



**Centre for Culture, Media and Governance**  
**Jamia Millia Islamia**  
**New Delhi**

Thursday, 7<sup>th</sup> March, 2019  
2:00 pm

CCMG INVITES YOU TO A WORKSHOP

on

**‘People-powered campaigns: An effective  
tool for social communication and  
intervention’**

A **workshop** on how people-powered campaigns are becoming an effective tool world-over in harnessing the power of common people to create extra-ordinary efforts on issues of social and public relevance.



**Jubie John**  
Co-Founder, LetterFarms

**Jubie John** is social entrepreneur now, he has over two decades of experience wearing multiple hats in public communication & management consulting working with some of the most admired organizations in different parts of the world, right from start ups to industry giants. A fervent advocate of youngsters leading social innovation, he has lead acclaimed public campaigns and community-art-projects and is the co-author of two award winning books. Convinced of the unparalleled role that relationships play in success of individuals and organizations, he co-founded ‘LetterFarms’ and leads its effort to start an active dialogue on developing Relationship Competency as a key component in education & professional development.

Venue: CCMG, Video Conference Hall