

<b>NEEDLE 2015: Day 2 Agenda: 5 February 2015</b>			
<b>Time</b>	<b>Duration</b>	<b>Details</b>	<b>Facilitator</b>
08:00 - 09:00	60 minutes	Registration & Breakfast	
09:00 - 09:15	15 minutes	Introduction	Mr Sujoy Mozumdar, Director, Sanitation, MDWS
09:15 - 09:30	15 minutes	Strategic planning cycle Objective: Highlight importance of starting and ending with research – circular process.	Siddhartha Swarup
09:30 - 09:40	10 minutes	Q&A	
09:40 - 10:00	20 minutes	Segment 1: Who & Why  Objective: Explain the Socio-Ecological Model Who are we targeting? Why are we targeting them?	Ragini Pasricha  Sanchita Ghosh (research results)
10:00 - 10:10	10 minutes	Segment 1: Who and Why	Raj Jha
10:10 - 10:40	30 minutes	Segment 1: Group work	
10:40 - 11:00	20 minutes	Tea	
11:00 - 11:30	30 minutes	Segment 2: Think/ Feel/ Do  Objective: What do we want the audience to think, feel and do? Explain the difference between communication objective and program objective	Siddhartha Swarup
11:30 - 11:45	15 minutes	Segment 2: Think/ Feel/ Do	Dean Spears
11:45 - 12:15	30 minutes	Segment 2: Benefits	Radharani Mitra
12:15 - 13:00	45 minutes	Segment 2: Group work	All
12:45 - 13:45	60 minutes	Lunch	
13:45 - 14:30	45 minutes	Segment 2: Groups report back and present	All

14:30 - 15:00	30 minutes	Segment 3: Platforms  Objective: To understand different platforms - benefits and limitations. Reach and frequency. Cost per contact. Questions to ask yourself when designing a communication strategy	Priyanka Dutt & Radharani Mitra
15:00 - 15:15	15 minutes	Results from World Bank's mapping study	Kiran Negi/ Rita Dey
15:15 - 15:45	30 minutes	Tea	
15:45 - 16:05	20 minutes	Segment 3: Resources  Objective: To link with the Socio-Ecological Model and talk about what will happen at national, state and district level.	K Madhusudan
16:05 - 16:20	15 minutes	Segment 3: Resources	Sanjeev Kumar
16:20 - 16:45	25 minutes	Q&A	Ragini Pasricha
16:45 - 17:15	30 minutes	Feedback	World Bank
17:15 - 17:30	15 minutes	Closing and next steps	Vandana Mehra