



MICACDMC

Present

Strategic Communication for Sustainable Impact

**Four-month Online
Certificate Program
2023- 2024**

Course duration:

October 2023 - January 2024

Class timing:

4:00 pm to 7:00 pm

Alternate Saturdays

4 months

Context

Communication is intrinsic to all organizations to further their mission and meet their goals. When approached strategically, it guides them to deliver the right message to key stakeholders in the most effective manner. With consistent information activity within an organization and with all the stakeholders for creating and communicating precise, relevant and appropriate sustainable impact.

Understanding that effective communication skills, especially in development and social impact settings require special attention to strategy and delivery, since such organizations are dealing with multiple objectives and diverse stakeholders, Bharatiya Vidya Bhavan's RPICM and MICA have partnered to bring to you a 4-month certificate course on Strategic Communication for Sustainable Impact.

This certificate course is tailored for corporates, social sector professionals, young professionals and CSR teams to delve deeper into strategic communication that reflects: the changing means of communication and importance of data & research; canvassing the emerging platforms and ways to successfully engage all the stakeholders in an increasingly mediated and networked world; the significance of strategic communication for successfully communicating sustainable impacts, the trends and future of strategic communications for development professionals.

Reflections from Past CDMC Courses Alumni

The course has been extremely helpful in understanding rural marketing tactics such as key touch points in the village, influencers and persuasion methods
- **Manjeet Varerkar, The Rain Tree Foundation**

Got a clear understanding of key components of communication for social impact. The examples discussed w.r.t larger cultural context made insights richer.
- **Guntaas Kaur, Tata Trust**

The course gave a clear understanding on image building process, designing the advocacy campaigns and tools for the nonprofit sector. The case studies shared were very relevant.
- **Priyanka Kumari, Freelancer**

Learning Objective

After completing this course, you will have learnt:

- Fundamentals of communication, Importance & role of ethical & sensitive communication
- Importance of research & evidence based approach for effective communication Role of communication in brand building
- New & emerging platforms for sustainable impact communication for CSR projects Communication as a lever for not only successful collaboration but for better ratings and visibility of the organization

For Whom

- Corporate Communication teams
- Non Profit and Social Business Communication team
- Fundraising team
- New Non-profit leaders and Social Business Leaders
- CSR Foundations Communications Team
- Individuals interested in India's Sustainable Impact
- Early Career University Faculty
- Students undergoing PG programs in business management and/or social sector

Pedagogy

- Panel Discussions and Hands on exercise
- Case Method and situation analysis
- Role plays; In class assignments
- Lecture; Group discussions
- Audio-video-analysis and Projects

Evaluation

Case Analysis (20%); Self-reflection with implementation details (50%), Quizzes & exercises (30%)

Certificate

You will earn a certificate on completing all the modules and fulfilling the evaluation criteria of the online course on 'Strategic Communication for Sustainable Impact'. It will be sent to you on your registered e-mail ID within 20 working days of the course completion.

Eligibility for Certification

- 90% attendance
- 100 % assignment submission
- Certificate will be awarded at the discretion of evaluators from CDMC-MICA



Terms and conditions

- Registration fee is non-refundable, however, the nominee's name can be changed till 5 days before the beginning of the course.
- Participants will get a certificate on behalf of CD-MC-MICA and RPICM on completing the course.
- Once you submit the registration form along with the payment (online), you will receive a confirmation email within 2 working days.
- All other terms are subject to the host organisation's discretion



Fees & Registration

- **Early Bird*:** INR 20,000 (+18%GST)
- **Standard:** INR 25,000/- (+18%GST)
- **Group Discount:** Three or More candidates from the same organisation. Contact Us for details.

*Offer valid until July 31, 2023, on registration and immediate full payment of fees for 30 seats only.

- RPICM can offer payment in two instalments, on request from the candidate paying standard fees.
- The first instalment of 50% - Rs 12,500+GST should be paid upfront.
- Remaining 50% – Rs 12,500+GST, to be paid by September 30, 2023.
- International candidates can contact us for fee payment via bank transfer.
- For Fee Payment: NEFT/Bank Transfer or QR Code. **Download the form from here:** <https://t.ly/8KFcs> and fill in your details.
- Once completed please send the same along with payment receipt to contact@rpicm.in
- Kindly email transaction details to contact@rpicm.in
- Email Subject: 'MICA Course Fees from (your name)'

Communication for Fee Payment & Registration

Please send the filled in form to: contact@rpicm.in
For any queries, please write to sayantani@rpicm.in or call her on

+91 74350 12121 or +91 95634 17796

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Payment Option 1: Netbanking

- Account Name: **RAJENDRA PRASAD INSTITUTE OF COMMUNICATION AND MANAGEMENT**
- Bank A/c no: 36150201004896 (Current A/c)
- Bank name: UNION BANK OF INDIA
- Branch Name: Khanpur Branch, Ahmedabad.
- IFSC Code: UBIN0536156

Payment Option 2: Using QR Code

BHAVANS H B INSTITUTE OF COMMUNICATION MANAGEMENT
QR9197272724-4111@unionbankofindia



BHIM UPI
BHARAT INTERFACE FOR MONEY | UNITED FINANCIAL INTERFACE

Course Outline

Proposed Date	Topic	Facilitation Method
Oct 7, 2023	Inauguration: Welcome Address, Setting the tone Sustainable Society Development (SSD)- its relevance for Business, Development Sector and Society at large	Speeches and Panel discussion
Oct 21, 2023	Strategic Communication - its importance and relevance for your organization	Lecture & Discussion + In-class exercise
Nov 3, 2023	You alone can not bring Sustainable Impact!!	Panel Discussion & Case Discussion
Nov 25, 2023	Receiver centrality and context sensitivity for effective communication	Lecture with audio-video and Case Analysis
Dec 9, 2023	Evidence - basis for your project-related and communication related decisions	Lecture + Application based session + In class exercise
Dec 23, 2023	Branding and Evaluation Metrics for Reputation	Lecture and Hands-on exercise
Jan 6, 2024	Impact measurement and Communication: The multiplier effect	In class demonstration + Lecture and Hands on exercise
Jan 20, 2024	Valedictory Function	

Case Based Evaluation (Mid-Term): 20%

Final Project Submission (End-Term): 50%

Testimonials from Participants of Courses offered by CDMC-MICA



Fundraising Officer- Mission Deep

"The whole experience was a sheer joy. The quality of the speakers, their in-depth knowledge of the subject matter, and ever dazzling aura were a treat. The biggest takeaway for sure is the quality of our batch mates. It has far exceeded the expectation and the level of debates in each session was top-notch.

However, where we miss the trick is the focus of the session. It shall just not be limited to sensitizing the audience but learning in a crude way. Look forward to continued learning from our new friends with everlasting friendship:)"

- Mr. Pawandeep Singh



Manager Marketing and Communications-JLL

Having been a Communications professional for over 10 years, I was urged to upskill and learn ways that I could do more purposeful through my job. Enrolling in this course helped me learn from experienced faculty and peers who have been working on-ground. Interactive sessions involving case studies of organizations helped this impact of communications better. Look forward to taking this learning back to work and adding value.

- Ms Heena Jhingan



Managing Trustee-LIVE Foundation

As a new entrant in the development sector, after a 20-years stint in journalism, I felt, many words were suddenly carrying different meanings. I realized networking, stakeholder assessment, communication audit, and many more were to be looked at through different lenses. The customized course on 'Strategic Communication and Partnership Building' emerged as a savior for me. It has poured new confidence in me.

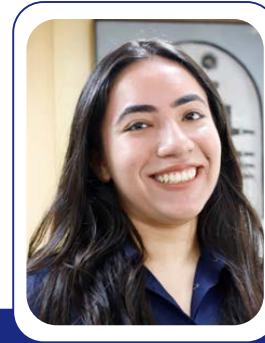
- Ms Chhandosree Thakur



Head Partnerships and Communications- Development Consortium

Are we done with it already? It has been a pleasant learning experience. The discussions, the faculty-led learning, and, probably most importantly, the learning from each other have been very nice indeed. Being new to the space, the course helped me form questions and start a journey towards finding answers. The pandemic prevented us from meeting each other, but I have still made a few good friends (networking is too formal a word!). Thank you CDMC-MICA!

- Mr Arnab Bhattacharya



Development and Communication Associate-NABFOUNDATION, NABARD

The real-life experiences and knowledge shared during the course have played an integral role in facilitating my understanding of 'perspective' in the development sector, and equipping me with the tools to further effectively communicate this perspective to reach the target audiences.

- Ms Stuti Banga

About CDMC-MICA

The Centre for Development Management & Communication (CDMC) at MICA is a center of excellence that leverages MICA's expertise in strategic communication and information and communication management to strengthen development programs across sectors.

CDMC is committed to promoting integrated, innovative, and pragmatic social development solutions using the power of communication through research, capacity development, advocacy, and effective information and communication management.

CDMC aspires to create synergistic partnerships at local, national, and international levels between the academia, civil society, government, corporate, and social sector organisations for sustainable innovations.

To be recognized as one of the leading global centres of excellence in development management and communication and to strengthen leadership that recognizes sustainability and social impact as key dimensions of development.

About RPICM

Established in 1938 by legendary writer, statesman and academician Kulapati Dr. Kanaiyalal Maneklal Munshi, Bharatiya Vidya Bahavan promotes educational and professional training with the values, virtues and the culture of India. Today, it is one of the largest educational and cultural organisations in India, with 367 constituent institutions including colleges, schools and others. It has 119 kendras (branches) in India and 6 centres abroad.

Rajendra Prasad Institute of Communication & Management (RPICM) is the flagship of Bhavan's educational initiatives which started in 1961, for skilling and upskilling of students and professionals. The Institute gained popularity amongst lakhs of its alumni across India, in the last six decades, for pioneering communication and management courses.

Several generations of successful journalists, editors, public relations professionals, corporate communication experts, HR managers, foreign trade experts, government officials and professionals from many other fields owe their career success to the skills learnt from Bhavan's RPICM.

Contact Us:

RPICM, 4th Floor, Kanti Bhatt Memorial, Bhavan's College Campus,
Lady Vidyagauri Neelkanth Marg, Khanpur, Ahmedabad, 380001. Gujarat. India.

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