



asci
Leadership through Learning



Behaviour Change Communication for Water Security and Waste Management

 20th - 22nd May 2025

 ASCI, Bella Vista Campus, Hyderabad



Why you should attend this program?

India is undergoing a transformative shift in its quest for water security and sustainable waste management. Flagship programmes such as AMRUT 2.0, the Jal Jeevan Mission (JJM), and the Swachh Bharat Mission (SBM) are at the forefront of this journey, driving investments in infrastructure, improving service delivery, and pushing the boundaries of what urban and rural areas can achieve.

However, experience shows that infrastructure alone is not enough. Many interventions under these missions are hindered by weak citizen engagement, especially when it comes to segregating waste at the source, curbing the use of single-use plastics, minimising household and institutional waste, and reducing water wastage. Despite deploying advanced systems and services, the absence of behavioural ownership among citizens results in underutilisation, inefficiencies, and a lack of sustainability.

In this context, the Behaviour Change Communication (BCC) becomes essential. Unlike traditional Information, Education, and Communication (IEC) campaigns that primarily aim to spread awareness, BCC goes a step further. It is strategic, data-driven, and deeply human-centred, aiming to shift attitudes, break

down psychological and social barriers, and inspire long-term action. Yet, in many programmes, BCC and IEC are often used interchangeably or combined inappropriately—resulting in resource-intensive campaigns with limited lasting impact.

In partnership with the Earthitude Research Forum, Administrative Staff College of India is pleased to offer a three-day Design Thinking Workshop to decode Behaviour Change Communication (BCC). This workshop will provide a structured, interactive, and experiential framework to help practitioners understand the science and art behind BCC. Participants will explore behavioural insights, identify levers of change, and design context-specific and actionable BCC strategies aligned with the goals of urban water and waste management initiatives.

This initiative aims to catalyse sustainable urban and rural transformation, enabling them to move beyond hardware-centric approaches and toward community-driven, behaviour-focused solutions. By embedding BCC into the core of service delivery, we can ensure that systems not only function effectively but also work for the people, with the people, and ultimately because of the people.

What are the key benefits?



Understand What Drives People: Get into the minds of citizens—explore the psychology behind why people waste water, don't segregate waste, or continue to use plastics—and learn how to change these habits.



Learn from the Best: Discover what's working in India and around the world through real-life case studies on behaviour change in water and sanitation.



Hands-On & Fun Learning: Participate in gamified, interactive sessions that utilise design thinking to develop practical, ready-to-use solutions.



Create Your Own Local Action Plan: Walk away with a tailored plan that fits your city or region's unique challenges—ready to implement.



Build Powerful Connections: Meet and collaborate with policymakers, urban leaders, and sector experts who are driving real change.



What does the course cover?

1. Big Picture Thinking

- Take part in the fun and engaging “Waste & Water Olympics”
- Understand global and national trends in water and waste management
- Explore real-world challenges through a behavioural lens

2. Behavioural Science in Action

- Learn why people waste water or don't segregate waste
- Understand the psychology behind everyday consumption and disposal habits

3. Design for Change

- Use design thinking to build empathy & generate powerful ideas
- Prototype creative, people-centric solutions

4. Gamified Learning Modules

- Participate in the “Empathy & Ideation Challenge”

5. From Ideas to Implementation

- Test your solutions and build strategies for real-world roll-out
- Learn how to embed gamification into municipal programs

6. Driving Change Through Financial Nudges

- Explore how incentives and monetary nudges can change behaviours
- Design sustainable change using behavioural economics

7. Action Planning for Impact

- Create a region-specific, ready-to-execute municipal action plan
- Define clear next steps to take your ideas forward

Who should enrol?

The program is primarily aimed at:

Municipal authorities (top & mid-level staff), urban planners, policymakers, sanitation officers, and development sector professionals.

Submit your nomination to asciceugid@gmail.com

Last Date of Registration

May 15, 2025.

Fee Details

Programme Fee: INR 15,000/- plus GST

The fee includes course materials and a completion certificate and covers snacks and lunch.

Account Details

Bank Account Number: 6209069875

Account Name: Administrative Staff College of India

IFSC: SBIN0020063

Bank Name & Branch: State Bank of India, Raj Bhavan Road, Hyderabad

Who will deliver the course?

The workshop is jointly designed by ASCI and Earthitude Research Forum and will be led by a distinguished team of experts from both organisations. The facilitators bring extensive experience in transforming behaviours and lifestyles in water and waste management. They have contributed to numerous design thinking training and research projects for government bodies and corporates, ensuring a rich and impactful learning experience.



About ASCI



Established in 1956, the Administrative Staff College of India is a pioneer in the management education of experienced professionals in the country. With a strong foundation in urban governance, environmental sustainability, and infrastructure development, ASCI is committed to ensuring universal access to clean water and safe sanitation for all. Recognized as a Centre of Excellence (CoE) in Urban Sanitation and Water Supply by the Ministry of Housing and Urban Affairs (MoHUA), Government of India, ASCI serves as a knowledge partner to MoHUA, supporting the implementation of Swachh Bharat Mission 2.0 (SBM 2.0) and Atal Mission for Rejuvenation and Urban Transformation 2.0 (AMRUT 2.0).

About Earthitude Research Forum



Earthitude Research Forum is a pioneering initiative dedicated to transforming mindsets, habits, and belief systems through research-driven insights into human behavior. The Forum is on a mission to foster positive, sustainable environmental practices across sectors-waste management, water conservation, energy efficiency, air quality, and biodiversity. Currently pursuing a patent for their unique methodologies in Behavioral and Lifestyle Change for Environmental Protection and Climate Action, Earthitude Research Forum has worked extensively with municipal bodies like BBMP and KSPCB, and has partnered with leading organizations including Accenture, Reuters, Cognizant, Torrent Power, and Formula 1.



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