

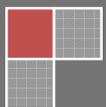
February
2010

SBCC, Purulia adjudged best in displaying IEC at 9th SHG Convention Nabadwip, Nadia

5-7 February 2010



District SBCC Cell
Office of the District Magistrate, Purulia
February 08, 2010



Purulia District **Social and Behaviour Change Communication (SBCC)** Cell was invited to the 9th State Level Self-help Group Convention held at Nabadwip, Nadia District on 5 – 7 February 2010. The convention was organized by the SHG Promotional Forum and was inaugurated by Mrs. Rekha Goswami, Honorable Minister of SHG, Government of West Bengal.



The main objective of the SBCC Cell was to show case SBCC which is being implemented in Purulia District, and to share messages on **5 key behaviours** being promoted by SBCC with the SHG members who congregated at the convention from various parts of the state. The convention was attended by over 4,000 participants who were mainly women belonging to poor households. The SBCC team from Purulia was provided with an **information kiosk** to show case glimpses of its SBCC activities which included IEC materials and disseminate messages on 5 key behaviours. Besides, 30 minute time slot was given to the SBCC **Street**

theatre team to perform a stage show on the key behaviours.

An eye-catching display of colourful roll up banners, IEC materials and



regular **projection of short films** on SBCC generated a lot of interest among the participants and visitors to the convention. The SBCC stall was visited by more than 5,000 curious on lookers who had collected about 15,000 **IEC materials** which included information on sanitary toilet, diarrhea, correct breast feeding and hand-washing practices, HIV/AIDS, etc.



On the Day 2 of the convention, SBCC team was given opportunity to show a **9-minute film on MSC Stories** on the main stage which was followed by Bengali elaboration on the 5 key practices being promoted by SBCC in Purulia. This show was witnessed by

over 1,000 SHG members from various parts of the state.

CD shows containing various audio-visual materials were shown at the SBCC kiosk on all 3 days of the convention, and over 4,000 people received information through the



films named *Rasmi*, *Jaler mato soja*, *Aduri*, *Aagey janle*, *Ektu bhuler janya*, *Meena-1, 2, 3* etc. on safe practices.

In an evening, a theatre based on **girl child education and awareness of HIV/AIDS** was performed on the main stage which received high appreciation from the audience. About 4,000 people were present at the time of this performance.



The convention premises had about 40 stalls/kiosks from different departments like P&RD GoWB, DRDC, SHGs, SRD, NABARD, Enable

etc. to highlight their activities and display of products. There were many other activities as well to make participants aware of various issues related to SHG through quiz contests, group discussions, debates and lectures. The kiosk display of **SBCC was adjudged champion among all the kiosks** by the organizers of the convention.

Miss Sima Bouri, a DRP from Raghunathpur II Block of Purulia district shared her experiences of participating in the convention and especially mentioned about the SBCC's intervention in Purulia and importance of changing behaviours



through the women of SHGs all over the state.

On the final day Dr. M. N. Roy, IAS, Principal Secretary of P&RD, GoWB, came and delivered a speech on the SHG movement, importance of the bank linkages, various government schemes and the role of SHGs in the development of our society.

Mr. Avanindra Singh, IAS, the District Magistrate, Purulia, was apprised on the feat by the SBCC team upon their return to Purulia, which he highly appreciated.