

No. PRG/CBP/04/24
March 06, 2024

Subject: Training Programme on Social Media Management from April 29 – 01 May, 2024 at VVGNI Campus, NOIDA.

Dear Sir/Madam,


We are glad to inform you that the V.V. Giri National Labour Institute has scheduled a training programme on **Social Media Management** during **April 29-01 May, 2024** at its Campus in Noida.

The programme aims to empower participants with a thorough grasp of social media principles, tools & techniques, and best practices, enabling them to skilfully devise, implement, and assess effective strategies. The participation level is Social Media Professionals/ Nodal Officers Handling Social Media of Ministries/Departments of Central and State Governments, Educational & Training Institutions, National and International Labour & Development Organisations, Young and Aspiring Social Media Professionals. The programme will be conducted in Hindi/English. Please ensure that the nominee should have working knowledge of Hindi/English. A copy of the programme brochure is enclosed for details.

There is no programme fee. The Institute would bear the expenditure on boarding and lodging facility and will reimburse to and fro Second Class Sleeper train fare on production of tickets to the participants. It may be ensured that nominee(s) should have Aadhar number. The nominations of only those participants will be accepted who have Aadhar number and bank account. The reimbursement of travel fare to the nominees would be made through NEFT only. The nominee(s) may be informed to bring their Aadhar Card and bank details (name of bank, name of bank branch, IFSC code and bank account no.) with them. The bank details may be indicated by nominee while filling up TA form at the institute. All the nominees may be informed accordingly.

We request you to nominate 03-04 Participants. We will highly appreciate participation of women. Those who have already participated in the Institute's earlier programme shall not be nominated. The sponsoring authority is requested to send nomination forms duly filled in by the nominees along with sponsorship letter. Sponsorship letters without nomination forms will not be considered.

With regards,

Yours sincerely,

(Nagesh Nitla)
Programme Officer

To:

Central/State Government Ministries/Departments.
Educational/Training Institutions.
National/International Labour & Development Organisations.

वी.वी. गिरि राष्ट्रीय श्रम संस्थान

(श्रम एवं रोजगार मंत्रालय, भारत सरकार का स्वायत्त निकाय)

V.V. GIRI NATIONAL LABOUR INSTITUTE

(An Autonomous Body of Ministry of Labour and Employment, Government of India)



पीआरजी/सीबीपी/04/24

06 मार्च 2024

विषय: वीवीजीएनएलआई कैंपस, नोएडा में 29 अप्रैल से 01 मई, 2024 तक सोशल मीडिया प्रबंधन पर प्रशिक्षण कार्यक्रम।

प्रिय महोदय/महोदया,


हमें आपको यह बताते हुए खुशी हो रही है कि वी.वी. गिरि राष्ट्रीय श्रम संस्थान ने 29 अप्रैल-01 मई, 2024 के दौरान नोएडा में अपने परिसर में सोशल मीडिया प्रबंधन पर एक प्रशिक्षण कार्यक्रम निर्धारित किया है।

कार्यक्रम का उद्देश्य प्रतिभागियों को सोशल मीडिया सिद्धांतों, उपकरणों और तकनीकों और सर्वोत्तम प्रथाओं की गहन समझ के साथ सशक्त बनाना है, जिससे वे प्रभावी रणनीतियों को कुशलतापूर्वक तैयार करने, लागू करने और उनका आकलन करने में सक्षम हो सकें। भागीदारी का स्तर केंद्र और राज्य सरकारों के मंत्रालयों/विभागों, शैक्षिक और प्रशिक्षण संस्थानों, राष्ट्रीय और अंतर्राष्ट्रीय श्रम और विकास संगठनों, युवा और महत्वाकांक्षी सोशल मीडिया पेशेवरों के सोशल मीडिया को संभालने वाले सोशल मीडिया पेशेवर/नोडल अधिकारी हैं। कार्यक्रम हिंदी/अंग्रेजी में आयोजित किया जाएगा। कृपया सुनिश्चित करें कि नामांकित व्यक्ति को हिंदी/अंग्रेजी का कार्यसाधक ज्ञान होना चाहिए। विवरण के लिए कार्यक्रम विवरणिका की एक प्रति संलग्न है।

कोई कार्यक्रम शुल्क नहीं है। संस्थान भोजन और आवास सुविधा पर होने वाले खर्च को वहन करेगा और प्रतिभागियों को टिकट दिखाने पर आने-जाने के लिए द्वितीय श्रेणी स्लीपर ट्रेन किराया की प्रतिपूर्ति करेगा। यह सुनिश्चित किया जाए कि नामांकित व्यक्ति के पास आधार नंबर होना चाहिए। केवल उन्हीं प्रतिभागियों का नामांकन स्वीकार किया जाएगा जिनके पास आधार नंबर और बैंक खाता होगा। नामांकित व्यक्तियों को यात्रा किराया की प्रतिपूर्ति केवल एनईएफटी के माध्यम से की जाएगी। नामांकित व्यक्तियों को अपने आधार कार्ड और बैंक विवरण (बैंक का नाम, बैंक शाखा का नाम, आईएफएससी कोड और बैंक खाता संख्या) अपने साथ लाने के लिए सूचित किया जा सकता है। संस्थान में टीए फॉर्म भरते समय नामांकित व्यक्ति द्वारा बैंक विवरण दर्शाया जा सकता है। सभी नामांकित व्यक्तियों को तदनुसार सूचित किया जाए।

हम आपसे अनुरोध करते हैं कि आप 03-04 प्रतिभागियों को नामांकित करें। हम महिलाओं की भागीदारी की अत्यधिक सराहना करेंगे। जो लोग संस्थान के पहले कार्यक्रम में भाग ले चुके हैं उन्हें नामांकित नहीं किया जाएगा। प्रायोजक प्राधिकारी से अनुरोध है कि वह नामांकित व्यक्तियों द्वारा विधिवत भरे गए नामांकन फॉर्म को प्रायोजन पत्र के साथ भेजें। नामांकन प्रपत्र के बिना प्रायोजन पत्रों पर विचार नहीं किया जाएगा।

सादर,

 भवदीय,

(नागेश नितला)

कार्यक्रम अधिकारी

सेवा में,

- केंद्र/राज्य सरकार के मंत्रालय/विभाग
- शैक्षिक/प्रशिक्षण संस्थान
- राष्ट्रीय/अंतर्राष्ट्रीय श्रम एवं विकास संगठन

Training programme on Social Media Management

**April 29-01 May, 2024
VVGnLI, Campus, NOIDA**



**V.V. Giri National Labour Institute
Sector – 24
GautamBudh Nagar
Noida Uttar Pradesh-201301**

COURSE DIRECTOR

Mr. P. Amitav Khuntia
Associate Fellow
p.amitav.vvgnli@gov.in

COMMUNICATIONS

Mr. Nagesh Nitla
Programme Officer
Phone: 0120- 2411533-35
Phone 0120- 2411471
Email: vvgnlitraining1@gmail.com
Website: www.vvgnli.gov.in

AIM

The Programme aims to empower participants with a thorough grasp of social media principles, tools & techniques, and best practices, enabling them to skilfully devise, implement, and assess effective strategies.

OBJECTIVES

- Get foundational Understanding of social media platforms, their features, and their role in contemporary communication with reference to development communication.
- Development social media strategies aligned with organizational goals, target audiences, and key performance indicators(KPIs)
- Equip participants with advanced social media insights, strategies to handle potential social media crises.
- Raise awareness of legal and ethical responsibilities related to social media management.
- Encourage participants to stay updated with evolving social media trends, experiment with new tools and features, and adapt strategies to capitalize on emerging opportunities.

COURSE PROFILE

Contextualising the Importance of Social media in the contemporary role, Social Media Platforms, Tools and Advanced Social Media Insights. Social Media for Good Governance, Effective Use of Social Media to reach out Youth, Women and Disadvantaged Groups, Intra Government, Departmental and Agencies Coordination through Social Media, Responsible Social Media Management, Good Practice.

Methodology

The training will primarily make use of lectures, power point presentations and discussions, Group Discussions & Case Studies, Good Practices.

PARTICIPATION

Social Media Professionals Handling Social Media of Ministries/Departments, Educational & Training Institutions, National and International Labour and Development Organisations, Young and Aspiring professionals.

ELIGIBILITY

1. Participants should be above **21 years and below 58 years of age**;
2. Should be personally engaged at grass root level activities for at least past two years;
3. Should have working knowledge of either Hindi or English.

DATE

April 29-01 May, 2024

The training programme will commence at 10.00 a.m. on April 29, 2024 and will conclude in the afternoon on May 01, 2024.

VENUE

V. V. Giri National Labour Institute

Sector –24, NOIDA –201301

The campus of Institute is situated near Prakash Hospital and NTPC Office. The distance of the campus from New Delhi Railway Station is 20 Kms. Noida City Centre Metro Station is about 1.5 kms from VVGNNLI, Noida. The nominee(s) may be informed accordingly.

STAY ARRANGEMENT

Stay arrangement will be made in the hostel of the V.V. Giri National Labour Institute. The lodging on twin sharing basis and boarding will be provided by the Institute from the afternoon of April 28, till the forenoon of May 02, 2024. For extended stay or early arrival, lodging & boarding charges would be borne by the participants.

TRAVELLING EXPENSES

1. No fee is charged from the participants.
2. The Institute would reimburse travel expenses of the participants for 2nd class sleeper Train/Bus fare from their place of work to NOIDA on production of **ORIGINAL** ticket for inward journey and for return journey, a photo copy of **CONFIRMED** ticket should be produced to claim reimbursement. Without submission of tickets, no reimbursement claim will be permissible. The nominees should be informed about the reimbursement procedure accordingly to avoid inconveniences.
3. It may be ensured that nominee(s) should have Aadhar Card. The nominations of only those participants will be accepted who have Aadhar number. The reimbursement of travel fare to the nominees would be made through NEFT only. The nominees should be instructed to provide Aadhar Number, Bank Account Number, IFSC Code of Bank, Bank Name and Branch of the Bank. The bank details may be indicated by nominee while filling up TA form at the institute
4. The local conveyance will be reimbursed restricted to the actual expenditure incurred or Rs. 500/- whichever is less (Rs. 350/- for Delhi & NCR).
5. The Institute would reimburse travel expenses of the North Eastern participants for 3 tiers AC Train fare from their place of work to NOIDA on production of **ORIGINAL** ticket for inward journey and for return journey, a photo copy of 3rd AC **CONFIRMED** ticket shall be produced to claim reimbursement. Without submission of tickets, no reimbursement claim will be permissible.
6. The participants are provided free of cost boarding and lodging only for the duration of the programme.

COURSE DIRECTOR

Mr. P. Amitav Khuntia
Associate Fellow

COMMUNICATION

The sponsoring authority is requested to send nomination forms duly filled in by the nominee's alongwith sponsorship letter. Sponsorship letters without nomination forms will not be considered.

All Correspondence should be addressed to:

Mr.Nagesh Nitla
Programme Officer
V.V. Giri National Labour Institute
A-06, Sector – 24
NOIDA, Distt. GautamBudh Nagar
Uttar Pradesh – 201 301

Telephone: 0120-2411471, 2411533-35,
E-mail : vvgnlitraining1@gmail.com

**V. V. Giri National Labour Institute
Noida**

**Training Programme on Social Media Management
From April 29-01 May, 2024**

NOMINATION FORM

VENUE

V.V.Giri National Labour Institute Campus, Sector-24, NOIDA, Distt.
GautamBudh Nagar, Uttar Pradesh

GENERAL INFORMATION

1. Nominee's Full Name Mr./Ms. _____
(In Block Letters)
2. Age and date of birth : _____
3. Educational Qualification : _____
4. Whether
SC/ ST/OBC/General : _____

ORGANISATION MEMBERSHIP DETAILS

5. (a) Name of the Organisation : _____
: _____
(b) National Affiliation : _____
: _____
6. Status in the Organization : _____
7. Address for Correspondence: _____
(In block Letters)
: _____
Telephone -----
FAX No. -----e.mail-----

8. Have you attended any : _____
programme from this Institute?
If yes, give details. _____

DETAILS OF CURRENT EMPLOYMENT

- (a) Designation _____
(b) Organisation _____
(c) Nature of Work _____
(d) Address _____

BANK DETAILS OF THE PARTICIPANT

Aadhar No _____
Name of Bank _____
Bank Branch Name: _____
Account No. _____
IFSC Code _____

Mail this form to:

Nagesh Nitla
Programme Officer
Sector – 24, NOIDA,
Distt. GautamBudh Nagar
Uttar Pradesh – 201 301
Telephone: 0120- 2411471, 2411533-535
E-mail : vvgnlitraining@gmail.com
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