



भारतीय अन्तर्देशीय जलमार्ग प्राधिकरण

(पोत परिवहन मंत्रालय, भारत सरकार)

मुख्यालय : ए-13, सैक्टर-1, नौएडा-201 301, (उ० प्र०)

INLAND WATERWAYS AUTHORITY OF INDIA

(Ministry of Shipping, Govt. of India)

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File No. IWAI/WB/NW-1/11/2/2018 (Pt.)/3

Dated 5th March, 2020

OFFICE ORDER

Sub: Media Sensitization & Messaging Workshop for IWAI proposed by the World Bank – reg.

The approval of the Competent Authority is hereby conveyed for a day long Workshop on "IWAI Media Sensitization & Messaging" organized through StrongKoffee Leadership Communications Pvt. Ltd. Delhi & World Bank, which will be presided over by Vice Chairman, IWAI is scheduled to be held on 16th March, 2020 (10.00 a.m) at The World Bank Premises, 70, KK Birla Lane, Lodhi Estate, New Delhi – 33.

The list of IWAI Officers requested to attend the Workshop and its Scheduled date & time are attached as Annexue-1.

This issues with the approval of the Competent Authority.


5/3/2020
(A. Selvakumar)
Director (A&V)

Encl: As stated above

To (By email)

- 1) All the nominated officers – To attend the above Workshop.

Copy to (By email)

- 1) Sh. Arnab Bandyopadhyay, Lead, Transport, World Bank. [Email-abandyopadhyay@worldbank.org](mailto:abandyopadhyay@worldbank.org).
- 2) Ms. Nitika Surie, Program Assistant, World Bank. [Email-nsurie@worldbank.org](mailto:nsurie@worldbank.org).
- 3) Sona Thakur, Communications Specialist. [Email-sithakur1@worldbank.org](mailto:sithakur1@worldbank.org)
- 4) Devdarshan Chakraborty, Consultant, Strongkoffee, [Email-dchakraborty@strongkoffee.com](mailto:dchakraborty@strongkoffee.com)
- 5) Chief Engineer (Tech.) / Chief Engineer & PM (JMVP) / Hy. Chief / Director (F&A) / Director (NWs) / Director (Mech.) / Director (NER) / Director (T&L) / Director (Tech.) / Director (Hy.) / AS (A&R) / AS (Estt.), IWAI, Noida.
- 6) Chief Engineer (Patna) / Dy. Secretary, OIC, NINI, Patna.
- 7) Director, IWAI, Kolkata/ Kochi/ Guwahati/Patna.
- 8) Sh. Deevakar Anand, Specialist (Communications), JMVP - Requested to coordinate to the above programme.
- 9) Sub Offices- Varanasi, Allahabad, Sahibganj, Vijayawada, Bhubaneswar.
- 10) PCSA, IWAI, Noida – for uploading in website.
- 11) Master Copy/Office Copy.

Copy for kind information to: (By e-mail):

P.P.S./P.S./P.A. to Chairperson/ Vice-Chairman/ Member (Finance)/ Member (Technical)/ Member (T&L)/ Secretary, IWAI, Noida.

LIST OF IWAI OFFICERS REQUESTED TO ATTEND MEDIA SENSITIZATION & MESSAGING WORKSHOP ON 16TH MARCH, 2020 (10.00 A.M.)

1. Sh. Alok Ranjan, Member (Finance), IWAI, Noida
2. Sh. Shashi Bhushan Shukla, Member (Tr. & L), IWAI, Noida
3. Sh. S.K. Gangwar, Member (Technical), IWAI, Noida
4. Col. Manish Pathak, Secretary, IWAI, Noida
5. Sh. S.V.K. Reddy, Chief Engineer (Technical), IWAI, Noida
6. Sh. Ravi Kant, Chief Engineer (JMVP), IWAI, Noida
7. Sh. V.K. Kureel, Chief Engineer, IWAI, Patna
8. Capt. Ashish Arya, Hydrographic Chief, IWAI, Noida
9. Sh. Ajay Kumar Gupta, Director (F&A), IWAI, Noida
10. Sh. A. Selvakumar, Director (A&V), IWAI, Noida
11. Sh. V. C. Dialani, Director (Marine), IWAI, Noida.
12. Sh. L.K. Rajak, Director, IWAI, Kolkata
13. Sh. Sitaram Maurya, Director (NER), IWAI, Noida
14. Sh. A.K. Mishra, Director (Technical), IWAI, Noida
15. Sh. A.K. Bansal, Director (Traffic), IWAI, Noida
16. Sh. P. Srinivasa, Director (Hydrography), IWAI, Noida
17. Sh. P.S. Rao, Director, IWAI, Vijayawada
18. Sh. Surendra Singh, Director, IWAI, Guwahati
19. Sh. U.K. Sahai, Dy. Secretary
20. Sh. Mathew George, Director (i/c), IWAI, Kochi
21. Sh. Mayank Kumar, Dy. Director (Resi.), IWAI, Noida
22. Sh. Arvind Kumar, Dy. Director, IWAI, Patna.
23. Sh. V. Murugesan, Dy. Director (NW-3), IWAI, Noida
24. Sh. Prashant Kumar, Dy. Director, IWAI, Sahibganj
25. Sh. Ajeet Singh, Dy. Director (Marine), IWAI, Noida
26. Sh. R.K. Singh, Dy. Director, (NER), IWAI, Noida
27. Sh. M. K. Sharma, Dy. Director (F&A), IWAI, Noida
28. Sh. Vishnu Singh, Dy. Director (F&A), IWAI, Noida
29. Sh. Ashish Yadav, Dy. Director (F&A), IWAI, Noida
30. Sh. Sanjeev Kumar, Assistant Director, IWAI, Farakka
31. Sh. Ram Nath, SHS, IWAI, Patna
32. Sh. Rakesh Kumar, SHS, IWAI, Varanasi
33. Sh. Rajiv Singhal, SHS, IWAI, Noida
34. Sh. Ashok Kumar Parhi, PCSA, IWAI, Noida.



Workshop Session 1 Agenda – Monday, March 16, 2020

Training sessions	Content	Mode	Time
10:30 – 10:50	Ice Breaker <ul style="list-style-type: none"> • Keynote address by the Head of the Organization • Interactive - Select participants to share their thoughts on media coverage so far 	Interactive	20 mins
11:00 – 12:00	Understanding our media environment <ul style="list-style-type: none"> • Media landscape and how they operate – trends • Case studies to showcase how good communications can build image and insurance • Open house – Q&A and discussions 	PPT + Interactive	60 mins
Coffee Break – 15 mins			
12:20-12:35	Information gathering and sharing <ul style="list-style-type: none"> • Tips to gather developments and stories to tell in the media • Communications process and protocols 	PPT + interactive	15 mins
12:40 : 13:30	Principles of Messaging <ul style="list-style-type: none"> • Basic principles of messaging and how it works • “Outside-in” messaging, understanding ‘resonators’ • Explanation of a typical messaging matrix • Open house for listing of ISSUES from all participants 	PPT + Interactive	50 mins
Lunch Break – 50 mins			



Workshop Session 2 Agenda – Monday, March 16, 2020

Training sessions	Content	Mode	Time
14:25– 15:10	Identifying top 3 issues for messaging to address <ul style="list-style-type: none"> • Our analysis of issues based on secondary media research • Vote & Open discussion to prioritise top 3 issues 	PPT + Interactive	45 mins
15:15 – 15:40	Identifying the core narrative <ul style="list-style-type: none"> • Open discussion to identify word options • Agreement on the umbrella message 	PPT + Interactive	25 mins
15:45- 16:45	Arriving at key messages with proof points <ul style="list-style-type: none"> • Interactive session with the audiences to identify the proof points on each messaging area 	PPT + interactive	60 mins
16:45-16:50	Wrap Up	Speech	05 mins