

NIRDPR ties up with UNICEF for communication resource unit

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National Institute of Rural Development and Panchayati Raj (NIRDPR) has joined hands with UNICEF (United Nations International Children's Emergency Fund) to establish a 'Communication Resource Unit' (CRU) that will act as an institutional mechanism for providing strategic communication support to national flagship programmes.

The CRU will provide social and behavioral change communications to State governments and Central government schemes such as Poshan Abhiyaan, National Health Mission and Swachh Bharath Mission, among others. It is currently operating in Telangana, Andhra Pradesh and Karnataka.

It aims to cater to strategic communication needs of different government departments through consultations, technical support and capacity building. CRU is a unique model and has been identified as a success story in the UNICEF country office and they are replicating to start same kind of units in other institutes too.

CRU draws expertise and resources from UNICEF programme specialists, NIRDPR domain experts and social-behavioural change agents. It is functioning from the UNICEF, Hyderabad field office, and has offered all its services to departments with either free or with minimal charges. It has specifically supported the TS department of women and child welfare in taking up a 30-day intensive campaign on All India Radio (AIR) and FM radios focusing on complementary feeding, dietary diversity and nutrition, girl child nutrition

and education.

SOURCE: *The Hindu*