



COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT



WHO WE ARE

The Communications and Stakeholder Engagement (CSE) Area conceptualizes and supports outreach activities for TERI's diverse knowledge outputs and amplifies it to key stakeholders including policymakers, media and the public. The Area contributes to TERI's outreach through the tool of mass communications means and events.



OUR GOAL

Effective communications and outreach is crucial for a research organization to make societal impact. Cutting-edge research at TERI strives to bring about change—small and big—through stakeholder engagement and uptake. It is imperative to take the research beyond the realm of science and theory to the larger public to realise the greater good it can offer. Through its multiple channels, the CSE team works to communicate TERI's research to stakeholders including policymakers, civil society, research and academia, business and industry, and the media and public at large.



Mainstream Media Engagement

Media—print, broadcast and online—continues to be the most popular and effective mode of outreach for TERI's knowledge outputs. Engagement with the media ranges from facilitating in-depth opinion pieces, expert inputs and interviews.

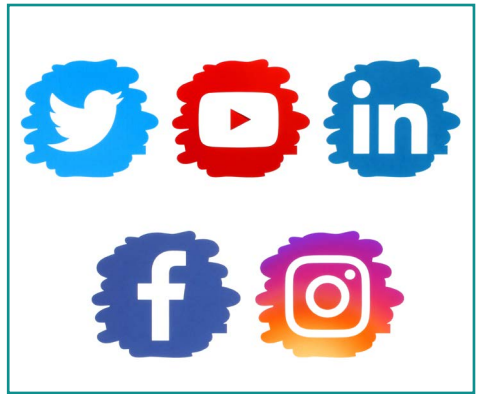
Project milestones such as publication of reports and findings, workshops, and conferences are amplified to the media through the classic outreach tools of press releases, press conferences, and special stories.

The CSE team creates project related communication tools such as media manuals as well as curates media fellowships and workshops.



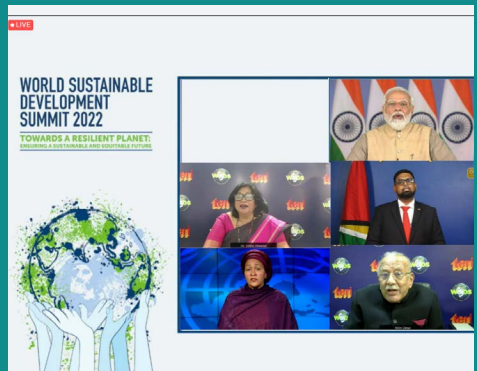
Social Media

Outreach that excludes social media translates to losing out on crucial platforms that connect with a larger network of stakeholders. TERI is active across all popular social media platforms – Twitter, Facebook, LinkedIn and Instagram, as well as YouTube. TERI has a growing and dynamic following on all social media platforms and content shared on them range from announcements and project milestones to audio-visual products. The aim is to leverage the reach and potential of social media platforms to introduce TERI's innovative research to a cross-section of followers. Project specific social media strategies are also curated by the CSE team.



Events Management

TERI organises conferences, training programmes, and seminars on a range of themes to augment its research agenda. Training and capacity building, as well as the exchange of best practises, experiences and information dissemination are among the institute’s many operations. The CSE team organises and executes the high-level capacity-building events involving national and international professionals. It helps in planning, budgeting, sourcing and implementation of all events, and also takes care of the protocol arrangement for event participation and visits by high-level dignitaries and leaders including heads of state and government, ministers, executive heads of intergovernmental organizations and chief executive officers. The CSE team supports branding and promotion of events through creation of event collaterals.



Project-based Films and Audio

TERI produces a vast body of scientific knowledge on environment, climate and energy. The CSE team produces audio visual content such as micro and short films to augment the reach of TERI's knowledge outputs. TERI has produced a range of podcasts in Hindi where experts at the institute share their inputs on sustainable development, climate change, waste management and SDGs. Podcasts are curated on important news developments and milestone events.

Community Radio

TERI's community radio station Kumaon Vani, broadcasting from Nainital district of Uttarakhand, focuses on content relevant to the local audience but is often overlooked by commercial media. Located at an altitude of more than 2,286 m, Kumaon Vani (90.4 MHz) reaches out to nearly 500 villages in Uttarakhand. The community radio puts out content that benefits the farming community and addresses issues related to agriculture, education, women's health and nutrition. A team from the local community has been trained in radio jockeying, as well as editorial and technical production in order to run the station independently. It is primarily responsible for grassroots engagement with the community.





CONTACT US

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