

Communication Resource Unit

An Institutional Mechanism for Strategic Communication
A Joint Initiative of NIRD&PR and UNICEF Hyderabad

UNICEF Hyderabad Field Office has collaborated with National Institute for Rural Development and Panchayati Raj (NIRD&PR) to establish an institutional mechanism for strategic communication to support government departments in the states of AP, Telangana and Karnataka. As part of this collaboration, NIRD&PR has established a **Communication Resource Unit (CRU)**, which was officially launched on **6 July 2017** at NIRD&PR, Hyderabad.

The government representatives present during the occasion included Commissioner – Rural Development & Panchayati Raj, Government of Telangana; Commissioner - Tribal Welfare, Government of Telangana; Commissioner – Information & Public Relations, GoAP; Project Director RCH and Director SIHFW Government of Karnataka; Director Swachha Bharat Mission, Government of Telangana; Districts Collectors of Mahbubnagar, Adilabad from Telangana and Prakasam, East Godavari and West Godavari districts from Andhra Pradesh.



Five District Collectors releasing the CRU Flyer

Representatives from Women and Child Development department and Rural water and Sanitation Mission from the three states were also present at the occasion along with experts from the fields of gender, climate change, health systems and media; academicians; NIRD&PR staff and UNICEF team.

In a working session during the launch event, the state government representatives and District Collectors contributed in drafting a roadmap for the CRU. The participants applauded the initiative and expressed their interest to utilize the services of CRU.

SBCC is considered to be a critical input for national flagship programmes and achievement of Sustainable Development Goals. Many government departments face the challenge of inadequate capacities to design and execute effective SBCC interventions. Lack of effective SBCC leads to unrealized targets for most flagship programmes. Recognizing this challenge and the need for constant support for SBCC by the government departments, UNICEF and NIRD&PR decided to collaborate and establish the CRU.



Director General NIRD&PR and OIC UNICEF officially launch the CRU at NIRD&P Campus

Hosted in the NIRD&PR campus, the CRU is equipped with a skilled team to support different functional areas of SBCC. Additionally, CRU will draw upon the technical expertise and will operate under the guidance of the following three resources:

1. **SBCC Task Force:** having representation of government departments, subject specialists, academicians, field practitioners, gender experts, media etc
2. **NIRD&PR Domain Experts:** NIRD&PR has a capable faculty and pool of experts from different domain who will be involved as and when required
3. **UNICEF Programme Specialists:** Technical oversight will be provided by the UNICEF programme team

“There is a need for models of communication that are sustainable. NIRD&PR trains around 40,000 functionaries from across the country every year. CRU can serve as an opportunity to provide them with methods and tools on communication which can be used by them in their respective programmes.” said Dr W R Reddy, IAS, Director General, NIRD&PR

The long term objective is to market the services of the CRU to government departments and other development agencies and make CRU a self-sustained entity. CRU, with its cross cutting function and anchoring role, can augment convergence and scale for SBCC, leverage resources from different flagship programmes and serve as a common platform for knowledge exchange.

For more information, please contact:

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