



Course Announcement

## INTERNATIONAL APPLIED ENVIRONMENTAL EDUCATION COURSE

Guwahati, Assam, India  
2019

How environmental social marketing techniques can be integrated with education and communication strategies to produce focused, effective conservation education campaigns.

### COURSE FEE AND SCHOLARSHIPS

**Individual participant**  
USD525 or INR 35000

**Institutional Participant**  
USD1025 or INR 68000

Few deserving local applicants may be offered scholarship based on budget availability.

### DEADLINES

Apply by **November 20, 2018**.  
Selection by **November 25, 2018**. Confirmation is first come first serve basis.



### WHAT

A 3-week international course on the use of education and communication strategies as effective conservation tools. The course will demonstrate how environmental social marketing techniques can be integrated with overall education and communication strategies to produce effective and practical tools for solving environmental problems. It will also create deeper understanding about services of ecosystems.

It will cover-

Research and theory on education for different audiences; educational techniques and strategies for different issues and audiences; programs and campaign planning and implementation; communication strategies; environmental social marketing techniques; media production—theory and design; techniques for building support and obtaining resources for education campaigns; evaluation and monitoring.

### WHERE

The course will be based at Guwahati and will include fieldwork at Manas Tiger Reserve at the foothills of Bhutan and Kaziranga National Park in northeast India.

### WHEN

28 January to 17 February 2019.

### WHO- INTENDED PARTICIPANTS

Practicing conservation educators /environment educators from conservation organizations and agencies.

While the majority of participants will be from the host country—India, participation by educators from other countries is expected and encouraged.

Course instruction will be in English and a working knowledge of English as well as basic of computer knowledge is required.

### EDUCATIONAL TECHNIQUES TO BE USED

A heavy emphasis on fieldwork, practical projects, plans/materials production, and practice with peers. Classroom work will be minimized. There will be some preparatory online classes/ activities.

### COURSE DEVELOPERS AND SPONSORS

Environmental Education and Conservation Global (EECG), USA and Aaranyak, Guwahati, Assam, India will be course developers and be responsible for instruction. IUCN (Integrated Tiger Habitat Conservation Programme), the Forest Department of the State of Assam, Manas National Park Management, Assam and Satpuda Foundation, India will sponsor and collaborate on course content, instruction, and logistics.



### HOW TO APPLY

For details please visit  
<http://www.aaranyak.org/index.php/10-events/5-events>

Apply with your CV along with a write-up (in 100 words) describing how this training would help in your carrier or achieving conservation goals.

Email: Jayanta Kumar Pathak, [aaranyak.jkp@gmail.com](mailto:aaranyak.jkp@gmail.com) with CC to [info@aaranyak.org](mailto:info@aaranyak.org)