



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

Regional Workshop | 27-28 October 2025

National Institute of Disaster Management (NIDM) Campus, New Delhi

Submitted by

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Acronyms used in the report

ASDMA	Assam State Disaster Management Authority
CHS	Core Humanitarian Standards
DHEIO	District Health Education and Information Officer
DoHFW	Department of Health and Family Welfare
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

Introduction

The importance of a people-centred approach in advancing the Sustainable Development Goals and the crucial role of social and behaviour change within humanitarian contexts has been highlighted in the 2030 Agenda for Humanity. 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.

Government of India is progressively recognizing the importance of SBC as a tool for fostering community resilience and involvement in every stage of disaster management—specifically, preparedness, response, recovery, and mitigation. The necessity of community participation and behavioral transformation as key elements of disaster risk reduction is explicitly outlined in the National Disaster Management Plan (NDMP). It calls for the incorporation of SBC strategies to raise awareness, improve preparedness, and foster adaptive behaviours within communities.

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. Regional workshops have been organized in Jaipur and Vijaywada covering the participants from 19 states and Union Territories.

Regional Workshop on SBC for Disaster Risk Reduction

This report presents a comprehensive overview of the third regional workshop on Social and Behavioral Change (SBC) for Disaster Risk Reduction, held at the National Institute of Disaster Management (NIDM) Delhi Campus. This notable event was organized collaboratively by NIDM and UNICEF and is part of a three-part series aimed at addressing the entire country. The inaugural regional workshop in this series took place in May 2025 in Jaipur, with a focus on 9 northern states. The second regional workshop held in June 2025 in Vijayawada covered 10 states. The current workshop represents the last instalment, concentrating on the North-Eastern region. Its objective is to enhance the knowledge and skills of government officials and key stakeholders from humanitarian organizations in effectively incorporating SBC principles across all four phases of disaster management.

A wide range of engaging methodologies has been used in the workshop that emphasized practical application. Case studies showcasing successful SBC initiatives were explored by the participants through 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.

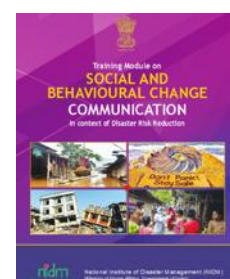
Sharing State Rollout Experiences: Since the launch of this NIDM-UNICEF joint initiative, states have prepared their roll-out plans. In the current workshop, the roll-out experience from Assam was also shared with the participants.

The insights and feedback gathered during the workshop will play a crucial role in shaping a strategic roadmap aimed at effectively mainstreaming 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.

Background

Social and Behaviour Change plays a crucial role in 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 aim to enhance disaster preparedness through a comprehensive behavioral approach. In a country where over fifty percent of the population faces risks from natural hazards, the integration of evidence-based social and behavioral change (SBC) strategies into preparedness efforts is not merely important but essential. These strategies substantially improve community awareness, facilitate timely responses during crises, and enhance overall crisis management capabilities. Central to the development of resilience and the protection of lives is a commitment to information sharing, robust and relevant communication, and active community engagement. These elements foster an environment in which individuals are empowered to take action in the face of adversity. Since 2020, 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 SBC principles within the framework of 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 developed a comprehensive suite of SBC training materials and a practical toolkit, which have been pretested to ensure relevance, clarity, and effectiveness.

This toolkit includes critical behavioral messages specifically designed to address various types of disasters, such as floods, cyclones, and earthquakes. Additionally, it encompasses vital sectors, including health, WASH, education, and child protection, ensuring a holistic approach to disaster management.



A key milestone in this initiative was the first national 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

Selected Indian States and UT

Profile of Participating States and Participants

The workshop engaged states and UTs primarily from North-Eastern India— Arunachal Pradesh, Assam, Manipur, Meghalaya, and Mizoram (risk profiles in Annexure 1). Participants included mid- to senior-level officials from SDMAs, DDMAAs, and converging departments such as Health, WCD, Block Development Offices, Education, and academia (see the participant list in Annexure 2).

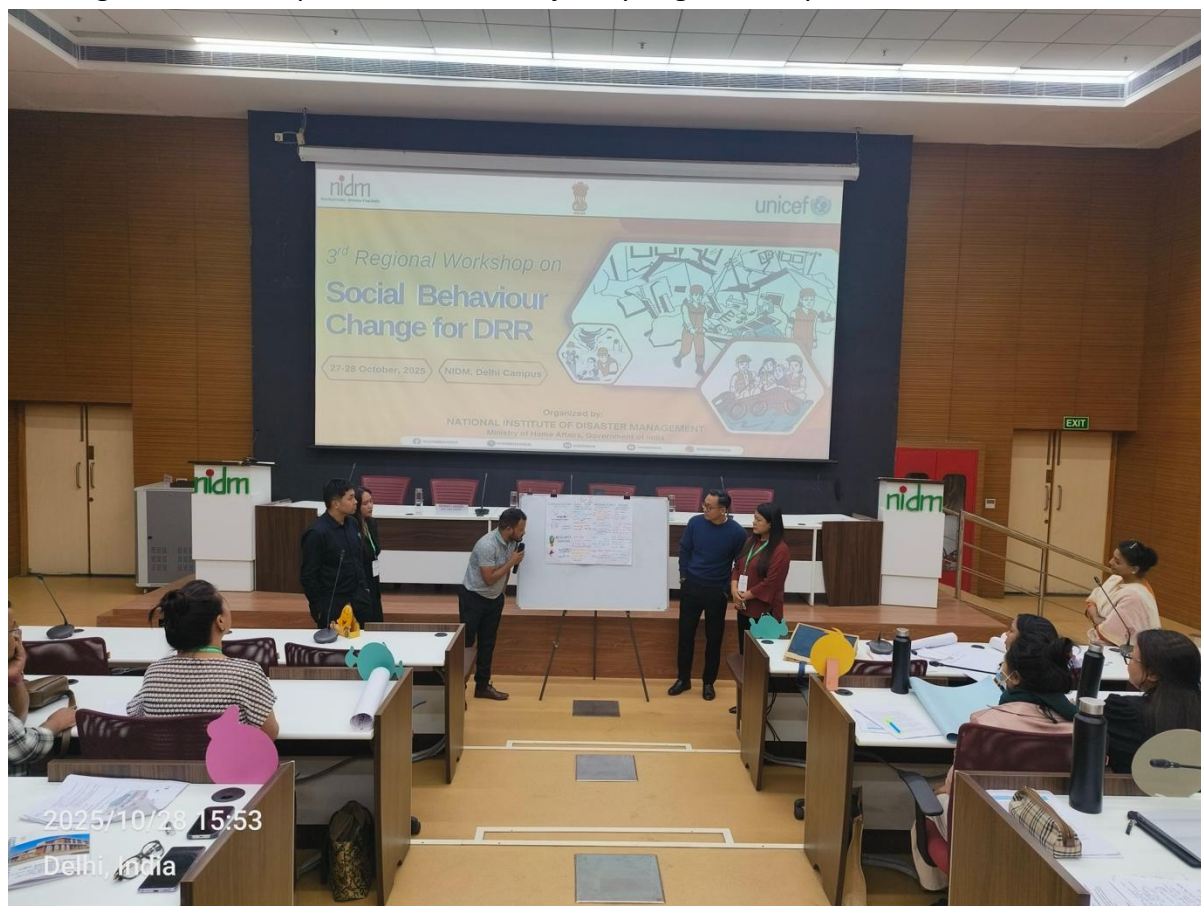
Outcomes of the workshop:

Participants :

- Acquired a comprehensive understanding of fundamental SBC models and principles, emphasizing their significance in fostering positive behavioral transformation.
- Enhanced capacity to integrate SBC within 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.
- Received inputs from the Assam State Disaster Management Authority on the roll-out done by them for SBC for DRR.

Workshop Methodology

The regional workshop on SBC for DRR, jointly organized by the 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.

Core Methodological Approaches

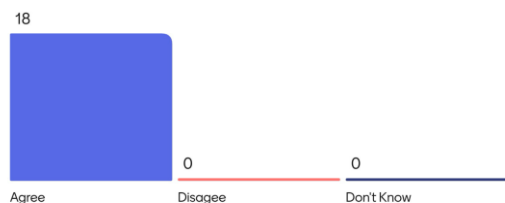
Case-Based Learning:

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 mitigation and preparation 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 SBC, HCD, and PCA, demonstrating how these tools could help 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, constructive feedback exercises, and participatory feedback through

It is better to use a mix of communication channels when planning for disasters at the response phase



Mentimeter

Mentimeter played a pivotal role in promoting peer learning and fostering collective reflection. These approaches created an environment where participants could immerse themselves in 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.

Systems Thinking:

The sessions examined the integration of SBC strategies into established institutional frameworks, including SDMPs and VDMPs. Participants also shared insights on the existing institutional systems for DRR and DRR capacity building at various levels, highlighting coordination mechanisms, training structures, and resource mobilization strategies. Through detailed analysis of real-world examples—such as Gujarat’s innovative Patan Navjivan Yojana, the discussions highlighted how these SBC approaches can be seamlessly integrated into broader systems, showcasing their potential for holistic and effective implementation. The discussions illustrated how locally grounded approaches can strengthen institutional resilience and community engagement.



Use of Vignettes for Consolidating Learning:

Vignette: System for Assessing, Tracking and Alerting Disaster Risk Information based on Dynamic Risk Knowledge (SATARK) - Questions

- SATARK is a one-stop risk management system for automated assessment of risks and evaluation and dissemination of alerts and resource management actions.
- Generates impact-based forecasting and assists disaster managers to take forecast-based early actions.
- Dashboard is open to all for SignUP.
- Contact database lists comprehensive contact details (Email, Phone, Fax) of all the members of Incident Response System (administrators, field level functionaries, first responders) from State to Gram panchayat.
- Both web system and mobile app uses the contact details for risk communication i.e., automatic dissemination of the alerts/warnings and advisories for further action, and to contact during emergencies.

1. Is this communication people-centric?
2. How would this communication help in rumour handling?

https://www.osdma.org/wp-content/uploads/2019/08/Brouchure_1.1.0.pdf

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, SATARK information dissemination system 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 crafted to achieve several key objectives. First and foremost, they sought to reinforce critical concepts by prompting participants to reflect on the day's learning while revisiting essential social and behavioral change (SBC) tools, principles, and approaches across diverse contexts.
- Furthermore, participants were encouraged to analyse the provided scenarios, identify significant behavioral insights, propose context-specific strategies, and critique various communication approaches, thereby steering their focus toward the applications of Social and Behavioral Change (SBC).
- 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.
- 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 carefully crafted to promote a gradual buildup of knowledge while keeping participants actively involved throughout. Each day focuses on different thematic areas, starting with basic concepts that create a strong foundation and gradually moving toward practical applications and systems integration.

To encourage collaboration and hands-on learning, the workshop included interactive activities such as group discussions, planning exercises, and lively World Café sessions. Each session ended with a scenario-based vignette that reinforced key concepts and connected

theory with practical application. This adaptable and engaging format ensured that all participants gained valuable insights.

Inaugural & Valedictory Sessions

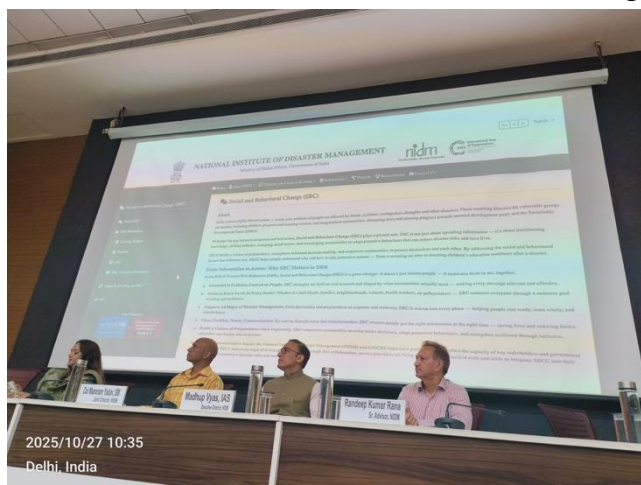
Sh Madhup Vyas, ED, NIDM delivered the keynote address and the inaugural address was delivered by Ms Shalini Prasad, SBC specialist, UNICEF. Mr Dennis Larsen, SBC chief UNICEF delivered the valedictory address. NIDM's SBC page was launched by Col Manoram Yadav, JD, NIDM and Ms Nazia Khan, IPRO, NIDM.



Inauguration

The event opened on a warm note with a welcome by Dr Sweta Rani.

- ◆ The inaugural address was delivered by Ms Shalini Prasad, SBC Specialist, UNICEF India, who offered a global perspective on the role of SBC in disaster communication, emphasising how empathy and inclusion can transform resilience efforts.
- ◆ The momentum continued with a keynote address by Shri Madhup Vyas, IAS, Executive Director, NIDM, who underlined the integration of social science and disaster management as a pathway to achieving transformative community resilience across regions.
- ◆ A significant highlight of the workshop was the formal launch of the NIDM SBC Web Page by Shri Madhup Vyas, ED, NIDM and other dignitaries.
- ◆ Ms. Nazia Khan, IPRO, NIDM, provided a thoughtful walkthrough of the portal, showcasing it as a dynamic platform for knowledge sharing, capacity building, and innovation in SBC for DRR.



Valediction

- ◆ The valedictory session was graced by Mr Dennis Larsen, Chief, SBC, UNICEF India, and Col. Manoram Yadav, SM, Joint Director, NIDM. In his address, Mr Dennis Larsen highlighted the need to strengthen the DRR systems for last mile SBC for DRR interventions. He lauded the efforts made by Assam State Disaster Management Authority with the support from UNICEF, Assam state office.
- ◆ The workshop concluded with closing remarks and a heartfelt vote of thanks by Dr Sushma Guleria, project Coordinator, who expressed deep appreciation to all participants for their enthusiastic engagement.



Before commencing the session, Dr Sushma Guleria introduced the resource persons—Dr. Nisar Ahmad, Executive Director at Envisions Institute of Development (EID) and Professor of Practice, UGC and Ms. Varsha Chanda CEO, EID. 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 overview of ‘Chase the Virus’ campaign from Maharashtra. Interventions made by the responders were discussed in detail to highlight the relevance and importance of community engagement for disaster risk reduction creating space and need for social and behaviour change tools and techniques.

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.

Key observations included:

- Behavior changed only after peer-led solutions emerged—illustrating the principles of HCD and 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.

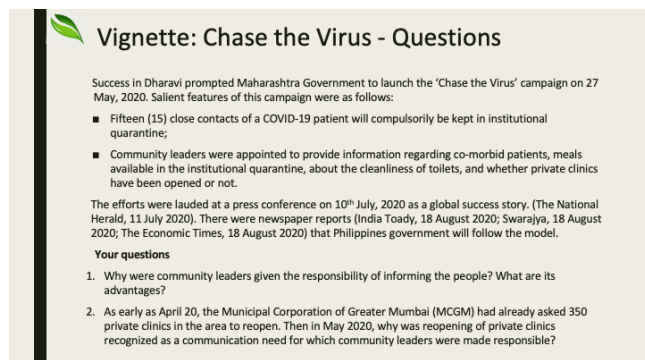
Session 1 – Part II

The sub-session started with a case study that examined key concepts of SBC and PCA within the context of DRR. Centered on community engagement, the discussion highlighted the COVID-19 response in Dharavi as a primary example. This response involved forming strategic partnerships with private healthcare providers, converting community centres into quarantine facilities, and reopening clinics, all of which were 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 livelihoods, illustrating the practical application of behavioral theories.

Participants were introduced to three interconnected approaches--SBC, 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 - Questions

Success in Dharavi prompted Maharashtra Government to launch the 'Chase the Virus' campaign on 27 May, 2020. Salient features of this campaign were as follows:

- Fifteen (15) close contacts of a COVID-19 patient will compulsorily be kept in institutional quarantine;
- Community leaders were appointed to provide information regarding co-morbid patients, meals available in the institutional quarantine, about the cleanliness of toilets, and whether private clinics have been opened or not.

The efforts were lauded at a press conference on 10th July, 2020 as a global success story. (The National Herald, 11 July 2020). There were newspaper reports (India Today, 18 August 2020; Swarajya, 18 August 2020; The Economic Times, 18 August 2020) that Philippines government will follow the model.

Your questions

1. Why were community leaders given the responsibility of informing the people? What are its advantages?
2. As early as April 20, the Municipal Corporation of Greater Mumbai (MCGM) had already asked 350 private clinics in the area to reopen. Then in May 2020, why was reopening of private clinics recognized as a communication need for which community leaders were made responsible?

Learning Session 1

1. Community engagement boosts the effectiveness of DRR efforts.

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 SBC, HCD, and PCA plays a crucial role in creating inclusive and context-specific strategies for 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 SEM, demonstrate the multiple layers of influence on behavior. Participants discussed the differences between BCC and SBC approaches. They examined tools like HCD and PCA for developing 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. **Behaviour exhibited during disasters** is influenced by a multitude of contexts, encompassing personal, social, economic, and cultural factors. Case studies conducted in Assam and Dharavi emphasize the importance of trust and local context, thereby illustrating the value of employing the SEM in DRR planning.

2. **Co-created and culturally relevant solutions are essential for strengthening DRR**

The session clearly distinguished between BCC and SBC, emphasizing the necessity of participatory approaches, such as HCD and 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 PCA and 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 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 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 SBC and 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 DRR.

Session 4: Communication for SBC in DRR

SBC identifies behavioral barriers, while HCD 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.

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.

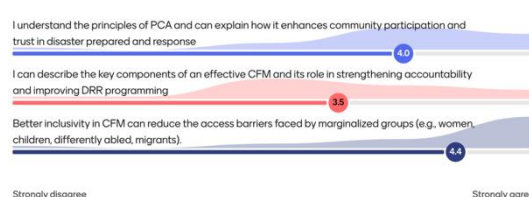
Learning Session 4

1. **The integration of SBC strategies and 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 IPC, Information, Education, and Communication, and advocacy, within the framework of the Socio-Ecological Model. It underscored the significance of trust, peer influences, and local advocates in various contexts.

How do you feel about the following statements...



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 improving systems for integrating SBC, HCD, and PCA into DRR. Dr. Sushma Guleria provided an overview of the evolution of disaster governance in India, highlighting the shift from the DM Act 2005 to the updates under the DM Act 2025, which promote the systematic inclusion of SBC in State and District Disaster Management Plans. The discussion included the availability of funds for capacity building. Examples shared, such as the JPPI campaign in Kerala and VDMPs, demonstrated the importance of local ownership and convergence. The session emphasized self-care for frontline workers, the need for emotional responsiveness, and the significance of inclusive planning for women, children, and vulnerable groups. Additional sessions covered rumour management techniques, teaching participants to categorize, assess, and counter misinformation through trusted networks and structured communication.

Learning Session 5.1

1. **Integrating SBC, HCD, and PCA to Enhance Disaster Governance:** The session underscored the importance of incorporating these methodologies into revised disaster management plans. Initiatives such as CBDRR from Unnati, and other examples from states exemplify the effectiveness of local ownership and strategic planning in 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 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 used to evaluate the effectiveness of interventions, such as SBC and 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 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 decrease dependence on external agencies, ultimately enabling local populations to independently manage DRR functions over time.

Learning Session 5.2

1. **Effective DRR necessitates robust planning, continuous monitoring, and strategic adaptation.** The example from Gujarat demonstrates that systematic planning, real-time oversight, and timely adjustments enhance SBC and 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 DRR.

Session 6: SBC DRR Toolkit

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.

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 SBC strategies into 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.

Session 7: Word Café & Group Work

Participants engaged in discussions regarding the integration of SBC, 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 participants presented and discussed their group work.



Learning Session 7

1. **SBC Tools Applied to Real-life Problems:** The participants discussed a real-life problems and practiced application of various SBC tools to solve them. The SBC plans presented by the groups were discussed for fine-tuning and additional inputs.

Session 8: SBC for DRR – Assam State Rollout

An insightful presentation was made by the UNICEF Assam and Assam SDMA team, sharing ground-level perspectives and success stories.

The presentation traced the origins of ASDMA systems strengthening for SBC for DRR – beginning with adaptation of the national NIDM SBC for DRR module for Assam, and then developing the state contextualised training inputs. State ToTs have been planned for October-November 2025. Through these ToTs, ASDMA envisages to develop a district level cadre of master trainers.

Institutionalizing Social and Behavior Change for DRR in Assam
The case of Assam and the journey so far

unicef
for every child

Systemic Renovation of SBC approach for DRR in Assam

- Strategic SBC integration in DRR Roadmap (2022)
- Pilot testing of NIDM SBC-DRR toolkit- trigger (2023)
- Agreement on the need for systemic capacity on SBC (2024)
- Concept Note and pitch for SEC for the SBC CB- Program (2024)
- Approval from SEC from SDRF-CB head (in 2024 for FY 2025-26)
- Adaptation of NIDM National module and contextualization with UNICEF (2025)
- Webinar with DDMA for feedback and inputs on the contextualized design (Sep, 2025)
- Development of training materials based on inputs (Sep-Oct, 2025)
- State ToTs with DM Workforce (Oct-Nov, 2025)

The post ToT plans were also shared with the participants which cover district level training roll-out by the district master trainers and designing of a multi-year SBC-DRR projects under the mitigation fund budgets which will help in mainstreaming of SBC for DRR in DDMA as well as in the converging line departments in the districts.

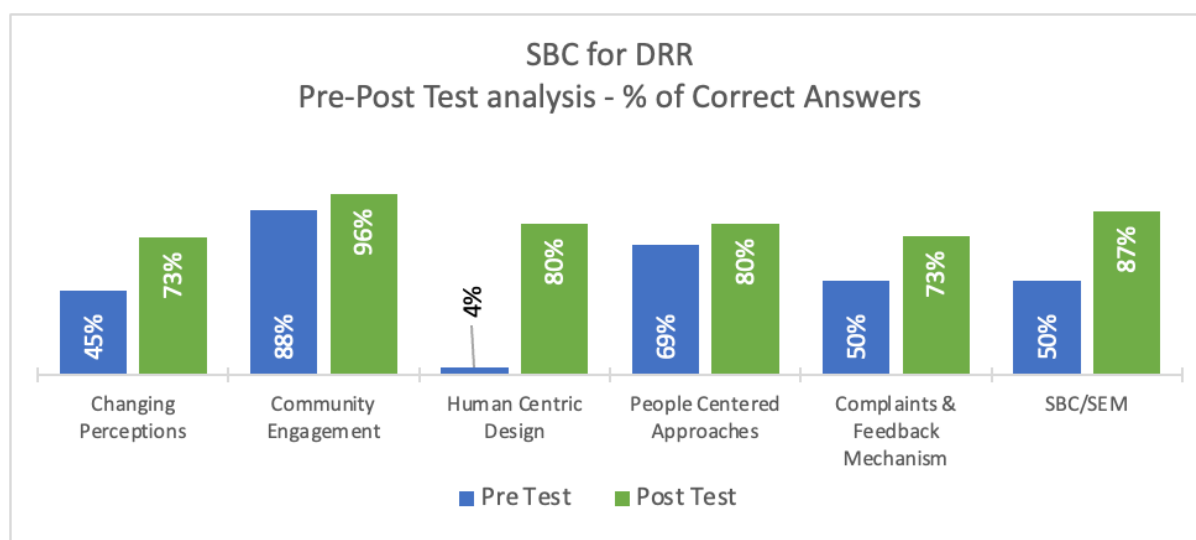
Planned Next Steps		
No	Action	Timeline
1	DDMAs will customize/translate training materials and tools in the local language of the district	November 2025
2	DDMAs will Identify and finalize participants (district specific) who are your catalysts for organizing awareness generation, CBDRR, mock drills, and community related activities	November 2025
3	DDMAs will conduct District level training	Nov-March 2025
4	Develop District Specific Action Plan with budget (Annual) and share with ASDMA before annual workplan SEC meeting including formative studies on behavioural barriers and motivators	2026 and Annual (SDRF-CB)
5	Integrate SBC Action Plan in your District Disaster Management Plan and update annually based on experience	2026 and Annual
6	Design multi-year SBC-DRR projects to address deep rooted behaviour issues linked to DRR outcomes (standalone SBC Projects as well as integrated with all mitigation projects by DDMA or other related departments)	As per need (SDMF)
6	Design and implement all/any community related program by DDMA using the SBC framework and tools customized to the specific context and needs of vulnerable groups	2026 and Annual
9	Operationalization of Community Feedback Mechanism and Behaviour Progress tracking dashboard for integrated monitoring of SBC progress as part of the DRR Roadmap reporting portal	2026

Learning Session 8

1. **SBC for DRR Template for Replication:** The ASDMA model helped participants in conceptualising and planning similar activities and interventions in their state

Key Learning and Participant Reflections

Pre-tests and post-tests were conducted through Google Forms. Analysis of participants' responses indicates an improvement in participants' knowledge across all major topics. A graphical representation of the results is given below.



The graph presents the results of a pre- and post-test analysis on key concepts related to SBC for 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 80%, 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 50% to 73%, 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.

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 district and block 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.
- Participants from health, education, and women and child development departments have identified converging actions areas like child safe corners, health in emergencies, etc.

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 SBC within DRR by embedding it into 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 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 SBC in DRR, advocacy efforts must focus on institutionalising SBC within SDMPs and standard operating procedures for frontline responders.
- ✓ Strategic advocacy should also promote the rollout of state-specific ToTs 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
Arunachal Pradesh	Earthquake, Floods & Flash Floods, Landslides	State falls in seismic zone V. Receiving an average rainfall of 2500-3000 mm annually, the five major rivers (Kameng, Subansiri, Siang, Tirap, Lohit) contribute significantly to the Brahmaputra's flow, leading to widespread inundation of low-lying areas. Landslides are common in rainy season	No major earthquake after 1950. Flash floods and floods are an annual event.
Assam	Earthquakes, Floods, Landslides, Extreme Winds and Thunderstorms	State falls in seismic zone V. All rivers in Assam are liable to flooding. The river waters collect a tremendous amount of silt and other debris and raise the level of the river beds causing largescale inundation. The approach of the South West Tropical Monsoon is usually marked by strong winds, overcast skies accompanied by occasional thundershowers, hailstorms and at times by cyclones between April and May. Thunderstorms known as Bordoicila are frequent during the afternoons. Continued deforestation and demand for more and more agricultural land has also led to the destabilization of hill slopes which during the monsoons come down as landslides.	An earthquake of 5.9 magnitude struck near Dhekiajuli, Udalgiri district, on Sunday, September 14, 2025. Like every year, the state was ravaged by floods in June-August 2025 causing heavy damage to properties.
Manipur	Earthquakes, Floods, Landslides, Cyclones	State is located in seismic zone V, making it highly prone to earthquakes. Frequent floods are caused by rivers. Landslides, particularly in the hilly areas are also frequent.	Imphal earthquake of 6.7Mw occurred in January 2016 mainly affecting Imphal. Imphal river was flooded in 2024 affecting 2 lac people and damaging thousands of homes. Tupul landslide in Noney district in June 2022 left 58 dead and 18 injured.
Meghalaya	Earthquakes, Floods, Cyclones, Landslides	State lies in seismic zone V. Floods and landslides are common. Regions along the rivers in Garo hills and	2025 monsoon season floods and landslides. Heavy rains in October 2024 in Garo hills caused

		<p>Brahmaputra basin are particularly prone to floods.</p> <p>Cyclones and storms with high wind speeds occur particularly in West Jaintia Hills and East Jaintia Hills.</p>	<p>flash floods and landslides killing 17 people.</p> <p>Cyclone Remal 2024</p>
Mizoram	<p>Earthquakes, Floods, Cyclones, Landslides</p>	<p>Mizoram lies in seismic zone V.</p> <p>Landslides and floods are also a recurring annual feature.</p>	<p>May-July 2025 (ongoing season): Mizoram experienced one of its most severe monsoon seasons in recent years, with over 846 landslides reported since late May. This led to significant property damage and at least 11 deaths.</p> <p>May 2024 (Cyclone Remal aftermath): A major incident at a stone quarry in Aizawl alone killed 17 people, with the total death toll from the cyclone's effects reaching around 30 in the state.</p>

Annexure 2: List of Participants

27th – 28th October 2025 | NIDM Campus, New Delhi

S.no	Name	Designation	State	Phone Number	Email	Address of the Organization
1	Ms Anie Moriom Yangfo	District Disaster Management Officer	Arunachal Pradesh	9612566324	anieyangfo59@gmail.com	Directorate of Disaster Management Itanagar Arunachal Pradesh
2	Ms Ronya Marbom	DDMO	Arunachal Pradesh	9366144494	ronyamarbom12@gmail.com	Office of Deputy Commissioner, Upper Subansiri district
3	Shri Sange Wangchu Kharm	DDMO	Arunachal Pradesh	7085424622	dorbkharm@gmail.com	Directorate of Disaster Management, Itanagar
4	Smt Nima Drema	DDMO	Arunachal Pradesh	8794311083	drro.ziro@gmail.com	Arunachal Pradesh
5	Dr Bijoylakshmi Gogoi	District Project Officer	Assam	9435675008	bijoylakshmigogoi3@gmail.com	DDMA, Charaideo, Assam
6	Dr Nandita Dutta	District Project Officer	Assam	8638347974	nanditadutta7@gmail.com	Assam Secretariat, Dispur
7	Dr Riamei Jangmei	Sub-Deputy Collector	Manipur	9582973101	khuanjang777@gmail.com	Land Resources Department
8	Ms Khawlnunsangi	Research Scholar	Manipur	8731955065	sangi.duhlian@gmail.com	Tanhril Aizawl
9	Shri Disin Gangmei	Sub Deputy Collector(HQ)	Manipur	7630897455	adigangmei3@gmail.com	Kamjong District Manipur
10	Smt Soraisam Anuka	Sub-Deputy Collector	Manipur	8131015823	soraisam.anuka@gmail.com	Manipur Secretariat, Babupara, Imphal
11	Easter Gift Tariang Pajat	Deputy Director of Health Services (AC)	Meghalaya	6009599102	eastergift6@gmail.com	Directorate of Health Services (MI)
12	Shri Pancha Baida	Child Development Project Officer	Meghalaya	8415097487	panbaida82@gmail.com	Dadenggre, West Garo Hills, Meghalaya
13	Shri Mervinson Lyngdoh	HOD, Civil Engineering Department	Meghalaya	9612218457	mervinlyngdoh@gmail.com	Shillong Polytechnic, Mawlai Kynton Massar, Shillong 793022
14	Shri Teibormi Kyndiah	District Child Protection Officer	Meghalaya	9863330474	teibor.kyndiah@gmail.com	Lower Lachumiere, Shillong
15	Smt Almo Parisha Syiem	Jt. Director	Meghalaya	9863063486	almopsyiem@gmail.com	Directorate of School Education and Literacy
16	Smt. Armavaille Daker Synrem	Deputy Director	Meghalaya	8132004659	synremarma@gmail.com	Directorate of School Education and Literacy
17	Dr C Lalmuansangkimi	Associate Professor	Mizoram	9436365651	clalmuansangkimi@gmail.com	CMS, SSS, JNU, New Delhi
18	Dr Chitralekha Agrawal	Researcher	Mizoram	9891663928	chitrayamini1@gmail.com	Mizoram University, Aizawl
19	Dr Lalramdintluanga	Block Development Officer (BDO)	Mizoram	8415066471	lrdtluanga@gmail.com	Aizawl Mizoram
20	Ms Lalhriatpuii Phutin	Sub Deputy Commissioner	Mizoram	8256965574	phutinhp@gmail.com	Aizawl, Mizoram
21	Prof. H. Elizabeth	Professor	Mizoram	8132842926	lizahatzaw@gmail.com	Mizoram University, Tanhril Aizawl
22	Shri Er. Lalnunsiam Fanai	Assistant Controller of Mines	Mizoram	8837465743	fanai78@gmail.com	Aizawl, Mizoram
23	Shri Moses Lalfakawma Tlau	BDO & Sub Divisional Officer (Civil)	Mizoram	8259051055	mcardietlau@gmail.com	Aizawl, Mizoram

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
1	Ms Anie Moriom Yangfo	Arunachal Pradesh	PCA and HCD	Roll-out training in my district. Activate village disaster management plans	Training module from NIDM	-
2	Ms Ronya Marbom	Arunachal Pradesh	Communication planning and content development	Community level training in Upper Subensari	NIDM training module	-
3	Shri Sange Wangchu Kharm	Arunachal Pradesh	SBC	Activate VDMP	VDMP guidelines	-
4	Smt Nima Drema	Arunachal Pradesh	Socio Ecological Model	Training at Block and village level in Ziro	Training modules	-
5	Dr Bijoylakshmi Gogoi	Assam	All topics as they can help make our DRR initiatives more people centric	Utilise the systems strengthening part to develop SDMF project for Charaideo district	Planning & monitoring framework for states	Guidelines and sample formats for project development
6	Dr Nandita Dutta	Assam	Human Centric Design	Community Based Awareness Generation Programme	State training modules	Teach community about Human Centric Design
7	Dr Riamei Jangmei	Manipur	SBC , 5 levels to identify stakeholders	During survey pre and post flood utilize this method of communication	-	-
8	Ms Khawlnunsangi	Manipur	SBC	Use the knowledge in research and academics	-	-
9	Shri Disin Gangmei	Manipur	SBC and HCD	Community planning for DRR engagement	Development of training content	Training and involve field officer also
10	Smt Soraisam Anuka	Manipur	SBC, PCA, HCD	Will use this topic in planning, monitoring, response, recovery phase	-	-
11	Easter Gift Tariang Pajat	Meghalaya	Whole workshop contents are useful and methodology is very effective.	Prepare converging department plans for health in emergencies	Work with SDMA	SDMA to organize monthly coordination meetings

	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
12	Shri Pancha Baida	Meghalaya	Case study after every topic gave a comprehensive understanding	Create child safe corners in emergency shelters	Technical support for child safe corners	-
13	Shri Mervinson Lyngdoh	Meghalaya	SBC planning exercise / Group Activity	All shelters are developed by PWD	-	-
14	Shri Teibormi Kyndiah	Meghalaya	The planning exercise	Child safe spaces in emergencies	Technical support from the NIDM and UNICEF	-
15	Smt Almo Parisha Syiem	Meghalaya	All Topics	Continuing education in emergencies	Laision with SDMA	To include in school curriculum
16	Smt. Armavaille Daker Synrem	Meghalaya	Communication: 8 C, channel and humanitarian program cycle	Continuing education at shelters	SDMA coordination	To include in school curriculum
17	Dr C Lalmuansangkimi	Mizoram	SBC and channel selection	Connect with research and teaching at JNU	-	-
18	Dr Chitralekha Agrawal	Mizoram	Entire workshop was useful	Research	-	-
19	Dr Lalramdintluanga	Mizoram	All topics	In awareness programmes at the Block	Block training support from DDMA	-
20	Ms Lalhriatpuii Phutin	Mizoram	The communication process, trust, 8C	Community engagement programmes for disaster	Capacity building roll out by SDMA / DDMA	-
21	Prof. H. Elizabeth	Mizoram	Group activities, Rumour handling	Training at Mizoram University	-	-
22	Shri Er. Lalnunsiam Fanai	Mizoram	Group activities, SBC planning	Safety within mines	IEC Support from SDMA for mines safety	-
23	Shri Moses Lalfakawma Tlau	Mizoram	SBC planning	Block level SBC for DRR programmes and training	Training content support from SDMA	-

Workshop on Social & Behaviour Change for DRR

National Institute of Disaster Management, Delhi Campus
27th and 28th October 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.



The third regional workshop is being organised on 27th-28th October 2025 at NIDM Rohini Campus

Participating states

The states covered are Assam, Meghalaya, Arunachal Pradesh, Tripura, Mizoram, Manipur, Nagaland,

Expected outcomes of the workshop:

Participants are expected 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-Centered 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

Session	Time	Particulars
Registrations	9:30	NIDM
Introduction and Welcome to the Program	10:00-10:30	Welcome – Dr. Sweta Rani, Consultant, NIDM Inaugural address – Dennis Larsen, SBC Chief, UNICEF Key Note Address – Shri. Madhup Vyas, ED, NIDM Launch of SBC Web Page – Col. Manoram Yadav, JD & Ms. Nazia Khan, IPRO, NIDM Vote of Thanks – Dr. Sushma Guleria, NIDM
Session 1 Context Setting for SBC and PCA in DRR	10:30 – 11:00	<ul style="list-style-type: none"> Introduction to SBC Workshop and Workshop Objectives, Expectation and pre-workshop assessment
Tea Break 11:00 – 11:15		
Session 2 Understanding the Role of SBC in DRR	11:15 – 12:15	<ul style="list-style-type: none"> Group works, discussions and presentations on SBC Approaches for DRR <i>Group activity-Vignette- Tsunami Ready village: Who is at risk and Determinants of adaptive and resilient behaviours</i>
Session 3 Framework of Community Engagement for DRR	12:15 – 13:30	<ul style="list-style-type: none"> 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 <i>Group Activity- Vignette- Using SBC for Community Managed DRR</i>
Lunch Break 13:30 – 14:15		
Session 4 Communication for SBC in DRR	14:15 – 15:30	<ul style="list-style-type: none"> 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. <i>Group Activity – Designing communication messages and campaigns.</i>
Session 5.1 System Strengthening for SBC Integration for 4 phases of DRR	15:30 – 15:45	<ul style="list-style-type: none"> Strengthening SBC implementation through efficient and effective systems <i>Present Influencers' mapping, engagement and convergence and networking for multi-dimensional communication for community outreach including children and adolescents.</i> <i>Group Activity: Vignette on Cyclone Biparjoy – System Strengthening in action</i>
Tea Break : 15:45 – 16:00		
Session 5.2 Planning & Monitoring SBC	16:00 – 16:45	<ul style="list-style-type: none"> Planning and Monitoring of SBC <i>Present elements of SBC planning and Monitoring with Examples. Gender Inclusion, Inclusion of vulnerable populations including children</i> <i>Group Activity: Vignette - Monitoring activity- COVID-19</i>
Session 6: Closure Summary	16:45 – 17:30	<ul style="list-style-type: none"> Day's summary
Day 2		
Open Session:	9:30 – 10:15	<ul style="list-style-type: none"> Feedback from day 1/ Introduction Day 2



Session	Time	Particulars
DRR SBC Toolkit	10:15 – 11:00	<ul style="list-style-type: none"> Introduction to the DRR-SBC toolkit- its importance and expectation from participants for its use.
Tea Break 11:00 – 11:15		
Session 7: Case Studies from States and World Café	11:15 – 15:30	<ul style="list-style-type: none"> 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).
Lunch Break 13:30 – 14:15		
Session 8: Experience sharing- The Assam Model SBC for DRR : ASDMA and UNICEF -	15:30 – 16:00	<ul style="list-style-type: none"> Understand how Assam has institutionalised SBC for DRR, conceptualised and implemented SBC Components in their DRR projects. Identify key strategies, challenges and lessons learned from State level experiences in designing SBC interventions.
Closure & Next Steps	16:00 – 16:30	NIDM & UNICEF

Workshop Dates: 27 - 28 October 2025

Workshop Venue: National Institute of Disaster Management (NIDM) Ministry of Home Affairs, Government of India, Plot No. 15, Pocket 3, Block B, Sector -29, Rohini, Delhi -110042

Contact for information: Ms. Sweta Rani – 9347384189 or swetarani.nidm@govcontractor.in



Glimpses of Workshop Proceedings

