

# DIGITAL DELHI CONCLAVE - V

JUSTICE FOR ALL

This story workshop is organised as a part of the  
Digital Delhi Conclave 5

## Decoding and Creating Context : Inclusive Institutions

A good story makes new things familiar and familiar things new.  
But what makes for a good story, or better yet, good  
communication?

How integral is this process towards creating effective,  
accountable, and inclusive institutions?

with

Prakash

and

Reshma Tonse



Prakash is a fanatical advocate of using Behavioural Science and decoding Context to solve Business Problems.

As co-founder of 1001 Stories, he uses Context Architecture™ to create better products, brands and people. He occasionally conducts guest sessions at ISB and IIMs and is the President of Diversifi Global, an organisation of more than 20 applied Behavioural Science consultancies from 6 continents.

Reshma Tonse is a Co-Founder at 1001 Stories. Her work is driven by Social Norms, Socio-Psychology, and a keen interest in Folklore, Culture Design and Behavioural Sciences. Before founding 1001 Stories, Reshma worked with Ogilvy and Lowe Lintas. Her work at 1001 has helped HDFC, ACKO, Scaler, Samsung, Mondelez, Swiggy among others to understand their consumers better while implementing interventions leading to an increase in customer engagement as well as revenue.



12th February, 2024 | 03:00 pm | R&D Building  
Admission is FREE | Registration is MANDATORY



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