



Social Sector Communication in India: Concepts, Practices, and Case studies

By Jaishri Jethwaney

Download now

Read Online 

Social Sector Communication in India: Concepts, Practices, and Case studies By Jaishri Jethwaney

A first-of-its-kind book on social sector communication in India that combines concepts with hands-on skills

Social sector communication helps address issues by influencing policy and can be used to bring about desired behavioral change among the targeted public. This book not only highlights the theoretical underpinnings, practice, and skill of social sector communications in India, but also provides an understanding of various tools and strategies required in development communication encompassing social marketing, media advocacy, social mobilization, grassroots communication, and corporate social responsibility (CSR). With the aid of case studies, it offers tips on how to plan campaigns; write a concept note, field report, and press release, and effectively use social media to achieve developmental program goals. The book discusses the different perspectives of NGOs and program implementers, and helps in understanding the corporate–NGO interface vis-à-vis CSR projects.

 [Download Social Sector Communication in India: Concepts, Pr ...pdf](#)

 [Read Online Social Sector Communication in India: Concepts, ...pdf](#)

Social Sector Communication in India: Concepts, Practices, and Case studies

By Jaishri Jethwaney

Social Sector Communication in India: Concepts, Practices, and Case studies By Jaishri Jethwaney

A first-of-its-kind book on social sector communication in India that combines concepts with hands-on skills

Social sector communication helps address issues by influencing policy and can be used to bring about desired behavioral change among the targeted public. This book not only highlights the theoretical underpinnings, practice, and skill of social sector communications in India, but also provides an understanding of various tools and strategies required in development communication encompassing social marketing, media advocacy, social mobilization, grassroots communication, and corporate social responsibility (CSR). With the aid of case studies, it offers tips on how to plan campaigns; write a concept note, field report, and press release, and effectively use social media to achieve developmental program goals. The book discusses the different perspectives of NGOs and program implementers, and helps in understanding the corporate–NGO interface vis-à-vis CSR projects.

Social Sector Communication in India: Concepts, Practices, and Case studies By Jaishri Jethwaney
Bibliography

- Published on: 2016-04-01
- Released on: 2016-04-01
- Format: Kindle eBook

 [Download Social Sector Communication in India: Concepts, Pr ...pdf](#)

 [Read Online Social Sector Communication in India: Concepts, ...pdf](#)

Download and Read Free Online Social Sector Communication in India: Concepts, Practices, and Case studies By Jaishri Jethwaney

Editorial Review

Review

The book successfully attempts to become a comprehensive handbook for not only development practitioners but also researchers and policymakers.... One of the major contributions of this book is the narration of what are the practical and meaningful processes through which advocacy can be performed in the 24/7 digital information age and knowledge society...this book can be a good starting point for developing a sector-specific, holistic and practical...

--Social Change, "Vol 46 (Issue 4), December 2016 "

Review

The book successfully attempts to become a comprehensive handbook for not only development practitioners but also researchers and policymakers.... One of the major contributions of this book is the narration of what are the practical and meaningful processes through which advocacy can be performed in the 24/7 digital information age and knowledge society...this book can be a good starting point for developing a sector-specific, holistic and practical...

(Social Change, *Vol 46 (Issue 4), December 2016*)

About the Author

Jaishri Jethwaney is Professor and Program Director (Advertising and Public Relations) at the Indian Institute of Mass Communication (IIMC), New Delhi. She has more than 34 years of experience in brand management and corporate communications as well as in academia. She has conducted short courses on corporate communication, health communication, and advertising. Dr Jethwaney has also worked as a Project Director for UNESCO on the project "Reporting HIV and AIDS: A Media Tool Kit." Her published works include *Corporate Communication: Principles & Practices* (2010), *Advertising Management* (with Shruti Jain) (2nd edition, 2012), and *Public Relations Management* (with N.N. Sarkar) (3rd edition, 2015).

Users Review

From reader reviews:

Deborah Hayes:

Within other case, little men and women like to read book *Social Sector Communication in India: Concepts, Practices, and Case studies*. You can choose the best book if you'd prefer reading a book. As long as we know about how is important a new book *Social Sector Communication in India: Concepts, Practices, and Case studies*. You can add understanding and of course you can around the world by a book. Absolutely right, due to the fact from book you can know everything! From your country till foreign or abroad you can be known. About simple factor until wonderful thing you may know that. In this era, we can open a book or even searching by internet product. It is called e-book. You should use it when you feel bored stiff to go to the library. Let's examine.

Charles Owens:

The ability that you get from Social Sector Communication in India: Concepts, Practices, and Case studies may be the more deep you digging the information that hide inside words the more you get enthusiastic about reading it. It does not mean that this book is hard to recognise but Social Sector Communication in India: Concepts, Practices, and Case studies giving you excitement feeling of reading. The writer conveys their point in selected way that can be understood by anyone who read the idea because the author of this guide is well-known enough. This kind of book also makes your own vocabulary increase well. Therefore it is easy to understand then can go along with you, both in printed or e-book style are available. We highly recommend you for having that Social Sector Communication in India: Concepts, Practices, and Case studies instantly.

Christopher Hill:

Do you have something that you like such as book? The e-book lovers usually prefer to opt for book like comic, short story and the biggest you are novel. Now, why not hoping Social Sector Communication in India: Concepts, Practices, and Case studies that give your fun preference will be satisfied through reading this book. Reading practice all over the world can be said as the opportunity for people to know world a great deal better then how they react to the world. It can't be mentioned constantly that reading behavior only for the geeky individual but for all of you who wants to possibly be success person. So , for all you who want to start studying as your good habit, you are able to pick Social Sector Communication in India: Concepts, Practices, and Case studies become your current starter.

Manuel Rose:

Are you kind of hectic person, only have 10 or 15 minute in your day to upgrading your mind expertise or thinking skill perhaps analytical thinking? Then you are having problem with the book compared to can satisfy your limited time to read it because all this time you only find reserve that need more time to be read. Social Sector Communication in India: Concepts, Practices, and Case studies can be your answer since it can be read by a person who have those short spare time problems.

**Download and Read Online Social Sector Communication in India:
Concepts, Practices, and Case studies By Jaishri Jethwaney
#YQAZHWUG7XT**

Read Social Sector Communication in India: Concepts, Practices, and Case studies By Jaishri Jethwaney for online ebook

Social Sector Communication in India: Concepts, Practices, and Case studies By Jaishri Jethwaney Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Social Sector Communication in India: Concepts, Practices, and Case studies By Jaishri Jethwaney books to read online.

Online Social Sector Communication in India: Concepts, Practices, and Case studies By Jaishri Jethwaney ebook PDF download

Social Sector Communication in India: Concepts, Practices, and Case studies By Jaishri Jethwaney Doc

Social Sector Communication in India: Concepts, Practices, and Case studies By Jaishri Jethwaney Mobipocket

Social Sector Communication in India: Concepts, Practices, and Case studies By Jaishri Jethwaney EPub

YQAZHWUG7XT: Social Sector Communication in India: Concepts, Practices, and Case studies By Jaishri Jethwaney