

WEBINAR REPORT

Webinar on
“Social Behavioural Change Communication”
 13th December 2021 (11:00 PM – 1:00 PM)

75 Azadi Ka Amrit Mahotsav **nidm** **Emblem of India** **unicef**

WEBINAR PM 10 Point Agenda No. 1 on DRR

Social and Behaviour Change Communication (Module Launch)

13th DECEMBER 2021
11:00 AM - 12:30 PM

| Patron | Special Address | Special Address | Welcome Address |
|---|--|--|---|
| Maj. Gen. M K Bindal Executive Director, NIDM, MHA, GoI | Shri Siddhartha Shrestha C4D Chief, UNICEF ICO | Mr. Sarbjit Singh Sahota Emergency Specialist Disaster Risk Reduction Section, UNICEF India | Prof. Anil K Gupta Head, ECDRM NIDM, MHA, GoI |

SPEAKERS

| | |
|---|--|
| Mr. Nisar Ahmad SBCC Capacity Building Consultant at C4D Section, Envision Institute OF Development | Convenor Dr. Sushma Guleria Assistant Professor NIDM, MHA, GoI |
| Ms. Varsha Chanda Capacity development resource, Envision Institute of Development | Coordinator Mr. Michael Islary Jr. Consultant, ECDRM, NIDM, MHA, GoI |

For Registration
<https://training.nidm.gov.in/>

LIVE (Hindi) YouTube
<https://youtu.be/VaSwxgH8Upq>

ORGANIZED BY: **National Institute of Disaster Management (NIDM)**
 Ministry of Home Affairs, Govt. of India

IN COLLABORATION WITH: **United Nations Children's Fund (UNICEF), New Delhi**

Website: www.nidm.gov.in

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ORGANIZED BY
NATIONAL INSTITUTE OF DISASTER MANAGEMENT
 (Ministry of Home Affairs, Government of India)

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ABOUT THE INSTITUTE
NIDM, ROHINI CAMPUS



The National Institute of Disaster Management (NIDM) was constituted under an Act of Parliament with a vision to play the role of a premier institute for capacity development in India and the region. The efforts in this direction that began with the formation of the National Centre for Disaster Management (NCDM) in 1995 gained impetus with its re-designation as the National Institute of Disaster Management (NIDM) for training and capacity development. Under the Disaster Management Act 2005, NIDM has been assigned nodal responsibilities for human resource development, capacity building, training, research, documentation and policy advocacy in the field of disaster management.

NIDM is proud to have a multi-disciplinary core team of professionals working in various aspects of disaster management. In its endeavor to facilitate training and capacity development, the Institute has state-of-the-art facilities like class rooms, seminar hall and video-conferencing facilities etc. The Institute has a well-stocked library exclusively on the theme of disaster management and mitigation. The Institute provides training in face-to-face, on-line and self-learning mode as well as satellite based training. In-house and off-campus face-to-face training to the officials of the state governments is provided free of charge including modest boarding and lodging facilities.

NIDM provides Capacity Building support to various National and State level agencies in the field of Disaster Management & Disaster Risk Reduction. The Institute's vision is to create a Disaster Resilient India by building the capacity at all levels for disaster prevention and preparedness.

POSTER



WEBINAR

PM 10 Point Agenda No. 1 on DRR

Social and Behaviour Change Communication (Module Launch)



 **13th** DECEMBER 2021

 **11:00 AM - 12:30 PM**

Patron



Maj. Gen. M K Bindal
Executive Director,
NIDM, MHA, GoI

Special Address



Shri Siddhartha Shrestha
C4D Chief,
UNICEF ICO

Special Address



Mr. Sarbjit Singh Sahota
Emergency Specialist
Disaster Risk Reduction
Section, UNICEF India

Welcome Address



Prof. Anil K Gupta
Head, ECDRM
NIDM, MHA, GoI

SPEAKERS



Mr. Nisar Ahmad
SBCC Capacity Building
Consultant at C4D Section,
Envision Institute OF
Development



Ms. Varsha Chanda
Capacity development
resource, Envision Institute
of Development

Convenor



Dr Sushma Guleria
Assistant Professor
NIDM, MHA, GoI

Coordinator



Mr. Michael Islary
Jr. Consultant, ECDRM,
NIDM, MHA, GoI

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<https://youtu.be/VaSwxgH8Upg>

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SCHEDULE

| Time | Events | Speaker |
|------------------------------------|-------------------------------|---|
| 11:00 AM – 11:05 AM | Context Setting | Dr. Sushma Guleria, Assistant Professor, NIDM |
| 11:05 AM – 11:10 AM | Welcome Address | Prof. Anil K Gupta, Head ECDRM, NIDM |
| 11:10 AM – 11:15 AM | Inaugural Address | Major General Manoj Kumar Bindal, Executive Director, NIDM |
| 11:15 AM – 11:20 AM | Special Address – 1 | Shri Siddhartha Shrestha, C4D Chief, UNICEF ICO |
| 11:20 AM – 11:25 PM | Special Address – 2 | Mr. Sarbjit Singh Sahota, Emergency Specialist Disaster Risk Reduction Section, UNICEF India |
| 11:25 PM – 11:30 PM | Launching of Module | Major General Manoj Kumar Bindal, Executive Director, NIDM |
| 11:30 PM – 12:15 PM | Lecture – 1 | Mr. Nisar Ahmad, SBCC Capacity Building Consultant at C4D Section |
| 12:15 PM – 12:45 PM | Lecture – 2 | Ms. Varsha Chanda, Capacity Development Resource, Envision Institute of Development |
| 12:45 PM – 12:55 PM | Question & Answers | Participants |
| 1:00 PM | Vote of Thanks | |

INAUGURAL SESSION



Dr. Sushma Guleria, Assistant Professor, NIDM gave the context of the Social and Behaviour Change Communication (SBCC). Behaviour change has long been accepted as the key goal towards which disaster preparedness and development interventions should aim. When individuals and communities take on board the practice of disaster preparedness and risk reduction in their own decision-making, then their resilience is strengthened, and they have the means to adjust to changing circumstances and continue to reduce vulnerability and strengthen safety.



Prof. Anil Kumar Gupta, Head, ECDRM NIDM welcomed the distinguished speakers, participants and also acknowledged the organizer for conducting the webinar on the topic. In his welcome address, Prof. Gupta, emphasised the importance of communication in DRR. He cited an example that there was a gap in theory and practice and the need for capacity building and training was felt.



Major General Manoj Kumar Bindal, Executive Director, NIDM: During his Inaugural Address, ED sir congratulated the entire team from both NIDM and UNICEF for bringing out the important training module on SBCC. The ED was optimistic that the document would bring about social and behavioural change within communities.



Shri Siddhartha Shrestha, C4D Chief, UNICEF ICO: In his special address, Shri Siddhartha acknowledged about the role of ED NIDM for taking leadership role in bringing out the document. He emphasised that communication is an integral component of any disaster response. COVID-19 pandemic and other natural disasters taught humankind that communication is equally important. Be it at the preparatory stage or at the response stage and has to be done in convergent and systematic manner.



Mr. Sarbjit Singh Sahota, Emergency Specialist Disaster Risk Reduction Section, UNICEF India stated that disasters happen mostly in resource poor situation. Lack of knowledge, suspicion, fear and confusion makes people uncertain in their decision making process. Communication is an antidote to the complex situation mentioned

above. Communication should ideally start by listening to men, women, youths and children. Steps should be taken to empower them.

LECTURES



Mr. Nisar Ahmad, SBCC Capacity Building Consultant at C4D Section



Ms. Varsha Chanda, Capacity Development Resource, Envision Institute of Development

Joint Lecture on Social Behaviour and Communication Change (SBCC) Training Module in the context of disaster risk reduction. The module consists of two parts – one of the module is SBCC in the context of DRR which is a sixty minute module which will provide inputs on SBCC as applied to disaster reduction context. Second part is about applying SBCC to specific disaster like floods, earthquakes, cyclones etc. each comprising of 30 minutes.

KEY TAKEAWAYS

- Recurrent disasters have adverse longer-term consequences on economic growth, development and poverty reduction targets.
- Behaviour change has been accepted as the key goal towards which disaster preparedness and development interventions must be aimed.
- When individuals and communities take on board the practice of disaster preparedness and risk reduction in their own decision-making, then their resilience is strengthened.
- Social and Behaviour Change Communication is the strategic use of communication approaches to promote changes in knowledge, attitudes, norms, beliefs and behaviours.
- SBCC has proven effective in several areas of health, education, nutrition, child protection, water, sanitation and hygiene etc.
- Communication is crucial to addressing the behavioral and social aspects of risks that precede and follow an emergency, and as such must be integrated into the response agenda from the outset.
- Communities need to be informed motivated and equipped to practice the necessary protective and preventive behaviours and this can be achieved through effective SBCC programming.
- Decision-makers, programmers, and service providers need SBCC skills that lead to promoting and supporting resilient behaviours and practices involving at-risk communities.

PHOTOS

Webex



Speaking: Nisar Ahmad

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Me

Varsha Chanda

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Host

sushma guleria



Nisar Ahmad

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Nisar Ahmad

sushguleria

Tom White

Varsha Chanda



Maj Gen M K Bindal ED, NIDM

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Speaking: Sid Shrestha

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Prof AK Gupta HoD...

Sarbjit Sahota

Nisar Ahmad

Shalini Prasad

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Participants (81)

Search

Panelists (10)

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- NM NATIONAL INSTITUTE OF DISASTER MA... Host
- NA Nisar Ahmad
- PN Prof AK Gupta HoD NIDM
- SS Sarbjit Sahota
- SP Shalini Prasad
- SS Sid Shrestha
- SG sushma guleria
- TW Tom White
- VC Varsha Chanda

Attendees (71 total, 0 displayed)

View all attendees...

Tom White

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Shalini Prasad

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Viewing Nisar Ahmad's s...

WHAT HAS BEEN DONE

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|---|---|---|---|
| First Case 1st April Officials zeroed in on five zones deemed high risk due to initial infections and patients' histories; 2,450 health workers deployed. | Bring in Private Doctors Teamed up with private doctors, who are the area's main healthcare providers and have long relationships with their patients . | Chase the Virus <i>"Instead of people reporting it, we started chasing the virus,"</i> Kiran Dighavkar, Asst. Commissioner, G Ward, MCGM – 2 nd week April – 47500 screenings through Private doctors and MCGM | Get a head start said Dr. Anil Pachaneekar, head of a local physicians' association. "When we went around Dharavi, we also started educating people about it," he said. "We told them it is not a crime to be tested positive for coronavirus ." |
| Take care of the family 60-year-old Dr. Anil, 35 years in Dharavi with co-morbid vulnerable family members. "I was scared of passing it on to them," he said. "But I did what I had to do. This is a war against coronavirus, and we can't win it if soldiers sit at home. " | Give solutions & alternatives MCGM converted community centres into quarantine facilities with food, regular check-ups and free healthcare and testing. In all, 9,500 people have been placed under quarantine. | Private clinics re-open Around April 20, the city stopped door-to-door screenings and asked 350 private doctors to reopen their clinics . | Winning peoples' trust By then, the panic over the disease had subsided and people were beginning to feel more comfortable visiting doctors to be tested if they developed symptoms . |

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sushma guleria

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Outline Slides

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