

## Communication Capacity Building Workshop

Educo organised a two-day communication workshop for the team of Matru Schaya Social Welfare Society (MSSWS) on 3rd to 4th November 2025 at MSSWS Campus to strengthen skills in effective, ethical, and impactful documentation of field experiences and project outcomes. The workshop was facilitated by Ms. Apurva Singh from Educo.

The workshop focused on viewing communication not just as reporting, but as a vital tool for visibility, accountability, advocacy, and learning. Through interactive discussions and practical exercises, participants explored how everyday field work contributes to meaningful stories for communities, donors, and other stakeholders.



## Workshop Highlights

### Day 1

Participants reflected on key achievements and challenges from their field work and learned the importance of human-centred impact stories. The facilitator introduced different formats such as



case stories, beneficiary testimonials, event reports, photo captions, and short videos. Group exercises helped participants practice storytelling using real field scenarios, focusing on structure, evidence of change, and ethical representation. Existing MSSWS stories were reviewed to identify strengths and areas for improvement.

## Day 2

The second day focused on planning and consistency in communication. Participants discussed potential annual campaign themes aligned with Educo priorities and developed a tentative content timeline for 2026. Sessions on safeguarding highlighted consent, privacy, and responsible portrayal of children and communities. The team also worked on aligning their documentation plans with Educo's communication calendar.



## Key Outcomes

- Improved understanding of ethical and impactful storytelling
- Enhanced confidence in documenting field experiences
- Clearer structures for case stories and reports
- A shared communication plan and timeline for 2026



The workshop strengthened the MSSWS team's capacity to communicate their work with clarity, responsibility, and impact. Participants concluded the training with renewed motivation and a shared commitment to amplify the voices of children and communities through ethical and consistent communication.