

3-Day Training Programme
(6 - 8 August, 2025)

COMMUNICATION FOR BEHAVIOURAL IMPACT (COMBI) IN SOCIAL DEVELOPMENT PROJECTS



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Communication for Behavioural Impact (COMBI) in Social Development Projects (6 – 8 August 2025) at NIRDPR Campus, Hyderabad.

Many communication initiatives in social development projects—whether in health, education, drinking water, or sanitation—have traditionally centred on **Information, Education, and Communication (IEC)** to improve awareness. While these efforts have helped ‘inform’ communities, they often fall short when it comes to achieving **sustained behavioural change**.

In recent years, **Behaviour Change Communication (BCC)** has gained prominence as a more focused approach. However, in practice, BCC is often reduced to repackaged IEC campaigns, lacking the strategic rigour needed to address the underlying drivers of behaviour.

This training on **Communication for Behavioural Impact (COMBI)** offers a deeper, more systematic approach. Grounded in **social psychology, behavioural science, and strategic communication planning**, the programme is designed to equip professionals working in **diverse social development sectors** with the tools to design and implement interventions that result in **measurable and lasting change**.

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
- Diagnosing Psychological and social obstacles
- Tools: DILO, MILO, CAR, NOSA, VARIED, EDGES, TOMA, WAIT
- HIC-DARM: Overcoming intention-action Divides
- Social Marketing Communication – 4 Cs
- Psychological and Social Approaches to Changing Behaviours
- Mental Models, Framing and Reframing
- Framework for COMBI Planning
- Monitoring and Measuring Behavioural Impact

The emphasis is to move beyond awareness-building to enable actual behaviour change, and integrate COMBI planning into ongoing and new development initiatives.

Course fees: 25,200 (Twenty five thousand and two hundred only) per programme. For those from Non-Governmental / Private / CSR sectors 18% GST is applicable. Please fill in your details, we will send you the payment details. This fee covers everything you'll need for a productive learning experience, including:

- Full course fees
- Course materials and handouts
- Accommodation at the NIRDPR trainees' hostel
- All your meals (boarding)

Registration Link : <https://forms.gle/6MQrWUBTDZQ9vFyC9>