



SBC³

**CENTRE FOR
SOCIAL AND BEHAVIOUR CHANGE
COMMUNICATION**

Annual Report

2018-19

PROGRAMS



SBC³ (Centre for Social and Behaviour Change Communication) brings together a team of passionate managers and leaders with diverse skill-sets to drive social and behaviour change through evidence-based communication strategies.

- * Empowering them to be mentally healthy, emotionally strong and become a vibrant community of youth
- * Reducing their vulnerabilities to abuse.
- * Catalysing and facilitating transformational behaviour in relation to health, people, community, and environment.
- * Providing them with a platform to seek information and knowledge on subjects that are important to them during their adolescence and teenage.

To know more about us click: [https://](https://www.centreforsbcc.org/)

www.centreforsbcc.org/



unicef 
for every child

Ending Child Marriage



Sexual Abuse



Child Marriage



Help Youth cope
Stress & Depression



Help Youth say
NO to Suicide



Littering



Promote
Positive Behaviour

GNX-PASS

Generation Next - Protection from Abuse to Stay Safe

CHANGE.

Anti-Littering Program



Phenk Mat Mumbai (PMM) is an initiative of Club Mahindra to make Mumbai litter free. The PMM campaign envisaged involving youth of Mumbai to make Mumbai a clean city. The program aimed at influencing the littering Behaviour among children studying in Mumbai schools and colleges with the objective of enabling children and youth to internalize the habits of cleanliness and making them lifelong ambassadors for anti-littering Behaviour. Club Mahindra appointed SBC³ as the Implementing Program Partner, in private schools of A and F wards as part of Phase I (2017-18) of the campaign covering 200 schools. In Phase II (2018-19) PMM covered 200 schools in Bandra to Borivali area, PMM also repeated the program in 63 Phase I schools.

As a part of research, PMM completed a pre-workshop FGD in St. Jude's School to understand children's perspective on the cause. Children understand how incentives or punishments result in proper maintenance of cleanliness. They also spoke about being fearful in pointing out other's littering habits as they often get yelled at, they would rather clean up garbage themselves rather than asking a person not to throw it in the first place. Post-workshop FGD was conducted in Bal Vikas Vidyamandir where children had gone through the PMM campaign. The students understood that the habit of littering is what leads to an unclean city and realized it was their duty not to clean up garbage but to stop the habit of littering. Another form of research that SBC³ conducted was Pre and Post workshop questionnaires amongst Children (results in **fig 1**).

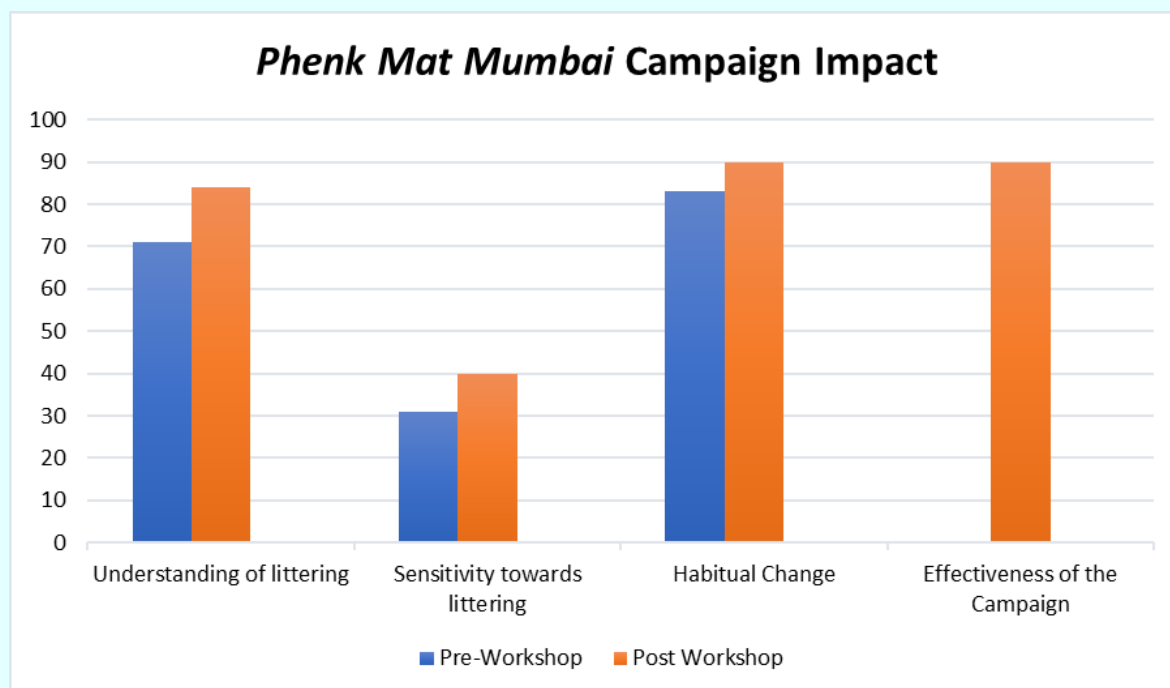


Figure 1

To know more about *Phenk Mat Mumbai* click: <https://www.centreforsbcc.org/phenk-mat-mumbai/>

Anti-Littering Program



400
Schools

649
Workshops

2,97,308
Students
Engaged

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Anti-Littering Program



On October 15, 2018 *Phenk Mat Mumbai* Organized a Celebratory event to commemorate School Change Makers. Captivating performances by children on the theme of cleanliness, many awards were given to schools for their outstanding participation in PMM campaign. Mr. Arun Nanda, chairman of Club Mahindra attended the program. A PMM documentary was also featured at the event.

To watch the PMM documentary click: <https://www.centreforsbcc.org/phenk-mat-mumbai/#Celebrationchangemakers>

To read more about the PMM Celebration event click: <https://www.centreforsbcc.org/wp-content/uploads/2018/11/PMM-Celebration Post-Event.pdf>



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Ending Child Marriage



SBC³ has been appointed by UNICEF Maharashtra to develop SBCC strategy to inform State Action Plan for Ending Child Marriage in Maharashtra. As part of the process, 6 divisional Consultations were held in each of the administrative divisions of Maharashtra. The meets were held at District Headquarters. These Consultations brought together all critical stakeholders and were focused at understating the on-ground issues, challenges and possible direction for solutions. The format of consultation was designed to critically review the existing programs and help understand the barriers to eliminate Early Child Marriage at various levels. (**Fig 2** shows Program Design for ECM). Context setting at the Consultations were done by presentations on the scale of the issues across Maharashtra, challenges in interventions and government programs

related to girl child. Stakeholders respond via Panel discussions and planned group activity. This allows for more informed views. Consultations also included elements that may not come from qualitative research. The output from these Consultations added to the findings from In-depth Interviews and FGDs which helped create concepts of Communication models. (**Fig 3** shows the stakeholders involved) (**Fig 4** shows the locations for all the divisional consultations). Mr.Thomas Pulliyel was our Research Advisor and Ms. Rashmi Baroliya our research Consultant throughout Phase I. To see Photographs of the Consultations click: <https://www.centreforsbcc.org/dcecm/>

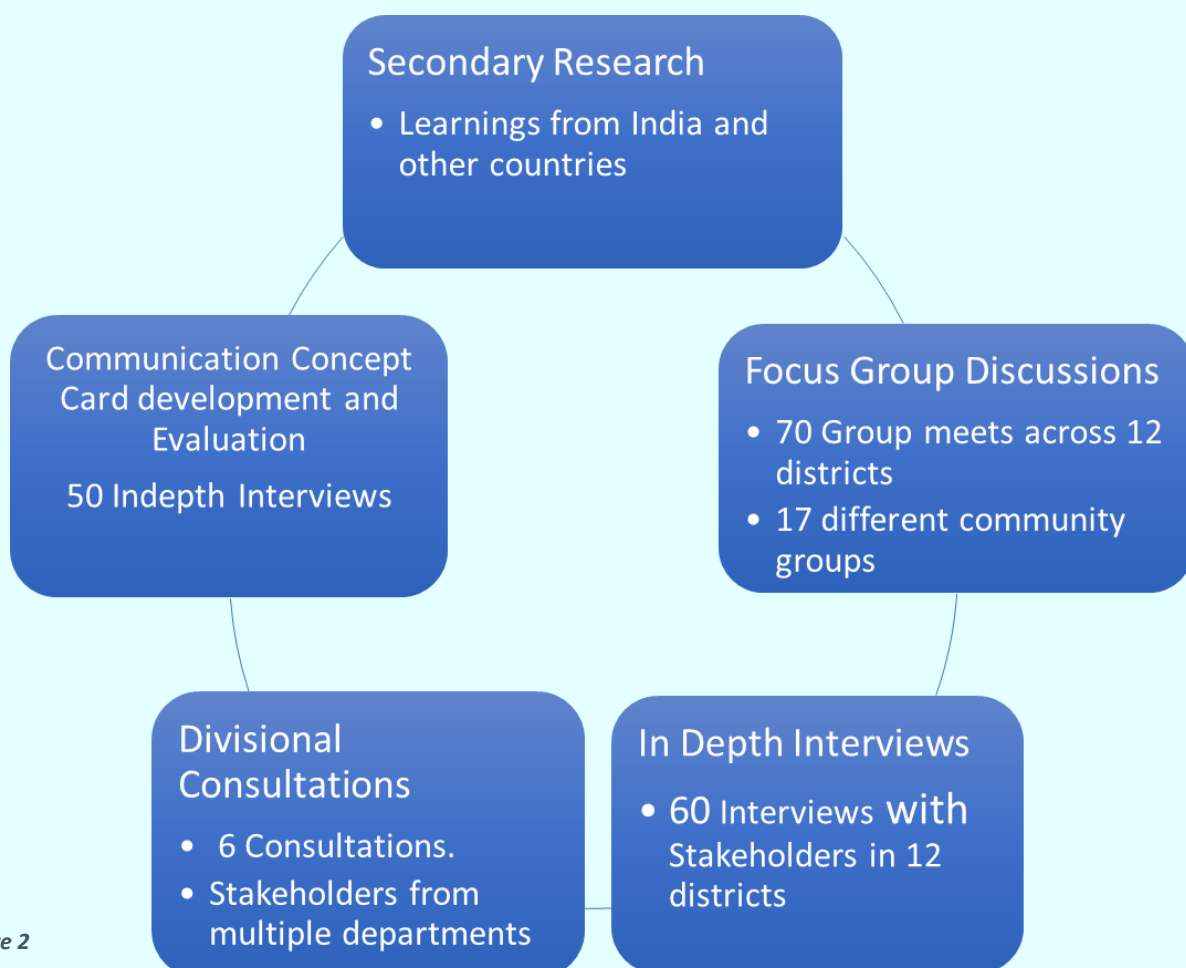


Figure 2

Ending Child Marriage



Figure 3

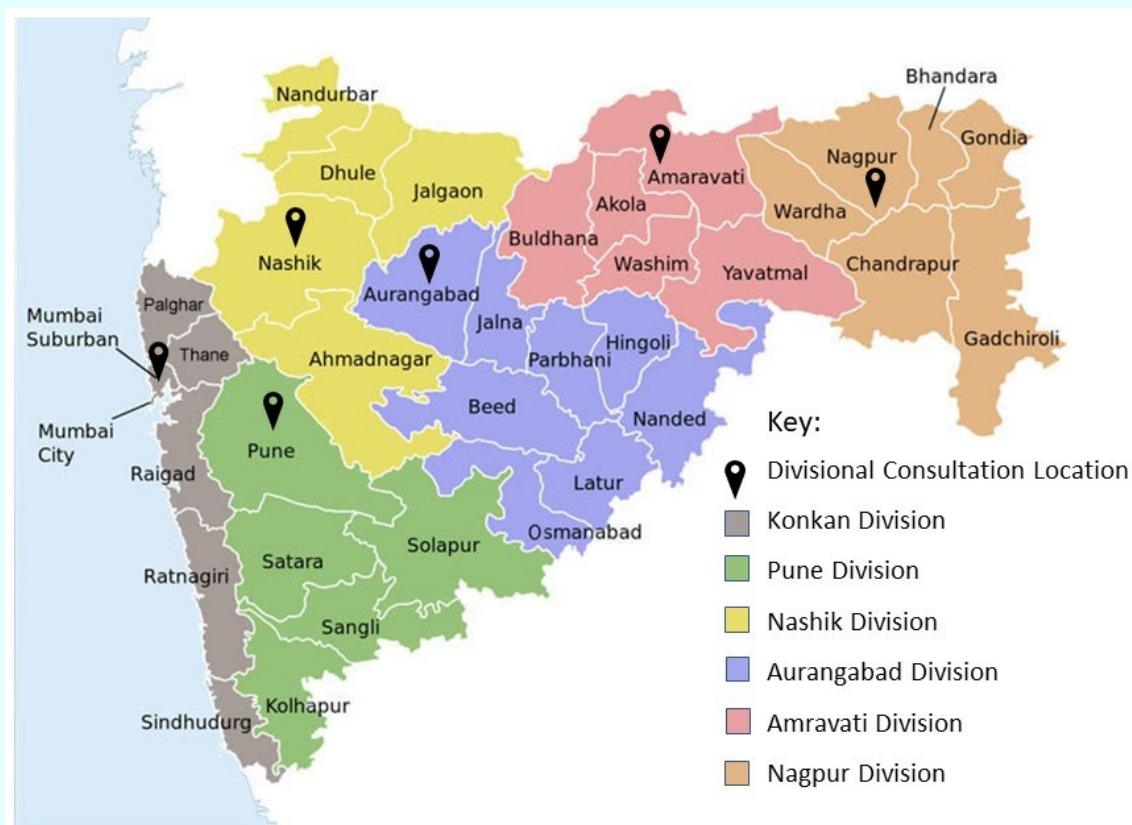
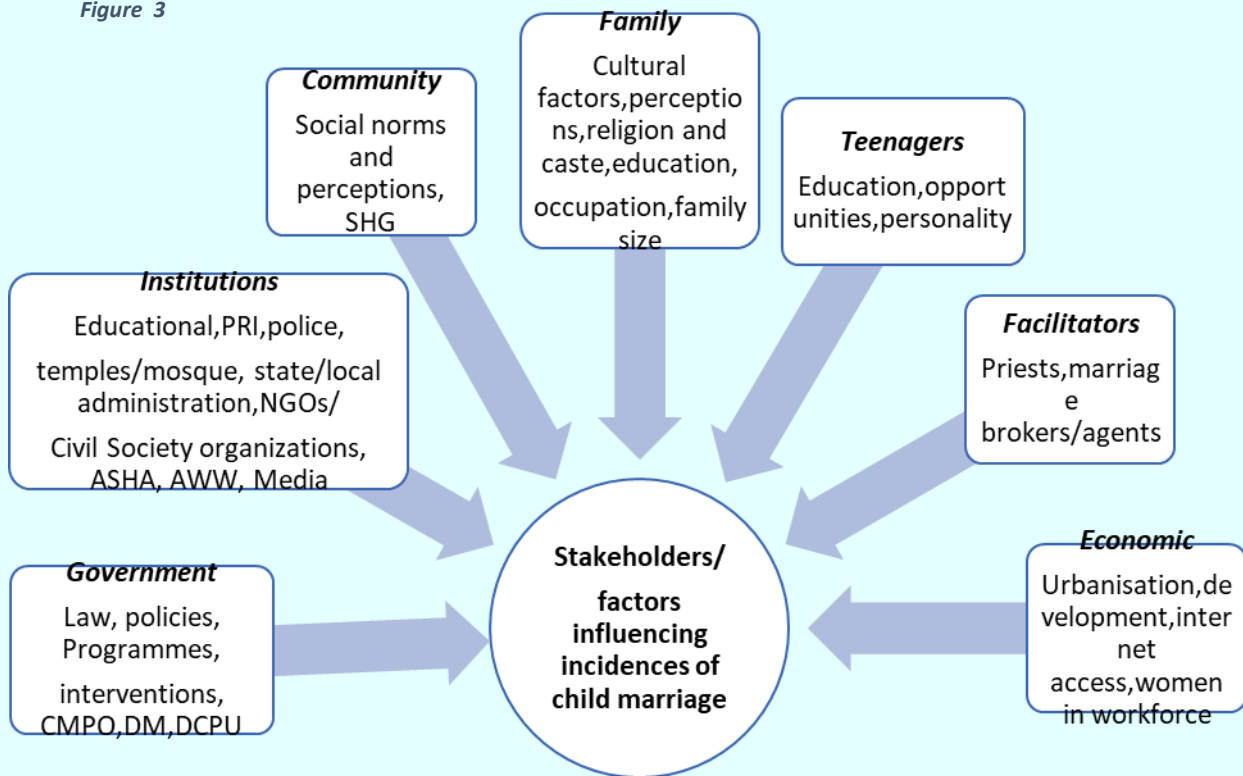


Figure 4



Ending Child Marriage

Six communication models/concept cards were developed by the Creative teams. Several factors were considered in developing the Concept Cards. The Socio-ecological framework formed the primary basis in defining primary, secondary and tertiary target audience. Among the six cards, two alternative cards

leaders, parents and the panchayat/village created by Underdog Creative Team, Thane by Vistasp Hodiwala and Vikram Gaikwad.

(Fig 5 boys, Fig 6-7 for girls, Fig 8 for parents, Fig 9 for facilitators and Fig 10 for panchayats & community leaders are the concept

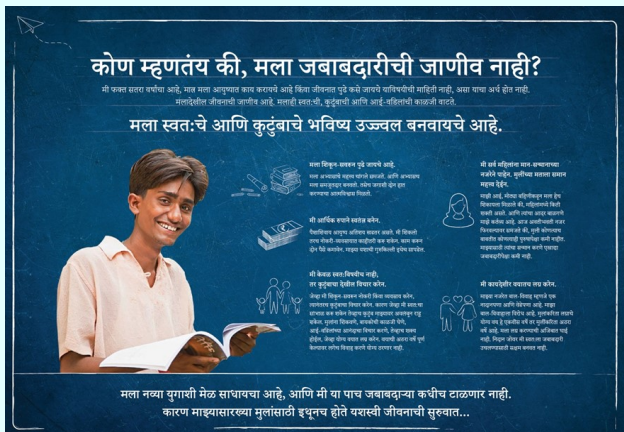


Figure 5



Figure 6



Figure 7

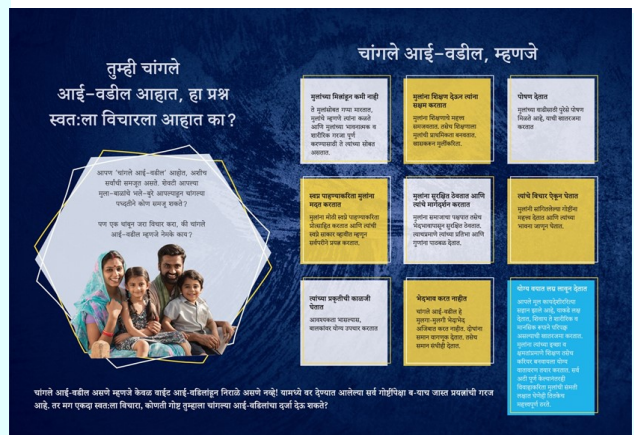


Figure 8



Figure 9



Figure 10

Ending Child Marriage



For analysing the data on Child marriages in the 5 divisions across Maharashtra, we used the NFHS 4 (2015-16) data. The data has been classified using the technique of range into high, medium and low incidence based on the percentage of child marriage incidences: (**Fig 11**)

1. High incidence: 25% and above
2. Medium incidence: 10.01-24.99%
3. Low incidence: 10% and below

Phase II of SBC³ had to create a 5 year strategy for Ending Child Marriage and also pilot the program in 2 districts of Maharashtra in the coming year. (**Fig 12** approach to each socio-economic segment).

Category	NFHS-4 Data (2015-16)
A- High Incidence (25% and above)	1. Aurangabad Division- Jalna, Beed, Parbani, Aurangabad, Hingoli, Nanded, Latur, Osmanabad
	2. Nashik Division- Ahmadnagar, Nashik, Dhule, Jalgaon, Ahmadnagar
	3. Nagpur - Nil
	4. Amravati division- Buldhana and Washim
	5. Pune Division- Solapur, Sangli, Kolhapur
	6. Konkan Division- Nil
B- Medium Incidence (10.01-24.99%)	1. Aurangabad Division- Nil
	2. Nashik Division- Nandurbar
	3. Nagpur division- Chandrapur
	4. Amravati division- Amravati, Yavatmal
	5. Pune Division- Satara, Pune
	6. Konkan Division- Raigad, Thane, Mumbai city, Mumbai suburban
C- Low Incidence (10% and below)	1. Aurangabad Division- Nil
	2. Nashik Division- Nil
	3. Nagpur division- Bhandara, Gondia, Gadchiroli, Wardha
	4. Amravati division- Nil
	5. Pune Division- Nil
	6. Konkan Division- Sindhudurg and Ratnagiri

Figure 11

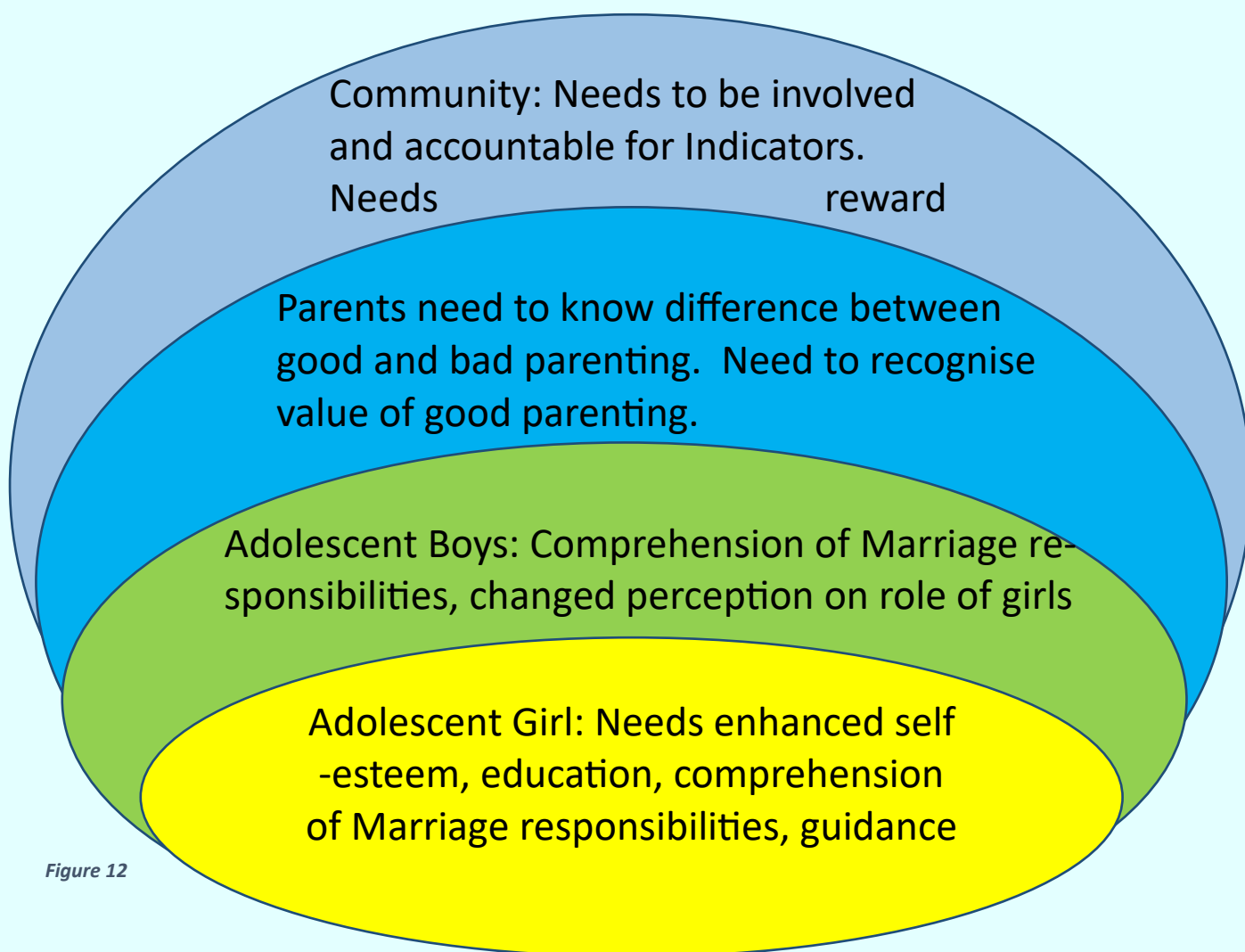


Figure 12

Mental Health for Adolescents



Children today experience high levels of stress, anxiety and depression. The causes are many, including the pressure to succeed amid intense competition, a changing cultural environment, addiction to mobile and internet, loneliness, and peer pressure. Energetix is a programme that equips children to cope with these diverse pressures.

Energetix is a holistic, experiential programme of around 7.5 hours delivered over three sessions. Developed by SBC³, the programme is targeted at students aged 14-16 years. (**Fig 13** results after Energetix workshop)

We at the Centre for Social & Behaviour Change Communication have taken it upon ourselves to address this issue head on. We are offering our services to hold a 1 hour free workshop for the parents of 8th to 10th standard students in schools to arm them with information, advice and insights on these new age issues. The workshop is conducted by experts in the field of Behaviour Change.

SBC³ also conducts a quick introduction to the Energetix Programme to parents. (**Fig 14** People engagement due to Energetix).

Click the link to Register for Energetix: <https://www.centreforsbcc.org/energetix/>

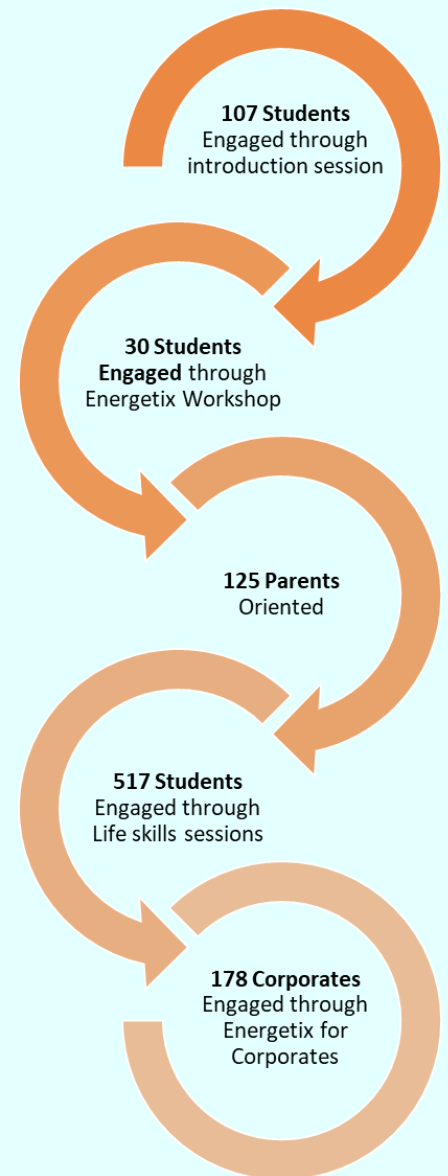
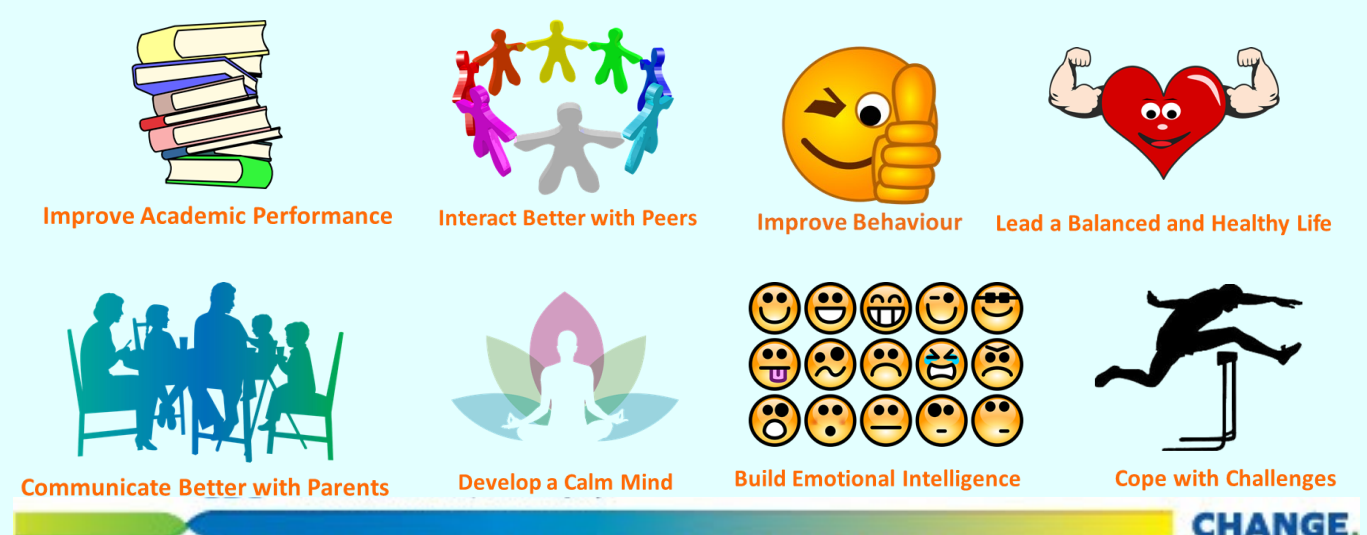


Figure 14

Figure 13



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Mental Health for Adolescents



Energetix for Corporates- session is conducted by Energy and Healing Expert Ms Priya Subnis Arte Where participants learned some simple & effective methods to energize themselves and cope up with the stress. They also understood the connection between emotion, energy, mind and body and how it affects our day to day life. (**Fig 15**)

Life Skills - Its a free session we provide to schools, through this session the student get to know the various aspects of Life Skills. The session also touches upon some aspects of Inter-Personal Relationship, Effective Communication, Self-Awareness, Stress and Fear. The session is aimed at helping students become aware of their stressors, communication gaps between them and their parents and help them build a healthy relationship with their parents. (**Fig 16**)

Sr. No.	Date	Corporate	Location
1	26/2/19	TCS	Vikhroli
2	21/12/18 9/1/19	WE Foundation	Dharavi
3	25/9/18 6/11/19	SNEHA	Santacruz
4	7/3/19	Samvaad	Nariman Point
5	15/3/19	Red FM	Lower Parel
6	8/15/19	Wadhwa group	Vashi

Figure 15

Sr. No.	Date	School Name	Type of Session	No. of Sessions	Workshop Audience
1	4/8/18	Parle Tilak Vidyalaya (ICSE)	Orientation	1	Parents
2	8/12/18	St. Joseph High School	Orientation	1	Parents
3	11/9/18	Universal High School	Life Skills	1	Students
4	1/10/18 6/10/18	St. Joseph School	Life Skills	6	Students
5	2/1/19	JBCN International School	Life Skills	1	Students
6	2/1/19	Daffodils High School	Life Skills	1	Students
7	8/2/19	Kudos Kids	Life Skills	2	Students

Figure 16

Mental Health for Adolescents



Prakruti Festival:

Bhavan's nature festival tied up with SBC³ for their Prakruti Festival held in January 18-20th January 2019. SBC³ helped promote the festival to the schools they were affiliated with. Along with that they gave SBC³ a stall for all three days to conduct fun activities throughout the festival for children. SBC³ stall (**Fig 18**) had a lucky draw contest (**Fig 19**) where kids could fill out Activity Sheets and get a chance to win prizes. They also had a photo booth where people could click pictures with the Energetix pose. (**Fig 20**)



Figure 18

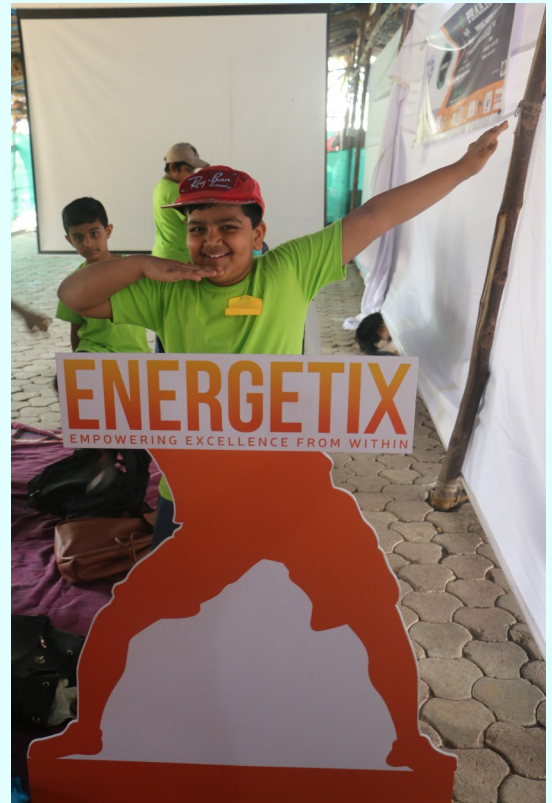


Figure 20



Program on Child Sexual Abuse

GNX-PASS

Generation Next- Protection from Abuse to Stay Safe



SBC³ conducted a pilot session for their program GNX PASS which stands for Generation Next– Protection from Abuse to Star Safe at The Somaiya High School Ghatkopar. (**Fig 22** standards and no. of students).

In total 480 students attended the GNX PASS session, the session was broken down to 16 session where in each class maximum of 30 students participated an additional session with the girls of 5th standard for Menstrual Hygiene.

On 13th February 2019, SBC³ team had sessions with 3rd and 4th std. on 14th February 2019 it was with 1st and 5th std.

GNX PASS modules comprise of two different set, for the 1st std. it was 'body parts' song and had a colouring exercise at the end of the session. In this song the students learned what their body parts were and what they are called. The session ended with performing the song one last time. From 2nd Standard till 5th Standard story was narrated and through this story, they were able to recognise and learnt about safe touch and unsafe touch, naming private body parts and rules to keep oneself safe. How do recognise an unsafe action/situation and what to do if they are in an unsafe situation. On 15th February 2019, sessions with 2nd standard was

completed with the story.

One extra session was taken with the school for the girls of 5th std, on the topic of 'Menstrual Hygiene'. This session was specially requested from the school, as parents of the students have requested the school to hold one awareness session for the 5th std. girls, as there have been some instance and in todays world early onset of puberty is becoming quite common.

The session was taken by 2 doctors; Dr. Vaidehi Joshi and Dr. Supriya from SNEHA (Society for Nutrition, Education and Health Action) a renowned NGO working with women and children on public health and safety system, to conduct a brief session on Mental Health & Meditation.

The feedback from the school was extremely positive regarding the GNX PASS Sessions. The 3 trainers; Mercy, Jhunu and Saanika, talked to the counsellor regarding few divisions where students may have gone through some bad situation or may have come across. Although the counsellor felt that the menstruation session got too technical and could have been toned down.

Sr. No	Module Type	Standards	No. of Students
1	Pre-Primary	1 st	90
2	Primary	2 nd – 5 th	390

Program on Sensitizing Parents of Adolescents



A Program delivered to Parents of adolescents and teenagers with the objective of ensuring family is a strong support structure and bridging the communication gap between parents and adolescent/teenage children. This program will be delivered in schools where possible.

It is an interactive experiential workshop designed to help parents increase their self-care practices, understanding of past and present factors that influence their parenting styles and reflect on their strengths that can be utilized to build a nurturing and caring relationships with their teenage child (ren) through various narratives and active role play. Parents get exposed to various parenting styles and the impact of those styles, reflect on their current levels of communication with their adolescent children and understand how to change their approaches.

Parents of standards 7th, 8th, 9th, & 10th students in across different schools initially in Mumbai, Navi Mumbai and Thane. Schools will exclude those that cater to middle and affluent classes.

Program will extend to Pune and other cities.

The SPG program aims at empowering parents to navigate through the complexities of parenting teenagers through reflection, self-awareness and understanding the teens' level of emotional intelligence. Aspires to create a support system for parents of teenagers.

SPG is a 16 hours training split over 2 days.



SPG Trainers with the participants at St. Stanislaus High

School, Bandra 2017

Last year, SBC³ piloted the program in St. Stanislaus High School. In the year 2018-19, these parents were contacted to take feedback to understand the impact SPG as a program had made.

Some of these parents gave their testimonials for a film that SBC³ made (film- <https://www.centreforsbcc.org/energetix/#energetixspgvideo>). For more information on SPG click: <https://www.centreforsbcc.org/sensitive-parental-guidance/>

Workshops



Workshop on Plastic Consumption

On 21st June, 2018 Sanjeevani S3 (Solid Waste Management Solution) visited the SBC³ office to have a workshop on Plastics. Sanjeevani S3 conducts awareness programs, training and monitoring at source segregation, collection of recyclables and composting of organic waste.

(<https://www.sanjeevanis3.com/>)

The workshop at SBC³ office covered different kinds of plastics and how to recycle them. This workshop was taken with regards to the Phenk Mat Mumbai Program where the workshop covered recycling of waste as well.

Workshop on Cyber Security for

On 7th March 2019, team from *Responsible Netism* (Sonali Patankar President, Founder of

AHAAN FOUNDATION AND RESPONSIBLE NETISM and Mr. Unmesh Joshi, Director Project) had come down to SBC³ office to brief us their work and had a discussion on Online safety.

(<https://www.responsiblenetism.org/>)

The *Responsible Netism* movement works along with Thane and Mumbai Cyber cells, sensitizing children, youth and parents within the sphere of educational institutions since academia plays a crucial role in impacting and developing children and youth. They typically conduct 'One-time One hour' child-friendly interactive sessions titled "BEING RESPONSIBLE NETIZENS" for students of STD V and above to create commensurate awareness about cyber safety and responsible online behaviour.

Workshop with Governing Board Member Ms. Bhaskar Pramanik



Figure 23

8th August 2018 Mr. Bhaskar Pramanik, ex M.D. of Microsoft India who is one of SBC³ 's Governing Board members took a workshop with SBC³ team on strategising and key outcome indicators. (**Fig 23**) .

Click the link to read more about us: <https://www.centreforsbcc.org/who-we-are/>

Topics of discussion:

- ⇒ Mission Statement
- ⇒ Vision Statement
- ⇒ Purpose Statement
- ⇒ Core Values
- ⇒ Funding Strategies
- ⇒ Demographic Dividend
- ⇒ Targets
- ⇒ Milestones
- ⇒ World view Statement
- ⇒ Key Outcome indicators
- ⇒ Strategy and Operational Priority

Figure 24

Highlights



1. April 10th and 11th 2018 the entire SBC3 team went on a retreat in Aksa Beach. ⇒ PMMDocumentary:<https://www.centreforsbcc.org/phenk-mat-mumbai/#phenkmatdocumentary>
For two days the team reviewed and restructured programmes. Program Teams, Communication heads, COO and MD set goals for the coming school year. ⇒ Energetix Curtain Raiser Film: <https://www.youtube.com/watch?v=OfGLnxuwd4k>
2. Sbc³ created 3 films this year. Find the links: ⇒ Energetix & SPG Testimonial Film: <https://www.centreforsbcc.org/energetix/#energetixspgvideo>



Highlights



Be a Buddy for Social Change is a Program is a unique Fundraising program where donors get to contribute their money (2,500,5,000, 10,000) and receive coupons for it (**Fig 27**). Our 9 corporate partners (**Fig 25**) have contributed by offering various discounts for these coupons.

Our governing board member Mr. Nawshir Mirza, allowed us to have stalls where employees could donate and get our *Buddy Donor Cards* in exchange (**Fig 26**). SBC³ also conducted free sessions at different locations where they were given stalls for Buddy Cards as well. (**Fig 24**)



Figure 25

Sr. No.	Workshops	Topic
1	Otter's Rotary Club	POCSO, Child Sexual Abuse
2	Tata Class Edge	POCSO, Child Sexual Abuse
3	TCS	Balanced Parenting
4	WE Foundation	Mindfulness, Energy & coping
5	Samvaad	Energy & coping
6	Red FM	Energy & coping
7	Wadhwa Group	Mindfulness, Energy & coping

Figure 24

Figure 27

Rs 10,000/-

Rs 2500/-

Figure 26

Rs 5000/-

Tata Power Locations

Locations	Round 1	Round 2
Carnac	1st Mar	11th Mar
Dharavi	6th Mar	11th Mar
Technopolis	6th Mar	11th Mar
Borivali	6th Mar	11th Mar
Sahar	7th Mar	13th Mar
Saki Receiving station	8th Mar	14th Mar
Trombay Stn A	8th Mar	-
Trombay Stn B	8th Mar	-

CHANGE.

Team

Board of Directors:



Nishit Kumar
Founder Director, MD



Priya Subnis Arte
Founder Director, COO



Dr. Utkarsh Subnis
Founder Director, Head
SBCC, R&D Unit

Governing Board



Arun Nanda, Chairman
Mahindra Holidays India Ltd



Abha Thorat, Director
British Asia Trust



Dr Duru Shah, Director, Gynaecworld,
Founder President of the
"The PCOS Society" (India)



Bhaskar Pramanik,
Independent Director SBI and
Ex MD, Microsoft India Ltd



BM Vyas, Ex MD,
Gujarat Co-op Milk Marketing
Federation (Amul) and ex Director NDDB



Sabbas Joseph,
Founder and Executive
Director of Wizcraft India

Governing Board member Lysa John had to step down in April due to her appointment as Head of CIVICUS, South Africa and Dr. Dhuru Shah became a part of our governing board member.

Advisory Council



Nawshir Mirza,
Independent Director:
Tata Power, Thermax,
Gujarat coastal Power,
Exide, others



Dr Jagmeet Madan,
Principal SVT College,
SNTD University,



Sharad Arora,
Founder Director
of Sensorise
Digital Services
Pvt Ltd



Shilpi Kapoor,
Ashoka Fellow,
Founder MD of
Barrier Break



Vineetha MG, Founder
Partner of Legal firm,
Samvad Partners



Kireet Khurana,
President and
International Award
winning Film Maker
MD of Climb media
Pvt Ltd.



Dr Sheila Vir, Founder
Director of Public Health
Nutrition Development,
Ex Head of
Nutrition, UNICEF



Thomas Puliyl,
Ex President of MRB
Group, India (IMRB),



Nitin Desai,
Sr Vice president
TCS

Team



ASSOCIATIONS:

Accessible Technologies: **Barrier Break**

Legal: **Samvaad Partners**

Telecom: Sensorise India

External Auditor and Company Secretarial Services: **CNK Associates**

Internal Auditor: **Rozmin N Ajani**

Bankers: **Indian Bank, Kotak Mahindra Bank**

Films: **Climb Media**

Chief Psychologist: **Dr. Suchismita Bose**

To know more about our Associations Click: <https://www.centreforsbcc.org/governance-structure/#associations>

Corporate Relations Consultants:

Gloria Bhagat

Kruti Sharma

Key Members :

Through the year:

Anupama Shetty

Beena Joshi

Jhunu Mali

Mercy K

Saanika Gokhale

Veena Vijayan

Part of the year:

Apeksha Jadhav

Dr. Pranit Desai

Farzana Qureshi

Gauri Desai

Siddhesh Deshmukh

Sunita Choundhe



@SBC3 India



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