

Behaviour change communication in Swachh Bharat Mission: Analyzing the role and challenges
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India has been advocating safe sanitation practices for a very long time, be it through Central Rural Sanitation Program (CRSP) or Total Sanitation Campaign (TSC) or Nirmal Bharat Abhiyan (NBA) or through Swachh Bharat Mission (SBM). As Swachh Bharat Mission intensifies the ownership and usage of the toilets with their access, role of communication has also been observed to progress from mere exchange of information, education and communication through different initiatives to trigger and impact behaviour change in individuals and communities. This paper tries to analyse the role of behaviour change communication (BCC) in Swachh Bharat Mission (SBM) and its likely challenges ahead.

Key words: Swachh Bharat Mission, Behaviour change communication