

Financial Express/ Bangladesh/ July 11, 2011

[http://www.thefinancialexpress-bd.com/more.php?news\\_id=142424&date=2011-07-11](http://www.thefinancialexpress-bd.com/more.php?news_id=142424&date=2011-07-11)

## 'New social media tools vital to take right decisions'

Shakhawat Hossain Khan back from New Delhi

New media technology is an imperative in taking a right decision while adopting an appropriate information outreach and communication strategy at individual or organisational level.

New media tools are vital for successful advocacy and strategic communication also.

In these days of information technology, every organisation needs to make its people familiar with the new media technologies and make them capable of using new media tools in advocacy and communication strategy.

For this, people should know about new social media technologies which are important and powerful for print and electronic media as well.

The above observations were made at a workshop held recently in New Delhi, India.

With a view to making people familiar with the **new social media technologies**, the **Centre for Science and Environment (CSE)**, a public interest research and advocacy institution based in New Delhi, conducted a three-day workshop titled "E-Outreach: How to Leverage New Media Technologies for Advocacy & Strategic Communication" between July 6 and July 8 at Anil Agarwal Green College in New Delhi.

Executive Director of the CSE Gita Kavarana inaugurated the workshop.

A total of 20 participants from the public and the private sectors of India, Bangladesh, Nepal, Sri Lanka, Democratic Republic of Congo and Nigeria took part in the workshop.

The main objective of the workshop was to make social media like blogs, Wikipedia, Facebook, Twitter, Flickr and YouTube familiar among the users.

The key resource persons of the training were Gita Kavarana, Kiran Pandey, Kishore Bhargava, Gora Mohanty, Sanjukta Basu, Anil Kumar, Rajesh Lalwani and Arpita Rajika.

The resource persons demonstrated how to use social media tools for communicating with others and share and exchange knowledge and information.

In their deliberations all the participants conveyed gratitude to CSE management for organising the time-befitting workshop and said it helped them understand the potential of new media tools.

The workshop also helped them take a right decision on adopting an appropriate information outreach and communication strategy at individual and organisational levels.

When asked, Gita Kavarana said, "CSE has organised the workshop to spread the social communication tools among people and make them familiar with such tools."

"We want to spread information to everybody and transfer our resource persons' technological know-how among people," she noted.

Kiran Pandey said, "We want to make social network available among people; so we arranged the workshop."

"If we could arrange such workshops, we think, people would be benefited a lot," she added.

Mukter from IFAD of Nigeria in his presentation conveyed thanks to CSE management for arranging the workshop. "This workshop will help me a lot when I will carry out my day-to-day desk work," he observed.

Ram Khoju Shrestha, M & E MIS Officer, Nepal Water For Health (NEWAH), said that this workshop would help him in his daily official works.