

3-day Training on Communication for Behavioural Impact (COMBI) for WASH Professionals

(24 – 26 July 2025)

The National Institute of Rural Development & Panchayati Raj (NIRDPR), Hyderabad is pleased to announce a 3-day Training Programme on Communication for Behavioural Impact (COM-BI) for Water and Sanitation Professionals at NIRDPR Campus in Hyderabad from 24th to 26th July 2025.

Many communication initiatives in the water and sanitation sector have focused primarily on *Information, Education, and Communication (IEC)* to improve knowledge and awareness. However, while these efforts have informed communities, they have often fallen short of delivering sustained behavioural change. In recent years, Behaviour Change Communication (BCC) has been promoted as a more targeted alternative. Yet, in many cases, this has merely repackaged conventional IEC strategies under a new label—without addressing the underlying behavioural drivers or the need for systematic approaches grounded in behavioural science.

This training on **Communication for Behavioural Impact (COMBI)** is designed to equip professionals with practical tools and insights from social psychology, and communication theory. The programme aims to build capacity for designing and implementing interventions that lead to measurable and lasting behavioural change in the WASH Sector. The participants will explore how strategic communication can go beyond awareness and truly influence good and desirable practices in water and sanitation.

Integrated Learning Components

- Mr. IEC, did you deliver on the Behavioural Promise?
- Understanding KAP –Knowledge, Attitude, Practice
- Mind, society and Behaviour - Social Preferences and their Implications
- Because True Communication Begins with Listening
- Mental Models and Framing
- Diagnosing Psychological and social obstacles
- Psychological and Social Approaches to Changing Behaviours
- Tools: DILO, MILO, CAR, NOSA, VARIED, EDGES, TOMA, WAIT
- HIC-DARM: Overcoming intention-action Divides
- Social Marketing Communication – 4 Cs
- Framework for COMBI Planning
- Monitoring and Measuring Behavioural Impact

Training Methods and Tools

Most sessions will involve interactive activities and exercises for participants. Lectures will be kept brief and are intended primarily to introduce key behavioural concepts, tools, techniques, and methods—to spark reflection and prepare participants for hands-on application in WASH sector.

Level of Participants

WASH Sector professionals, working in middle and above levels. State and District level staff and consultants from State / District Water and Sanitation Missions, PHED, SBM-G, and Poshan Abhiyan. INGOs and NGOs exclusively working on WASH sector. For private institutions and individuals GST may be applicable.

Duration: Three-days (24 – 26 July 2025).

Check in: 23rd July 6.00 pm or 24th July morning

Check out: 27th July 10.00 am

Course Fees

Rs.25,200 (Twenty-five thousand and two hundred only) for three days.

How to Apply

Details will be sent upon registration.

Registration link: <https://forms.gle/3ZJZGE6TQMwa9RDj8>

For more information please contact.

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