

**Red Cross Communications & Resource Mobilisation
Three-day workshop**

Organisers: IRCS, ICRC

**Venue: Vishwa Yuvak Kendra, Chanakyapuri, New Delhi
3-5 September 2019**

Day One – Communications

Time		Facilitator (s)	Remarks
09.30 – 10.00 Opening Session			
09.30 – 09.40	Welcome	Rizwana Rashid, ICRC	
09.40 – 09.50	Opening remarks	Dr Vanshree, Director, Blood Bank, IRCS	
09.50 – 10.30	Introduction of participants, expectations and introduction to the workshop	Rizwana Rashid, ICRC	
10.30 – 10.45 Tea Break			
10.45 – 13.30 Working session I			
10.45 – 11.45	Communication activities: Best practices and challenges from the field	Dr Vanshree, Director, Blood Bank, IRCS Rizwana Rashid, ICRC	
11.45 – 12.45	Online media and the Red Cross	Tanvi, ICRC Shikha Chopra, IRCS	
12.45 – 13.30	Red Cross visual identity, branding, archiving and documentation	Ashish Bhatia, Sunita Chatterjee, ICRC Shikha Chopra, IRCS	
13.30 – 14.30 Lunch Break			
14.30 – 17.00 Working session II			
14.30 – 15.00	Media monitoring in the Red Cross	Jhinuk Mukhopadhyay, ICRC	
15.00 – 15.15	Inaugural address	Dr Veer Bhushan, Jt Secy, IRCS	
15.15 – 16.00	Storytelling	Rizwana Rashid, ICRC	
16.00 – 16.15 Tea Break			
16.15 – 17.00	Criteria for selection of best performing branches	Shikha Chopra, IRCS	

Day Two – Communications

09.30 – 09.40 Quick recap of First Day			
09.40 – 13.30 Working session I			
09.40 – 10.40	Geneva Conventions and IHL (Emblem Focus)	Supriya Rao, ICRC	Close session with Rules of War film
10.40 – 11.40	Media interaction and live interview: Simulation exercise	Tanvi, Jhinuk Mukhopadhyay, ICRC	
11.40 – 11.55 Tea Break			
11.55 – 12.40	100 years of IRCS – What can be done in the branches	NK Singh, IRCS	
12.40 – 13.30	Learnings & key takeaways	Tanvi, Jhinuk Mukhopadhyay, ICRC	Learnings from both days

13.30 – 14.30 Lunch Break
14.30 – 17.00 Visit to the ICRC Regional Delegation (John George, ICRC)

Day Three – Resource Mobilisation

09.30 – 11.00	Warm up session		
	Existing models of Resources Mobilisation by all participants / Why Resource mobilization for IRCS	Participants and moderator (ICRC/IFRC)	
11.00- 12.30	Presentation Session - I		
	Opportunities and avenues for Resource Mobilisation	ICRC	
12.30- 13.30	Lunch Break		
13.30- 15.00	Working Session - I		
	Tools and approach to mobilise resources	External resource	
15.00- 15.30	Tea Break		
15.30-16.30	Presentation Session - II		
	Understanding CSR: Purpose and Goals of CSR in Indian Context	ICRC/external resource	
16.30- 17.00	Q&A / Key Learnings	IRCS/ICRC	