

# Managing Information Resources in the Digital Age (June 18-22, 2012)

Anil Agarwal Green College (CSE, New Delhi)



Time	Session Title	Key Content	Resource Person
<b>DAY 1 (Mon., Jun 18) PLANNING, INFO SOURCING, ORGANISING INFORMATION</b>			
10: 00 - 10:30 am	Registration of participants		Susan Chako, Sadia
10:30 - 11:00 am	Introduction of the participants		Nivit Kumar, Kiran Pandey
11:00 - 11:15 am	Introduction to CSE Regulator's Programme		Nivit Kumar
11:15 - 11:30 am	TEA		
11: 30 - 12: 30 pm	Managing Information: an organisational asset [CSE case study]	<ul style="list-style-type: none"> <li>• About CSE : key programmes</li> <li>• How information is gathered, organised, and used</li> <li>• Communicating online for change: from print to digital [CSE website, DTE online, India Environment Portal, etc...]</li> </ul>	Aditya Batra Batra
12:30 - 1:30 pm	Discussion > participants experiences, challenges		Kiran Pandey
1: 30 - 2:30 pm	LUNCH		
2:30 - 3:30 pm	How to organise Information [Understanding information taxonomy, tagging and their significance in the digital era]	<ul style="list-style-type: none"> <li>• How is information organised : offline, online (on web)</li> <li>• Tagging of information, significance, impact on search.</li> <li>• CSE Thesaurus on environment: relational database of environmental and geographical topics</li> <li>• Case study: India Environment Portal</li> </ul>	Kiran Pandey
3:30 - 3:45 pm	TEA		
3:45 - 4:15 pm	Workshop > Getting organised/reorganised to provide relevant, timely data/information		Kiran Pandey, Susan, Sheeja
4:15 - 4:45 pm	Workshop > Indexing	Hands-on exercise > Index & keyword information (books, articles, documents, newsclippings)	Kiran Pandey , Susan, Sheeja
4: 45 - 5: 30 pm	Onsite demos >Digitisation, documentation, archival [CSE] Group 1 > Newsclippings Group 2 > Research papers/Reports Group 3 > Audio-visual resources	Onsite demo > Cataloguing system, digitisation, electronic filing; key services and products	News, Journals, Reports and A/V team
<b>DAY 2 ( Tue., Jun 19) DATA MANAGEMENT AND ANALYSIS</b>			
10:30 - 11:30 am	Monitoring & measurement [Focus on Environmental Data]		D Saha, Senior Scientist, CPCB
11:30 - 12:30 pm	Data Management, handling and storage		
12:30 - 1:30 pm	Data analysis, reporting and retrieval		
1:30 – 2:30 pm	LUNCH		
2:30 - 3:30 pm	The Environmental Data Bank		Dr A Sudhakar, CPCB
3:30 - 4: 30 pm	Discussion		

**DAY 3 (Wed., Jun 20) AUDIO VISUAL RESOURCES, DATABASE MANAGEMENT**

10:00 - 10:30 am	Recap > Discussion on previous day's sessions		Kiran Pandey
10:30 - 11:15 am	Managing photos & films: Classification, Indexing, Filing, & creating a database	<ul style="list-style-type: none"> <li>• Introduction to various kinds of still image resources</li> <li>• Cataloguing of still image resources- the process and the structure</li> <li>• Indexing / keywording of photographs &amp; films</li> </ul>	Kiran Pandey
11:15 - 11:30 am	TEA		
11:30 - 1:30 pm	Workshop > Indexing & cataloguing of photos, films Workshop> Creating a database of photos Workshop> Sharing photos and videos on the web	<u>Hands-on</u> > Indexing and keywording of photos <u>Hands on</u> > Cataloguing of photos and films [online/offline]	Anil Kumar, Susan, Deepak, Lalit Maurya
1:30 - 2:30 pm	LUNCH		
2:30 - 3:30 pm	Workshop > Database for networking	<ul style="list-style-type: none"> <li>• Importance of database for outreach &amp; marketing</li> <li>• Building a database for contacts (a demo)</li> <li>• <u>Hands-on exercise</u> building a database of contacts</li> </ul>	Vikas Khanna
3:00 - 3:30 pm	Workshop > Email newsletter for communication	<ul style="list-style-type: none"> <li>• How to write for e-newsletter</li> <li>• How to promote e-newsletter</li> <li>• How to track impact of e-newsletter</li> <li>• Working with e-mail &gt; a demo of mass mailing using PHP list</li> </ul>	Papia, Vikas
3:30 - 3:45 pm	TEA		
3:45 - 4:15 pm	Workshop > Email newsletter for communication [contd...]		
4:15 - 5:15 pm	Film screening > How to turn information into action		Kiran Pandey, Anil Kumar, Susan

**DAY 4 (Thurs., Jun 21) OPEN SOURCE (Opportunities,Pitfalls), SOCIAL MEDIA, ANALYTICS**

10:00 - 11:00 am	Group 1: Workshop > Manage resources using WinISIS (Information storage and retrieval system) AND Group 2: How internet-based technologies are used by regulators in other countries		Kiran Pandey, Lalit Maurya
11:00 - 11:15 am	TEA		
11:15 - 11:45 am	How to package information on the web	<ul style="list-style-type: none"> <li>• Information manager as web master</li> <li>• How to package information</li> <li>• Print vs web</li> <li>• Navigation</li> </ul>	Aditya Batra
11:45 - 12:30 pm	How to promote website (focus on search engine optimisation)	<ul style="list-style-type: none"> <li>• Search engine optimisation (SEO)</li> <li>• Off page tips</li> </ul>	
12:30 - 1:30 pm	Engaging with the news media	<ul style="list-style-type: none"> <li>• How to reach out to media</li> <li>• Variety of media formats: newspaper vs magazine vs internet vs broadcast/TV</li> <li>• Understanding news 'routines' &amp; its significance in designing the communication strategy</li> <li>• Writing a press release</li> </ul>	Souparno
1:30 - 2:30 pm	LUNCH		
2:30 - 3:30 pm	Workshop > Wikipedia for outreach		Bobby, Kiran Pandey
3:30 - 3:45 pm	TEA		

3:45 - 4:30 pm	Using Email for communication		Aditya Batra
4:30 - 5:30 pm	Peer assists session ( based on requests from the participants. Is an opportunity to interact, get advice and feedback from the participants on challenges/problems faced in their work)		Kiran Pandey

**DAY 5 (Fri., Jun 22) COMMUNICATION, ONLINE PRESENCE, MONITORING**

10:00 - 11:30 am	Why and how to use open source tools/web 2.0/social media for strategic communication/social networking (focus on twitter, facebook, blog) Hands on > Installing & managing a blog (using wordpress)	<ul style="list-style-type: none"> <li>• Web 2.0/social media &gt; overview, options available</li> <li>• Demo: Power and potential of facebook and twitter applications</li> <li>• Creating online identity: demo on setting up a blog, the simplified CMS (using wordpress)</li> </ul>	Kishore Bhargava
11:30 - 11:45 am		TEA	
11:30 - 12:30 pm	Web Analytics > Measuring, monitoring and evaluating outreach and the impact	Understanding Web statistics – google analytics, other web analysis tools	Kishore Bhargava
12:30 - 1:30 pm	Presentation by participants on key challenges they face in their organisations and action plans based on the workshop		Kiran Pandey, Nivit Kumar, Sadia
1:30 - 2:00 pm	Concluding session: Feedback, certificate distribution		Sujit Kumar Singh, Kiran Pandey