Social and Behaviour Change (SBC) for Disaster Risk Reduction (DRR)

Regional Workshop | 6–7 May 2025 | HCM RIPA, Jaipur

Centre for Management Studies
HCM Rajasthan State Institute of Public Administration, Jaipur
in collaboration with
National Institute of Disaster Management (NIDM), Ministry of Home Affairs, GoI, New Delhi
Workshop on Social and Behaviour Change for DRR
(06-07 May, 2025)

कृष्ण पुरी भवन

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Acronyms used in the report

CHS	Core Humanitarian Standards
DHEIO	District Health Education and Information Officer
DoHFW	Department of Health and Family Welfare (UP)
EE	Entertainment Education
EM-DAT	The International Disaster Database
FB	Facebook
FM	Frequency Modulation (radio frequency for broadcasting radio programs)
GHS	Global Health Security Index
HCD	Human-Centric Design Health Education Officer
ICDS	Integrated Child Development Services
IEC	Information Education and Communication
INGO	International Non-Government Organisation
IPC	Interpersonal Communication
JD	Joint Director
JE	Japanese Encephalitis
KSDMA	Kerala State Disaster Management Authority
M&E	Monitoring and Evaluation
MCGM	Municipal Corporation of Greater Mumbai
MERS	Middle East Respiratory Syndrome
NDMA	National Disaster Management Authority
NGO	Non-Governmental Organization
NIDM	National Institute of Disaster Management
NSS	National Service Scheme
ORS	Oral rehydration solution
OSDMA	Odisha State Disaster Management Authority
PCA	People Centred Approaches
PRI	Panchayati Raj Institution
RCCE	Risk Communication and Community Engagement
RMP	Registered Medical Practitioner
RWA	Residents Welfare Association
SBC	Social and Behaviour Change
SBCC	Social and Behaviour Change Communication
SDMA	State Disaster Management Authority
SEM	Socio Ecological Model
SMC	School Management Committee
SMS	Short Messaging Services
UNICEF	United Nations Children Emergency Fund
WASH	Water, Hygiene and Sanitation
WFP	World Food Program

Introduction

To accelerate progress towards achieving the Sustainable Development Goals (SDGs), the 2030 Agenda for Humanity supported by multi-lateral agencies, emphasizes a people-centered approach and highlights the critical role of social and behaviour change (SBC) in humanitarian contexts. The agenda underscores the need for systems that actively involve communities in decision-making processes, prioritize risk prevention, address root causes of conflict, and build long-term resilience. In India, the government has increasingly recognized the importance of SBC as a foundational component of disaster management. It promotes community resilience and active engagement across all disaster phases: preparedness, response, recovery, and mitigation. India's National Disaster Management Plan (NDMP) emphasizes community participation and behavioural transformation as key strategies in disaster risk reduction. It calls for the integration of SBC approaches to raise awareness, enhance preparedness, and foster adaptive behaviours in the face of disasters.

Regional Workshop on SBC for Disaster Risk Reduction

This report captures the key insights of a regional workshop on Social and Behaviour Change for Disaster Risk Reduction in Jaipur, Rajasthan, jointly organised by NIDM and UNICEF. A three-part series, the workshop aimed to strengthen the capacity of key government officials and stakeholders to incorporate SBC into all stages of disaster management: prevention, preparedness, response, and recovery. The sessions were grounded in practical application, featuring case studies, group exercises, and real-world scenarios that encouraged participants to apply SBC tools contextually. Each session concluded with a reflective vignette to consolidate learning through action. Participants were also introduced to the SBC Toolkit, which includes communication materials, practical tools, and community engagement resources tailored to various phases of disaster management.

Insights from this workshop will feed into the development of a strategic roadmap for integrating SBC into disaster risk reduction efforts at national, state, and district levels.

Background

Social and Behaviour Change (SBC) is essential for Disaster Risk Reduction (DRR) as it empowers communities to anticipate, respond to, and manage risks through culturally relevant, participatory strategies. Rooted in communication and behavioural science, SBC builds trust, encourages life-saving behaviours, and embeds preparedness into daily practice, making DRR more effective, inclusive, and sustainable.

The UNICEF collaboration focuses on strengthening disaster preparedness through a behavioural lens. SBC plays a critical role in shaping attitudes, reinforcing preparedness, and building resilience, especially in disaster-prone regions of India. With over half the country vulnerable to natural hazards, integrating evidence-based SBC into preparedness plans is essential. It ensures timely response, informed communities, and effective crisis management. Strong communication and community engagement remain central to saving lives and supporting recovery.

Since 2020, the National Institute of Disaster Management (NIDM) and UNICEF have been collaborating to enhance the abilities and skills of government functionaries and key stakeholders in Social and Behavioral Change (SBC) for Disaster Risk Reduction (DRR). The overall objective of this partnership is to empower service providers at various levels to understand the importance and core concepts of SBC, allowing them to integrate SBC into all phases of DRR, from prevention and mitigation to preparedness, crisis response, and recovery. As part of this endeavor, NIDM and UNICEF have developed SBC training content and a toolkit with key behavioral messages for different types of disasters (floods, cyclones, earthquakes) across essential sectoral areas, including health, nutrition, WASH, education, and child protection. The first national training of trainers (ToT), organized by NIDM and facilitated by UNICEF, took place in July 2024 to initiate the rollout of the SBC toolkit.

Profile of Participating States and Participants

Nine states/UTs from Northern India (Bihar, Chhattisgarh, Himachal Pradesh, Ladakh, Madhya Pradesh, Punjab, Rajasthan, Uttarakhand, and Uttar Pradesh) participated in the workshop. Disaster risk profiling of these states is given at Annexure 1.

Participants from managerial and policy levels from SDMA & DDMA and other converging sectors like Health, WCD, Panchayati Raj, Social Welfare, WASH, Education, academia, and civil society organisations were invited. List of participants is given at *Annexure 2.*

Outcomes of the workshop:

Participants:

- Understood the basic models and principles of SBC and recognized the significance of SBC to achieve positive behavioural shifts.
- Understood the importance of integrating SBC in DRR programming and enhanced their skills to incorporate SBC in planning, implementation and monitoring in their respective fields.
- Were introduced to People-Centered Approaches to DRR programming and through participatory processes learnt planning and implementing processed that prioritize community needs and perspectives. Special focus was given to designing programs that are inclusive and responsive to diverse populations.
- Understood how to identify barriers and enablers using community feedback mechanisms for designing effective interventions.
- Are able to select appropriate communication channels tailored to specific stakeholders.

Workshop Methodology

The regional workshop on SBC for DRR, jointly organized by NIDM and UNICEF India, adopted a highly participatory and application-oriented methodology to build capacities

of key stakeholders across Northern India. The training structure was designed to move beyond traditional lecture-based formats and instead focused on "learning by doing," enabling participants to apply core concepts of Social and Behaviour Change in real-world disaster contexts.

Core Methodological Approaches

1. *Case-Based Learning:*
    Each session began with real-life case studies from different Indian states, such as the COVID-19 response in Dharavi, the "Tsunami-Ready" village in Odisha, and Kerala's post-flood recovery, to ground theoretical models in practice. These examples helped participants understand how SBC, Human-Centred Design (HCD), and People-Centred Approaches (PCA) work synergistically.
2. *Participatory Techniques:*
    Interactive formats, such as group discussions, World Café sessions, hands-on planning exercises, and feedback mechanisms, were employed to facilitate collective reflection and peer learning. These formats helped participants internalize SBC concepts through direct engagement.
3. *Systems Thinking:*
    Sessions explored how SBC can be embedded into institutional frameworks like State Disaster Management Plans (SDMPs) and Village Disaster Management Plans (VDMPs). Real-life programmatic examples, such as Gujarat's Patan Navjivan Yojana and UP's Dastak campaign, were used to illustrate system-wide integration of SBC approaches.

Consolidating Learning and Vignettes

A unique element of the workshop was the use of vignettes at the end of each session to consolidate key learnings. These vignettes were carefully curated scenario-based narratives drawn from real or plausible disaster settings, such as Maharashtra's "Chase the Virus" campaign or Bhuj's earthquake rehabilitation strategy.

Purpose of the Vignettes:

-   Reinforce Key Concepts: Each vignette was designed to trigger reflection on the day's learnings by revisiting core SBC tools and principles in a different context.
-   Encourage Application: Participants were encouraged to analyse the scenarios, identify behavioural insights, propose context-specific strategies, and critique communication approaches.
-   Stimulate Discussion: Vignettes facilitated rich discussions on themes like trust-building, peer influence, inclusive communication, and local adaptation.

- Bridge Theory and Practice: By reapplying concepts like the Socio-Ecological Model or participatory rural appraisal (PRA) to a new setting, the vignettes strengthened retention and cross-contextual understanding.

In summary, the workshop methodology emphasized experiential learning, contextual relevance, and collaborative problem-solving. The strategic use of vignettes provided a dynamic platform for reflection, allowing participants to consolidate theoretical knowledge into practical strategies they could adopt and adapt within their own disaster preparedness and response frameworks.

Sessions Design

The workshop's session flow was thoughtfully structured to build knowledge progressively while maintaining high participant engagement. Each day was organised around thematic areas, beginning with foundational concepts and moving towards application and systems integration. Sessions started with real-life case studies to establish context, followed by technical inputs on relevant SBC, HCD, and PCA models. Interactive activities, such as group discussions, planning exercises, and World Café sessions, allowed participants to apply their learnings in a collaborative setting. Each session concluded with a vignette—a scenario-based narrative—designed to reinforce key concepts, encourage reflection, and connect theory to practice. This structured yet flexible flow ensured deep learning and practical takeaway for diverse participants.

Resource Persons

The training was developed and designed by Envisions Institute of Development. The resource persons for the training were Prof Nisar Ahmad and Varsha Chanda from EID. Ms. Upma Kumar assisted in documenting the training process and outcomes.

Inaugural Session

As the first in a national series, the regional workshop—jointly organised by the National Institute of Disaster Management (NIDM) and UNICEF India—was designed to promote cross-state learning and equip government functionaries and stakeholders with practical tools to embed Social and Behaviour Change (SBC) into Disaster Risk Reduction (DRR) frameworks.

Ms. Himani Sonwal, Deputy Director at HCM RIPA, welcomed participants and emphasized the critical role of community engagement in strengthening governance and disaster preparedness systems.

Mr. Rusabh Hermani, CFO OIC at UNICEF Rajasthan State Office and WASH Specialist, highlighted the urgent need to transition from reactive disaster responses to proactive preparedness, particularly in light of the increasing frequency of climate-related emergencies. He traced UNICEF's 75-year legacy in India, which began with emergency response for children and has since evolved into a broader development agenda rooted in equity. He emphasized that the true challenge lies in reaching the "last mile." He noted that resilience-building must account for the layered vulnerabilities faced by women, children, elderly people, and persons with disabilities. Mr. Hermani stressed that SBC is not just about communication—it is about ensuring inclusion, local adaptation, and enabling communities to become active agents in reducing disaster risks. He noted that this regional workshop, supported by training modules in Hindi, English, and Assamese, marks a critical step towards mainstreaming SBC in DRR efforts nationwide.

Ms. Shalini Prasad, SBC Specialist at UNICEF India Country Office, Delhi, shared the genesis of the initiative, which emerged from a literature review revealing a significant gap in existing DRR trainings, where community engagement and behaviour change were either absent or limited to one-way IEC dissemination. She emphasised that effective disaster preparedness and response require participatory approaches that go beyond messaging, engaging

communities actively in planning, feedback, and monitoring. She elaborated on the development of the SBC-DRR toolkit and its contextual relevance, stressing the importance of understanding local enablers and barriers to behaviour change. Ms. Prasad articulated that the workshop aimed to demystify SBC by unpacking core concepts, such as Human-Centred Design (HCD) and People-Centred Approaches (PCA), and by guiding participants on how to integrate these into State and District Disaster Management Plans. She urged participants to contextualise the toolkit and apply it within their state-specific frameworks, ensuring that disaster management plans are people-centric, inclusive, and informed by real-time community feedback.

Dr. Sushma Guleria, Environmental Disaster Risk Management Division at NIDM, called for a dual strategy that combines grassroots engagement with top-down policy advocacy, citing Gujarat's recent inter-ministerial disaster assessment, which advocated for incorporating SBC as a pivotal moment of national significance. She encouraged participants to champion SBC within their sectors and geographies.

Ms. Manjaree Pant SBC Specialist at UNICEF State Office, Rajasthan, further deepened this perspective, highlighting how culturally informed approaches, such as folk media, interpersonal communication, and local traditions, can drive lasting behavioural change and empower communities to anticipate, adapt to, and recover from disasters. Together, these insights set a strong foundation for a workshop that was

participatory in spirit, practical in focus, and strategic in its ambition to institutionalise SBC across India's disaster risk governance systems.

DAY 1 FOUNDATION OF SBC IN DRR

Highlights of Workshop Sessions

Each day presented as a thematic narrative:

Day 1: Foundations of SBC in DRR

Session 1: Context Setting for Social and Behaviour Change in DRR

The session opened with a case-study-based discussion. It focused on the foundational concepts of Social and Behaviour Change (SBC) and People-Centred Approaches (PCA) in Disaster Risk Reduction (DRR), with an emphasis on community engagement strategies. It began with a case study on the effective COVID-19 response in Dharavi, highlighting interventions such as collaborations with private healthcare providers, converting community centres into quarantine facilities, and reopening clinics. Participants reflected on the engagement of community leaders and the reopening of clinics in May, reinforcing the importance of locally led solutions.

Three key methodologies—SBC, Human-Centred Design(HCD), and PCA—were introduced as interconnected tools for effective communication and behaviour change. Participants gained insights into the workshop objectives and practical implications of SBC in real-world DRR contexts. Despite initial stigma, individuals sought COVID-19 testing voluntarily, illustrating the peer and reward theory, as adherence to guidelines directly impacted livelihoods. In Himachal Pradesh, Anganwadi Workers (AWWs) engaged trusted community members to facilitate COVID-19 vaccinations.

The COVID-19 communication in Dharavi, Mumbai, highlighted the relevance and importance of community engagement. The discussion was used to introduce social and behaviour change (SBC), human-centric design (HCD), and people-centered Approach (PCA) as separate approaches which converge to improve community engagement for disaster risk reduction (DRR). The session ended with a discussion on a vignette based on Maharashtra's Chase the Virus campaign, demonstrating effective, community-led SBC strategies that resulted in building trust and strengthening locally responsive DRR efforts.

Learnings Session 1

1. **Community Engagement Enhances DRR Effectiveness:**
   The Dharavi case showed that involving local leaders, using community spaces, and building trust fosters ownership, reduces stigma, and improves adherence to preventive measures like testing and vaccination.
2. **SBC, HCD, and PCA Together Drive Behavioural Change:**
   Integrating Social and Behaviour Change (SBC), Human-Centric Design (HCD), and People-Centred Approaches (PCA) enables inclusive, context-specific DRR. The "Chase the Virus" campaign illustrated how this synergy builds trust and community resilience.

Session 2: Understanding SBC Role & Models for DRR

The session highlighted how behaviour in disaster contexts is shaped by individual, social, economic, and systemic factors. Using real-world examples from Assam's Char areas and Dharavi's COVID-19 response, it demonstrated how trust, livelihoods, and culture influence community actions. Key behavioural models, including the socio-ecological model (SEM), were explored to explain the multi-level influences on behaviour. Participants examined the distinctions between BCC and SBC, and explored tools like Human-Centric Design (HCD) and People Centred Approaches (PCA) to promote co-create, culturally relevant solutions. The session emphasised the importance of local advocacy, inclusive design, and integrating SBC across all Disaster Risk Reduction (DRR) phases, reinforced by practical examples, including the Tsunami Ready mock drill.

Learnings Session 2

1. Disaster Behaviour is Shaped by Multiple Contexts:
   Behaviour is influenced by personal, social, economic, and cultural factors. Case studies from Assam and Dharavi highlighted the role of trust and local context, reinforcing the use of the Socio-Ecological Model (SEM) in DRR planning.

2. Co-Created, Culturally Relevant Solutions Strengthen DRR:
   Distinguishing BCC from SBC, the session emphasized participatory approaches like HCD and PCA. Examples like the Tsunami Ready drill showed how locally tailored, inclusive strategies lead to sustainable, community-owned disaster response.

Session 3: Community Engagement for DRR

This session deepened participants' understanding of People Centred Approaches (PCA) and Social and Behaviour Change (SBC) in Disaster Risk Reduction. Using the Kerala Governments' Build Back Better programme Janakiya Pankalithavum Punarnirmanavum initiative (JPPI) for 2018 floods' post-disaster needs assessment reports, thematic cards on PCA inclusion, and case studies from Kerala, Gujarat and Rajasthan, participants explored inclusive practices such as vulnerability assessments, MGNREGA convergence, and community-led training. PCA principles—participation, localization, inclusivity, and accountability—were reinforced through practical tools like Participatory Rural Appraisal (PRA) and discussions on feedback mechanisms. The session emphasised distinguishing outputs from outcomes and highlighted the importance of building confidence and context-specific application of people-centric DRR strategies.

Learnings Session 3

1. People-Centred Approaches Enable Inclusive and Accountable DRR:
   Case studies from Kerala, Gujarat, and Rajasthan showed how participation, localization, and feedback tools like PRA enhance equitable, community-led recovery, as seen in Kerala's JPPI initiative.

2. Outcome-Focused Strategies Strengthen SBC and PCA Impact:
   Emphasizing outcomes like community confidence and resilience, the session highlighted the value of locally tailored approaches—such as MGNREGA convergence and vulnerability assessments—for sustainable DRR.

Session 4: Communication for SBC in DRR

SBC helps identify behavioural barriers, while HCD enables the co-creation of locally relevant solutions. Case studies like the Tsunami-Ready Village from Odisha illustrated this synergy, where lack of evacuation awareness was addressed through SBC, and solutions were co-designed using HCD, earning recognition from the Intergovernmental Oceanographic Commission of UNESCO. Communication strategies, including IPC, IEC, social mobilisation, and advocacy, were mapped to the Socio-Ecological Model to guide appropriate engagement. Real-life examples from Indore, Assam, and Delhi demonstrated how trust, peer influence, and community engagement drive behaviour change. The session stressed using local influencers and tailoring messages to cultural contexts, supported by layered communication strategies for lasting impact. Participant responses to the vignette discussions are detailed in the Annexure 3.

Learnings Session 4

1. SBC and HCD Enable Localised, Community-Led Solutions:
   The Odisha Tsunami-Ready Village case showed how identifying behavioural barriers (SBC) and co-creating solutions (HCD) enhanced preparedness and earned global recognition.

2. Culturally Layered Communication Strengthens Behaviour Change:
   Mapping strategies like IPC, IEC, and advocacy to the Socio-Ecological Model,

Day 2: Operationalising SBC in Systems

Session 5.1: Systems Strengthening SBC Integration & 4 Phases of Disaster

This session focused on strengthening systems for integrating Social and Behaviour Change (SBC), Human-Centred Design (HCD), and People-Centred Approaches (PCA) into Disaster Risk Reduction (DRR). Dr. Sushma Guleria highlighted the evolution of India's disaster governance, from the DM Act 2005 to updates under the DM Act 2025, calling for systematic inclusion of SBC in State and District Disaster Management Plans. Availability of funds for capacity developments was also discussed. Through discussions on examples like Mandi's sanitation success, the Dastak campaign in UP, and Village Disaster Management Plans (VDMPs) the value of local ownership and convergence was demonstrated. The importance of self-care for frontline workers, emotional responsiveness, and inclusive planning—especially for women, children, and vulnerable groups—was reinforced. Sessions on rumour management taught participants how to categorise, assess, and counter misinformation using trusted networks and structured communication.

Learnings Session 5.1

1. Embedding SBC, HCD, and PCA Enhances Disaster Governance:
   The session emphasized integrating these approaches into updated disaster plans. Models like Mandi's sanitation drive and UP's Dastak campaign showcased the power of local ownership and systematic planning in DRR.

2. Inclusive Planning and Rumour Management Boost DRR Effectiveness:
   Ensuring emotional support for frontline workers and inclusion of vulnerable groups is vital. The session also stressed using trusted networks to manage and counter misinformation effectively.

Session 5.2: Planning & Monitoring SBC

The session introduced a structured communication planning matrix and seven guiding questions to design effective, context-specific strategies for community engagement. It clarified the distinction between monitoring (real-time tracking of implementation) and evaluation (assessing outcomes and impact), using relatable analogies and guiding questions to build robust systems.Planning serves as the foundation for implementation, with monitoring and evaluation as integral steps to assess progress. These mechanisms help determine whether interventions—such as Social and Behaviour Change (SBC) or People-Centred Approaches (PCA)—are proceeding effectively. If the data indicates satisfactory progress, the interventions continue; if not, the process loops back for mid-course correction through revised planning. This was illustrated through the example of the Gujarat 2001 earthquake response, particularly the Patan Navjivan Yojana (PNY),

which was developed as a model programme. The initiative aimed to empower affected communities to become resilient to future disasters, link immediate relief to long-term development, and foster multi-stakeholder cooperation in post-disaster recovery. A key objective was to gradually reduce dependence on external agencies by strengthening local capacities, ultimately enabling communities to lead their own rehabilitation and recovery efforts. This comprehensive planning approach highlighted the value of community empowerment, strategic coordination, and sustainability in disaster response and recovery.

The Bhuj 2001 earthquake response highlighted a comprehensive and collaborative planning approach, bringing together multiple stakeholders—local communities, NGOs, research institutes, government agencies, and international partners. This effort was structured into three stages. Stage I focused on establishing rehabilitation principles, developing strategies, engaging the community, and preparing implementation plans. Stage II involved need assessment, capacity building, and joint implementation activities such as training, participatory construction, and demonstration testing. Stage III

emphasised integration with long-term development to ensure sustainability. The timeline reflected coordinated action—from initial relief by SEEDS in early 2001, followed by community workshops, joint planning, and confidence-building activities, to the launch of livelihood programmes and the establishment of local institutions like CBOs and the Mason Guild. Central to this model was the role of the Patan Navjivan Yojana (PNY), which aimed to empower communities and gradually reduce reliance on external agencies, ensuring that local populations could independently manage Disaster Risk Reduction (DRR) functions over time.

Participants explored the integration of SBC, HCD, and PCA through real-world examples and learned to apply these in DRR using case studies like Gujarat's PNY and Bhuj earthquake response. The World Café group activity enabled collaborative planning on SBC across planning, implementation, and monitoring.

The SBC-DRR Toolkit was presented, with pre-tested resources and user-friendly visuals adaptable across contexts. Participants reviewed communication materials, GIFs, and IEC content—colour-coded by theme (e.g., blue for WASH, brown for earthquake)—and suggested improvements such as local language inclusion, audio support, and clearer visuals. The session reinforced the importance of inclusive, locally grounded, and feedback-driven approaches to risk communication and concluded with practical tools and guides for implementation.

Learnings Session 5.2

1. Planning, Monitoring, and Adaptation Are Key to Effective DRR:
The Gujarat PNY example showed how structured planning, real-time monitoring, and course correction strengthen SBC and PCA, empower communities, and ensure sustainability.
2. Context-Specific Communication Tools Strengthen Community Engagement:
Tools like the SBC-DRR Toolkit and Bhuj case study demonstrated how co-created, culturally relevant materials—backed by local language, visuals, and collaboration—build trust and local capacity in DRR.

Session 6: SBC DRR Toolkit

The workshop closed with tools, toolkits, and planning templates designed to embed SBC into DRR systems, making risk reduction more community-driven, evidence-based,

and resilient. Participants were advised to retain core design elements, such as colour coding, while adapting materials. The toolkit's flexibility for disasters like floods, earthquakes, public health emergencies and cyclones was highlighted.

learnings

1. SBC Tools Foster Inclusive, Community-Led DRR:
   Toolkits and templates help embed SBC into DRR planning, shifting focus from top-down approaches to locally driven, evidence-based engagement.
2. Consistent Design with Local Adaptation Enhances Communication:
   Retaining elements like colour coding while tailoring content to disaster types ensures clear, relevant, and context-specific communication.

Feedback on New Digital Communication Materials

New communication materials comprising of graphics interchange format (GIF) were shared with the participants to obtain their feedback. Following recommendations were received.

1. Animation of text & pictures
   a. Make it slower.
   b. Text may be animated only once. For example text coming in may be animated, but it need not be animated while exiting. Exiting text can just fade away.
2. Presentation
   a. Text may be made larger.
   b. Brighter colours may be used.
   c. Possibility of audio (text reading) may be explored.
3. Content
   a. The control room contact & phone numbers etc. need to be area specific.
   b. The illustration on 'inclusive learning' shows a teacher using sign language. However, feedback from the participants said, "differently abled did not look differently abled." Obviously, the people did not see it carefully: a deaf girl will not "look" different. However, taking note of the feedback, the illustration may be revised.

Closing of Workshop

The session concluded with remarks from Ms. Shalini Prasad and Dr. Sushma Guleria encouraging participants to customise SBC materials for their state contexts and lead future trainings with continued support from UNICEF. Ms. Shalini emphasized the cohort's pivotal role in integrating community voices into disaster planning and requested that participants commit to at least two concrete post-training actions. Dr Sushma shared that the SBC module and toolkit are being integrated into iGOT's Mission Karmayogi courses and translated into multiple regional languages. UNICEF will be supporting the development of the iGoT modules.

Mentimeter was used to make the session recap interesting and participatory. Few responses from the recap sessions are given below.

Menti meter feedback
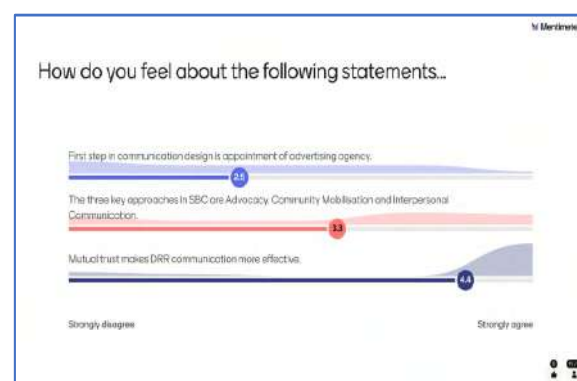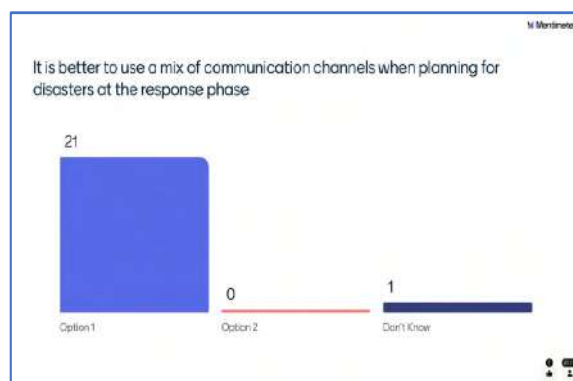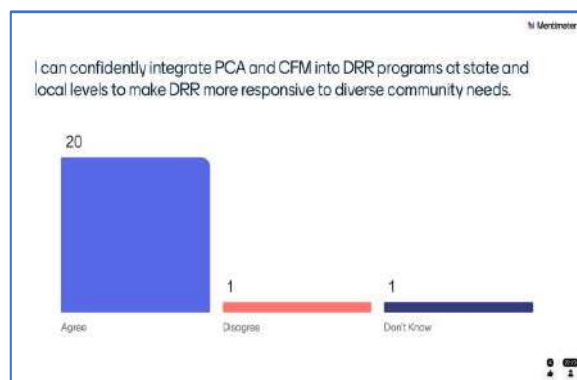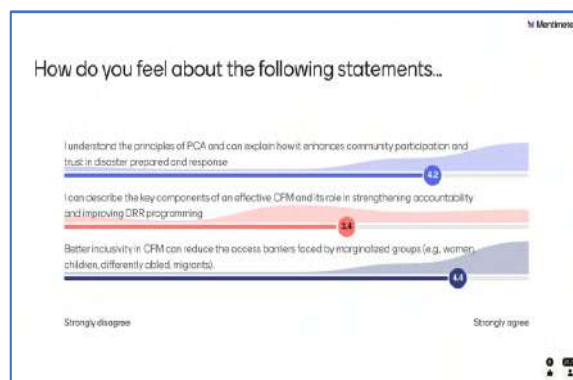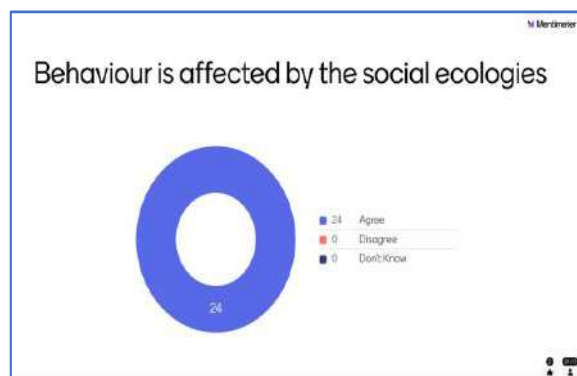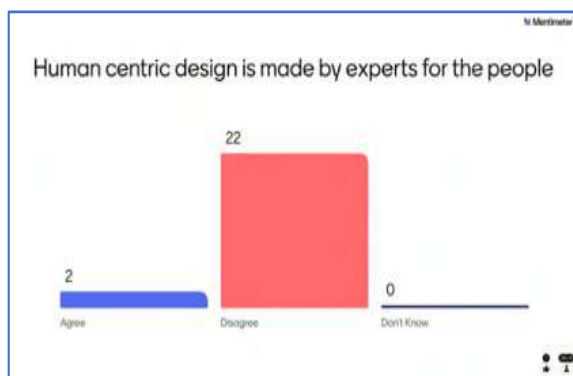
Key Learnings and Participant Reflections

Pre-test and post-test was done through Google form. Analysis of participants' response shows improvement in participants' knowledge in all major topics. Graphical representation of the results is given below.
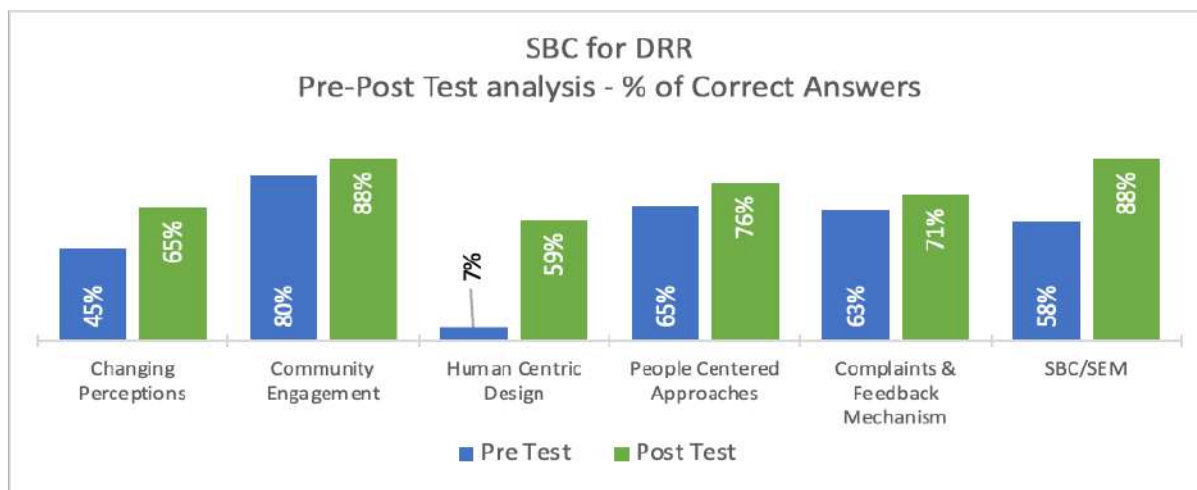
The two-day workshop was also evaluated through NIDM's standard evaluation forms. Over 95% participants found the workshop very practical and 91% found it useful. They also found it to be of use to their future jobs (94%). The detailed results are given at Annexure 4.

Participant Reflections

Shabnam from Shimla shared that she gained a key insight: advocacy can also follow a bottom-up approach, starting from the community level.

Amar, the District Disaster Expert from Lucknow, shared that SBC was initially unfamiliar to him and he struggled to connect it with DRR. Through the workshop, he realised that community engagement is crucial for effective preparedness and mitigation. He will apply people-centric approaches and hope for more sustainable outcomes.

Hriday Pal Singh from Mansa, Punjab, shared that earlier, they followed instructions without community input. The workshop helped him realise the importance of public interaction before preparedness, and he suggested that the videos on vignettes could be made more informative.

Alok Pandey, Project Associate for Communication and Advocacy from Patna, shared that the workshop refreshed his concepts with a practical lens and equipped him with strategies to scale and replicate SBC approaches. He felt it would help him build a more resilient team. He expressed interest in learning more about message development and suggested including a hands-on exercise to create and apply messages.

Rigzin, a Tehsildar from Ladakh, shared that while everything in the workshop was new to her, it was highly relevant and insightful.

Nadeem Siddiqui, Joint Secretary of the Disaster Management Department, Bihar, found the workshop to be a valuable refresher. He gained deeper insights into the psychological

impacts of disasters and developed a more positive understanding of the role of SBC in DRR.

Strategic Way Forward & Recommendations

Feedback was also obtained on each session from the participants. This feedback will be used to further strengthen the sessions and finalize the module. The workshop outlined a clear path to institutionalise Social and Behaviour Change (SBC) within Disaster Risk Reduction (DRR) by embedding it into State Disaster Management Plans (SDMPs) and frontline responder protocols. Participants were asked to share their commitments on how they would be using the learning from the training in their respective states.

States recommended conducting Training of Trainers (ToTs) to decentralise SBC expertise and ensure local capacity-building. Several states (like Bihar, UP, etc) came forward and committed to organize their state / district level workshops to roll-out the SBC mainstreaming. Annexure 5 gives an insight to the state action plans.

The online presence of the training feedback has also seen the SDMA in states like Assam commit to holding state level training for all their district disaster management officials.

Recommendations and way forward include:

- ✓ To advance the integration of Social and Behaviour Change (SBC) in Disaster Risk Reduction (DRR), advocacy efforts must focus on institutionalising SBC within State Disaster Management Plans (SDMPs) and standard operating procedures for frontline responders.
- ✓ Strategic advocacy should also promote the rollout of state-specific Training of Trainers (ToT) programmes to decentralise expertise and establish local mentorship ecosystems.
- ✓ Efforts must support the localisation and dissemination of the SBC toolkit—translated, contextually adapted, and co-delivered with community partners.
- ✓ UNICEF, NIDM, and state agencies are encouraged to champion this agenda by aligning SBC with existing policy frameworks, fostering community engagement platforms, and ensuring that inclusivity, feedback loops, and cultural relevance remain central to DRR communication strategies.
- ✓ Create digital repositories of training materials and localised communication materials

DRR CHECKLISTS AND PLANNING TOOLS
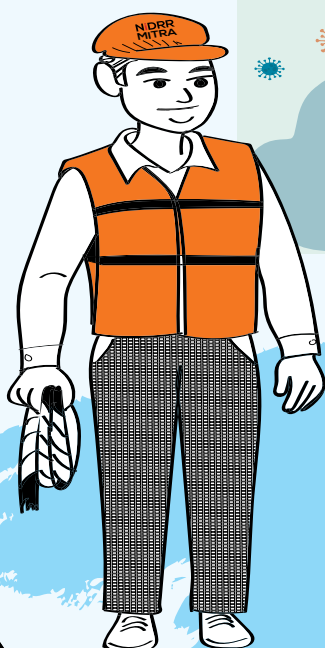
NiDRR

NATIONAL DISASTER RISK REDUCTION

COMMUNICATION TOOLKIT

ANNEXURES

Annexure 1: Participating States – Disaster Risk Profile

State / UT	Disasters Risk Profile
Bihar	Floods: Approximately 73% of Bihar's geographical area is flood-prone, with northern districts like Sitamarhi and Darbhanga being highly affected.
	Earthquakes: Eight districts in Bihar fall under Seismic Zone V, indicating a very high seismic hazard.
Chhattis-garh	Droughts: Districts like Bastar and Dantewada are prone to drought conditions.
	Floods: Areas along the Mahanadi River basin are susceptible to flooding.
Himachal Pradesh	Landslides: Shimla is highly susceptible to landslides due to its mountainous terrain.
	Earthquakes: The district lies in Seismic Zone IV, indicating a high seismic hazard.
Ladakh	Flash Floods: Leh has experienced flash floods, notably the 2010 cloudburst event.
	Earthquakes: The region is susceptible to mild to moderate earthquakes due to tectonic activity.
Madhya Pradesh	Floods: Rewa in Madhya Pradesh has been affected by floods, according to the National Remote Sensing Centre (NRSC) flood maps.
	Earthquakes: Rewa falls under Seismic Zone II, indicating a low seismic hazard.
Punjab	Floods: Districts like Jalandhar are vulnerable to flooding.
	Earthquakes: Punjab falls in a region of moderate to high seismic hazard.
Rajas-than	Droughts: Western districts such as Barmer and Jaisalmer frequently experience droughts.
	Floods: Districts like Jalore and Pali have been identified as flood-prone areas.
	Earthquakes: Parts of Rajasthan fall under Seismic Zones II, III, and IV, indicating varying levels of seismic hazard
Uttar Pradesh	Floods: Eastern districts such as Gorakhpur and Ballia are frequently affected by floods.
	Earthquakes: The state falls in Seismic Zones III and IV, indicating moderate to high seismic hazard.
Uttara-khand	Landslides: Almora is prone to landslides, especially during the monsoon season.
	Earthquakes: Parts of Almora fall under Seismic Zone V, indicating a very high seismic hazard

Annexure 2: List of Participants

S.No.	State	Name & Designation	Contact Details
1	Bihar	Md. Nadeemul Ghaffar Siddiqui Joint Secretary, Disaster Management Department, Bihar Patna	9431633197 Email : secy-disastermgmt-bih@nic.in Nadeemul1969@gmail.com
2	Bihar	Chandan Kumar Project Associate (Training & Development) CoEDM, Development Management Institute, Patna, Bihar	8351966750 Email : chandankr@dmi.ac.in
3	Bihar	Alok Kumar Pandey Project Associate (Creative Content Developer), CoEDM, Development Management Institute, Patna, Bihar	9934072387 Email : alokpandey@dmi.ac.in
4	Punjab	Hirday Pal Singh Naib Tehsildar Amristsar, Punjab	8195834666 Email : mansadradc635@gmail.com
5	Chhattis-garh	Shri Jitendra Solanki DM Consultant, Revenue and Disaster Management Dept., Raipur	7694089036 Email : solankijitendra711@gmail.com
6	Himachal Pradesh	Shri. Kuldeep Singh (T&CB) Coordinator DDMA Kangra, Himachal Pradesh	9805006902 Email : ddmakangra1077@gmail.com Ksingh_2@yahoo.com
7	Himachal Pradesh	Ms. Vidya Zangmo DDMA, Mandi Himachal Pradesh	9805183902 Email : vidyazangmo0gmail.com
8	Himachal Pradesh	Ms. Shabnam Mehta EDM Resource Person DDMA, Shimla, Himachal Pradesh	8894073654 Email : shabnammchta30@gmail.com
9	Himachal Pradesh	Shri Narender Kaith, T&CB Coordinator DDMA Mandi Himachal Pradesh	7018931071 Email : ddma-man-hp@gov.in
10	Himachal Pradesh	Shri Sumit Gupta Training and Capacity Building Coordinator (T&CB),	9816538980 Email : ddmachamba@gmail.com

		DDMA Chamba	
11	Jharkhand	Shri Sanjay Kumar Jha, DDMO District Disaster Management Authority Dhanbad	8918138985/9312156998 Email: sanjay.dhanbad22@gmail.com
12	Jharkhand	Shri Jairam Singh Yadav DDMO District Disaster Management Authority Palamu	8840319664\9452734589 Email : jairam950@gmail.com
13	Rajasthan	Shri Sushil Kumar Khinchi, Statistical Officer, Disaster Management, Relief & Civil Defence Department Government of Rajasthan	8005868819 Email : sushilkhinchi@gmail.com
14	Rajasthan	Dr. Narendera Kumar Sankhala, Consultant, Disaster Management, Relief & Civil Defence Department Government of Rajasthan	9887035062 Email : drsankhalank111@gmail.com
15	Rajasthan	Shri Pool Singh Meena, Superintendending Engineer, Water Resource Department Dungarpur, Rajasthan	9414932303 Email : dm-dun-ri@nic.in Sedungarpur.wr@rajasthan.gov.in
16	Rajasthan	Shri Jitendra Kumar Jain, Executive Engineer cum TA to SE Public Work Department Dungarpur, Rajasthan	941405133 Email : jkbhuptawat@gmail.com, dm-dun-ri@nic.in, pwddungarpur@gmail.com
17	Uttara-khand	Shri Vineet Pal, DDMO, Almora, Uttarakhand	7983511096 Email : ddmoalm@gmail.com
18	Uttar Pradesh	Shri Amar Singh, District Disaster Expert DDMA, Lucknow	9415002525 Email : Amar/kogis@gmail.com Ddmamat07@gmail.com
19	Uttar Pradesh	Shri Sushil Kumar, Disaster Expert DDMA, Mathura	9654082958 Email : ddmamat07@gmail.com
20	Uttar Pradesh	Shri Shivam Kumar, Disaster Expert DDMA, Agra	9675431954 Email : ddmaagra@gmail.com
21	Madhya Pradesh	Shri Virendra Singh Jadon, DC, HG & SDRF Rewa, M.P.	7049163475

			Email : virendrajadon733@gmail.com
22	Punjab	Shri Navdeep Singh Bhogal, District Revenue Officer, Jalandhar	9855800066 Email : drojalandhar2022@gmail.com
23	Ladakh	Mr. Jigmet Raflan, Deputy Secretary, DMRRR	9419976878 Email : jigmetraftan85@gmail.com
24	Leh	Ms. Rigzin Yangdol, HQA to DC, Leh	9596996387 Email : rigzinregu03@gmail.com
25	Leh	Ms. Deachen Chondol PS to HCEC, LAHDC, Leh	7051285872 Email : deachen20@gmail.com
26	Leh / Ladakh	Mr. Abdul Rehman, Naib Tehsildar	7889459566 Email : abraqbaltihussain40@gmail.com
27	Rajasthan	Anirudh Khanna, State Consultant SBC, WASH-UNICEF, RAJ	9910992633 Email : anirudh.khanna86@gmail.com
28	Rajasthan	Dhananjay Meel, State Consultant- Climate & DRR, UNICEF, DRR	9602211511 Email : dmeel@unicef.org.in
29	New Delhi	Uma Krishnamurthy, UNICEF, DRR	8826663700 Email : uicrishnamurthy@unicef.org.in
30	Uttar Pradesh	Kamlesh Kumar, SDM, Unchahar Raibcrailly, Uttar Pradesh	9760194576 Email : kamleshkumar63@gmail.com
31	Uttar Pradesh	Sunil Kumar Singh, Chief Fire Officer, Raiberailly, Uttar Pradesh	8077049904 Email : sunulefo197@gmail.com

Annexure 3: Sample Participants' Responses to Vignettes

- In such situations, study the past data of the area, especially flood or rainfall records from the last five years, along with analysis from IMD (India Meteorological Department) and CWC (Central Water Commission). Based on this, raise awareness among affected individuals and local officials to prepare a Disaster Risk Reduction (DRR) plan.Amar Singh, Lucknow:
- Based on prior preparedness, make people aware about identified safe locations for shelter and provide them with necessary resources and facilities.
  Jairam Singh Yadav
- Establish continuous contact with IMD/CWC.
- Maintain ongoing engagement with the community to ensure timely evacuation.
- 1.Emergency messages between the departments should be backed by proper facts. The facts be presented in such a way that it would aid in informed decision making. IPC and mass media approaches can be taken into account 2.Mutual trust through community leaders could aid in reducing the reluctance in evacuation. Empathetic, concise and clear messaging can also help in such situations...Chandan Kumar (Bihar)
- Under the DRR action plan, we should appoint some Disaster Friends (trained volunteers) in vulnerable areas who can assist the general public during warnings or emergencies.
- Local leaders and doctors should gain the community's trust by taking help from self-help groups.
- 1.Will circulate /disseminate the message or information through social media .SACHET application and loud speakers. 2. Usage of load resources...Kuldeep Singh DDMA
- 1.Communication plan to reduce the gap would be to sharing information on a standard system(to device a standard protocol of communication). Fix a responsibility and accountability for response/action. 2.Feedback mechanism to apply: Know their need/ aspiration; Approach through local leaders; Trust building measures; Awareness...No name given
- 1 I reduce the gap by generating alert to the community through SMS to community. 2 Reduce the rumours and miscommunication...DMO/CN
- 1 IMD /CWC warning issued to be specific like how much rain to have so that physical mapping of the evacuation team can be done .regular drill and meeting with specific role and responsibilities and the ability to be prepared. Local community needs to be involved in finalising the roles and responsibilities of the agency as well as the communication and evacuation mechanism. 2 Regular communication and confidence building in the communities via regular interactions...Sanjay Kumar Jha

Annexure 4: NIDM's Workshop Evaluation

1. To what extent the programme objectives have been achieved?

Objective	To a large extent	To some extent	Very little	Not at all	Weighted	%age
1	22	1	1	0	3.88	97%
2	15	8	1	0	3.58	90%
3	19	3	2	0	3.71	93%
4	19	4	1	0	3.75	94%
5	19	4	1	0	3.75	94%

2. What do you think about the structure and organization of the course to meet the objectives?

Very Well Structured	Well Structured	Some Structured	Very Unstructured	Weighted	%age
13	10	1	0	3.50	88%

3. How would this training programme be useful?

Very Useful	Quite Useful	Limited Use	Not alt all	Weighted	%age
16	7	1	0	3.63	91%

4. How useful is this training likely to be for the future jobs?

Very Useful	Quite Useful	Limited Use	Not all all	Weighted	%age
19	4	1	0	3.75	94%

5. Practical orientation of the Course:

Highly Practical Oriented	Practically Oriented to a Great Extent	Not at all Practical	Weighted	%age
16	7	1	0	95%

6. How far have you been benefited from interaction with the fellow participants in the course?

Substantially	Considerably	Fairly	Not at all	Weighted	%age
14	8	2	0	3.50	88%

7. How far was the course material supplied relevant and related to the course content?

Extremely Relevant	Considerably Relevant	Fairly Relevant	Not at all Relevant	Weighted	%age
9	13	0	1	3.50	88%

8. To what extent are you satisfied with the following? (Applicable only if you have availed/used)

Facilities	Satisfied fully	Satisfied to a large extent	Satisfied to a limited extent	Not satisfied at all	Weighted	%age
Hostel Facilities	12	7	2	1	3.36	84%
Food Facilities & Service	2	4	10	7	2.04	51%
Class Room Facilities	17	4	2	0	3.65	91%
Interaction with Faculty	15	7	1	0	3.61	90%

9. Did the course give you any specific ideas about improvement in your working situation when you go back?

YES	NO
20	04
83%	17%

10. Overall impression of the course.

Excellent	Very Good	Good	Fair	Weighted	%age
14	9	1	0	3.54	89%

Annexure 5 : State Action Plans

S.No.	State	Name & Designation	Strategic way forward for the States
1	Bihar	Chandan Kumar Project Associate (Training & Development) CoEDM, Development Management Institute, Patna, Bihar	Training sessions will be conducted in the State of Bihar, integrating the component of Social and Behavioural Change (SBC) A proposal is currently under development to initiate a child-centric Disaster Risk Reduction (DRR) approach in the State, which is in its early planning phase.
2	Bihar	Alok Kumar Pandey Project Associate (Creative Content Developer), CoEDM, Development Management Institute, Patna, Bihar	Integrate Social and Behaviour Change (SBC) principles into upcoming community meetings to ensure more impactful and community-driven engagement. A proposal is underway to conduct targeted sessions for content designers to enhance their capacity in applying SBC principles within Disaster Risk Reduction (DRR) communication. Training for approximately 40–50 officials from relevant line departments to enhance their understanding of SBC in the context of DRR is currently under review. There is a pressing need for capacity-building support in developing effective key messages and dissemination strategies aligned with SBC approaches; formal requests for such training have been received.
3	Chhattisgarh	Shri Jitendra Solanki DM Consultant, Revenue and Disaster Management Dept., Raipur	A State-level workshop on Social and Behavior Change (SBC) is planned for September 2025 targeting government officials.
4	Himachal Pradesh	Shri. Kuldeep Singh (T&CB) Coordinator DDMA Kangra, Himachal Pradesh	A proposal is being developed to integrate Social and Behavior Change (SBC) components into upcoming training programs for relevant officials.
5	Himachal Pradesh	Ms. Shabnam Mehta EDM Resource Person DDMA, Shimla, Himachal Pradesh	Actively involve local communities in training programmes and disaster preparedness plans to ensure contextual relevance and ownership. SBC components will be integrated into training sessions scheduled in Kangra and Mandi during June.
6	Himachal Pradesh	Shri Sumit Gupta Training and Capacity Building Coordinator (T&CB), DDMA Chamba	Recognizing the psychological effects of disasters on vulnerable populations, particularly children, a proposal has been made to integrate social and behavioral change (SBC) and specifically child psychology components into the training curriculum for the state
7	Jharkhand	Shri Sanjay Kumar Jha, DDMO District Disaster Management Authority	Seven to eight focus areas have been identified across 1,348 panchayats within 12 intervention blocks. Block-level plans have been developed, and proposals for conducting SBC training programmes in each block are currently underway.

		Dhanbad	
8	Jharkhand	Shri Jairam Singh Yadav DDMO District Disaster Management Authority Palamu	A proposal is under review to mainstream the SBC component in training programmes across the State.
9	Uttarakhand	Shri Vineet Pal, DDMO, Almora, Uttarakhand	Would be conducting training programmes on SBC with officials of line departments
10	Ladakh	Mr. Jigmet Raflan, Deputy Secretary, DMRRR	SBC components will be integrated into training programmes for line departments. Trainings on SBC for IRS officials have also been proposed at the State level.

Annexure 6: Agenda: Full 2-day schedule with sessions, facilitators, and learning objectives

Registrations	Registration
Introduction and Welcome to the Program	Welcome – NIDM Inaugural address – UNICEF Need for operationalisation of DRR – UNICEF Why SBC for DRR – UNICEF Key Note Address – ED, NIDM Vote of Thanks - NIDM
Session 1 Context Setting for SBC and PCA in DRR	• Introduction to SBC Workshop and Workshop Objectives, Expectation and pre-workshop assessment
Session 2 Understanding the Role of SBC in DRR	• Group works, discussions and presentations on SBC Approaches for DRR Group activity-Vignette- Tsunami Ready village: Who is at risk and Determinants of adaptive and resilient behaviours
Session 3 Framework of Community Engagement for DRR	• Understanding the Role of SBC and the how to for community engagement. Activities and case study discussions on community engagement, how to engage community, using SBC approaches for community engagement Group Activity- Vignette- Using SBC for Community Managed DRR
Session 4 Communication for SBC in DRR	• Using Communication Approaches for community outreach Group work on the various communication approaches. Select appropriate communication channels and mix of channels for communicating before, during and after disasters. Designing communication messages and campaigns Group Activity: Vignette- 2023 Yamuna Floods- Communicating to reduce gaps
Session 5.1 System Strengthening for SBC Integration for 4 phases of DRR	• Strengthening SBC implementation through efficient and effective systems Present Influencers' mapping, engagement and convergence and networking for multi-dimensional communication for community outreach including children and adolescents. Group Activity: Vignette on Cyclone Biparjoy – System Strengthening in action
Session 5.2 Planning & Monitoring SBC	• Planning and Monitoring of SBC Present elements of SBC planning and Monitoring with Examples. Gender Inclusion, Inclusion of vulnerable populations including children

	Group Activity: Vignette - Monitoring activity- COVID-19
Session 6: Closure Summary	• Day's summary
Day 2	
Open Session:	• Feedback from day 1/ Introduction Day 2
Session 7: Case Studies from States and World Café	• Introduction to the group work methodology and finalisation of the teams. • Teams move around, provide input and host team finalise their groupwork based on the input received (60 minutes each team) .
Session 8: DRR SBC Toolkit	• Introduction to the DRR-SBC toolkit- its importance and expectation from participants for its use. • Feedback on GIFS
Closure & Next Steps	

PHOTO GALLERY