



# Communication Resource Unit

*A Joint Initiative of NIRD&PR and UNICEF*



***A Single Window Platform to support Strategic Communication for Government Programmes***

## About CRU

Communication Resource Unit (CRU) is a collaborative initiative of NIRD&PR and UNICEF to cater to the Social and Behavior Change Communication (SBCC) needs of various government departments in the states of Andhra Pradesh, Karnataka and Telangana.

CRU is led by the Prof. & Head, Centre for Human Resource Development, NIRD&PR and is equipped with a skilled team to deliver all types of SBCC related services.

## Why CRU

Social and Behavior Change Communication (SBCC) is considered to be a critical input for meeting the objectives of national flagship programmes and the Sustainable Development Goals. Historically, most of the development programmes have suffered from a lack of theoretically-sound and evidence-based approaches to SBCC. Therefore, results for many flagship programmes often remain unrealised due to lack of demand for services and desired behaviors.

The state governments require constant support for SBCC for their flagship programmes. With this backdrop, National Institute of Rural Development and Panchayati Raj (NIRD&PR) and UNICEF have collaborated to provide need-based, strategic communication support to different government departments and NGOs.



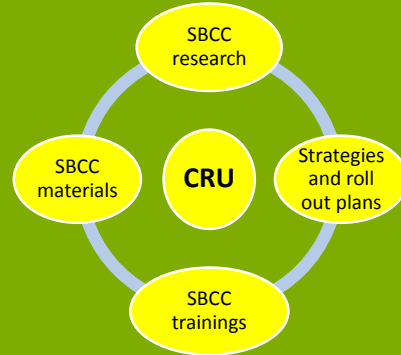
## How can CRU support you?

CRU is well positioned to extend the following technical support to SBCC for any development programme.

- Formative research, baseline, monitoring and evaluation for SBCC
- Culturally relevant, state/region specific, evidence based SBCC strategies and roll out plans
- Training modules, ToTs and trainings of departmental staff, frontline functionaries and other stakeholders in SBCC on different issues
- Design, adaptation and translation of key messages and IEC/SBCC materials



***CRU OFFERS A SINGLE WINDOW PLATFORM TO CATER TO THE ENTIRE RANGE OF SBCC RELATED NEEDS FOR VARIOUS STATE GOVERNMENT DEPARTMENTS AND PROGRAMMES***



## Who can benefit from CRU?

Government departments and programmes such as

- National Health Mission (NHM)
- Sarva Shiksha Abhiyan (SSA)
- Integrated Child Development Scheme (ICDS)
- Swachha Bharat Mission (SBM)
- Integrated Child Protection Scheme (ICPS)

## Contact

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