

Certificate Course on SBCC, 25-26 April 2017, Ahmedabad

Twenty-one development communication practitioners from nine organisations and institutions including individual consultants participated in the 2-day course held at Ahmedabad. The participants were from Micronutrient Initiative; Deepak Foundation; Anandi; Chetna; TISS-Tata-Cornell Institute for Agriculture & Nutrition; Department of Extension & Communication, Faculty of Family & Communication Sciences, MS University Baroda; Awaz De; Aanganwadi Training Center (AWTC) run by Adarsh Mahila Mandal at Navsari & Tapi, and INRECA Sansthan.

The course dealt with:

- Changing paradigms in development communication (evolution from IEC to BCC to SBCC)
- Essence of communication for development (C4D)
- Socio-Ecological Model (SEM)
- IPC using “muskurahat”
- Behaviour Change Communication process
- Qualities of an effective communicator
- Social Inclusion and its importance in Social and Behaviour Change Communication.

The course was conducted in Gujarati and Hindi, to ensure active participation and clarity in understanding. All the sessions were conducted in an interactive manner using appropriate job-aids and tools. The participants while appreciating the content and presentation, gave positive as well as critical feedback on sessions, including suggestions for improvement.

The course was conducted by SBCC Lead Trainers, Himachal Bhutak, MODE and Pravin Ramteke, New Concept.



Participants avidly watching Asha ek nai subha, an IPC film



Understanding the SBCC process



Sharing the understanding

“ I have been in this field for quite some time, using communication material and organising campaigns. The past two days, what was important for me were the gaps I identified in my work. It often happens that we put lots of blame on the person we are targeting. I have been able to internalise these gaps and it can lead to many improvements

**Tanuben Chaudhari
Tapi AWTC, Adarsh Mahila Mandal**

“ I had heard about IEC, BCC, but not of the social aspect and the SBCC process. It was very well elaborated using examples, and I am sure I will be able to use it in the field effectively

Drishty Raichura, Awaz.De

“ The discussions were very participatory and everybody’s ideas and experience could be shared, and diversities that emerged enriched the learning making the training enjoyable

**Kinjal Chachapura Thakkar
Development Consultant, Ahmedabad**

