

Behaviour Change Communication for Social Change

Social change often requires people to change their behaviour. They may need to modify their existing behaviour, or start doing something new or stop doing something they were doing. Many designs for bringing about social change include activities that are intended to bring about the desired change. How can we improve the effectiveness of these designs by adopting new understanding of human behaviour emerging from behavioural economics.

We often try to create this behaviour change by 'educating' people or trying to convince them to change. However, new research has shown that rational communication of that sort doesn't work very well. A new science of behaviour change has evolved which helps 'nudge' people towards the desired behaviour using surprising and counter intuitive methods.

In the 2-day workshop, participants will

- ✔ learn about the principles of this new science,
- ✔ see examples of the science in action in the social sector and
- ✔ learn the steps required to implement these principles in their work.

Methodology

The workshop will run with an emphasis on theory-practice. The participants will be expected to do a lot of exercises and apply tools and frameworks to their own contexts, and learn collaboratively. Participants will also be provided pre-reads to help them prepare for the workshop.

Who should attend

The workshop is ideally suited for mid and senior level leaders and managers in the social sector who are keen to apply the principles of behavioural economics for achieving sustainable change.

Fees: Non-residential programme

Rs 13,500/- + GST per participant

Rs 12,000/- + GST per participant for 2 or more participants

Limited need based scholarships are available.

Date: 15-16 November 2019 **Location:** Mumbai

Faculty

Suman Srivastava

Suman Srivastava is the Founder and Innovation Artist at Marketing Unplugged. He is also the author of Marketing Unplugged: Spotting the elephants in the room.

Suman has been the CEO of Euro RSCG India for 5 years and also Chief Strategy Officer for Euro RSCG Asia Pacific. He was the Chairman of Euro RSCG's emerging markets planning council and a member of the global management committee. Lastly, he was Vice Chairman & Chief Strategy Officer of FCB Ulka Group in India.

Suman is a graduate of Delhi University, IIM Ahmedabad and IMD Lausanne. Brand building is a passion for him and he has been closely associated with brands from India's leading companies including Hindustan Unilever, Reckitt Benckiser, Intel, Microsoft, IBM, Dell, HDFC Bank, Bharat Petroleum, Reliance, Mahindra & Mahindra, Bajaj Auto and Philips. A graduate of Delhi University, IIM Ahmedabad and IMD Lausanne, he is an advertising man, strategist, author, marathon runner, teacher, social worker, sports fan, creative bartender and an entrepreneur.

He is currently part of the leadership team at Indian School of Development Management (ISDM). He is one of the trustees of the NGO, Apnalaya, and a key member of iVolunteer's Whiteboard initiative.'

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Coming soon to Delhi and Bangalore