



# 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 Email Id: info@bsgindia.org Phones:+91-11-23370126,23378667

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



**Circular No.:** 73 /2024  
**Date** : 18<sup>th</sup> April, 2024

### **SUB: APR BRAND STRATEGY AND MANAGEMENT WORKSHOP - THAILAND**

Dear Sir/Madam,

#### **Greetings from the Bharat Scouts and Guides, National Headquarters!**

Asia-Pacific Region organizing the APR Brand Strategy and Management Workshop scheduled to be held from 04<sup>th</sup> to 07<sup>th</sup> June, 2024 at Asia Hotel, Ratchathewi, Bangkok, Thailand. This event is part of the APR Plan 2022-2025 under Objective 5.1, which aims to review and refresh WOSM's branding and train the National Scout Organizations (NSOs) in brand strategy and management.

Furthermore, through organizing this workshop the State Associations would be able to share best practices in strengthening and maintaining an effective and integrated brand for BSG.

The workshop details are as follows:

Name of the Event	:	<b>APR Brand Strategy and Management Workshop</b>
Date	:	<b>04<sup>th</sup> to 07<sup>th</sup> June, 2024</b>
Reporting Date	:	03 <sup>rd</sup> June, 2024
Venue	:	Asia Hotel, Ratchathewi, Bangkok, Thailand
Who can participate	:	PRO, Media Correspondent
Aim and Learning Objectives of the Workshop	:	This workshop is aimed at setting up brand management strategies. It also aims to share brand successes and best practices of NSOs within the Asia Pacific Region. <b>Objectives</b> <ol style="list-style-type: none"><li>1. Understand Scout brand's core values, personality, and positioning that can be communicated to Scouts, both young and adults, and other external stakeholders.</li><li>2. Identify the role of branding in achieving the organisation's overall goals, including clear and measurable brand objectives, and developing plans to achieve those objectives.</li><li>3. Create a brand management plan to manage their brand on an ongoing basis that includes strategies for communicating the brand, brand consistency, and measuring brand performance.</li></ol>
Workshop Fee	:	<b>USD 250.00</b> (Two Hundred & Fifty US dollars) – <b>INR 21,000/-</b> (Approximately) per participant to cover accommodation, food for the workshop duration, educational tour within workshop and materials.
Airfare & VISA Charges	:	<b>Airfare - INR 30,000/-</b> per head (approximate). <b>VISA &amp; Travel Insurance - INR 5,000/-</b> per head (approximate).

Contribution towards Scout/Guide Welfare Fund	: <b>Rs. 5,000/-</b> (Non-refundable) - As per Circular No. 110/2023 dated 06 <sup>th</sup> July 2023. Caution Money is to be remitted through the following link under International Event. <a href="https://www.onlinesbi.sbi/sbicollect/icollecthome.htm?corpID=2784356">https://www.onlinesbi.sbi/sbicollect/icollecthome.htm?corpID=2784356</a>
Last date of submission	: Kindly send the duly filled application forms with district/state endorsement to <a href="mailto:info@bsgindia.org">info@bsgindia.org</a> / <a href="mailto:jdq@bsgindia.org">jdq@bsgindia.org</a> on or before <b>25<sup>th</sup> April, 2024</b> .

Additional details about the workshop will be included in the selection letter.

State Associations are encouraged to share these opportunities within their respective States/Districts.

If you have any questions, please don't hesitate to reach out to the contact person at +917666392611.

Thanking you with regards,

Yours in Guiding,



**(DARSHANA PAWASKAR)**  
**JOINT DIRECTOR OF GUIDES**  
**(PROGRAMME AND TRAINING)**

#### **Encl.: International 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 Jeet Singh 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 Jamiat Youth Club.
7. All Assistant Director, Bharat Scouts and Guides for follow-up.