

## Training on Strategic Development Communication for CSR and Development Projects

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**6<sup>th</sup>-7<sup>th</sup> September 2019:** A 2 day training program on Strategic Development Communication for CSR and Development Projects was designed to understand and apply strategic development communication approaches, frameworks, models and Develop effective communication strategies and plans for CSR and social development projects.

The training programs had various sessions: Introduction to Communication Theories, Models, Approaches, Frameworks, Situation analysis, Communication Research, SMART Communication Objectives, Developing an evidence based Communication Strategy, Understanding development and use of effective messages, materials and activities, Understanding media platforms and channels Inter Personal



and Group Communication, Social and Community Mobilization, Implementation of Communication Interventions, Monitoring process, indicators & impact evaluation: and Documentation and dissemination of success stories, communication and storytelling.

Various corporates such as GAIL, Essar, Capgemini, IndusInd Bank, KPMG, India Power Corporation Limited, Dalmia, Cipla Foundation, Asian Paints, Assam Investment Society, Hand in Hand India etc.

