



DIBRUGARH UNIVERSITY *in collaboration with* **UNICEF**
offers

TWO YEAR POST GRADUATE PROGRAMME

ON:

COMMUNICATION FOR SANITATION, HYGIENE AND HEALTH
IN CBCS MODE (*as per Dibrugarh University Guidelines of December 2016*)

(4 Semesters ; 90 Credits)

VISION:

To give students *the ability to comprehend and communicate* the concepts of Sanitation, Hygiene and Health, for acting as *competent and professional CHANGE AGENTS to transform the communities towards all round development* with the focus on the critical importance of Sanitation, Hygiene and Health.

PROGRAMME OFFERED:

M.A. in **Communication for Sanitation, Hygiene and Health** (*Multidisciplinary Two Year Post Graduate Programme based on the UGC Guidelines on Choice Based Credit System (CBCS) 2016 and the Dibrugarh University CBCS Guidelines of December 2016*)

FOCUS OF THE SANITATION AND HYGIENE ADVOCACY AND COMMUNICATION STRATEGY FRAMEWORK

- ✓ Changing an individual's behaviour at individual level through knowledge, attitude and training in specific skills.
- ✓ Impacting long-term community changes through policy planning and societal mobilization.
- ✓ Communication objectives
- ✓ Communication approaches

COMMUNICATION OBJECTIVES

- ✓ The overall goal of the Strategy is to attain a positive behaviour change among people with respect to the use of toilets and other critical hygiene practices. This will include enhancing knowledge about improved sanitation and hygiene behaviours and encouraging conversion of the knowledge into practice.
- ✓ The Sanitation and Hygiene Advocacy and Communication Strategy Framework will meet the following broad objectives:
- ✓ Increase mass awareness levels and make the identified audiences more conscious about issues related to the importance of sanitation and hygiene;
- ✓ To influence decision makers and opinion leaders to advocate for improved sanitation and hygiene standards, thus creating an overall positive environment; and

- ✓ Ensure that households have knowledge of the linkages between sanitation, hygiene and health leading to increased public demand for quality sanitation services and adoption of hygiene practices.

COMMUNICATION APPROACHES

- ✓ The main communication approaches suggested for the different levels and achieving the communication objectives are advocacy, interpersonal communication, community mobilisation, supported and reinforced by mass media.
- ✓ **Advocacy:** to influence public and policy with information and to raise the issue of sanitation higher in the policy agenda and in the minds of the people.
- ✓ **Interpersonal communication:** is the *key approach of this strategy to raise awareness* on the importance of sanitation among the rural community and support the increased interest and willingness to *uptake sanitation and hygiene practices*.
- ✓ **Community mobilisation:** to initiate dialogue among community members to deal with critical issues of sanitation and hygiene and also provide a platform for the community to participate in decisions that affect their daily lives.
- ✓ **Mass media, outdoor media and folk media:** to raise mass awareness, promote the 4 critical behaviours and programme information. Simultaneously also provide support to interpersonal and community mobilisation efforts by reinforcing and raising the credibility of the message carried by non-professionals.
- ✓ **Entertainment education:** to disseminate messages which are educational in substance, entertaining in structure and popular in the community, in order to promote sanitation and hygiene messages by building on and coordinating with the above efforts.
- ✓ **Social marketing:** to promote adoption of behaviours and create a demand for services and supplies that help practice that behaviour.

TEACHING OBJECTIVES

- ✓ Preparation of Professionals in the field of Public Health.
- ✓ Enhancement of Efficiency, Effectiveness, Quality and Excellence in Sanitation and Hygiene services by integrating classroom activities with field-based activities.
- ✓ Appraisal of the Basic Parameters within which the implementation of sanitation and hygiene operates in the communities for maintenance of health.
- ✓ Monitoring and Evaluation of the existing frameworks of sanitation and hygiene programmes at all levels.
- ✓ Use of Communication Tools for promoting sanitation and hygiene practices for promotion of health.

LEARNING OUTCOMES

- ✓ **Enhancing the knowledge and understanding** on the application of behaviour and social change communication in the areas of sanitation and hygiene.
- ✓ **Developing the skills to critically apply the knowledge** through assessing current approaches for research, monitoring and evaluation in communication for development related to thematic development priorities, such as health, hygiene and sanitation, community-based approaches, psycho-social enablers etc.

- ✓ **Demonstrating critical thinking, advanced knowledge and understanding of issues** for addressing health management and health promotion with scientific and evident informed approaches for behaviour and social change communication.

NEED FOR THE PROGRAMME

- ✓ Evidence shows that the most effective approach leading to behaviour change is a combination of efforts at all levels – individual, interpersonal network, community and societal.
- ✓ For effective communication, different levels are reached with different communication approaches.

PROGRAMME DETAILS:

- ✓ **Duration:** Two years (Four semesters)
- ✓ **Students' Intake:** 10 (each year)
- ✓ **Credits of the Programme:**
 - Total Credits : : **90 Credits**
 - ▶ First Semester : 22 Credits [03 CORE+ 01 DSE + 01(GE)]
 - ▶ Second Semester : 22 Credits " " "
 - ▶ Third Semester : 22 Credits " " "
 - ▶ 4th Semester : : 24Credits " " "
- ✓ **Compulsory Courses 20 Courses of 04 credits each**
 - Core Courses : 12 Courses of 04 credits each @ 03 Courses in each Semester
 - Compulsory Electives:
 - **Discipline Specific Elective (DSE):** 04 Courses of 04 credits each @ 01 in each Semester
 - **Generic Elective (GE):** : : 04 Courses of 04 credits each @ 01 in each Semester
- ✓ **Optional Electives : 04 Courses of 02 credits each @ 01 in each Semester**
- ✓ **Marks Distribution:** :
 - Each Course of 100 marks has been divided into **04 Units**.
 - Each Course of 50 marks has been divided into **02 Units**
- ✓ **Weightage of Marks in each Unit :** 15 Marks (*15X4: 60 Marks & 15X2=30 marks*)
- ✓ **Contact Hours Per Course :** :
 - **For 100 Marks / 04 credits :** : : **64 hours**
 - End-Sem Evaluation : : : 60 marks
 - In-Sem Evaluation : : : 40 marks
 - **For 50 marks / 02 credits :** : : **32 hours**
 - End-Sem Evaluation : : : 30 marks
 - In-Sem Evaluation : : : 20 marks

MODES OF EVALUATION

- ▶ **Core Courses (04 credits)** will be evaluated for 100 marks each:
 - 60 marks: End Semester Examination
 - 40 marks: In-Semester Assessment
 - Modes of In-Semester Evaluation
 - 20 marks - 02 (two) theory examinations of 10 marks each
 - 20 marks - Practicum
- ▶ **Optional Foundation Course (2 credits)** will be evaluated for 50 marks each:
 - 30 marks: End Semester Examination
 - 20 marks: In-Semester Examination
 - Modes of In-Semester Evaluation
 - 10 marks - 02 (two) theory examinations of 05 marks each
 - 10 marks - Practicum
- ▶ **Course: C40300 (06 credits)** will be evaluated for 150 marks :
 - 80 marks for Dissertation / Project Report Writing
 - 40 marks for In-Semester Assessment
 - 30 marks for *Viva-voce*

PROPOSED PEDAGOGY

- ✓ Lecture cum Demonstration
- ✓ Focussed Group Discussion
- ✓ Collaborative Learning
- ✓ Seminar presentations
- ✓ Panel Discussion
- ✓ Practical
- ✓ Field Visits
- ✓ Presentation of Case studies

SUGGESTED PRACTICUM

- ✓ Review of Case Studies
- ✓ Fieldwork
- ✓ Report Writing
- ✓ Documentation
- ✓ Action Research
- ✓ Review of Visual Media
- ✓ Critical analysis of prevailing sanitation and hygiene practices in the communities.

Eligibility Criteria for Selection to the Programme:

- ✓ Candidates of any discipline with 45% at the Graduation Level can apply for the programme

Selection Procedure:

- ✓ Entrance Examination
- ✓ Group Discussion
- ✓ Personal Interview

**COURSE OUTLINE UNDER CHOICE BASED CREDIT SYSTEM (CBCS)
FOR MA PROGRAMME IN
COMMUNICATION FOR SANITATION, HYGIENE AND HEALTH**

SEM	COURSES	CREDITS
SEMESTER - I	CORE COURSES (DSE): COMPULSORY C10100 : Health & Hygiene: India and NE Context C10200: Introduction to Public Health C10300: Sustainable Development Goals	04
	DISCIPLINE SPECIFIC ELECTIVE (DSE): ANY ONE C10401: Legal Provisions in Development C10402: Education and Development	04
	GENERIC ELECTIVE* (GE)	04
	ABILITY ENHANCEMENT ELECTIVE (AEE) C10501: Sanitary Engineering	02
SEMESTER - II	CORE COURSES: COMPULSORY C20100 : Communication for development C20200: Research in Health and Hygiene C20300: Social & Behavioral Change Communication (SBCC)	04
	DISCIPLINE SPECIFIC ELECTIVE: ANY ONE C20401: Health Economics C20402: Food & Nutrition	04
	GENERIC ELECTIVE*	04
	ABILITY ENHANCEMENT ELECTIVES C20501: Assessment & Evaluation of Outreach Programmes	02
SEMESTER - III	CORE COURSES: COMPULSORY C30100 : Planning for Development C30200: Policy Making and Intervention C30300: Psycho Social Aspects of Health & Hygiene	04
	DISCIPLINE SPECIFIC ELECTIVE: ANY ONE C30401: Social Geography and Environment Issues C30402: Social Entrepreneurship in Health & Hygiene	04
	GENERIC ELECTIVE*	04
	SKILL ENHANCEMENT ELECTIVE (SEE) C30501: ICT for Development	02
SEMESTER - IV	CORE COURSES: COMPULSORY C40100 : Behavioral Change for Health & Hygiene C40200: Health and Hygiene Management C40300: Dissertation/Project Report (06 Credits)	04
	DISCIPLINE SPECIFIC ELECTIVE: ANY ONE C40401: Indigenous Practices of Health and Hygiene C40402: Women, Child & Development	04
	GENERIC ELECTIVE*	04
	SKILL ENHANCEMENT ELECTIVE C40501: Writing for Development	02

