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

Regional Workshop | 18-19 June 2025 |

National Institute of Disaster Management (NIDM) Southern Campus Vijaywada

Submitted by

1

TABLE OF CONTENTS

Page | 2

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

The 2030 Agenda for Humanity emphasizes the importance of a people-centred approach in advancing the Sustainable Development Goals (SDGs) and highlights the crucial role of social and behaviour change (SBC) within humanitarian contexts. This agenda advocates for systems that engage communities in decision-making processes, prioritize risk prevention, tackle the underlying causes of conflict, and build long-term resilience.

In India, the government is increasingly acknowledging the significance of SBC as an essential component of disaster management. This recognition promotes community resilience and engagement throughout all phases of disaster management—namely, preparedness, response, recovery, and mitigation.

The National Disaster Management Plan (NDMP) explicitly outlines the necessity of community participation and behavioral transformation as key elements of disaster risk reduction. It calls for the incorporation of SBC strategies to raise awareness, improve preparedness, and foster adaptive behaviours within communities.

Regional Workshop on SBC for Disaster Risk Reduction

This report provides a comprehensive overview of the regional workshop on Social and Behaviour Change (SBC) for Disaster Risk Reduction, which took place at the National Institute of Disaster Management (NIDM) Southern Campus, nestled in the serene setting of Kondapavuluru, Krishna District, Andhra Pradesh. This significant event was collaboratively organized by NIDM and UNICEF and structured as a three-part series. First regional workshop in this series was held in May 2025 in Jaipur. This is the second regional workshop aimed at enhancing the expertise of government officials and various stakeholders in effectively integrating SBC principles throughout all four phases of disaster management.

The workshop comprised dynamic sessions that emphasized practical application, utilizing a range of engaging methodologies. Participants explored case studies that showcased successful SBC initiatives and participated in interactive group exercises designed to foster collaborative thinking and problem-solving. Real-world scenarios were presented to facilitate hands-on learning, culminating in a reflective exercise at the end of each module that reinforced the knowledge gained and encouraged critical thinking.

A pivotal component of the workshop was the introduction of the SBC Toolkit, which features a rich array of communication materials, practical tools, and resources designed to foster community engagement. This toolkit serves as a vital asset for stakeholders as they navigate the complexities of implementing SBC strategies.

The insights and feedback gathered during the workshop will play a crucial role in shaping a strategic roadmap intended to effectively mainstream SBC in disaster risk reduction efforts at the national, state, and district levels. This roadmap aims to strengthen resilience and improve disaster management practices across the communities involved.

Page | 4

Background

Social and Behaviour Change (SBC) plays a crucial role in Disaster Risk Reduction (DRR), equipping communities with the knowledge and skills to not only anticipate but also respond to and manage a range of risks. By employing culturally relevant and participatory approaches, SBC empowers individuals to take proactive steps toward disaster preparedness. Rooted in the principles of communication and behavioural science, SBC cultivates trust within communities, encourages life-saving behaviours, and weaves preparedness into the fabric of daily life—ultimately making DRR efforts more effective, inclusive, and sustainable.

UNICEF's collaborative initiatives seek to enhance disaster preparedness through a comprehensive behavioural lens. In a nation where more than half the population is at risk from natural hazards, integrating evidence-based SBC strategies into preparedness efforts becomes not just important but imperative. These strategies significantly boost community awareness, ensuring timely responses in times of crisis and enhancing overall crisis management capabilities. Central to building resilience and safeguarding lives is the commitment to strong communication and active community engagement, fostering an environment where individuals feel empowered to act in the face of adversity

Social and Behaviour Change (SBC) plays a crucial role in Disaster Risk Reduction (DRR), equipping communities with the knowledge and skills to not only anticipate but also respond to and manage a range of risks. By employing culturally relevant and participatory approaches, SBC empowers individuals to take proactive steps toward disaster preparedness. Rooted in the principles of communication and behavioural science, SBC cultivates trust within communities, encourages life-saving behaviours, and weaves preparedness into the fabric of daily life—ultimately making DRR efforts more effective, inclusive, and sustainable.

Since 2020, the National Institute of Disaster Management (NIDM) has forged a vital partnership with UNICEF to enhance the skills and capabilities of government officials and key stakeholders in the strategic application of Social and Behaviour Change (SBC) principles within the framework of Disaster Risk Reduction (DRR). This collaboration's overarching goal is to empower service providers at all levels—ranging from local authorities to national agencies—with the essential knowledge and resources needed to seamlessly integrate SBC into every stage of the DRR process: prevention, mitigation, preparedness, response, and recovery.
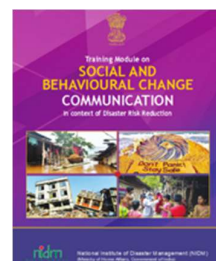
To support this initiative, NIDM and UNICEF have meticulously developed a comprehensive suite of SBC training materials and a practical toolkit. This toolkit includes critical behavioural messages that have been specifically designed to address various types of disasters, such as floods, cyclones, and earthquakes. Additionally, it encompasses vital sectors including health, nutrition, water, sanitation, and hygiene (WASH), education, and child protection, ensuring a holistic approach to disaster management.

Page | 5

A key milestone in this initiative was the first national Training of Trainers (ToT) program, which took place in July 2024. This event marked the official launch of the toolkit rollout, equipping trainers with the necessary skills to disseminate knowledge and facilitate the effective use of SBC strategies across the country.

Participating States and Stakeholders
Location of Selected Indian States and UT on Map

Profile of Participating States and Participants

The workshop engaged states and UTs primarily from Southern India—Andhra Pradesh, Dadra and Nagar Haveli, Goa, Gujarat, Haryana, Kerala, Maharashtra, Tamil Nadu, Telangana, and West Bengal (risk profiles in Annexure 1). Participants included mid- to senior-level officials from SDMAs, DDMAs, and converging departments such as Health, WCD, Panchayati Raj, Social Welfare, WASH, Education, academia, and civil society (see the participant list in Annexure 2).

Expected Outcomes of the workshop:
Participants would have:

Acquired a comprehensive understanding of fundamental Social and Behavior Change (SBC) models and principles, emphasizing their significance in fostering positive behavioral transformation.

Enhanced capacity to integrate SBC within Disaster Risk Reduction (DRR) programming, encompassing all phases of planning, implementation, and monitoring.

- Developed proficiency in employing people-centred and participatory approaches that prioritize community needs, with a strong emphasis on inclusivity and responsiveness to varied populations.
- Cultivated skills to identify behavioral barriers and enablers through community feedback mechanisms, thereby facilitating the design of more effective interventions.
- Attained the capability to select and tailor communication channels to meet the specific requirements of diverse stakeholder groups.

Workshop Methodology

The regional workshop on Social and Behavior Change (SBC) for Disaster Risk Reduction (DRR), jointly organized by the National Institute of Disaster Management (NIDM) and UNICEF India,

adopted a dynamic and participatory approach aimed at enhancing the skills of key stakeholders from states. Departing from conventional lecture formats, the workshop focused on experiential learning, allowing participants to immerse themselves in hands-on activities and discussions. This innovative method empowered them to explore and apply essential SBC concepts to tangible, real-world disaster scenarios, fostering a deeper understanding of how to engage communities in the face of emergencies effectively. Participants left equipped not only with knowledge but also with practical tools to implement in their respective roles.

Page | 7

Core Methodological Approaches

Case-Based Learning:

Each session commenced with compelling real-life case studies that brought theory to life. Notable examples included the innovative COVID-19 response in Dharavi, the remarkable resilience displayed by Odisha's "Tsunami-Ready" village, and the community-led recovery efforts in Kerala following devastating floods. These vivid instances effectively showcased the powerful synergy between Social and Behaviour Change (SBC), Human-Centred Design (HCD), and People-Centred Approaches (PCA), demonstrating how these frameworks can harmonize in addressing complex challenges and fostering sustainable change.

Participatory Techniques:

Interactive formats such as dynamic group discussions, engaging World Café sessions, hands-on planning activities, and constructive feedback exercises played a pivotal role in promoting peer learning and fostering collective reflection. These approaches created an environment where participants could immerse themselves in Social and Behavioral Change (SBC) concepts, enabling them to actively engage with the material and one another. By participating in these lively interactions, attendees were not only encouraged to share their perspectives but also to internalize key SBC ideas through meaningful dialogue and collaborative exploration.

Page | 8

8

Systems Thinking:

The sessions explored the integration of Social and Behavior Change (SBC) strategies into established institutional frameworks, such as State Development Management Plans (SDMPs) and Village Development Management Plans (VDMPs). Through detailed analysis of real-world examples, such as Gujarat's innovative Patan Navjivan Yojana and Uttar Pradesh's impactful Dastak campaign, the discussions highlighted how these SBC approaches can be seamlessly integrated into broader systems, showcasing their potential for holistic and effective implementation.

Use of Vignettes for Consolidating Learning:

One of the most notable aspects of the workshop was the incorporation of vignettes — richly detailed, scenario-based narratives inspired by authentic or conceivable disaster situations. These compelling stories, such as Maharashtra's impactful "Chase the Virus" campaign and the extensive rehabilitation efforts following the devastating Kerala floods, were strategically used to underscore essential lessons. By weaving these narratives into the fabric of each session, participants were able to engage more deeply with the material, reflecting on real-world implications and gaining insights that could be applied in future crisis management scenarios.

Purpose of the Vignettes:

- The vignettes were designed with several key objectives in mind. Firstly, they aimed to reinforce important concepts by encouraging participants to reflect on the day's Learning while revisiting fundamental social and behavioral change (SBC) tools and principles within varied contexts.
- Additionally, participants were prompted to analyse the provided scenarios, identify valuable behavioral insights, propose strategies tailored to the specific context, and critique different communication approaches.
- These vignettes also served to stimulate meaningful discussions surrounding critical themes such as trust-building, peer influence, inclusive communication, and the importance of local adaptation in addressing issues effectively.

Page | 9

- Furthermore, by applying concepts such as the Socio-Ecological Model (SEM) and people centered approaches (PCA) in new settings, the vignettes enhanced participants' retention of knowledge and understanding across different contexts.

In summary, the workshop methodology emphasized a rich approach to experiential learning, highlighting the importance of contextual relevance and collaborative problem-solving among participants. By strategically incorporating vivid vignettes, the workshop created a dynamic and engaging platform for reflection. This immersive experience allowed participants to not only contemplate theoretical concepts but also to translate those ideas into practical strategies. They were encouraged to adopt and adapt these strategies to fit their unique disaster preparedness and response frameworks, ultimately enhancing their ability to navigate real-world challenges effectively.

Session Design

The workshop's session flow was meticulously designed to foster a progressive accumulation of knowledge while keeping participants actively engaged throughout the experience. Each day is centred around distinct thematic areas, beginning with foundational concepts that serve as a solid base and gradually advancing toward practical application and systems integration.

Sessions kicked off with compelling real-life case studies, establishing a relevant context that drew participants in and sparked their interest. Following these initial discussions, facilitators provided in-depth technical input on pertinent frameworks, including Social and Behavior Change (SBC), Human-Centred Design (HCD), and People-Centred Approach (PCA) models.

To enhance collaboration and practical application, the workshop featured a variety of interactive activities. Group discussions encouraged participants to share insights and perspectives, while planning exercises provided hands-on opportunities to strategize solutions. The innovative World Café sessions facilitated dynamic exchanges of ideas, creating an environment of collective learning and creativity.

Each session was summarised with a vignette - an engaging scenario-based narrative crafted to reinforce the key concepts presented. These vignettes not only prompted reflection but also made vital connections between theory and real-world practice, ensuring that participants left with meaningful takeaways. This thoughtfully structured yet adaptable flow of content allowed for deep learning and ensured that a diverse range of participants could engage with and benefit from the material.

Inaugural Session

As the second workshop in a national series, the regional workshop—collaboratively organized by the National Institute of Disaster Management (NIDM) and UNICEF India—aimed to facilitate cross-state learning and equip government officials and stakeholders with practical tools for integrating Social and Behaviour Change (SBC) into Disaster Risk Reduction (DRR) frameworks.

Dr Sushma Guleria

Dr. Sushma Guleria**,** Head of the Environmental Disaster Risk Management Division at NIDM, welcomed the participants and initiated the discussion by outlining the origins of the project, which centres around creating vignettes tailored to five critical sectors. This initiative lays the groundwork for blended Disaster Risk Reduction (DRR) centres. Given the specific challenges associated with disasters like earthquakes and cyclones, there was a recognized need to implement a blended approach to DRR. This approach is adaptable to various states, allowing for customization based on local risk profiles.

To further this initiative, NIDM and UNICEF collaborated to introduce the SBC toolkit and organized a series of regional workshops to collect feedback on the modules. The inaugural workshop took place in May 2025 in Jaipur, featuring participation from representatives across Northern and select Central states. Currently, the second workshop is concentrating on Southern states. While distinct regional challenges have been identified, several common themes have surfaced, highlighting the importance of cross-state learning.

Haryana and Delhi, which were unable to join the first workshop, have been invited to participate in the current gathering. Some participants from Uttar Pradesh were also unable to attend this time, and Odisha is currently engaged in its annual mock drill, scheduled for June 18–19. Both of these states are anticipated to join the third and final workshop, which will focus on the North-Eastern region. Additionally, Karnataka is expected to be included in future sessions.

Dr. Sushma underscored that the primary objective of these workshops is to unite all states and State Disaster Management Authorities (SDMAs), fostering interdepartmental collaboration and the exchange of experiences. For instance, one state is investigating strategies to enhance the integration of SBC from the state level down to the panchayat level, presenting a potentially valuable model for others. These workshops serve not only as a venue for technical discussions on disaster management but also as an opportunity to encourage wider collaboration.

Page | 11

Dr. Sushma concluded by expressing gratitude to UNICEF for their role as the technical partner and invited Ms. Shalini Prasad, SBC Specialist at UNICEF, to introduce the workshop and set the stage for the upcoming sessions.

Ms. Shalini Prasad

Ms. Shalini Prasad, SBC Specialist at UNICEF India Country Office, Delhi, expressed her appreciation to NIDM for prioritising Social and Behaviour Change (SBC) in disaster risk reduction efforts. She noted that UNICEF and NIDM have been collaborating to advance this agenda over the past three to four years, and it is encouraging to see SBC gaining momentum at the national level.

She shared the genesis of the initiative, which stemmed from a literature review that revealed a significant gap in existing DRR training modules. While community participation and engagement are often highlighted in disaster management discourse, they are rarely operationalised. The review found that SBC components were typically limited to one-way IEC dissemination, lacking the depth of participatory engagement and behavioural insight.

Ms. Prasad emphasised that SBC is far more than awareness campaigns—it is a scientific, evidence-based approach that requires active community involvement in planning, feedback, and monitoring. She introduced the SBC-DRR toolkit, which was developed to support this integration, and highlighted its contextual relevance in understanding local enablers and barriers to behavior change.

She explained that the workshop aims to demystify SBC by unpacking key concepts such as Human-Centred Design (HCD) and People-Centred Approaches (PCA), and to guide participants on incorporating these into State and District Disaster Management Plans. Urging participants to tailor the toolkit to their specific state contexts, she stressed the importance of making disaster preparedness and response truly people-centric, inclusive, and responsive to real-time community feedback.

Ms. Prasad concluded by expressing enthusiasm for the workshop, noting that the presence of master trainers from diverse regions presents a valuable opportunity for mutual learning and collaboration.

Dr Sushma Guleria

Page | 12

12

Before commencing the session, Dr Sushma introduced the resource persons—Dr. Nisar Ahmed, Executive Director at Envisions and Professor of Practice, and Ms. Varsha Chanda from the Envisions Institute of Development. Both experts played a key role in conceptualising the subject, designing the training module, and contributing to a component of the SBC toolkit. This was followed by a round of introductions from all participants.

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 began with an engaging safety simulation, where the facilitator used the emergency cue "MAYDAY" to prompt participants to evacuate. Despite clear instructions, only a few individuals responded, illustrating the common communication gaps that often occur in real-life disaster scenarios. This exercise served as a live demonstration of the barriers to effective risk communication, ranging from confusion and mistrust to environmental cues that do not align with perceived threats.

The facilitator drew parallels with real-world situations, such as cyclone warnings in Odisha, where communities often ignore alerts due to low perceived risk or lack of trust in the source. He emphasised that effective communication during disasters relies not only on clarity but also on credibility and community trust.

Participants then engaged in a hands-on activity simulating physical and behavioural barriers. Asked to form a circle and maintain handholds while changing orientation without breaking the chain, the group encountered coordination challenges and communication breakdowns.

This exercise highlighted several critical concepts: the importance of clear evacuation paths, real-time monitoring, collective problem-solving, and the need for continuous feedback mechanisms.

Key observations included:

- The absence of a clear evacuation route hindered movement.

- Participants struggled when instructions were vague or poorly communicated.

- Behaviour changed only after peer-led solutions emerged—illustrating the principles of **Human-Centred Design (HCD)** and **Social and Behaviour Change (SBC)**.
- Effective disaster response hinges not only on planning but also on monitoring adherence and adapting based on feedback.

The facilitator reinforced that when solutions are generated and adopted by the community itself, it reflects the essence of HCD. Similarly, when individuals shift behaviour based on peer influence and the relevance of the message, it exemplifies SBC in action.

The session concluded with a preview of the workshop's objectives: to explore core SBC concepts, understand behavioural barriers and enablers, and learn how these can be integrated into disaster preparedness and response strategies using practical, community-led approaches. Participants applauded the interactive session, setting a dynamic tone for the days ahead.

Session 1 – Part II

The sub-session started with a case study that examined core concepts of Social and Behaviour Change (SBC) and People-Centred Approaches (PCA) within the context of Disaster Risk Reduction (DRR). Focusing on community engagement, the discussion highlighted the COVID-19 response in Dharavi as a key example. This response involved forming strategic partnerships with private healthcare providers, converting community centres into quarantine facilities, and reopening clinics, all supported by active community leadership.

The session demonstrated the effectiveness of locally led, trust-based interventions, which involved collaboration with community influencers and resulted in improved health outcomes, despite initial resistance from the community. For instance, voluntary testing in Dharavi was driven by both peer influence and concerns about livelihood, illustrating the practical application of behavioral theories.

Participants were introduced to three interconnected methodologies: SBC, Human-Centred Design (HCD), and PCA. These methodologies serve as essential tools for improving communication and fostering behaviour change within the DRR framework. They were presented as complementary approaches that, when used together, enhance community ownership and the effectiveness of responses.

The session concluded with a vignette featuring Maharashtra's "Chase the Virus" campaign, which underscored the impact of community-led SBC strategies in building trust and developing adaptive, locally tailored solutions for disaster risk reduction.

Vignette: Chase the Virus

- Advantages of community leaders as information providers
  - Trust with the community is already established making the information reliable and trust-worthy.
  - Information reach is multiplied by the community leaders
  - Information is available / accessible to the community on real-time basis
  - Local leaders' involvement made the tracing and tracking less intimidating and less threatening
- Reopening of private clinics as a communication need in May 2020
  - The lockdown measures were in force till end May 2020. So, there was a special need to convey the opening to people as many would not have known about it.
  - That's why the community leaders were advised to communicate the reopening as it would restore their trust in services.

Learning Session 1

1. **Community engagement boosts the effectiveness of disaster risk reduction (DRR) efforts.**

Page | 14

14

The Dharavi case demonstrates that engaging local leaders, utilizing community spaces, and fostering trust can enhance community ownership, reduce stigma, and increase adherence to preventive measures, such as testing and vaccination. These strategies are essential for effectively managing public health initiatives within communities.

2. **SBC, HCD, and PCA Collaborate to Effectively Promote Positive Behavioral Change.**
The integration of Social and Behaviour Change (SBC), Human-Centric Design (HCD), and People-Centred Approaches (PCA) plays a crucial role in creating inclusive and context-specific strategies for Disaster Risk Reduction (DRR). For instance, the "Chase the Virus" campaign exemplified how effectively combining these elements can foster trust within communities and enhance their resilience to challenges.

Session 2: Understanding SBC Role & Models for DRR

The session explored how behavior in disaster contexts is shaped by individual, social, economic, and systemic factors. Through real-world examples from Assam's Char areas and Dharavi's COVID-19 response, it highlighted how trust, livelihoods, and culture influence community actions.

Key frameworks, such as the socio-ecological model (SEM), illustrate the multi-layered influences on behavior. Participants discussed the distinctions between Behavior Change Communication (BCC) and Social and Behavior Change (SBC). They explored tools such as Human-Centric Design (HCD) and People-Centred Approaches (PCA) for creating culturally relevant solutions.

The importance of local advocacy and inclusive design was emphasized, particularly in integrating SBC across all phases of Disaster Risk Reduction (DRR). Practical examples, such as the Tsunami Ready mock drill, demonstrated the effectiveness of these approaches in real-world scenarios.

Learning Session 2

1. **Disaster behavior is influenced by multiple contexts, including personal, social, economic, and cultural factors**. Case studies from Assam and Dharavi highlight the significance of trust and local context, underscoring the value of applying the Socio-Ecological Model (SEM) in disaster risk reduction (DRR) planning.

Page | 15

2. **Co-created and culturally relevant solutions are essential for strengthening disaster risk reduction (DRR).** The session clearly distinguished between behavior change communication (BCC) and social behavior change (SBC), emphasizing the necessity of participatory approaches, such as human-centred design (HCD) and participatory community assessment (PCA). The Tsunami Ready drill exemplifies how effective, locally tailored, and inclusive strategies lead to sustainable and community-owned disaster response efforts.

Session 3: Community Engagement for DRR

The session focused on enhancing participants' understanding of People Centred Approaches (PCA) and Social and Behaviour Change (SBC) in Disaster Risk Reduction. The exploration involved the Kerala Government's Build Back Better programme, Janakiya Pankalithavum Punarnirmanavum initiative (JPPI), relevant post-disaster needs assessment reports from the 2018 floods, thematic cards on PCA inclusion, and case studies from Kerala, Gujarat, and Rajasthan. Participants examined inclusive practices, including vulnerability assessments, MGNREGA convergence, and community-led training. PCA principles—participation, localization, inclusivity, and accountability—were discussed alongside practical tools, such as Participatory Rural Appraisal (PRA) and feedback mechanisms. The session delineated outputs from outcomes and underscored the significance of building confidence and implementing context-specific, people-centric DRR strategies.

Learning Session 3

1. **People-Centred Approaches Facilitate Inclusive and Accountable Disaster Risk Reduction**: Case studies conducted in Kerala, Gujarat, and Rajasthan have demonstrated that strategies emphasizing participation, localization, and feedback mechanisms, such as Participatory Rural Appraisal (PRA), significantly promote equitable and community-led recovery efforts. This is exemplified by the Joint Programme for Post-Disaster Initiative (JPPI) in Kerala.

2. **Outcome-Focused Strategies Enhance the Impact of Social Behavior Change (SBC) and Participatory Community Assessment (PCA)**: By emphasizing outcomes such as community confidence and resilience, the session underscored the importance of locally tailored approaches—such as the convergence of the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) and vulnerability assessments—in fostering sustainable disaster risk reduction (DRR).

Session 4: Communication for SBC in DRR

SBC (Social and Behavior Change) identifies behavioral barriers, while HCD (Human-Centred Design) creates locally relevant solutions. The Tsunami-Ready Village initiative in Odisha exemplifies this synergy, improving evacuation awareness through SBC and co-designing solutions with HCD, which earned recognition from the Intergovernmental Oceanographic Commission of UNESCO.

Page | 16

Communication strategies, including IPC, IEC, social mobilization, and advocacy, were aligned with the Socio-Ecological Model for effective engagement. Case studies from Indore, Assam, and Delhi demonstrated how trust, peer influence, and community involvement can drive behavior change. The importance of local influencers and culturally tailored messages, supported by strategic communication, was emphasized for achieving lasting impact.

Learning Session 4

1. **The integration of Social and Behavior Change (SBC) strategies and Human-Centred Design (HCD) methodologies has facilitated the development of localized, community-driven solutions**, as exemplified by the case of the Odisha Tsunami-Ready Village. This initiative demonstrated that identifying behavioral barriers through SBC and collaboratively developing solutions via HCD significantly improved community preparedness, garnering international acclaim.

2. **Culturally Layered Communication Enhances Behavior Change:** This session emphasized the importance of mapping strategies, such as Interpersonal Communication (IPC), Information, Education, and Communication (IEC), and advocacy, within the framework of the Socio-Ecological Model. It underscored the significance of trust, peer influences, and local advocates in various contexts.

Page | 17

17

Day 2: Operationalising SBC in Systems

Session Recap

To make the session recap more engaging and participatory, the Mentimeter tool was used to capture reflections, a few of which are presented below.
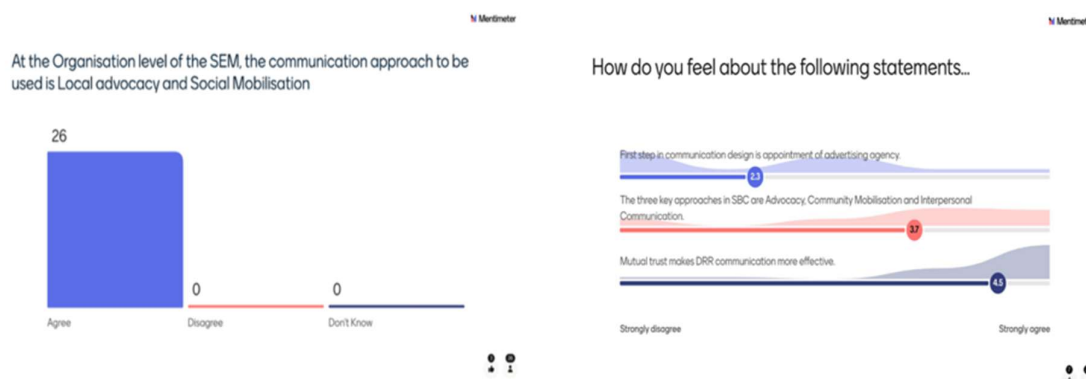
Session 5.1: Systems Strengthening for SBC Integration for 4 Phases of Disaster

The session focused on enhancing 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 presented an overview of the evolution of disaster governance in India, highlighting the transition from the DM Act 2005 to the updates under the DM Act 2025, which advocate for the systematic inclusion of SBC in State and District Disaster Management Plans. The discussion included the availability of funds for capacity development. Examples were provided, such as the Dastak campaign in Uttar Pradesh, and Village Disaster Management Plans (VDMPs), illustrating the significance of local ownership and convergence. The session emphasized self-care for frontline workers, the need for emotional responsiveness, and the importance of inclusive planning for women, children, and vulnerable groups. Additional sessions covered rumour management techniques, teaching participants to categorise, assess, and counter misinformation through trusted networks and structured communication.

Learning Session 5.1

1. **Integrating Social Behavior Change (SBC), Human-Centred Design (HCD), and Principal Component Analysis (PCA) to Enhance Disaster Governance**: The session underscored the importance of incorporating these methodologies into revised disaster management plans. Initiatives such as Mandi's sanitation drive and the Dastak campaign in Uttar Pradesh exemplify the effectiveness of local ownership and strategic planning in Disaster Risk Reduction (DRR).

2. **Inclusive Planning and Management of Misinformation Enhance the Effectiveness of Disaster Risk Reduction**: It is essential to provide emotional support for frontline workers and to ensure the inclusion of vulnerable groups. Additionally, the session

Page | 18

emphasized the importance of utilizing trusted networks to manage and counter misinformation effectively.

Session 5.2: Planning & Monitoring SBC

The session presented a structured communication planning matrix along with seven guiding questions designed to facilitate the development of effective, context-specific strategies for community engagement. It differentiated between monitoring, defined as the real-time tracking of implementation, and evaluation, which involves assessing outcomes and impact. This distinction was illustrated through relatable analogies and guiding questions that contribute to the development of robust systems.

Planning was emphasized as the foundation for implementation, with monitoring and evaluation identified as integral steps for assessing progress. These mechanisms are utilized to determine the effectiveness of interventions such as Social and Behaviour Change (SBC) and People-Centred Approaches (PCA). If data indicates satisfactory progress, interventions continue; otherwise, the process revisits planning for mid-course corrections. An example cited was the response to the 2001 Gujarat earthquake, particularly the Patan Navjivan Yojana (PNY), which was developed as a model program. The initiative sought to empower affected communities to enhance resilience against future disasters, connect immediate relief with long-term development, and promote multi-stakeholder cooperation in post-disaster recovery. A primary objective was to gradually reduce dependence on external agencies by strengthening local capacities, thereby enabling communities to manage their rehabilitation and recovery efforts independently.

The 2001 Bhuj earthquake response demonstrated a collaborative planning approach, engaging multiple stakeholders, including 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 needs assessment, capacity building, and joint implementation activities, including training and participatory construction; and Stage III emphasized integration with long-term development to ensure sustainability. The timeline illustrates coordinated actions that began with initial relief efforts by SEEDS in early 2001, followed by community workshops, joint planning, confidence-building activities, the launch of livelihood programs, and the establishment of local institutions, including Community-Based Organizations (CBOs) and the Mason Guild. Central to this model was the role of the Patan Navjivan Yojana (PNY), which aimed to

Page | 19

19

empower communities and gradually decrease dependence on external agencies, ultimately enabling local populations to independently manage Disaster Risk Reduction (DRR) functions over time.

Participants engaged in discussions regarding the integration of SBC, Human-Centred Design (HCD), and PCA through real-world examples, applying these concepts in the context of DRR by utilizing case studies such as Gujarat's PNY and the Bhuj earthquake response. A World Café group activity facilitated collaborative planning on SBC across the stages of planning, implementation, and monitoring.

The SBC-DRR Toolkit was introduced, featuring pre-tested resources and user-friendly visuals adaptable across various contexts. Participants reviewed communication materials, GIFs, and IEC content organized by theme—for example, blue for WASH and brown for earthquake—and proposed enhancements such as local language inclusion, audio support, and clearer visuals. The session highlighted the importance of inclusive, locally grounded, and feedback-driven approaches to risk communication, concluding with practical tools and guidelines for implementation.

Learning Session 5.2

1. **Effective disaster risk reduction (DRR) necessitates robust planning, continuous monitoring, and strategic adaptation**. The example from Gujarat demonstrates that systematic planning, real-time oversight, and timely adjustments enhance social behavior change (SBC) and participatory community assessment (PCA). These practices not only empower communities but also contribute to the sustainability of interventions.

2. **Context-Specific Communication Tools Enhance Community Engagement**: The SBC-DRR Toolkit and the Bhuj case study exemplify how co-created, culturally relevant materials—supported by local languages, visual aids, and collaborative efforts—foster trust and enhance local capacity in Disaster Risk Reduction (DRR).

Session 6: SBC DRR Toolkit

The workshop concluded with the distribution of tools, toolkits, and planning templates designed to integrate social behavior change (SBC) into disaster risk reduction (DRR) systems. This approach aims to enhance community involvement, ensure evidence-based practices, and promote resilience. Participants were instructed to maintain essential design elements, such as colour coding, while making adaptations to the materials. The toolkit's flexibility for various disasters, including floods, earthquakes, public health emergencies, and cyclones, was emphasized.
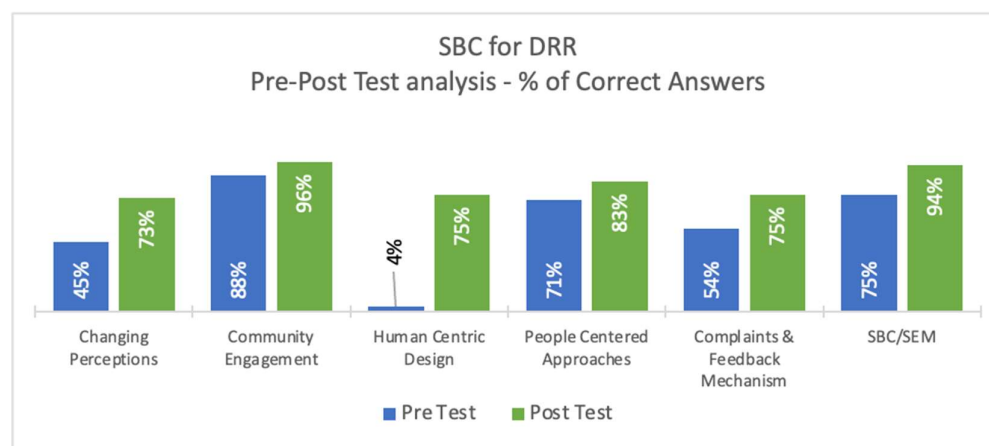
Learning Session 6

1. **SBC Tools Promote Inclusive, Community-Driven Disaster Risk Reduction**: The provision of toolkits and templates facilitates the integration of Social and Behavior Change (SBC) strategies into Disaster Risk Reduction (DRR) planning. This approach transitions the focus from top-down methodologies to locally sourced, evidence-based engagement that empowers communities.

2. **Consistent design, coupled with local adaptation, significantly enhances the effectiveness of communication**. By retaining fundamental elements such as colour coding while customizing content to address specific disaster types, it ensures that messages remain clear, relevant, and contextually appropriate.

Key Learning and Participant Reflections

Pre-test and post-test were done through Google Forms. Analysis of participants' responses shows improvement in participants' knowledge in all major topics. A graphical representation of the results is given below.

SBC for DRR
Pre-Post Test analysis - % of Correct Answers

Category	Pre Test	Post Test
Changing Perceptions	45%	73%
Community Engagement	88%	96%
Human Centric Design	4%	75%
People Centered Approaches	71%	83%
Complaints & Feedback Mechanism	54%	75%
SBC/SEM	75%	94%

The graph presents the results of a pre- and post-test analysis on key concepts related to Social and Behaviour Change (SBC) for Disaster Risk Reduction (DRR), reflecting the percentage of correct answers among participants before and after the training.

The analysis shows a clear improvement in understanding across all thematic areas. Notably, comprehension of **Human-Centred Design** rose dramatically from just 4% to 75%, indicating a major learning gain. **Changing Perceptions** also saw a substantial improvement, increasing from 45% to 73%. Concepts such as **Community Engagement**, **SBC/SEM (Social and Behaviour Change/Socio-Ecological Model)**, and **People-Centred Approaches** showed high pre-test scores, which further improved post-training, demonstrating both prior familiarity and enhanced clarity through the workshop. **Complaints and Feedback mechanisms** improved from 54% to 75%, reflecting growing awareness of accountability systems in DRR. Overall, the training effectively strengthened participants' knowledge across all core areas, with especially significant gains in newer or less familiar concepts.

Participant Reflections

	Madhav Hathi Disaster Project Officer -Dadra &Nagar Haveli *He appreciated the training programme held on 18–19 June 2025 and expressed interest in similar workshops being conducted within departments such as PWD, Forest, Police, and Agriculture. He emphasised that such initiatives would help build departmental capacities and enhance their understanding of pre- and post-disaster management practices.*

	Ms. Anagha E-Rural Development Specialist, KSDMA Kerala *This workshop provided a hands-on, participatory learning experience that enabled in-depth engagement with each concept and approach. Emphasizing practical application over theory, it equipped me with the skills to design IEC materials through a human-centric lens and apply DRR and SBC principles effectively in the field as a disaster manager. A key challenge noted was the reluctance of the media sector to engage with behavioural change concepts or acknowledge the link between DRR and SBC, often questioning SDMA efforts in this regard. In response, there is a strong need for NIDM to deploy master trainers—preferably with regional language proficiency—to facilitate better understanding and collaboration.*

Page | 22

Mr Rajiv Samaddar-Block DM officer, West Bengal

The training that we are getting is beneficial. We have our own Institute in Calcutta that is also very good, but NIDM and UNICEF can collaborate with this state-level institute and impart contextualised training in our State

Ms Mani Devi, CDPO, ICDS Project Andhra Pradesh

In our hilly region, cyclones frequently trigger secondary disasters, including landslides and damage to railway infrastructure. To strengthen preparedness, it is vital to engage key departments, particularly Roads and Transport, Forest, and Panchayati Raj, as they play a critical role in both disaster prevention and community response. Training officials from these departments in disaster risk reduction (DRR) would enhance coordination and effectiveness.

Mr R Sudhakar -District Fire Officer, Telangana

In response to how I plan to apply this workshop's Learning in my home state, I'd like to share that many of the approaches discussed are already being implemented in my State. Between June 1, 2024, and May 2025, we conducted 954 public awareness programs, with a strong focus on Social and Behaviour Change (SBC).

Our primary target audience has been students, as we believe children are powerful influencers within their families and communities. By educating students—particularly those in lower grades—we aim to instill a culture of safety and preparedness from a young age. We also engage with medical students, given the increasing frequency of accidents in hospitals. These sessions include awareness of the National Building Code (NBC) 2016 guidelines, which they can apply when setting up their medical practices in the future. In our training, we also include practical tips on managing residential fires without relying solely on fire extinguishers. For example, we demonstrate how a simple household item, such as baking soda, can quickly extinguish an LPG fire by simply throwing a handful at the flame's source. This method is effective, requires no training, and is accessible to everyone. We recommend households keep at least 2 kg of baking soda in their kitchens.

Page | 23

	Mr Kishan Kumar S IAS, Sub Collector, Chidambaram, Tamil Nadu *He appreciated the workshop and its delivery model, particularly the effective blend of theoretical knowledge and practical application. However, he identified key challenges in achieving social behaviour change, notably the lack of unified command among higher authorities and bureaucrats in disaster mitigation efforts. He also observed that Disaster Risk Reduction (DRR) is often treated as an additional responsibility rather than a priority. As a way forward, he recommended that premier institutions introduce professional courses on Social Behaviour Change (SBC) in DRR, and suggested engaging interns on a need basis to support implementation.*
	Mrs Meenakshi, CDPO (DM), Rewari, Haryana (DDMA) *She found the training highly useful and practical, noting that it would support her in developing effective IEC materials and generating evidence for advocacy. She emphasized the importance of learning key communication strategies to ensure inclusive community outreach, with a focus on leaving no one behind. She also recommended incorporating disability-friendly elements, such as the use of brain-language, in IEC materials.*

Post-Training Action Plans

Feedback was obtained from the participants on their implementation plans to disseminate / use the workshop learnings.

- Participants have expressed their intent to organise state and district level trainings, and community level workshops.
- Some participants have chosen systems strengthening at the organisation / department itself to make it better prepared and resilient and integration of SBC and associated tools in VDMP and DDMP.
- Rollout of an internship opportunity for graduates willing to work in the field of disaster management.
- Establish check on social and mass media.
- Develop SoP and guidelines for community engagement, feedback and data collection, and planning and monitoring frameworks.

More details are available at Annexure 3.

Strategic Way Forward & Recommendations

Feedback was also obtained from participants on each session. This feedback will be used to strengthen the sessions further 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 came forward and committed to organizing their state / district-level workshops to roll out the SBC mainstreaming.

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

Annexure 1: Participating States – Disaster Risk Profile

States	Major Hazards	Risk Factors	Notable Events
Andhra Pradesh	Cyclones, coastal flooding, droughts, heatwaves, and urban flooding	Long coastline (970 km), frequent cyclonic activity from the Bay of Bengal, high agricultural dependency, rapid urbanisation	Cyclone Hudhud (2014), Cyclone Phailin (2013, partial impact).
Dadra and Nagar Haveli	Floods, earthquakes, heatwaves.	Proximity to rivers and hilly terrain, limited disaster response infrastructure.	**Seismic Zone**: Zone III (moderate risk).
Goa	Floods, coastal erosion, cyclones (rare), landslides in the Western Ghats.	Low-lying coastal areas, monsoon-related river flooding, tourism infrastructure at risk.	Zone III.
Gujarat	Earthquakes, cyclones, droughts, floods, industrial hazards.	Long coastline, arid and semi-arid zones, industrial and chemical hubs.	Bhuj Earthquake (2001), Cyclone Tauktae (2021). **Seismic Zone**: Zone V (Kutch), Zone IV and III (rest of state).
Haryana	Floods, droughts, heatwaves, seismic activity.	Urban flooding in NCR (Gurgaon/Faridabad), water stress, and agricultural vulnerabilities.	**Seismic Zone**: Zone IV (high), especially NCR region.
Kerala	Floods, landslides, cyclones (occasional), coastal erosion.	High rainfall intensity, fragile Western Ghats ecology, densely populated urban and rural areas.	Floods of 2018 and 2019, multiple landslides.
Maharashtra	Floods, droughts, heatwaves, urban flooding, industrial accidents, earthquakes.	High population density (Mumbai, Pune), unplanned urbanisation, drought-prone areas (Vidarbha, Marathwada).	**Seismic Zone**: Zone IV (parts of Konkan, Koyna), Zone III.
Tamil Nadu	Cyclones, coastal flooding, droughts, earthquakes.	Long eastern coastline, deltaic regions, water scarcity in inland areas.	Chennai floods (2015), Cyclone Gaja (2018), Cyclone Nivar (2020).
Telangana	Droughts, floods, heatwaves	Semi-arid climate, high urbanisation (Hyderabad), reservoir and dam-related flood risk.	**Seismic Zone**: Zone II (low risk).
West Bengal	Cyclones, riverine and coastal flooding, earthquakes, landslides (in the north).	Sundarbans delta vulnerability, high population density, Ganga-Brahmaputra basin.	Cyclone Amphan (2020), Cyclone Yaas (2021). **Seismic Zone**: Zone IV (North Bengal), Zone III (rest).

Annexure 2: List of Participants

18th – 19th June 2025 || NIDM Southern Campus, Vijayawada

S. No	State/UT	Full Name	Designation	Name & Address of the Organization	Mobile Number	Email
1.	Andhra Pradesh	Ms. Sarada Kolluru	C.D.P.O	I.C.D.S. Project Maredumilli Andhra Pradesh	9490420945	icds.mml@gmail.com Alternative: sarada.kolluru1966@gmail.com
2.	Andhra Pradesh	Ms. Mani Devi	C.D.P.O	I.C.D.S. Project Hukumpeta Andhra Pradesh	9440284007	icds.rcvm@gmail.com | icdshukempeta@gmail.com
3.	Andhra Pradesh	Mr. Allavarapu PVVSS DILEEP	Assistant Geophysicist	O/o Director – Ground Water Audit Vysya Bhawan Vijayawada	8247503125	hydrographnetwork@gmail.com
4.	Andhra Pradesh	Ms. Kedari Setty Swarna Chandrika	Asst. Engineer	O/o Director – Ground Water Audit Vysya Bhawan Vijayawada	8309744408	swarna.kedarisetty@gmail.com
5.	Dadra & Nagar Haveli	Shri Madhav Ajaykumar Hathi	Disaster Project Officer	Collectorate, Dadra & Nagar Haveli	9601341869	eoc-dnhdd@nic.in
6.	Dadra & Nagar Haveli	Shri Mehul Patel	Disaster Project Officer	Collectorate, Dadra & Nagar Haveli	9898866552	
7.	Goa	Mohd. Shabir IAS	Deputy Collector & Sub Divisional Officer	South Goa Collectorate, Salcete	96825 44438	sdo2-salcete.goa@gov.in
8.	Gujarat	Kaushik Ramanbhai Mehta	Epidemic Medical Officer	District Panchayat Surat Health Department, Piplod, Surat – Gujarat	6359900802 9875273898	dso.health.surat@gmail.com
9.	Gujarat	Dr. Pareshbhai Bharatbhai Surati	District Epidemiologist	District Panchayat Surat Health Department, Piplod, Surat – Gujarat	8758111582 0261-2430780	dso.health.surat@gmail.com
10.	Haryana	Ms Meenakshi	Project Officer – DM	DDMA, Rewari Haryana	9030225029	meenakshirathore1990@gmail.com
11.	Haryana	Mr. Vijender Sahu	Project Officer - DM	DDMA, Hisar Haryana	9466205008 8607400878	vijendersahu2@gmail.com
12.	Kerala	Ms. Anagha E.	Rural Development Specialist	KSDMA Thiruvantharapuram Kerala	9747692282	anagha.e.usha@gmail.com
13.	Kerala	Ms. Ziya Arun	Hazard Analyst – Psychology	KSDMA Thiruvantharapuram Kerala	8943527026	arundeepkp@gmail.com
14.	Maharashtra	Mr. Ankush Gawande – DDMO	DDMO	Collectorate of Nagpur Maharashtra	8860018817 8087379179	ankush.gawande@gmail.com
15.	Maharashtra	Mr. Kishore Ashokrao Kure	DDMO	District Collector Office, Opposite BSNL office, Vazirabad, Nanded 431601	9422875808 8668852756	kishorkure@gmail.com
16.	Maharashtra	Smt. Sunita Satamkar	Desk Officer	Disaster Management Department, Mantralaya Mumbai	9869229275	CONTROLROOM@maharashtra.gov.in
17.	Maharashtra	Shri Balaji Vharkat	District Programme Manager	Project Management Unit Mantralaya, Mumbai	9403343043	
18.	Maharashtra	Shri Arsi Khan	District Disaster Management Support	Project Management Unit Mantralaya, Mumbai	9910728487	
19.	Maharashtra	Ms. Radhika Ashok	DRR Coordinator	Indian Red Cross Society,N.T.R. District, Andhra Pradesh	9676036138	

S. No	State/UT	Full Name	Designation	Name & Address of the Organization	Mobile Number	Email
20.	Tamil Nadu	Shri Thiru S. Krishan Kumar IAS	Sub Collector	Chidambaram , Cuddalore District Tamil Nadu	NA	
21.	Tamil Nadu	Smt S Ramya	Deputy Collector Revenue Divisional Officer	Deputy Collector - Revenue Maduranthagam Division Tamil Nadu	NA	tnstateeoc1@gmail.com
22.	Tamil Nadu	K. Narasimhan	Assistant Commissioner	(RR- TNDRRA) Tamil Nadu	9444446885	
23.	Tamil Nadu	K. Ramesh	Assistant Commissioner	(DMR – TNDRRA) Tamil Nadu	9444446882	
24.	Telangana	R. Sudhakar	District Fire Officer	Telangana Fire Disaster Response, Emergency & Civil Defence Department Secunderabad, Telangana	8712695334 7337057296	dfo-kmr-fire@telangana.gov.in
25.	West Bengal	Shri Rajiv Samaddar	Block DM officer	Hooghly, West Bengal	9038579179	rajivsamaddar@gmail.com
26.	West Bengal	Shri Sourav Dutta	Block DM officer	Malda, West Bengal	8961171278	souravdutta@gmail.com
27.	Delhi	Dr. Adesh Kumar.	Joint Director	DDMRS – ISSL – Delhi	8882541177	director@issl.res.in
28.	Delhi	Dr. Satyavendu Kumar	Joint Director	DDMRS – ISSL – Delhi (Academic)	9999769967	ddmrs@issl.res.in
29.	NIDM South Campus	Dr. Amarjeet Kumar	Assistant Professor	NIDM South Campus, Vijayawada		amarjeet.nidm@nidm.gov.in
30.	NIDM South Campus	Mr. Manjeet Singh	Assistant Professor	NIDM South Campus, Vijayawada	8171814452	manjeetsingh.nidm@nidm.gov.in
31.	NIDM South Campus	Lanka Vinay	MTS	NIDM South Campus, Vijayawada		
32.	NIDM South Campus	Venkannah	MTS	NIDM South Campus, Vijayawada		
33.	NIDM South Campus	Tarun	MTS	NIDM South Campus, Vijayawada		
34.	NIDM South Campus	Vidya Sagar	MTS	NIDM South Campus, Vijayawada		
35.	NIDM South Campus	Ms. Majusha	IT	NIDM South Campus, Vijayawada		
36.	NIDM South Campus	Ullayawada Venkatesh	Photographer	NIDM South Campus, Vijayawada		
37.	NIDM South Campus	Mr. Archith. J	Interns		N/A	
38.	NIDM South Campus	Ms. Vrinda. G	Interns		N/A	
39.	NIDM South Campus	Mr. Prasanta Padhan	Interns		N/A	

Annexure 3 : Participants' Post-Workshop Action Plans

Name	State	Which part / topics of the workshop did you find useful	Where / how do you plan to use these topics? Please give your plan in 2 / 3 sentences.	What support do you require to implement your plans?	What are your suggestions for DRR systems strengthening for SBC
K.B.CH.M.Devi, Cdpo-ICDS	Andhra Pradesh	Approaches in overcoming the disaster management	For landslides in hill top areas in trible area during cyclone	Preparation of guideline for SBC mainstreaming in state / district DMA	People participation in planning with departments forthe disaster management
Radhika Ashok Patali, DRR Consultant	Andhra Pradesh	Communication	Community level,Work Shops , Training	Preparation of guideline for SBC mainstreaming in state / district DMA	Integrated approaches
Sarada kolluru , Child development project officer	Andhra Pradesh	Social behavioral change	In our area alot of cyclonic disturbance we face. In that sitituations we will hadle the situation in an organaised mode	Development of training content;Preparation of guideline for SBC mainstreaming in state / district DMA	Training by virtualmode repeatedly
Mehul Patel, Project Coordinator Disaster Management Authority	Dadra Nagar Haveli	SEMC Social Biological Model All Phases	Before Flood or After Flood.	SOPs for feedback / data collection	Depends on Quality of Data while survey
Adesh kumar , Joint Director	Delhi	The discussion on early warning systems was informative.	I plan to apply the knowledge gained from the workshop on Disaster Risk Reduction to enhance my organization's preparedness and resilience. Specifically, I'll implement business continuity planning and risk assessment strategies to minimize disruptions. This will help ensure a more effective response to potential disasters.	Planning & monitoring framework for states	1. Risk Assessment: Conduct thorough risk assessments to identify potential disasters and their impacts. 2. Business Continuity Planning: Develop and implement business continuity plans to ensure minimal disruption. 3. Early Warning Systems: Establish early warning systems for potential disasters. 4. Capacity Building: Provide training and capacity-building programs for employees. 5. Infrastructure Resilience: Invest in resilient infrastructure and facilities. 6. Partnerships: Foster partnerships with local authorities, emergency responders, and other stakeholders.

Page | 29

Madhav Hathu, Disaster Project Officer	DNH - DD	Human Centric Design	Community Based Awareness Generation Programme	Capacity building roll out;Development of training content; Development of short handout / field materials for volunteers / DRR workers;Preparation of guideline for SBC mainstreaming in state / district DMA;SOPs for feedback / datacollection; Planning & monitoring framework for states	Teach community about Human Centric Design
Dr Kaushik Mehta, Epidemic medical officer	Gujarat	SBC , 5stage , evacuation plan	During survey pre and post flood utilize this method of communication		SOP FOR COMMUNITY ENGAGEMENT
Dr Paresh, Epidemiologist	Gujarat	Sbc 5 phase	Its behavior change communication will help in each diaster sop		Sop for community engagement
Meenakshi, DPO,District Administration	Haryana	SBC	Community planning	Development of training content;Development of short handout / field materials for volunteers / DRR workers;Preparation of guideline for SBC mainstreaming in state / district DMA	Training and involve field officer also
Vijenser sahu, Project officer Disaster management	Haryana	SBC, PCA, HCD,	Will use this topic in planning, monitoring, response, recovery phase in my district. Will be very careful in future about the communication and change of social behaviour change in the community.	Capacity building roll out;Development of training content;Preparation of guideline for SBC mainstreaming in state / district DMA	Particular training/ orientation should be conducted at State/ District level functionaries for proper implementation and better results.

Page | 30

Anagha E, Rural Development Specialist at KSDMA	Kerala	Whole workshop was rich with contents and methodology is very effective.	Lsgi DM Plans, ERT Training, IEC Preparation, methodologies of all training and capacity building activities.	Capacity building roll out; Development of training content; Development of short handout / field materials for volunteers / DRR workers; Preparation of guideline for SBC mainstreaming in state / district DMA;SOPs for feedback / datacollection; Planning & monitoring framework for states; SBC For Disaster reporting - target audience are Media persons.	SBC should be incorporated in each and every stages of DRR
Ziya Arun, Hazard analyst (Psychology)	Kerala	After every topic giving a case study gave a comprehensive understanding	Sdma can conduct like these workshops at our state level.And can highlight the sbc aspects in every activities carried out by state. Making sbc in drr as a discussing aspect among the stake holders.	Technical support for how to mainstream the sbc	Highlight the importance of human centric design and participants centred approach, in all phases of disaster, And the institutional mechanism involved in disaster management should sensitise the sbc.
Ankush, District Disaster Management Officer	Maharashtra	SBC Exercise / Group Activity	In preparation of DDMA and conducting Mock-drills	Capacity building roll out;Development of training content;Development of short handout / field materials for volunteers / DRR workers;Preparation of guideline for SBC mainstreaming in state / district DMA;SOPs for feedback / datacollection;Planning & monitoring framework for states	To bring attitude change in the the bureaucratic mind set to accept the solutions and grievances coming directly from the community.
Balaji Vharkat , District Program Manager	Maharashtra	The planning exercise	Application of the SBC approaches in whole of the DRM cycle. This will be integrated on priority in the ongoing VDMP and DDMP planning processes.	Development of short handout / field materials for volunteers / DRR workers;Preparation of guideline for SBC mainstreaming in state / district DMA;Technical support from the NIDM and Unicef	Integrating the HCD and PCA in the national level guidance. Similarly, make exclusive provision for district level funding for communication, SBC and DRR

Page | 31

Kishor Ashokrao Kurhe, DDMO Collector Office Nanded	Maharashtra	All Topics	In various training at District level	Capacity building roll out; Development of training content;Development of short handout / field materials for volunteers / DRR workers; Preparation of guideline for SBC mainstreaming in state / district DMA;SOPs for feedback / datacollection; Planning & monitoring framework for states	1. Integrate SBC in DRR Plans Include SBC approaches in DRR policies, planning, and coordination at all levels. 2. Community-Led Risk Communication Use trusted local messengers and participatory methods to increase awareness and action. 3. Two-Way Communication Set up systems for community feedback, dialogue, and inclusive messaging. 4. Build SBC Capacity Train frontline workers and develop behavior-focused tools and communication materials. 5. Monitor Behavior Change Track preparedness behaviors and community responses using SBC indicators and local stories. 6. Use Media & Technology Leverage mobile, radio, and local-language content to spread accurate and timely information. 7. Ensure Equity & Inclusion Adapt messages and actions for vulnerable groups, focusing on gender, disability, and social inclusion.
Mohd Arshi khan, DDMS	Maharashtra	Communication channel and humanitarian program cycle	At CBRR	Development of training content SOPs for feedback / data collection	Community intervention

Page | 32

32

KishanKumar S, Subcollector Chidambaram	Tamil Nadu	Various approaches towards SBC and unique channel adopted in such approach	Roll over an internship oppurtunity for graduates willing to work in the field of disaster management. With their help , try to aware the field level staffs about the significance of sbc	Development of short handout / field materials for volunteers / DRR workers;Preparation of guideline for SBC mainstreaming in state / district DMA;SOPs for feedback / datacollection	Start such Disaster management courses in insititutions. These graduates can later be assigned to each district thereby having dedicated supervision
Ramya, Revenue	Tamil Nadu	Entire workshop was useful	Working towards Implementation of single command centre , to establish check on the social media and mass media messges, usage of ipc and influencers are some of the topics that I found important to be implemented	Capacity building roll out;SOPs for feedback / data collection	Involving more number of government officials and machinery In implementing behaviour change
R.Sudhakar , Fire service Department	Telangana	All topics	In awareness programmes of the department	Development of short handout / field materials for volunteers / DRR workers	To include in school curriculum
Rajiv Samaddar , BDMO	West Bengal	The communication mechanisms	May arrange some workshops with local stake holders ,community leaders etc	Capacity building roll out;Preparation of guideline for SBC mainstreaming in state / district DMA;SOPs for feedback / datacollection;Planning & monitoring framework for states	Integrated cohesive approach among various Depts
Sourav Dutta , BDMO	West Bengal	Group activities,Case Studies..	It can be implemented in our state through comprehensive training programs	Development of training content;Development of short handout / field materials for volunteers / DRR workers;Preparation of guideline for SBC mainstreaming in state / district DMA;Planning & monitoring framework for states	Particular SOPs

Page | 33

Annexure 4: Agenda: Full 2-day schedule with sessions, facilitators, and learning objectives

Workshop on Social & Behaviour Change for DRR
National Institute of Disaster Management, South Campus, Vijayawada
18th - 19th June 2025

Background

National Institute of Disaster Management (NIDM) and UNICEF have come together to enhance abilities and skills of government functionaries and key stakeholders in Social and Behaviour Change (SBC) for DRR. The overall objective of this partnership is to empower service providers at different levels to understand the importance and core concepts of SBC and can integrate SBC in all phases of DRR from prevention, mitigation and preparedness through to crisis response and recovery. As part of this endeavour, NIDM and UNICEF have developed SBC training content and a toolkit with key behavioural messages for different types of disasters (floods, cyclone, earthquakes) in key sectoral areas of health, nutrition, WASH, education, child protection. The first national training of trainers (ToT) was organised by NIDM facilitated by UNICEF in July 2024 to initiate rollout of the SBC toolkit. On the basis of the feedback from the participants and the expert committee, the content has been revised. First Regional Workshop post module revision was held for Northern states in Jaipur in May 2025.

The Second Regional Workshop is being organised during 18th - 19th June, at NIDM South Campus – Vijayawada, Andhra Pradesh.

Participating states

The states covered are Andaman & Nicobar, Andhra Pradesh, Dadra and Nagar Haveli Goa, Gujarat, Haryana, Kerala, Lakshadweep, Maharashtra, Odisha, Puducherry, Tamil Nadu, Telangana and West Bengal.

Expected outcomes of the workshop:

At the end of the training participants are expected to be able to:

Understand basic models and principles of SBC and recognize the significance of SBC to achieve positive behavioural shifts.

Integrate SBC in DRR programming and develop skills to incorporate SBC in planning, implementation and monitoring in their respective fields.

Apply People-Centred Approaches to DRR programming by implementing participatory methods that prioritize community needs and perspectives. Design programs that are inclusive and responsive to diverse populations.

Identify barriers and enablers using community feedback mechanisms for designing effective interventions.

Able to select appropriate communication channels tailored to specific stakeholders. Gain proficiency in using the SBC DRR toolkit for practical application.

Workshop Methodology

- The module used in this workshop has been developed bringing together latest SBC models used in humanitarian crises. The application-oriented module presents necessary technical inputs with real life case studies from different states of India.
- Participatory approaches like case-study discussions, group work, and feedback have been included where the participants **'learn by doing'** enabling them to apply the knowledge in their work.

Workshop Agenda

	Day 1	
	Registration, Welcome & Introduction	
Session 1: Context Setting for SBC in DRR	Introduction to SBC Workshop and Workshop Objectives, Expectation and pre-workshop assessment *Group activity-Vignette: Chase the Virus, Dharavi, Mumbai, Maharashtra*	UNICEF, NIDM
Session 2: Understanding the Humanitarian Programme Cycle & SBC Role	Group works, discussions and presentations on HPC, integration of SBC within HPC DRR *Group activity-Vignette: Tsunami Ready village - Odisha*	Nisar Ahmad
Session 3: Community Engagement for DRR	Understanding community engagement using SBC approaches for community engagement People Centered Approaches, Core Humanitarian Standard, Complaint & Feedback Mechanisms *Group Activity- Vignette: Community Managed DRR, Rajasthan & Gujarat*	Varsha Chanda
Session 4: Social & Behaviour Change Communication & Key Sectoral Messages	Using Communication Approaches for tailored communication 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* Using the DRR toolkit for Health, Nutrition, WASH, Education and Child Protection. *Group Activity – Vignette: 2023 Yamuna Floods, Delhi*	Varsha Chanda
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: Cyclone Biparjoy, Gujarat*	Nisar Ahmad
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, Uttar Pradesh*	Nisar Ahmad
Session 6:	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).	Varsha Chanda
Session 8: Application of DRR SBC Toolkit	Understand application of DRR-SBC toolkit- for SBC implementation for DRR- use of the creative guide book, questionnaires etc.	Nisar Ahmad
	Closure & Next Steps	

Workshop Dates: 18th -19th June 2025

Workshop Venue:

NIDM, Southern Campus, Kondapavaluru, Village, Mandal, Gannavaram, Andhra Pradesh

Google Map Location: https://goo.gl/maps/KC1zBAkWAGtFwoZY9

Travel: travel expenses will be borne by the nominating agency

Stay: report at the **National Insitute of Disaster Management, South Campus, Vijayawada** on 18th June 2025 at 9:00 AM. However, boarding and lodging arrangements will be available only for the **outstation participants** from the afternoon of 17th June 2025 at **NIDM, South Campus Hostel**.

Contact: **Hostel (Management) - Shri Ravinder Pawar**– M. 9413737132

Reaching National Insitute of Disaster Management, South Campus, Vijayawada:
- **By Air:** The nearest airport is Vijayawada Airport, located approximately 26 Km from NIDM Campus. Taxi, auto-rickshaws and app-based cab services like Ola and Uber are easily available at the airport for a quick and convenient ride to the institute
- **By Train:** The closest railway station is Vijayawada Railway Station, around 22 Km from the institute. Visitors can take taxi, auto-rickshaw or use app-based cab services to reach the campus comfortably.
- **By Bus:** The main intercity bus terminal, Vijayawada Bus Stand is 2 Km from NIDM .It has an 8 am NIDM bus timing, alternatively a routine 308 local bus that goes through NIDM.
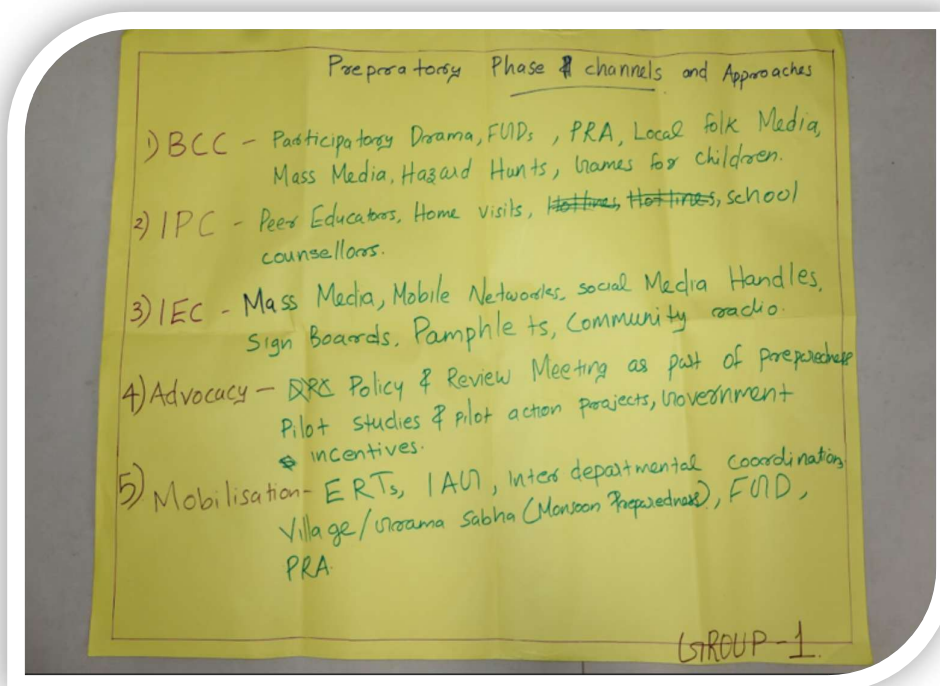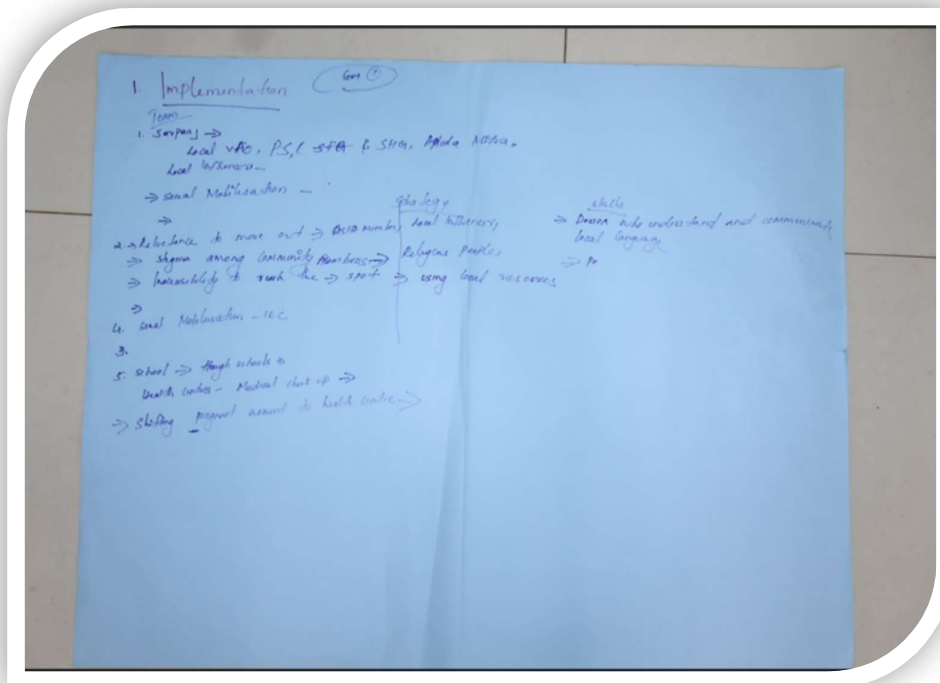
Contact for further information:
Mr. Moses Prakasham – +91 7827661051 or moses.nidm@govcontractor.in

Organising Team:

National Institute of Disaster Management
UNICEF India Country Office
Envisions Institute of Development

Photo Gallery

GROUP 3 - IMPLEMENTATION.

1) ASHA, AP & CD Volunteers, Local representatives, Sarpanch, Religious

i) Priority-based Message Exchange through Local level ERT, FOR, Panchayat groups Volunteers, to evacuate on time

ii) Sarpanch will formed an ERT group (trained) for Rescue operation. They are local volunteers, Unnam police (chowkidar)

2) Heterogenous group, Unawareness, Reluctance to evacuate, Fragmentation.

3)

4)

5) i) Spaces transform into inclusive shelter friendly for all (disable-friendly Need-based)
   ii) Camp Management committee for the smooth Implementation

1] Community feedback collection.

2] Behavior Observation

3] Local Analysis & Reflection.

4] Integration Into Local plans.

5] Listen; Observe — Reflect—Act— Improve - Listen again

Best ways to know
① No. of people using shelter
② No. of people unaffected (post disaster/second generational issues/scenarios)

→ Local Learning
→ monitoring