



The Bharat Scouts and Guides

National Headquarters

Lakshmi Mazumdar Bhawan, 16, Mahatma Gandhi Marg, Indraprastha Estate, New Delhi-110 002.



To
All the State Secretaries,
State Associations of
The Bharat Scouts and Guides,
INDIAN UNION.



Circular No. : 97 / 2016
Dated : 14th July, 2016

SUB.: APR WORKSHOP ON STRENGTHENING INTERNAL AND EXTERNAL COMMUNICATIONS IN SCOUTING.

Dear Sir/Madam,

We are pleased to inform you that communication targets of Asia-Pacific Region (WOSM) this triennium is to improve internal and external communication processes within the organization, and to review communication channels from the APR Support Centre to and within NSOs.

The above targets will be explored at the APR Workshop on Strengthening Internal and External Communications in Scouting to find better ways of communicating with stakeholders – volunteers, partner organizations, donors, media, policymakers and other influencers in society.

Just as important is understanding and delivering core message to young audiences – the Generation Z or iGen – both current and would be members, how to reach, interact and inspire them through various media channels, which ultimately supports the vision of making Scouting the preferred organization for young people.

Details as follows:

Name of the Event	: APR Workshop on Strengthening Internal and External Communications in Scouting.
Dates	: 11 th to 14 th October, 2016
Venue	: Bangkok, Thailand
Participants	: This workshop is proposed to gather 50 participants, in particular, the appointed correspondents of NSOs, Young Correspondents, MoP NSO Coordinators, Scout journalists and persons responsible for their NSO communication and external relations.
Theme	: Inform. Interact. Inspire!

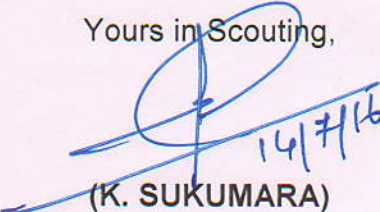


Objectives	:	<ul style="list-style-type: none"> • To identify and understand the target audiences of Scouting • To share tactics for internal and external communication using conventional (traditional) and the new media • To understand available options, review and make recommendations on improving communication channels from APR and within NSOs. • To learn the art of telling and sharing Scouting stories through the use of multi-media.
Registration Fee	:	Participation fee is USD \$ 150.00 covers inland transport, Food (from dinner on 10 th October to breakfast on 15 th October) and accommodation, workshop materials.
Air-fare and Visa charges	:	New Delhi ⇌ Bangkok – INR. 30,000/- (Approximately)
Caution Money	:	Rs. 5000/- , Non-refundable; if selected and not participated. <i>Demand Draft in the name of "Bharat Scouts & Guides", payable at New Delhi</i>
Last Date of Application	:	As the quota is limited, selection will be on the basis of "FIRST COME FIRST SERVE" The applications of the participating candidates should reach to National Headquarters, New Delhi on or before 10th August, 2016 along with photocopy of valid passport.

You are requested to encourage your Leaders as per the eligibility criteria mentioned above and send their applications in the prescribed Proforma (enclosed) to the National Headquarters, Bharat Scouts & Guides, New Delhi latest by **10th August, 2016**.

Thanking you,

Yours in Scouting,


(K. SUKUMARA)
DIRECTOR

Encl.: As above

Copy to: -

01. All the Office Bearers of the Bharat Scouts & Guides.
02. Chairman/ Secretary, Railway Scout & Guide Board, Rail Bhawan, New Delhi.
03. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, Sahid Jeet Singh Marg, New Delhi-110016
04. The Commissioner, Navodaya Vidyalaya Samiti, Institutional Area, B-15, Sector-62, Noida, Uttar Pradesh-201309.
05. All the Officers of the Bharat Scouts & Guides.