



SCHOOL OF CIRCULAR ECONOMY

**AAETI**

ONLINE SERIES

**PRACTITIONER'S KNOWLEDGE  
BUILDING SERIES**

# Solid Waste Management

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

With

**MADHUSMITA SAMANTARAY**

Odisha Administrative Service (I), JB  
Executive Officer  
Keonjhar Municipal Corporation, Odisha



**Date: Tuesday, August 02, 2022**

**Time: 3:00-4:00 PM | Platform: Zoom**

**OPEN FOR ALL**

**S**olid waste management is a significant challenge for India. While segregating waste at source has been established as the key component of sustainable waste management planning, building awareness to propel behaviour change is critical for its success.

Centre for Science and Environment (CSE) invites you to the first of its Practitioners' Knowledge Building Series on Solid Waste Management where Madhusmita Samantaray, an Odisha Administrative Service Officer will talk about the significance of IEC and BCC, and provide some insights on designing and planning communication and information dissemination strategies that can help in driving behaviour change in solid waste management.

Join us to listen to some ground truths.

**NOTE: This free event is for aimed at building knowledge and awareness.  
CSE will not provide any certificates for attendance.**

**FOR FURTHER DETAILS, PLEASE CONTACT**

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**CLICK HERE TO REGISTER**

