

No.ICDS-A4/2807/17

Directorate of Social Justice (Annexe),
Social Welfare Bhavan, Poojappura,
Thiruvananthapuram. Kerala-695 012
Phone : 0471-2346508 Fax : 2346534
E-mail swdicds@gmail.com
Dated : 6.3.2017

From

The Director of Social Justice.
Kerala.

To

The Regional Director
National Institute Of Public Cooperation &
Child Development(NIPCCD)
#18, Yelajanka New Town
Banglore-560064.

Sir,

Sub: Social Justice Department- Kerala- Orientation Programme for Instructors of
AWTCs/MLTCs at NIPCCD.Banglore - Deputing officials-reg:-
Ref:- Lr. No.NI/SRC/ICDS-Inst/2/2017-18 dated 2.3.2017 from NIPCCD.

Attention is invited to the reference cited. The following Instructors of the state are
deputed for the orientation Programme to be held at Banglore from 11.04.2017 to 13.04.2017.

SI No	Name	Designation
1	Smt.R.Vimala	Instructor,AWTC Kaimanam,Thiruvananthapuram
2	Smt.Priya Nair	Instructor,AWTC Perumbavur,Eranakulam
3	Smt.Padmaja Charudathan	Instructor,AWTC Nadakkavu,Kozhikode
4	Smt.Neethu Bose	Instructor,MLTC Rajagiri College Of Social Sciences,Eranakulam
5	Smt.Rosby Francis	Instructor,AWTC Ollukkara, Thrissur
6	Smt.Sibina.C	Instructor,AWTC Pinarai,Kannur
7	Smt.Sachulekha.M.S.	Instructor,AWTC Thycaud ,Thiruvananthapuram

Boarding & lodging TA/DA will be provided by NIPCCD.

Yours faithfully

Director of Social Justice

Concerned Instructors

Copy to:

- 1.Website
- 2.OC/SF

National Institute of Public Cooperation and Child Development
Southern Regional Centre, Bangalore

Orientation Programme on Community Mobilization, Awareness, Advocacy, and IEC for
Instructors of AWTCs/ MLTCs
(11 – 13th April 2017)

There is a vast network of training setups in the form of AWTCs, MLTCs, and Mobile teams of trainers in the Southern States, engaged in the training of ICDS functionaries, who need to be constantly upgraded on training related issues. ICDS being dependent on strategic communication for its success, this component need to be reinforced to the functionaries, which would lead to better implementation and outcome. Effective IEC component being the key to the success of a development programme, an IEC strategy at grass root level, leading to change in perception and practice at community level could bring about a perceptible change in the implementation of ICDS by establishing conducive environment for helping people in assessing risks and opportunities; inducing behavior and social change, and support sustainable change by engaging key stakeholders. Equipping grass root level workers in this process is the key to the whole operation. Keeping this in view, the Institute proposes to organize this training programme with the following objectives.

Objectives

- To orient the participants to the concept and importance of community mobilization, participation; advocacy, awareness and IEC campaign;
- To improve skills of the participants in methods and techniques of motivating and mobilizing community for accessing resources; and
- To enable the participants to elicit community participation and organize awareness campaign in their initiatives for implementing ICDS programme more effectively.

Participants:

About 30 Instructors from AWTCs, MLTCs and Mobile Team Instructors from Southern States, dealing with communication subject in the Training Centres would participate in this training programme.

Programme Content:

The broad content of the programme would be Techniques for community mobilization, advocacy and IEC campaign; participatory learning; tools & techniques; Processes involving advocacy, awareness and campaigning.

Methodology

The content of the training would be covered through lecture-cum-discussions; group discussions and exercises; practice sessions etc. with emphasis on participatory approach to learning. The medium of deliberations in the course would be English.

Programme Faculty

The Programme faculty would comprise senior officials from the government, subject matter experts and consultants, besides faculty of the Institute.

Venue and Duration

The duration of the course will be three days. It will be conducted at the premises of the National Institute of Public Cooperation and Child Development (NIPCCD), Bangalore.

Travel, Board and Lodging

- a. The Govt officials will be paid TA/DA as per Institute rules.

- b. The Instructors of AWTCs/MLTCs attending training course will be paid travel grant equivalent to 3rd AC rail/ actual bus fare (including reservation charges) by shortest route to and from Bangalore excluding Shatabdi and Rajdhani Express.
- c. The journey by road to the nearest railway station/bus station will be paid to non-officials participants on the basis of expenditure incurred subject to a limit of Rs. 300/- each way.
- d. Local participants will be paid actual expenditure incurred on local conveyance subject to a limit of Rs. 100/- each way, per day.
- e. The Institute would arrange board and lodging of all participants at NIPCCD hostel.

General

- I. The programme will start at 9.30 am on 11th April 2017.
- II. The participants are requested to carry a valid Photo Identity Card with them to be produced at the entrance of the Institute/ Hostel.
- III. Board and lodging arrangements will be made at the Institute's Hostel located in its campus.
- IV. The accommodation for participants may be available for the duration of the course and a day before and after the course.
- V. Due to limited hostel accommodation, the Institute will not be in a position to extend the facility of board and lodging to the participants' relatives and family members.
- VI. The participants are advised to make return reservation on their own before leaving their respective places for participation in the course.
- VII. Institute is located at the distance about 25 Kms from Bangalore Railway / Bus Station. The city buses plying from BTS Bus Station (Bus no. 284D, and 402 Series that stop at YelahankaSeshadripuram College stop; 285 series which stop in front Federal Mogul Factory Main gate) are convenient to reach Institute. All these buses are starting from Platform No. 23 of City Bus Stand at Majestic. The Institute is located opposite to Federal Mogul Factory Main Gate (formerly known as Escorts Factory).
- VIII. Participants arriving via NH 44 (via Hindupur) /NH 7 (via Chikkaballapur), may alight at Yelahanka itself from there NIPCCD is just about 2 kms away only (Opp: Federal Mogul Main gate).
- IX. Participants reporting late or leaving it before conclusion of the programme are not entitled to travel grant and certificate.

For further details in this matter please contact:

Regional Director
National Institute of Public Cooperation and Child Development
18, Yelahanka New Town
Bangalore-560064
Tel: 080-28462818, 28461355
Fax: 080-28461793
E-mail: rdnipccdbl@gmail.com

Or

Mr. Arvind. K.
Programme Director
Cell: 9743444294
Email: arvindk_nipccdbl@yahoo.com