme

The Centre for Institutional Partnerships and Corporate Communications (IP&CC), IICA, conducted its first regional Media and Communications Capacity Building Programme at Jaipur on December 23, 2014.

The short duration (half day session) capacity building programme was devised and designed for the exploration of, information on and exposure to the changing facets of development, and for identifying various means of communicating and disseminating information on developmental activities in view of the current scenario.

The programme saw participation of professionals from the corporate communications and media sector from organisations such as Dainik Bhaskar, India Salts, Vaibhav Global, Tab India, Pratham Education Foundaiton, Project Asha and Devraha communication Pvt. Ltd., among others.

The programme was divided into two consultations - **Communication for Development**: The changing face of communication: both Corporate & Development and **Making a difference on the ground**: Discussion of case studies in CSR.

The key speakers who enlightened the participants with their knowledge were **Shri. K.B. Kothari**, Social Development Adviser, CDP Udaipur, **Shri. Vipul Mudgal**, Project Director, Inclusive Media for Change Centre for Study of Developing Societies in the first Consultation , and **Shri. Shrish Jaiman**, Project In Charge, Pratham Education Foundation, Rajasthan and Shri KB Kothari for the second Consultation on case studies.

Both the Consultation sessions were moderated by **Shri. Atul Dev Sarmah**, Head, IP&CC, IICA, who welcomed the participants and emphasised that the programme was an opportunity for all stakeholders to sit together and discuss important issues such as Development and Communication and to work towards collaborative effort for development and the means to ensure dissemination of initiatives across stakeholder levels.

The programme aided professionals in the field of CSR and communication to identify and develop methods of disseminating CSR communication to engage & inform stakeholders. The programme also helped to enable and empower media professionals to identify aspects of

such communication and activities and evaluate them as a means of gauging programme effectiveness.

At the end of the programme, a vote of thanks was delivered by **Ms. Swagata Sen Pillai**, Sr. Programme Executive, IP&CC, IICA. She pointed out that programmes like these will help us to build a collaborative effort that involves the expertise that implementation agencies have to deliver, the desire that coporates have to engage in nation building and the need that communities have for development, and thereby to come up with projects and interventions that will lead to such development and make a difference to society.