

One-Day Capacity Building Workshop on the Integration of Communication for Social and Behaviour Change Modules into Higher Educational Institutions' Curricula

Date: 28th November 2023

Venue: North Eastern Hills University, Shillong

Brief Description About the Programme

A one day capacity building workshop on the 'Integration of Social and Behaviour Change (SBC) Modules into Higher Educational Institutions Curricula' was held at NEHU on 28th November 2023. Supported by UNICEF, the workshop was organised by North East Social and Behaviour Change Alliance, Assam Don Bosco University, in collaboration with the Department of Journalism and Communication at NEHU.



Attended by distinguished participants from NEHU, Martin Luther Christian University, ICFAI, National Institute of Fashion Technology, Union Christian College and St Edmund's College, the workshop served as a platform to explore the transformative potential of incorporating SBC into higher education curricula. St. Edmund's College was represented by Ms. Ainamlin Dkhar and Dr. Hazel Berret Wahlang from the Department of Social Work-PG.



Prof Aparna Khanna from Lady Irwin College, Delhi University, who was invited as the chief guest of the workshop, highlighted how the ‘Communication for Development’ curriculum not only imparts crucial skills but also opens doors to limitless opportunities for positive change and collaboration on diverse issues of development. She also highlighted the growing adoption of SBC modules. It was noted that institutions such as the University of Hyderabad, Assam Don Bosco University, Mizoram University, Devi Ahilya Vishwavidyalaya (Indore), Xavier Institute of Social Service (Ranchi) and MLCU have already integrated these modules.

Prof SM Sungoh, senior professor in the Department of Education at NEHU, stressed the importance of a holistic approach, combining theoretical knowledge and behavioural influence. She emphasized the responsibility of educators in fostering social change through effective communication.

Press release link: <https://nenews.in/meghalaya/innovative-workshop-at-nehu-sparks-dialogue-on-social-behavioural-change-integration/4929/>

Way Forward

As a way forward from this Capacity Building Programme, St. Edmund's College's two representatives, Ms. Ainamalin Dkhar and Dr. Hazel Berret Wahlang, have outlined the following points:

1. Developing a 2 credit value-added course incorporating the Communication for Social and Behaviour Change Modules
2. Offer a 2-credit Value Added Course for social workers on communication for social and behavioral change.
3. Conduct a virtual/offline workshop on the importance of social and behavior change communications in social work practice.

