



The Bharat Scouts and Guides

National Headquarters

Lakshmi Mazumdar Bhawan, 16, Mahatma Gandhi Marg, Indraprastha Estate, New Delhi-110 002.

To
All the State Secretaries,
State Associations of
The Bharat Scouts and Guides,
INDIAN UNION.



Circular No. : 21 / 2018
Dated : 07th February, 2018



SUB.: APR WORKSHOP ON CREATING IMPACT THROUGH BRAND POSITIONING AND ADVOCACY

Dear Sir/Madam,

“Look wide, and even when you think you are looking wide – look wider still” – Baden-Powell

The message of our Founder is the essence of the upcoming *APR Workshop on Creating Impact through Brand Positioning and Advocacy* to take place in Kuala Lumpur, Malaysia from 07th to 10th May, 2018.

Looking wider for greater influence and impact of Scouting – and telling our story – are prevalent challenges that we need to address and pursue as a growing global movement.

Details as follows:

Name of Event	: APR Workshop on Creating Impact through Brand Positioning and Advocacy
Dates	: 07th to 10th May, 2018 with a meeting of APR Scouting Profile Sub-Committee on 06th May, arrival of participants on the 06th and departure on 11th May, 2018.
Venue	: YMCA, Brickfields, Kuala Lumpur, Malaysia
Workshop Objectives	: <ol style="list-style-type: none">1. Learn practical strategies in creating greater impact for Scouting through:<ul style="list-style-type: none">• Brand positioning• Scouting programme and the Better World framework• Partnership and networking• Advocacy communications and campaigns• Relations with multi-media• Transmedia storytelling• Measuring our impact2. Understand the WOSM Communication and Strategic Engagement and other innovations/initiatives of the World Scout Bureau

		<p>3. Revitalize the work of APR Correspondents and create a regional network of NSO Communication Commissioners/Managers</p> <p>4. Create an action plan to create a greater impact for Scouting</p>
Profile of Participants	:	Expected participants are volunteers or professional staff responsible for communications, media, partnership and advocacy, and ideally the APR Correspondent appointed by the NSO.
Workshop Fee	:	The workshop fee is USD 150.00 per participant will cover 5 day accommodation in twin-sharing rooms, meals, workshop materials, airport transfer, and educational tour.
Air-fare and Visa charges	:	New Delhi ⇌ Kuala Lumpur Airport (Malaysia) – INR. 29,000/- (Approximately) (Including Visa Charges).
Caution Money	:	Rs. 5000/- , Non-refundable; if selected and not participated. <i>Demand Draft in the name of "Bharat Scouts & Guides", payable at New Delhi</i>
Last Date of Application	:	As the quota is limited, selection will be on the basis of "FIRST COME FIRST SERVE" The applications of the participating candidates should reach to National Headquarters, New Delhi on or before 28th February, 2018 along with photocopy of valid passport and caution money.

You are requested to encourage your Leaders and send their applications in the prescribed Proforma (enclosed) to the National Headquarters, Bharat Scouts & Guides, New Delhi latest by **28th February, 2018.**

Application by e-mail be sent followed by hard copies to National Headquarters with Caution Money to avoid delay.

Thanking you,

Yours in Scouting,


(KRISHNASWAMY R.)
OFFICIATING DIRECTOR

Encl.: As above

Copy to: -

01. All the Office Bearers of the Bharat Scouts & Guides.
02. Chairman/ Secretary, Railway Scout & Guide Board, Rail Bhawan, New Delhi.
03. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, Sahid Jeet Singh Marg, New Delhi-110016
04. The Commissioner, Navodaya Vidyalaya Samiti, Institutional Area, B-15, Sector-62, Noida, Uttar Pradesh-201309.