



# The Bharat Scouts and Guides

*Creating Better India*

## National Headquarters

Address: Lakshmi Mazumdar Bhawan, 16, M. G. Marg, I. P. Estate, New Delhi-110002

Website : [www.bsgindia.org](http://www.bsgindia.org) Email Id: [info@bsgindia.org](mailto:info@bsgindia.org) Phones: +91-11-23370126, 23378667

To

All the State Secretaries  
State Association of  
The Bharat Scouts and Guides  
**INDIAN UNION**

**Circular No.: 213/2022**

**Date : 04<sup>th</sup> Nov, 2022**

### **SUB: APR WORKSHOP ON CRISIS COMMUNICATION AND REPUTATION MANAGEMENT, MALDIVES**

Dear Sir/Madam,

We are glad to announce that the Asia-Pacific Region is organizing the APR Workshop on Crisis Communication and Reputation Management in Maldives. This event is part of the APR Plan 2022-2025 under the Communications and External Relations strategic priority with the objective of strengthening capacities of NSOs in different facets of communications including crisis communication and reputation management. Details are as under:

Name of the Event	:	APR Workshop on Crisis Communication and Reputation Management, Maldives
Date	:	22-25 February, 2023
Date of Arrival	:	21 <sup>st</sup> February, 2023
Date of Departure	:	26 <sup>th</sup> February, 2023
Venue	:	Maldives
Mode of Workshop	:	In-person (Physical)
Workshop Fee	:	<b>USD 250.00</b> per person which covers accommodation (Twin Sharing) food for during the workshop, airport reception, transfer from airport to venue and back, Educational Tour within workshop and materials.
Aim of the Workshop	:	This workshop is aimed to enhancing strategies in coping with crisis communication and reputation management, including the creation of a crisis communications plan for NSOs
Learning Objectives	:	<ol style="list-style-type: none"><li>1. Identify ways on how to manage Scouting brand and good reputation</li><li>2. Replicate best practices of NSOs that have done crisis management</li><li>3. Collaborate with Communicators within WOSM on how to support when the need arises.</li><li>4. Develop a crisis communications plan for NSOs as guide for crisis situations.</li></ol>
Who can Attend	:	Adult Leader in-charge of Communications, Public Relation, Branding, Youth Programme, Adults in Scouting and Governance are also welcome to apply.
Caution Fee	:	<b>Rs. 10,000/-</b> Non-refundable if selected and not participated and adjustable after participation. Caution Money is to be remitted through the following link

		under International Events <a href="https://bit.ly/3qW5L3h">https://bit.ly/3qW5L3h</a> selected candidate will have to pay Rs. 1000/- as administrative charges, Rs. 2500/- towards Scout/Guide welfare fund and Rs. 1500/- for Magazine which will be adjustable from Caution Money and balance amount is refundable after submission of workshop report to NHQ.
Airfare & VISA	:	Candidate is free to book his/her air ticket at their own to and fro Maldives and back. If required NHQ will support ticketing & VISA.
Last Date of Application	:	Preference will be given on " <b>First Come First Serve basis</b> " to the deserving candidate only. Application of the interested candidate should reach National Headquarters, New Delhi on or before <b>30<sup>th</sup> November, 2022</b> along with a photocopy of valid passport and caution money duly recommended by the State Association.

State Associations are requested to encourage and promote this event and submit the name of the interested & deserving candidate to the National Headquarters on or before **30<sup>th</sup> November, 2022** along with the application form, caution money and photopage of valid passport.

Thanking you,

Yours in Scouting,



(AMAR B. CHETTRI)

JT. DIRECTOR OF SCOUTS (PROG. & TRG.)

Encl: Application Form

Copy to:-

1. All the NHQ Office Bearers of the Bharat Scouts and Guides, National Headquarters.
2. Chairman/Secretary, Railway Scout and Guide Board, Rail Bhawan, New Delhi.
3. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, Shahid JeetSingh Marg, New Delhi - 110016.
4. The Commissioner, Navadaya Vidyalaya Samiti, Institutional Area, B-15, Sector - 62, Noida, Uttar Pradesh - 201309.
5. The Director, DAV
6. All the District Secretaries, District Association of Dammam, Riyadh, Muscat and JamiatYouth Club and Sea Scout/Guide Auxiliary Unit.