

## Launch of the E-Hub for Social and Behaviour Change Communication!

The e-hub on “Social and Behaviour Change Communication Capacity Development” was launched by Mr. Mario Mosquera Vasquez, Chief, Communication for Development, UNICEF on 11th May 2016 at the India International Centre Annexe. The endeavour of the hub is to provide a resource that will encourage government and practitioners to communication for change further.

UNICEF in partnership with New Concept is building this SBCC capacity building hub to cater to the training needs of development practitioners. It will focus on thematic areas like health, nutrition, child protection, education and others. The hub will be a multi-stakeholder platform – comprising of a physical and a virtual component – engaged in the development of training materials, and to build capacity on SBCC for various stakeholders in the country.



Presentation about the E-hub and its resources



Launch of the E-hub by Mr. Mario Mosquera Vasquez, Chief, Communication for Development, UNICEF

An online course for Senior Manager has been designed. The online course, to be certified by Unicef, shall not merely be a onetime training but shall have components such as continuous mentoring, post training and resource support.

The launch was welcomed positively by the practitioners and government representatives. The interactive discussion with questions and comments from the floor reflected the keen interest and enthusiasm, importantly it reflected the need for such a platform that will help collaborate and bring SBCC practitioners together.

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