

# Workshop on Creative Librarian 2.0: Connect, Collaborate and Share Knowledge using Social Media Platform

*Date: 06-07 August 2015 | TERI, IHC, New Delhi*

<b>Day 1: Thursday</b>	
09:00	<b>Registration of the participants</b>
10:00 – 11:00 am	<b>Inaugural session</b> <ul style="list-style-type: none"> <li>- Special Address by Mr Prabir Segupta, IAS Distinguished Fellow, TERI</li> <li>- Keynote address by Mr Osama Manzar, DEF</li> <li>- Inaugural Address by Dr Ajay Kumar, Joint Secretary, Deity</li> <li>- Setting the Theme by Dr Shantanu Ganguly, Fellow, TERI</li> <li>- Vote of Thanks by Ms Reeta Sharma, Information Analyst, TERI</li> </ul>
11:00 – 11:15 am	<b>Tea</b>
11:15 – 11:30 am	<b>Ice-Breaking Session</b>  Resource Person: Ms Avesta Choudhary and Facilitator: Mr Nihal Alam, TERI
<b>Technical Session -1</b> <b>Devising Organizational Communication Strategy using Social Media</b>	
11: 30 – 12:00 pm	<b>Unleashing Creativity among Librarians</b>  Resource Person: Ms Reeta Sharma, TERI
12:00 – 12:30 pm	<b>Getting Started with Social Media</b>  Resource Person: Mr Amarendra Srivastava , DEF
12:30 – 13:00 pm	<b>Strategic Planning for Social Media - TERI Case Study</b>  Resource Person: Ms Malavika Varma and Mr Ankit Chawla TERI
13:00 – 13:30 pm	<b>Lunch</b>
13:30 – 14:30 pm	<b>Hands on Practice: Creative Work and Brand Building</b>  Resource Person: Ms N Deepa and Dr Shantanu Ganguly, TERI
14:30 – 15:00 pm	<b>Understanding Dynamics of Social Media Management – A BCL Case Study</b>  Resource Person: Ms Neeti Saxena, BCL
15:00 – 15:15 pm	<b>Tea</b>

15:00 – 16:00 pm	<b>Building Social Communities and Brands</b> Resource Person: Ms Meeta Sengupta, Author & Educationist
16:00 – 17:00 pm	<b>Ignite, Incubate, Innovate, Implement, Infopreneur (5i Model) – I</b> Resource Person: Dr Shantanu Ganguly, TERI

<b>Day 2: Friday</b>	
09:30 – 11:00 am	<b>Engaging Users with Social Media</b> Resource Person: Mr Ashwani Sharma, Google India
11:00–11:15 am	<b>Tea</b>
11:15 – 11:45 am	<b>Citing Social Media in Research</b> Resource Person: Dr Ramesh Sharma, Regional Director, CEMCA
11:45 – 12:30 pm	<b>Managing Digital Presence &amp; Social Media</b> <ul style="list-style-type: none"> <li>• Search Engine Optimization (SEO)</li> <li>• Social Media Analytics</li> </ul> Resource Person: Dr Arpan Kar, IIT-Delhi
12:30 – 13:00 pm	<b>Case Study Discussion – II</b> Resource Person: Dr Shantanu Ganguly, TERI
13:00 – 14:00 pm	<b>Lunch</b>
14:00 – 15:00	<b>Hands on Practice: Creative Social Media Platforms</b> Resource Person: Ms Reeta Sharma, Mr Nihal Alam and Ms Malavika Varma
15:00 – 15:15	<b>Tea</b>
15:15 – 16:00	<b>Impact Assessment of Social Media Platforms – World Bank Case Study</b> Resource Person: Mr Sudip Mozumder, World Bank
16:00 – 17:00	<b>Open Discussion: (Moderator: Dr P K Bhattacharya, TERI)</b> <ol style="list-style-type: none"> <li>1. TACTICS: What social tactics are most effective?</li> <li>2. ENGAGEMENT: What are the best ways to engage my audience with Social Media</li> <li>3. MEASUREMENT: How do I measure the return on my social media marketing?</li> <li>4. TOOLS: What are the best management tools?</li> <li>5. AUDIENCE: How do I find my target audience with social media?</li> </ol>
17:00 – 17:30 pm	<b>Certificate Distribution at TERI-LIC</b>