

Workshop on Enhancing Research Dissemination

AGENDA

Date: 9 April 2025, Thursday

Venue: Dr Shanta Rao Auditorium, ICMR-NIRWoH, Mumbai

Timings: 2:00 PM – 4:00 PM

Audience: **Scientists and Technical Staff**

Time	Session
2:00 PM – 2:05 PM <i>05 mins</i>	Welcome Remarks Dr. Susan Thomas, Scientist F & NCO, ICMR- NIRWoH
2:05 PM – 2:15 PM <i>10 mins</i>	Director's Remark Dr. Geetanjali Sachdeva, Director & Scientist G, ICMR-NIRWoH
2:15 PM – 3:00 PM <i>45 mins</i>	Best Practices in Research Dissemination This session will cover key strategies for effectively communicating research findings, including crafting impactful messages for diverse platforms, developing audience-specific communication materials, and understanding protocols for media engagement. Kaushik Bose, Vice President, Global Health Strategies
3:00 PM – 3:15 PM <i>15 mins</i>	Q&A and Feedback
3:15 PM – 3:35 PM <i>20 mins</i>	Overview of ICMR's Communication Ecosystem This session will delve into the role of the Policy & Communications Division in amplifying research and public engagement, along with an introduction to ICMR's Media and Social Media Policy for effective communication. Dr. Saritha Nair, Head of Policy and Communications Division & Scientist F, ICMR HQ
3:35 PM – 3:45 PM <i>10 mins</i>	Q&A and Feedback
3:45 PM – 4:00 PM <i>15 mins</i>	Maximizing our efforts: Innovative suggestions / ideas all participants (Moderators: Dr. Saritha Nair, Kaushik Bose & Dr. Susan Thomas)

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AGENDA

Date: 10 April 2026, Friday

Venue: Dr Shanta Rao Auditorium, ICMR-NIRWoH, Mumbai

Timings: 09:30 AM – 10:30 AM

Audience: PhD Students (NIRWoH and NIRBID)

Time	Session
09:30– 09:35 AM <i>05 mins</i>	Welcome Remarks Dr. Susan Thomas, Scientist F & NCO, ICMR- NIRWoH
09:35 AM – 10:20 AM <i>45 mins</i>	Dissemination of Health Research Via Social Media: Towards Stronger Institutional Communications In this session, participants will learn how to communicate research findings clearly and effectively across digital media, and how to amplify research within their institutes and across the ICMR network, thereby strengthening institutional communications. Dr Enna Dogra Gupta, Scientist D, ICMR HQ
10:20 AM – 10:30 AM <i>10 mins</i>	Q&A and Feedback (Moderators: Dr. Susan Thomas, Dr. Bipin Kulkarni and Dr Enna Dogra Gupta)