



## **INTRODUCTORY COURSE ON RURAL JOURNALISM AND COMMUNICATIONS**

**(February 17-18, 2017 | New Delhi)**

**REGISTRATION DEADLINE: FEBRUARY 10, 2017**

**Maximum seats: 40 participants**

### **BACKGROUND**

In the past couple of years, there has been a renewed interest about various aspects of life in rural India. Be it the tragic news of farmers committing suicides, incessant drought conditions and prevailing cyclical poverty, or several positive stories emanating from grassroots innovations, women empowerment, increasing rate of literacy or success of Self Help Groups (SHGs) etc, rural India is now constantly in news for one reason or the other. At

the same time, for the corporate world, particularly FMCG sector, telecommunications and transport sector, rural India is an untapped market space.

To reach out to the rural populace one needs a different marketing strategy and communication approach. This necessitates a deeper understanding of the challenges, opportunities and achievements of rural India and the local social, political and economic dynamics..

### **SESSIONS**

The two-day introductory course will focus on developing a basic understanding of the changing scenario in rural India, which could be of great help in developing new perspectives and thought processes, particularly among media students, advertising professionals and development sector functionaries. Key questions that we will be probing during the two-day course include:

How much are we looking at rural India from 'News' point of view? Are we focusing on key priority areas which are integral for rural development? Are we giving a platform to voices from rural India? How rural advertising has been changing and how digitalization is opening new avenues and possibilities for the corporates to reach out to the rural India?

## SPEAKERS



**Mr. Avijit Dutt**  
A seasoned Advertising Professional  
and veteran actor



**Ms. Razia Ismail**  
Former Journalist and veteran communication  
specialist *(TBC)*



**Mr. Rajendra Ravi**  
Rural Development Specialist



**Mr. Kannan Krishnaswamy**  
Former Journalist and Communication  
Specialist



**Mr. Narender Yadav**  
Former Journalist and Rural Communication specialist



**Prof. T K Thomas**  
Former AIR Director and academician

## **PARTICIPATION FEE (For Two Day Course):**

- Individual: INR 4,000
- Group (Upto 5): INR 3500 per person
- Group (Above 5): INR 3000 per person

*(Cost includes Lunch and Participation kit)*

- **REGISTRATION DEADLINE: FEBRUARY 10, 2017**
- **PARTICIPATION CERTIFICATE will be provided at the end of course on Day -2.**

## **Terms and Conditions**

- Registration is for the two-day course only. Single day registrations are not allowed
- Registration Fee is non-refundable and non-transferable
- On the Spot Registration is not permissible
- In case of cancellation of the two-day course by the organisers Registration Fee will be refunded to the participants within 7-working days
- In case of Programme Rescheduling information will be shared 1-week prior to the course dates.

## **CONTACT DETAILS FOR REGISTRATION**

To know more about the course and / or to Register for the course please call us at 8468001879 / 011-41661868 or mail us at [cmsrfoundation@gmail.com](mailto:cmsrfoundation@gmail.com).

### **ORGANISER**

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