

# COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT (CSE) AREA





## Who We Are

The Communications and Stakeholder Engagement (CSE) Area designs and executes outreach initiatives to enhance the visibility of TERI's diverse knowledge and effectively engage key stakeholders including policymakers, media, and the public. CSE contributes to TERI's outreach through a well-outlined communication strategy.

TERI strives to bring about transformative change through its cutting-edge research practices and stakeholder engagement and uptake. To maximize the impact of research, it is imperative that the Institute goes beyond the selective realm of science and theory to reach the general public. CSE plays a critical role in achieving this goal.

## Work We Do

### Mainstream Media Engagement

Media—print, broadcast, and digital—continues to be the most popular and effective mode of outreach for TERI's knowledge outputs. Engagement with the media ranges from get-to-know meetings with leading publications, facilitating in-depth



opinion pieces, experts' inputs and interviews. Project milestones, such as publication of reports and findings, policy briefs, workshops, and conferences are amplified through prominent outreach tools of press releases, press conferences, and special stories or features.

## Social Media

Social media is an indispensable tool in reaching out to a larger audience base, thereby building brand awareness and fostering growth. TERI is active across all popular social media platforms – Twitter, Facebook, LinkedIn, Instagram, and YouTube. The Institute has a growing and dynamic following on all these platforms, and the content shared showcases a varied range, including announcements, project milestones, multimedia productions, and more. CSE leverages the potential of social media platforms to take TERI's innovative research to a cross-section of followers. Project- and platform-specific social media strategies are also curated by the team.



## Project-based Films and Audio

CSE produces audio-visual content, such as micro and short films, to augment the reach of TERI's vast body of work in the sustainability domain.

CSE brings out 'TAKE-3', a monthly short video, where in-house experts answer three questions on relevant subjects.



INTERNATIONAL CLEAN ENERGY DAY



Mr A K Saxena  
Senior Director  
TERI

## Kumaon Vani: Community Radio

Broadcasting at 90.4 MHz FM, the station serves as a vital communication hub for the predominantly agricultural community in and around Nainital. Its reach extends to nearly 3,50,000 people within a 20-km radius, providing a platform to address local concerns and share valuable information. Over the past financial year, the station curated and aired several impactful community-oriented programmes. These included campaigns such as, International Yoga Day, promoting health and wellness; Har Ghar Tiranga, celebrating national pride and unity; and Meri Mati Mera Desh, fostering a connection with the land and honouring our cultural heritage.



Through these initiatives, the station continues to strengthen its role as a voice for the community.

Kumaon Vani (<http://bit.ly/KumaonVaniYouTube>) also broadcasts information on environment, education, disaster, and social welfare schemes.

## Simplifying Sustainability

'Simplifying Sustainability', a radio campaign by TERI (<https://www.teriin.org/project/simplifying-sustainability-radio-campaign-927-big-fm>), in association with 92.7 BIG FM, was designed to make sustainable practices easy to understand and implement in daily life. Aired from May 22 to June 19, 2024, the campaign aimed to break down complex environmental concepts into practical steps for reducing ecological footprints. TERI experts discussed various themes, such as air, energy, environment, climate change, sustainable habitat, and sustainable agriculture.



## Podcast: The Earth Pod

TERI engages with multiple facets of sustainable development from science and technology to policymaking. The Earth Pod steers conversations with experts on issues related to climate change, energy transition, and environment-friendly growth.



## SIMPLIFYING SUSTAINABILITY



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RESOURCES INSTITUTE  
*Creating Innovative Solutions for a Sustainable Future*

## CONTACT US

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