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E-Outreach: New media technologies

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July 8, New Delhi: **Centre for Science and Environment (CSE)** conducted a three-day training programme on **leveraging new media technologies for advocacy and strategic communication** from 6-8 July 2011 at the CSE building. About 20 participants from Nepal, Srilanka, Bangladesh, Congo, Nigeria and India participated in the training programme, which helped them to understand the potential of new media tools and helped them to take a right decision on adopting an appropriate



information outreach and communication strategy at an individual and at organizational level.

Geeta Kavarana, Kiran Pandey, Kishore Bhargava, Sanjukta Basu and Rajesh Lalwani were the key resource persons for the training programme. Participants were exposed to the new media technologies through lectures, interactive classroom sessions,

practical sessions, assignments and exercises. "The age of new media has arrived. Therefore, the organizations need to reinvent their information dissemination, communication and outreach strategy accordingly," said Kiran Pandey, Director, Information Management at CSE and one of the resource persons, adding, "Hence, we have conducted this training programme to make the organizations familiar with the new media technologies and make them capable to make the most of new media tools in advocacy and communication."



One of the participants of the training programme, Prajwol Shrestha from NGO Forum for Urban Water and Sanitation, Nepal told that the training has helped him to use social media sites for online advocacy, outreach and effective communication. He further added that the training has helped him to understand the new media landscape, various channels and its influence on communication and social change.

Other participants shared that the training programme was very useful and they will make use of the learnings and skills from the training in their respective organizations.