



ONLINE CERTIFICATE COURSE

IEC (Information Education Communication), BCC (Behaviour Change Communication) and Capacity Building in Solid Waste Management

Course dates: 30 May-03 June 2022

Last Date to Apply: May 28, 2022

Course duration: 5 days (10 hours)

Course fee: Rs 1,500 (30 USD)

Mode of training: Self-paced and live sessions

Learning platforms: Zoom and Moodle

Upon completing the course and quiz, participants will receive an E-certificate

Solid waste management has always been a significant challenge for India, and this challenge has attained gargantuan proportions over the years owing to growing urbanisation and unsustainable practices.

Segregating the waste at source has been established as the most critical component of an effective sustainable waste management system. Source segregation helps improve the quality of recyclables, the treatment and processing efficiency, and significantly reduces the quantity of waste that reaches landfills.

India's flagship Swachh Bharat Mission has mandated source segregation with a strong emphasis on IEC and BCC, as source segregation cannot be achieved without an attitudinal shift among municipal bodies as well as citizens and local communities. Cities that have achieved high rankings in the country's sanitation survey – the Swachh Survekshan – have managed to do so because they have concentrated their attention and resources on behaviour change drives at the grassroots level. Cities like Panaji in Goa and Indore in Madhya Pradesh can source segregate over 95 per cent of their waste owing to their extremely effective BCC (behaviour change communication) initiative, carried out through rigorous information-education-communication (IEC) and capacity building activities.

Of course, IEC and BCC are easier said than done. They cannot be a touch-and-go approach, with the goal of simply persuading people to segregate waste. Real transformation in community behaviour and practice takes time. Interventions must be structured to convey relevant and progressive messaging over a longer period, with regular reminders and information sharing.

The Centre for Science and the Environment (CSE) is conducting a four-day online training programme on how to improve source segregation through attitudinal shift and capacity building. The training will include an overview of waste segregation in India and insights into the present state of waste segregation, gaps and obstacles in implementation, and the importance of IEC, BCC, and capacity building in waste management.

WHO CAN APPLY?

- Waste Generators
- Waste management practitioners
- Officials from central and state urban departments and Urban Local Bodies.
- Academicians
- Anyone aspiring to work in waste management sector

MODE OF TRAINING

The online training course is self-paced, wherein recorded video sessions from experts, presentations, and other reading material will be uploaded on CSE's online training platform. Additionally, live online sessions will be organised with the experts for taking up queries. Assessment exercises and group discussions on the modules will be provided for the engagement of the participants. The course is designed to help participants attend it along with their regular work and study the course material at their convenience.

COURSE HIGHLIGHTS

- Overview of existing institutional and regulatory framework for IEC and BCC in India.
- Importance and benefits of IEC, BCC and Capacity building in waste management.
- Prepare implementation action plan for an effective IEC activity and capacity building.
- Develop IEC and BCC Strategies for community participation to promote source segregation.
- Case studies.
- Interact and learn from renowned waste management practitioners who have successfully implemented IEC to bring attitudinal shift and achieve Source Segregation of over 95 per cent.

FOR FURTHER DETAILS, PLEASE CONTACT THE COURSE COORDINATOR:

SUBHASISH PARIDA, Program Manager, Centre for Science and Environment
Email: subhasish.parida@cseindia.org | Mobile: +91 7873222285

CLICK HERE TO REGISTER

