



A Programme to Building Communication as Infrastructure

A 60 Days **Communication Residency** where you co-create systems to integrate storytelling for impact in your organization



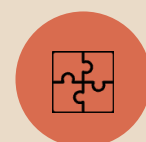


Who We Are & Why This Matters



CommsPur Collective

We work with social purpose organisations to make **communication a core system — not a side function**. Our approach combines narrative design, capacity building, and frugal storytelling systems. We help teams capture and communicate their own impact with clarity, credibility, and consistency.



The Challenge

1. **Communication is not thought as a core function** that transforms strategy into action and impact but as mere standalone tools like- ppt, films etc.
2. **Communication is not decentralised** and hence is never actionable.



Why is Communication Needed as Infrastructure



Clarity of Purpose

Aligning purpose, strategy, and operations under one shared story of change helps build a stronger brand



Adaptive Teams

They learn, communicate, and act with coherence and agility towards a shared vision or mission set for them.



Narrative Power

Storytelling shapes discourse and influence leading to attention on issues that matter



Trust & Authenticity

Communicate with transparency helps earn and retain trust.



Institutionalised Knowledge

Learning and storytelling reinforce each other and lay setting stones for scaling up

This is a strategic redesign where communication becomes a driver of transformation.



What This Journey Offers to You





Who Should Apply

This opportunity is designed for Founders/ Organisations ready to:

Integrate Communication Strategically

Integrate communication into their core systems strategy, program design, monitoring, and leadership for maximum impact.

Build Strong Narratives through Storytelling

Integrate compelling storytelling into their day-to-day functioning to clearly articulate their mission and programmes.

Build Organisational Resilience & Influence

Set a new benchmark for communication as a foundation for organisational resilience and narrative power.



Your Commitment

To make this journey transformative, organisations must commit to:

Nominate Core Team (2–5 members)

Leadership and key program staff who engage through the full journey, anchoring learning and integration.

Nominate Extended Cohort (15–20 members)

Broader team, beneficiaries, community representatives, local journalists, and grassroots creators for on-site workshop.

Time Investment

4–6 hours per week for 2 months for learning, application, and reflection.

Authentic Program Data

Share real material and lived experiences to build credible narratives of change.

Internal Resources

Provide minimal design, documentation, and leadership support for daily practice.

Collaborative Mindset

This is co-creation, not consultancy. Be open, experimental, and collectively invested.



Engagement Plan

Phase 1: Pre-Engagement (2 –3 weeks)

A 12–15 hour process covering onboarding calls, remote audit ,story discovery sessions, and pre-production planning to identify four anchor stories, finalize scripts, and to conduct online sessions that map communication goals, target audiences, and key challenges.

Phase 3: Integration (45 days from phase 2)

Core team works with our operations team to track application, identify shifts in visibility, and embed storytelling into daily rhythm.

1

2

3

4

Phase 2: On-Field (5 Full Days)

Intensive hands-on learning, storytelling practice, and film production. Core team and cohort participate throughout.

Phase 4: Post-Production (4 weeks from phase 2)

Finalize and deliver 4 films, distribution kit (Basic Brand book, funder deck template, annual social calendar), and a Communications Playbook



5-Day On-Field Breakdown

Day 0

Arrival & Orientation

Team arrives

Day 2

Mobile Storytelling +
Assignment

Shoot: Success Story 1

Day 4

Story Review + Reflection

Shoot: Issue Story

Day 6

Departure

Team leaves

Day 1

Storytelling + Practice

Shoot: Founder Story

Day 3

Ethical 1-Minute Videos +
Assignment Review

Shoot: Success Story 2

Day 5

Strategy, Distribution & Next
Steps

Catch-up Shoots + Wrap-up





Expected Impact

By the end of this journey, participating organisations will:

1

Begin to Demonstrate Impact

Attract new partners and funders with clear, credible intelligence through regular content creation

2

Begin Shaping Narratives

Influence public discourse in your thematic areas with authority by using the right tools

3

Internal Coherence

Strengthen culture and purpose through shared storytelling and systems thinking.

4

Communication System

Have a living communication system embedded in organizational thinking.



Ready to Transform?

How to Nominate Yourself

Fill out the Expression of Interest form to begin your journey.

APPLY NOW



Selection Process

Shortlisted organisations will be invited for a conversation to explore alignment, readiness, and co-design opportunities. Final selections based on vision, commitment, and openness to implement learnings.



Contact Us

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