

**Report on Designing And Integrating Communication Social and Behaviour Change  
(CSBC) Curriculum - North Eastern Hills University (NEHU), Meghalaya**

**DATE:** 28<sup>th</sup> November 2023

**PARTICIPANTS:** 35

**OBJECTIVES:**

- a. To integrate CSBC into higher education curricula.
- b. To promote the combination of theoretical knowledge with behavioral insights for societal transformation.
- c. To encourage academic institutions to adopt SBC as a cross-cutting framework for holistic education.

**WORKSHOP BRIEF**

The Meghalaya Workshop on Social and Behaviour Change (SBC) Integration was held on November 28, 2023, at NEHU. Organized by the NE SBC Alliance, Assam Don Bosco University, and UNICEF, it aimed to integrate SBC principles into higher education curricula. In a significant stride towards holistic education and societal development, the One-Day Capacity Building Workshop on Integrating Social and Behaviour Change (SBC) Modules into Higher Educational Institutions Curricula was



successfully conducted on November 28, 2023, at the U Tirot Singh Syiem Guest House, NEHU. The workshop, attended by esteemed participants from NEHU, Martin Luther University, ICFAI, National Institute of Fashion Technology, Union Christian College, and St. Edmund's College, provided a platform to delve into the transformative potential of integrating SBC into higher education curricula. The event was organized by NE SBC Alliance (Assam Don Bosco University and UNICEF Assam & Northeast partnership) in collaboration with the Department of Journalism and Mass Communication, NEHU. Prof. S. M. Sungoh, a senior professor in the Department of Education at NEHU, stressed the importance of a dual approach, combining theoretical knowledge and behavioural influence. She emphasized the responsibility of educators in fostering social change through effective communication. Prof. B. Mishra, echoing this sentiment, discussed the beauty of integrating SBC into the curriculum. He envisioned educators as change agents, fostering not only beautiful minds but also a society built on positive values.

Mr. Suresh Parmar, an SBC Specialist from UNICEF Assam & Northeast, shared his experiences navigating a transformative path guided by the comprehensive framework of SBC. He emphasized the role of impactful communication strategies in bringing about positive societal change in the Northeastern Region. Prof. Aparna Khanna, from Lady Irwin College, Delhi University, highlighted how the Communication for Development curriculum not only imparts crucial skills but also opens doors to limitless opportunities for positive change and collaboration.

In a significant moment, Professor Manash P Goswami, Head of the Department of Journalism and Mass Communication at NEHU, warmly welcomed participants to a one-day capacity- building programme. The event, which focused on the integration of CSBC modules into the curricula of higher educational institutions, marked a momentous occasion.

NEHU, as the first central university in the northeast, added historical significance to this initiative. Professor Goswami's opening remarks conveyed best wishes for all participants, anticipating an enriching experience throughout the programme. Participants were treated to insights from education leaders, including Prof. Arpana, Dr. Marbabiang Syiemlieh (HoD, Social Work Dept., Martin Luther University), and Mr. Monjib Mochahari (Asst. Prof. Assam Don Bosco University), who shared their successful experiences of integrating SBC into their respective curricula. A dynamic feature of the workshop involved participants working in groups to identify what each department could gain from the 9 CSBC modules and what expertise they could contribute to other departments. The collaborative efforts culminated in presentations and actionable points to seamlessly incorporate SBC modules into diverse curricula.



**Outcomes:** Enhanced understanding of SBC, actionable plans for curriculum integration, and a commitment to fostering holistic education. The workshop emphasized education's role in creating knowledgeable and socially responsible individuals.

