

No.42/17/2024-5Trg.
HARYANA GOVERNMENT
CHIEF SECRETARY OFFICE
TRAINING DEPARTMENT

Dated, Chandigarh the 13th June, 2024

To

All the Administrative Secretaries of Haryana State.


Subject: - Invitation for nomination for 3 days face to face Training programme on "Social and Behaviour change Communication" from 03-05 July, 2024 at NIDM Campus, New Delhi..

Sir/Madam,

I am directed to refer to the subject noted above and to forward herewith letter along with its enclosures No. NIDM/Trg/ECDRM/2024-25 dated 29.05.2024 received from Rajendra Ratnool, IAS, Executive Director NIDM, Ministry of Home Affairs, Government of India, Plot No. 15, Block-B, Pocket 3, sector 29, Rohini, Delhi-110042.

This letter and enclosures have been uploaded on the website of Chief Secretary Haryana i.e (<http://csharyana.gov.in>) for further necessary action accordingly.

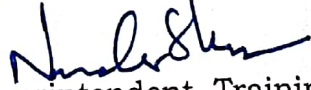
Yours faithfully,


Superintendent, Training

Endst. No. 42/17/2024-5Trg.

Dated Chandigarh, the 13th June, 2024

A copy of the above is forwarded to Rajendra Ratnool, IAS, Executive Director, NIDM, Ministry of Home Affairs, Government of India, Plot No. 15, Block-B, Pocket 3, sector 29, Rohini, Delhi-110042. w.r.t their letter No. NIDM/Trg/ECDRM/2024-25 dated 29.05.2024 for information.


Superintendent, Training



Training Branch

File No. 71114

Date 11/06/2024

Training Branch <branchtrg@gmail.com>

Fwd: Invitation for nomination for 3 days face to face Training Programme on "Social and Behaviour Change Communication" from 03-05 July, 2024 at NIDM Campus, New Delhi

1 message

Prabhjot Singh <ssps@hry.nic.in>
To: branchtrg <branchtrg@gmail.com>

7 June 2024 at 17:47

From: "Sh. T.V.S.N Prasad, IAS" <cs@hry.nic.in>
To: "FC Revenue Govt of Haryana" <fcr@hry.nic.in>, "Prabhjot Singh" <ssps@hry.nic.in>
Sent: Friday, June 7, 2024 5:24:27 PM
Subject: Fwd: Invitation for nomination for 3 days face to face Training Programme on "Social and Behaviour Change Communication" from 03-05 July, 2024 at NIDM Campus, New Delhi

Sir/Madam,

Find enclosed the trailing emails for information and necessary action please.

Regards

PS/CS

From: "Ms. Gita Sharma NIDM" <gita.nidm@nidm.gov.in>
To: "Sh. T.V.S.N Prasad, IAS" <cs@hry.nic.in>, "TVSN Prasad" <prasadtvs@hry.nic.in>
Cc: commissionerwcdhry@gmail.com, "Monika Malik" <wcd@hry.nic.in>, "admn wcd" <admn.wcd@gmail.com>, eduprimaryhry@gmail.com, "Dr. Smt. G. Anupama IAS" <g.anupamakumar@nic.in>, rajpalsudhir@hry.nic.in, suchirajpal1990@gmail.com, "Mission Director, MoHFW Haryana" <md-hr-nrhm@nic.in>, "DGHS, Haryana" <dhs.dg@hry.nic.in>, psdpharyana@gmail.com, "Directorate of Rural Development" <drd@hry.nic.in>, fciwrd@gmail.com, "Rakesh Rakesh Chauhan" <eic.irrigation@hry.nic.in>, "FC Revenue Govt of Haryana" <fcr@hry.nic.in>, "Sh. T.V.S.N Prasad, IAS" <cs@hry.nic.in>, "Special Secretary Revenue" <ssr@hry.nic.in>, ssrevenue1@gmail.com, "Dr. Sushma Guleria NIDM" <sushma.nidm@nic.in>
Sent: Friday, June 7, 2024 4:01:08 PM
Subject: Invitation for nomination for 3 days face to face Training Programme on "Social and Behaviour Change Communication" from 03-05 July, 2024 at NIDM Campus, New Delhi

Respected Madam/Sir,

Greetings from the National Institute of Disaster Management, Ministry of Home Affairs, Government of India, New Delhi.

As directed, National Institute of Disaster Management is organising a 3-days face to face Training Programme on "Social and Behaviour Change Communication (SBCC)" in collaboration with UNICEF at NIDM, Rohini Campus, Sector-29 Rohini, New Delhi-110042, from 3-5 July, 2024. In this regard, an invitation letter, Brochure and nomination form of the programme is attached herewith.

It is humbly requested to kindly facilitate nomination of suitable officials (Group 'A' and Group 'B' officers) for the above mentioned programme. Boarding and Lodging arrangements have been made in the NIDM Hostel. However, the transportation has to be born by the nominated department.

It is requested that the nominated participants should be instructed to proceed for their journey only after getting a written confirmation (post/email) from the course team of NIDM.

The last date for receiving the nominations is 20th June, 2024.

For any clarification or in case of queries related to the training programme, please feel free to write or call to Ms. Gulshan Hira Young Professional, NIDM Mob: 9878529661 gulshan.nidm@govcontractor.in, NIDM will be coordinating the programme.

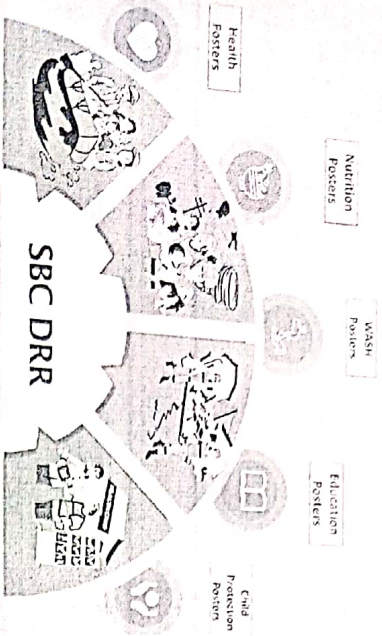
With kind regards

Yours sincerely

(Gita Sharma)
Training Assistant
National Institute of Disaster Management
Ministry of Home Affairs, Government of India

Training Program on Social and Behaviour Change Communication (SBCC)

03-05 JULY 2024



Organized by

nidm

Resilient India - Disaster Free India

NATIONAL INSTITUTE OF DISASTER MANAGEMENT
MINISTRY OF HOME AFFAIRS, GOVT. OF INDIA
NEW DELHI – 110042 (WWW.NIDM.GOV.IN)



UNICEF, INDIA
NEW DELHI, 110003 INDIA

BACKGROUND

Social and Behavior Change Communication is crucial for effective disaster preparedness and development as it effectively bridges the gap between awareness and action. By strategically using communication to influence knowledge, attitudes, norms, beliefs, and behaviors, SBCC empowers individuals and communities to adopt proactive measures that enhance their resilience to disasters. It addresses both the barriers and enablers of change, ensuring that protective behaviors become ingrained in daily life. Furthermore, SBCC facilitates timely and harmonized communication across all phases of emergency management—Mitigation, Preparedness, Response, and Recovery—ensuring that communities are not only informed but also engaged in sustainable practices that reduce vulnerabilities and enhance safety. By promoting a culture of preparedness and continuous adaptation, SBCC significantly reduces the health, social, and economic impacts of disasters, ultimately leading to more resilient and secure communities.

India faces significant disaster risks, including earthquakes, floods, cyclones, and droughts, affecting over fifty million people annually and causing around 4,000 deaths. Children under five and pregnant or lactating mothers are particularly vulnerable. Recurrent disasters hinder economic growth, development, and poverty reduction, impacting progress towards the Sustainable Development Goals (SDGs). Effective SBCC can empower communities to adopt preventive behaviors, enhancing overall resilience and safety.

COLLABORATION

NIDM & UNICEF have come together to enhance abilities and skills of government functionaries, and key stakeholders in SBCC to address the social and behavioral aspects of DRR. The overall objective of this partnership is to empower service providers at different levels to understand the importance and core concepts of social and behaviour change and have the ability to integrate SBCC in all forms of disaster risk management from prevention, mitigation and preparedness through to crisis response and recovery.

As part of this endeavor, NIDM and UNICEF have developed:

- A SBCC 90 minutes module which can be combined with different trainings on DRR. Within the module 60 minutes is dedicated to core concepts of SBCC and 30 minutes to specific SBCC needs of different disasters namely floods, cyclones, earthquakes and public health.
- SBCC toolkit with key behavioral messages for different types of disasters (mentioned above) in key sectoral areas of health, nutrition, WASH, education, child protection etc. has also been developed and pilot tested.

COURSE OBJECTIVES

- Understand Core Concepts and Importance of Social and Behavior Change (SBC)
- Understand basic models and principles of SBC.
- Recognize the significance of SBC to achieve positive behavioral shifts.
- Integrate SBC into Disaster Risk Reduction (DRR) programming
- Develop skills to incorporate SBC strategies in DRR planning, implementation, and monitoring.
- Analyze case studies and best practices for

Apply People-Centered Approaches Programming

- Implement participatory methods that prioritize community needs and perspectives.
- Design programs that are inclusive and responsive to diverse populations.

Understand Community Feedback Mechanisms

- Appreciate the role of community feedback in enhancing program effectiveness.
- Develop systems for gathering, analyzing, and utilizing feedback from community members.

Identify Barriers and Enablers to Effective Communication

- Examine common barriers to effective communication in SBC and DRR initiatives.
- Identify and select appropriate communication channels tailored to specific audiences.

Utilize the SBCC DRR Toolkit

- Gain proficiency in using the SBCC DRR toolkit for practical application.
- Apply toolkit resources to design, implement, and evaluate SBC interventions in DRR.

ABOUT UNICEF

The United Nations Children's Fund (UNICEF) established by the United Nations General Assembly on 11 December 1946 to provide emergency food and health care to children and mothers in the aftermath of World War II, remains at the frontlines of humanitarian crises, armed conflict and natural disasters across more than 190 countries and territories.

UNICEF India is committed in its support to the Government in the journey of development to reach every child. The goal is to enable every child born in India to have the best start in life, to thrive and to develop to her or his full potential.

ABOUT NIDM

National Institute of Disaster Management (NIDM), Ministry of Home Affairs, and Government of India is a premier institute and a Statutory Body (under Disaster Management Act 2005) for training, research, documentation, awareness and human resources and capacity development in the field of disaster mitigation and management in India and in the region

TARGET GROUP

Middle level functionaries from line departments of Rural Development and Panchayati Raj, WCD, Health, Education, Water and Sanitation, Social Welfare, State Disaster Management Authorities (SDMAs), Faculty of State Institute of Rural Development, Academicians and Researchers from IUINDRR network

DATES & PLACE:

03-05 JULY 2024, NIDM New Delhi Campus
Duration: Three days (Face-to-face)
Timings: 9:30 to 17:00

HOW TO REACH US?

Delhi is well connected by Air, Rail and Road. The Institute is located in NDCC-II Building near Janat Mantar, close to Connaught Place. (see the route map) Indira Gandhi (IGI) International Airport is located at approximately 25 km from NIDM.

The Institute is located at about 2 km from New Delhi Railway Station, 7- 8 km from Old Delhi and Nizamuddin Stations. You can take prepaid taxi/auto from these Stations. Inter-State Bus Termini (ISBT) are located at Kashmiri Gate, Sarai Kale Khan and Anand Vihar. You can take a prepaid taxi or auto for Janat Mantar to reach NIDM

Boarding and Lodging arrangements have been made in the NIDM Hostel. However, the transportation has to be borne by the nominated department.

CONTACTS: NIDM

Executive Director
Shri. Rajendra Ratnoo, IAS
Executive Director
(Email: ed.nidm@nic.in)

Dr. Anil K. Gupta
Professor & HOD
Environmental Disaster Risk Management
Division, NIDM
(Email: anil.nidm@nic.in)

Programme Coordinator from NIDM
Dr Sushma Guleria,
Assistant Professor
Environmental Disaster Risk Management
Division, NIDM
(Email: sushma.nidm@nic.in)

Ms. Gulshan Hira
Young Professional
Environmental Disaster Risk Management
Division, NIDM
(Email: gulshan.nidm@gov contractor.in)

CONTACTS: UNICEF

Shalini Prasad
SBC Specialist
UNICEF India
E-mail: sprasad@unicef.org

राजेन्द्र रत्नू, भा. प्र. से.
कार्यकारी निदेशक

Rajendra Ratnoo, IAS
Executive Director



सत्यमेव जयते



राष्ट्रीय आपदा प्रबंधन संस्थान
National Institute of Disaster Management
(गृह मंत्रालय, भारत सरकार)

Ministry of Home Affairs, Govt. of India

प्लॉट नं. 15, ब्लॉक बी, पॉकेट 3,
सेक्टर 29, रोहिणी, दिल्ली - 110042

Plot No. 15, Block B, Pocket 3,
Sector 29, Rohini, Delhi-110042

NIDM/Trg/ECDRM/2024-25
May 29, 2024

To,

Shri T.V.S.N. Prasad, IAS
Chief Secretary,
Govt. of Haryana, Room No. 4, 4th Floor,
Haryana Civil Secretariat, Sector-1, Chandigarh- 160001.

Dear Sir,

Social Behavior change communication (SBCC) is the strategic use of communication approaches to promote changes in knowledge, attitudes, norms, beliefs and behaviors. SBCC strategies, including participatory and community-based approaches, advocacy at different levels, risk communication and inter-agency, interdepartmental and intergovernmental dialogue, reinforce the effectiveness of DRR and preparedness efforts – as they do for regular social sector programming. It is critical to ensure that communication efforts are harmonized, relevant, timely, financially supported and aligned to all facets of emergencies - Mitigation, Preparedness, Response and Recovery, with different objectives at each phase. Communities need to be informed motivated and equipped to practice the necessary protective and preventive behaviours and this can be achieved through effective SBCC programming.

2. In order to enhance the capacity and inculcate culture of social and behavioural change in the disaster risk reduction realm across all States and Union Territories, NIDM proposes to conduct training programme on “**Social and Behaviour Change Communication (SBCC)**” in collaboration with UNICEF at NIDM, Rohini Campus, New Delhi from **3-5 July, 2024**.

3. The course has been designed for the Middle level functionaries from line departments including officials from Rural Development and Panchayati Raj, WCD, Health, Education, Water and Sanitation, Social Welfare, State Disaster Management Authorities (SDMAs), Faculty of State Institute of Rural Development dealing with the subjects related to disaster management, Academicians and Researchers from IUINDRR network. We request you to depute 1-2 suitable officers from the above departments for the course from your respective State/UT.

4. Dr. Sushma Guleria, Assistant Professor at NIDM shall coordinate the course from NIDMs' side, who will be available at Tel: 011-20873422 E-mail: sushma.nidm@nic.in & Ms. Gulshan Hira Young Professional, E-mail: gulshan.nidm@govtcontractor.in

Warm regards

Yours Sincerely,

(Rajendra Ratnoo)

Copy to: Shri Vijai Vardhan, IAS
Addl. Chief Secretary and Financial Commissioner Revenue & Disaster Management Department,
Govt. of Haryana, 1st Floor, New Haryana Secretariat, Sector -17, Chandigarh - 160017, Haryana.

NATIONAL INSTITUTE OF DISASTER MANAGEMENT (NIDM)
Ministry of Home Affairs, Govt. of India, New Delhi

Nomination Form

Name of the Programme: 3 days Training Programme on “**Social and Behaviour Change Communication (SBCC)**” in collaboration with UNICEF at NIDM, Rohini Campus, New Delhi from 3-5 July, 2024

Venue: NIDM Campus Rohini Delhi.

Name of the Participant: _____

Designation: _____ Date of Birth/Age: _____

Name and Address of the Organization: _____

Residential Address: _____

Telephone: STD Code: _____ Office: _____ Residence: _____

Mobile: _____ Email: _____

Expectations from the programme: _____

In what way do you think that this training programme will be useful?

Accommodation requirement during the Training Programme (Required/Not required)?

Date: _____

Name, Designation and Signature of the
Nominating Authority

Venue Address:

National Institute of Disaster Management, Ministry of Home Affairs, Govt. of India, Plot No. 15,
Block-B, Pocket-3, Sector-29 Rohini Delhi-110042

Phone: 011-20873422 sushma.nidm@nic.in; gulshan.nidm@govcontractor.in or
gitasharma25@gmail.com