

WORKSHOP ON IEC MATERIAL DEVELOPMENT/ BCC STRATEGY

Two days' workshop on 'IEC material development /BCC strategy' organized by CUTS Centre for Human Development under *Rajasthan Social Inclusion Programme(RSIP)* supported by *Sightsavers* at Hotel Meera, Chittorgarh on 29th & 30th May, 2015. Total 17 participants from partner's organizations (*CUTS CHD - Chittorgarh, Janchetna Sansthan - Sirohi, Astha Sansthan - Udaipur & Urmul Trust - Bikaner*) including representative of *Mewar Vikalang Sewa Sansthan* attended the workshop. The objective of workshop was to increase workshop participants' understanding of BCC and capacity to develop a BCC intervention for project activities. *Mrs. Aarti Joshi (Resource person from Anubhuti CIRA Sansthan) & Ms. Noorjahan from Astha Sansthan* facilitated an important session on BCC strategy & guidelines for developing IEC materials. He described BCC (Behavior Change Communication) as an action or set of action carried out by an individual at a specific situation time and place & role of BCC to increase knowledge, start dialogue/discourse, promote essential attitude change & advocacy.



Mr. Gauhar Mahmood (Centre Coordinator-CUTS CHD) welcomed the participants & resource persons to attend the workshop. He shared the expectation from workshop & participants to fully participation in this activity & to be produced some fruitful products for generate awareness among disabled people, community & service providers by the end of workshop.

Mr. Madan Lal Keer (BSIF-RSIP) facilitated introduction session through an attractive game 'Joda Banao' in which some cards were put on ground with two same pictures. One by one participant picked up the cards & directed to find same picture independently. The pair of participants with same pictures introduces one another with their name, organization, interest & expectation from workshop. *Mr. Kamlesh Kumar Jangid (DPM-RSIP)* shared agenda of workshop in detail.



Mr. Kamlesh Kumar Jangid facilitated a session on identification of target audiences, & issues for IEC development with three project objectives *i.e. Economic empowerment, DPO strengthen & Enabling environment*. All participants requested to write down the challenges facing in working with disabled person, in community & at the level of service providers. All participants wrote down the challenges & categories in the objectives of project. The participants were divided into three groups for group work & identified issues were divided into groups at the objective of enabling environment in criteria's *i.e. Unaware, Contemplation,*



Decision/Determination & Action. Presentations were done by group one by one. After the presentation same group worked on the same issue to develop IEC materials according targeted audiences, geographical situation etc.

On second day, recap of previous day was done by participants & whole day agenda was shared by Mr. Kamlesh Kumar Jangid. *IEC developer Mr. Yogiraj Yadav* presented about qualities of IEC. After this session, all participants divided into groups again & issues were identified. All the groups worked on different issues in criteria's *i.e. Unaware, Contemplation, Decision/Determination & Action.* Presentations were done by group one by one. After the presentation same group worked on the same issue to develop IEC materials according targeted audiences, geographical situation etc.

At the end of workshop, *Mr. Gauhar Mahmood* delivered thanks to the participants for fully participation & made the workshop successful.