



A PROFILE
2012



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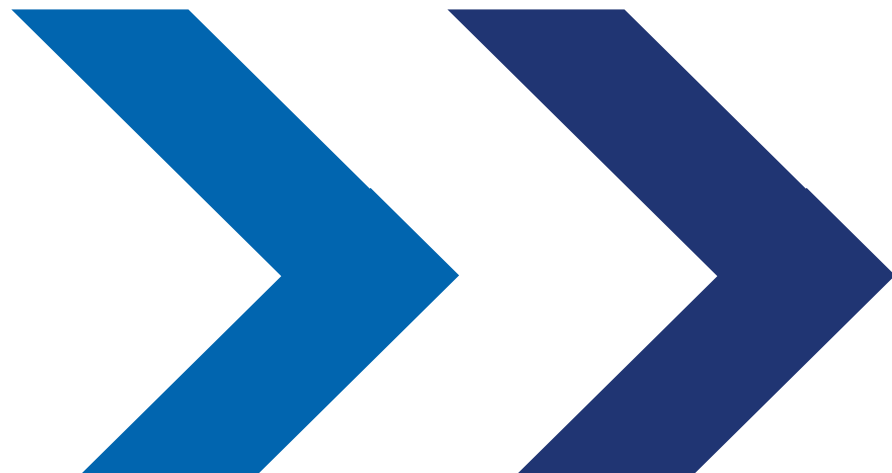
C4SC STRATEGIES RESEARCH CAPACITY BUILDING MEDIA TOOLS



www.ideosyncmedia.org



SYNCHRONIZING
COMMUNICATION
IDEAS FOR
DEVELOPMENT



WHO WE ARE AND WHAT WE STAND FOR

Ideosync works towards integrating innovative communication methodologies into development and social change programmes and initiatives; and to equip communities and NGOs with an understanding of communication techniques and technologies.

We develop C4SC strategies; produce media content - print, audio, video and multimedia - to support those strategies; conduct formative and impact research to assess the implementation and response to the strategy and media products; and train communities and development workers to take control of these processes and technologies.

We believe strongly in participatory methodologies for social change, which form the core of all our research and production processes.

For more details: www.ideosyncmedia.org/about_us.htm





OUR VISION

Ideosync envisions a world where all communities are empowered with communication and information sharing skills, tools, technology and infrastructure, enabling them to not just access and use information, but to also create and share their knowledge with other communities, nationally and internationally.

We are CATALYSTS, helping communities recognize their communication needs, so they can change from WITHIN.



For more details: www.ideosyncmedia.org/about_us.htm



YOUNG PEOPLE & HIV

For: DFID-India, in partnership with Constella Futures & MAMTA Institute
National communication strategy for HIV awareness among young people

Year: 2006 - 2007



BCC STRATEGY for IDUs

For: Population Council
Developed as part of larger PC strategy discussing risk reduction behaviour for IDUs in Manipur.

Year: 2006-2007



HIV RISK REDUCTION

For: FHI / USAID - Impact
HIV risk reduction for young people from marginalized communities, focusing on street children

Year: 2004-2005



ADVOCACY FOR INP+

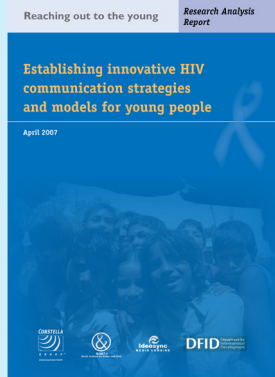
For: INP+ / UNAIDS India
National advocacy strategy for Indian Network of Positive People, to guide engagement with donors & govt.

Year: 2003-2004

STRATEGY

For further details: www.ideosyncmedia.org/projects_main.htm

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RMNCHN LANDSCAPING

For: PC-India / Gates Foundation
Extensive communication landscap-
ing in UP on issues around reproduc-
tive, maternal & neonatal health
Year: 2009 - 2010

CNA: KORAPUT, ODISHA

For: SOVA, UNICEF - India
Communication needs assessment in
preparation for community radio
station setup in Koraput
Year: 2008 - 2009

HIV RISK REDUCTION

For: DFID-India, in partnership with
Constella Futures & MAMTA Institute
Qual/Quant research in UP & AP using
peer researchers trained by project
Year: 2006 - 2007

EAR IN JHARKHAND

For: NFI & partners
Ethnographic Action Research around
the Badhte Hum RSH video modules
for young people
Year: 2005-06

RESEARCH

For further details: www.ideosyncmedia.org/projects_main.htm

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CRTECH HANDBOOK

For: UNESCO India

Writing, design and production of a manual on technology options for community radio in India

Year: 2008



VISIONING FLASH CARDS

For: FHI / USAID - Impact

Flash card set for facilitated visioning exercises with young people from marginalized communities

Year: 2004-2005

सोचो और खेलो

टीवू, सिम्मी, बच के रहना!



SOCHO AUR KHELO GAME

For: FHI / USAID - Impact

HIV risk reduction game for young people from marginalized communities, focusing on street children

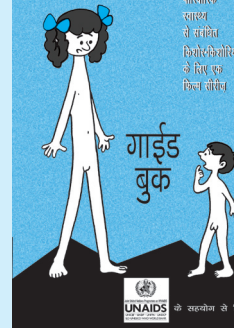
Year: 2004-2005

बढ़ते हम

हि-वी / UNHCR INDIA

पाठ्यक्रम
लेखन
लेखन
सिद्धान्तकारिता
लेखन
लेखन

गाईड
बुक

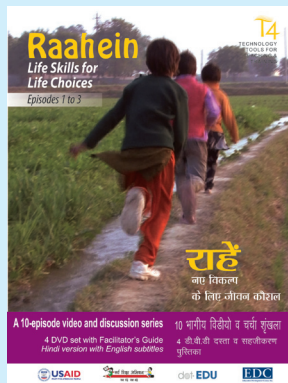


BADHTE HUM HANDBOOK

For: UNAIDS - India

Facilitators' handbook supporting Bahdte Hum RSH modules for young people produced by Ideosync

Year: 2003

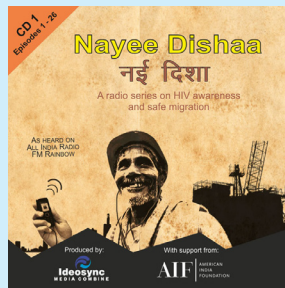


RAAHEIN VIDEO SERIES

For: EDC / USAID

10 part fiction lifeskills video series in Hindi for young people from a rural Indian background.

Year: 2010-2011

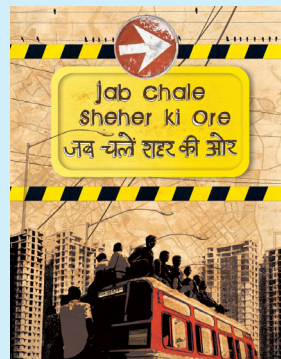


NAYEE DISHAA RADIO SERIES

For: American India Foundation

52 part broadcast radio magazine series on HIV awareness for migrant populations, on All India Radio FM.

Year: 2008-2010



JAB CHALE RADIO SERIES

For: Ford Foundation / Equal Access

52 part broadcast radio magazine series on safe migration on All India Radio FM.

Year: 2007 - 2009



GROWING UP RSH VIDEOS

For: Ford Foundation/DFIDI/UNAIDS/ MacArthur Foundation

Long term multi-part video module based RSH series for young people

Year: 1998 - ongoing

Intelligent communication design can change behaviours —and communities. That's where we come in.

MORE ABOUT US

Ideosync Media Combine is a registered as a not-for-profit organization based in the National Capital Region (NCR) of Delhi, India.

With over 15 years' experience in the communication for development and social change sectors, Ideosync has partnered with a variety of national and international donors, INGOs and grassroots agencies to create compelling C4SC interventions that have resulted in tangible behaviour change across [South Asia](#) (Nepal, Afghanistan, India), [South East Asia](#) (Laos, Cambodia) and [Central Asia](#) (Tajikistan).

Ideosync's work has covered the entire spectrum of C4SC related work, and uses media ranging from [print](#) to [radio](#), the [audiovisual media](#), and [multimedia](#). It is currently exploring several [new ICT platforms](#).

DONORS & PARTNERS

- DFID - India
- UNICEF - India
- UNDP - India
- UNAIDS
- UNESCO
- USAID
- The Ford Foundation
- The MacArthur Foundation
- Equal Access International
- American India Foundation (AIF)
- Family Health International (now FHI360)
- Constella Futures Group
- Digital Broadcast Initiative, Nepal
- Project Concern International (PCI)



OUR BOARD

Ideosync's board is composed of a multi-skilled and diverse group of individuals with wide ranging experience in the sphere of communication, law, media management and public relations.

- **Venu Arora**

Founder/Director. C4SC professional with more than 15 years of experience. National Award winning film director. Film editor. Recipient of the MacArthur Fellowship for Leadership Development.

- **N.Ramakrishnan**

Founder/Director. C4SC professional with more than 15 years of experience. Cinematographer, author, trainer and tech enthusiast. Extensive experience in designing C4SC strategies and interventions.

- **Prasanna Singh**

Director. Media management and marketing professional. Expert in establishing and nurturing media start-up, and in media HR. Currently also COO of online media networking agency AFAQs!

- **Arpana Kumar Ahuja**

Director. Extensive experience in media relations, brand building, and integrated marketing communications. Currently consultant for business & programme development with leading agency PR Pundit.

- **Arpita Mukherjee-Sengupta**

Director. Legal professional with extensive corporate legal experience, with a special focus on communications and media related legal work. Formerly with Genpact, working on media process outsourcing.



Ideosync has helped setup 7 community
radio stations across India, benefitting
millions of people
across 6 Indian states.



GET.IN. TOUCH.

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Telling
stories.
Changing
lives.

