



International Center for Development Communication

Extension and Training Office, Kasetsart University, 50 Phaholyothin Rd., Chatuchak, Bangkok 10900, Thailand

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Announces a workshop on

Gender and Development, 16-26 September 2014

Rationale

Equality between women and men is a matter of human rights and a condition for social justice and is also a necessary pre-requisite for equality, development and peace. A transformed partnership based on equality between women and men is a condition for people-centered sustainable development.

– The 4th World Conference on Women, 1995

Objectives

This course aims to provide the participants techniques and tools in a wide range of tasks related to gender and development issues. At the end of the course, the participants will be able to mainstream gender in their programmes and activities by attaining the following expected outcomes of the workshop:

1. Strengthened overall capacity of the participants in gender analysis.
2. Explored techniques in gender mainstreaming.
3. Appreciated the importance of mainstreaming gender in their programmes, projects and activities.
4. Identified effective communication strategies to promote greater equality of influence, opportunity and benefit between genders.
5. Developed a draft workplan for implementing gender and development programmes.

Participants

This practical and output-oriented program is intended for program managers, communication and training officers, teachers, community leaders/advisers, counselors and anyone committed to the promotion of gender equity to be able to prevent and control problems related to individual and collective economic and social risk behaviors.

Workshop Content

- Concepts and on gender and development
- Perceptions and values clarification
- Emerging gender issues
- Gender and development programme strategies
- Gender streamlining opportunities
- Building gender equity into project design and implementation
- Program Design and Planning
- Problem Analysis
- Audience Analysis - Qualitative and Quantitative
- Statement of Objectives
- Messages and Materials Development Process
- Planning for Program Implementation and Management
- Planning for Monitoring and Evaluation

Field trips to relevant projects and agencies are interspersed within the workshop modules.

Program Structure

The program is a blend of theory and practice with lots of hands-on exercises including case analysis. It is comprised of the following components:

Discussion & Presentation	40%
Individual or group exercises	30%
Field Trip	30%

In all aspects of the program, the participants are expected to share ideas and raise their particular concerns during the discussions. Evaluation of written outputs and presentations will be made as needed.

Venue

International Center for Development Communication
7th Floor of the KU Convention Center, Extension and Training Office
Kasetsart University, Bangkok, Thailand

Costs

The workshop fee is US\$1500 which is inclusive of workshop materials, transportation during field trips and morning and afternoon snacks. Participants are expected to pay for their own airfare, board and lodging costs. Accommodation in campus is available to ICDC guests upon request for reservation.

ICDC reserves a right to cancel a course where the number of participants does not meet the minimum group size.

Certificate

Participants who satisfactorily complete all the workshop activities and assignments will receive a Workshop Participation Certificate awarded by Kasetsart University.

Further Information

For details and more up-to-date information, please contact:

The Director
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Next Courses

Study Tour on HIV/AIDS Policy, 12-19 June 2014
IEC Messages & Materials Development, 19-29 August 2014
Results-Based Projects/Program Management, 7-17 October 2014

Tailored courses to meet specific needs can also be arranged.

Deadline of application: 12 August 2014. ICDC reserves the right to cancel the program not later than 26 August 2014 if the minimum group size has not been reached.