



MONTHLY REPORT

JANUARY 2024

INSTITUTE *of*
HEALTH MANAGEMENT RESEARCH

SCHOOL *of*
PHARMACEUTICAL MANAGEMENT

SCHOOL *of*
DEVELOPMENT STUDIES

SD GUPTA
SCHOOL *of* PUBLIC HEALTH

SCHOOL *of*
DIGITAL HEALTH



Contents

1.	Executive Summary	1
2.	Academics	2
3.	Publications & Patents	4
4.	Executive Education Programmes	5
5.	Conference	6
6.	Event	7
7.	Celebration	8
8.	Industry-Academia Interactions	10
9.	MoU	13
10.	Faculty/Staff Participation	14
11.	Exposure Visits for Students	15
12.	Master Class	17
13.	Know Your Alumni	19
14.	Fireside Chat	20
15.	Webinar	21
16.	Media Coverage	22



Executive Summary

Dr. P. R. Sodani

President
IIHMR University, Jaipur

I am delighted to share the events and initiatives that took place at IIHMR University, Jaipur in the month of January 2024. The month was marked by significant events that underscored our commitment to advancing understanding and actively contributing to the enhancement of societal well-being.

The month commenced with the first residency of Cohort 3 Executive MPH (2023-25) and Executive MHA (2023-25). The inaugural session resonated with enthusiasm and engagement, setting a positive tone for the educational journey ahead.

We successfully conducted a National Conference on "Advancing Healthcare for Better Health Outcomes." The conference provided valuable insights into health analytics and recent advances in digital solutions. Additionally, our online webinar, "Combating Human Trafficking," urged participants to seize the chance to be part of a movement shaping the healthcare landscape.

On January 15th, 2024, IIHMR University celebrated Makar Sankranti, bringing together students and professors in a joyous celebration that highlighted the vibrant spirit of our academic community. Also, we came together to celebrate the 75th Republic Day, where our students showcased exceptional talents, creating a jubilant atmosphere that symbolized unity, diversity, and the optimistic anticipation of a brighter future.

To bridge the gap between academic concepts and real-world application, we maintained vibrant interactions with industry professionals through Management Development Programs, Master Classes, Webinars, and the engaging Know Your Alumni series. Additionally, our esteemed faculty played a pivotal role in advancing academic knowledge through noteworthy contributions in research publications.

We sincerely appreciate and extend our thanks to the Board of Management for their steadfast support and guidance.



MBA Hospital and Health Management

First Year Hospital and Health Management (Batch 2023 - 2025)

(Section A)

Dec 25-28; Jan 01-04, 2024

Human Resource Management

Jan 08-11; Jan 15-18

Essentials of Health Economics and Financing

Jan 22-25

Entrepreneurship and Innovations in Health Care

(Section B)

Dec 25-28; Jan 01-04

Human Resource Management

Jan 08-11; Jan 15-18

Essentials of Health Economics and Financing

Jan 22-25

Entrepreneurship and Innovations in Health Care

Second Year Hospital Management (Batch 2022 - 2024)

Jan 01-4; Jan 08-11

Health Insurance and Managed Care

Jan 15-18

Clinical Epidemiology

Jan 22-25

Legal Framework in Health Care

Jan 29-Feb 01; Feb 05-08

Operations Management in Hospitals

Second Year Health Management (Batch 2022 - 2024)

Jan 01-04, Jan 08-11

Health Insurance and Managed Care

Jan 15-18, Jan 22-25

Operations Research

Jan 29-Feb 01

International Health

MBA Pharmaceutical Management

First Year Pharmaceutical Management (Batch 2023 - 2025)

Dec 25-28; Jan 01-04, 2024

Organisational Behaviour

Jan 08-11; Jan 15-18

Pharmaceutical Marketing Management

Jan 22-25

Digital and Social Media Marketing

Second Year Pharmaceutical Management (Batch 2022 - 2024)

Jan 1-4

Sustainability and Circular Economy

Jan 8-11

Drug and Public Health Policy

Jan 15-18

Project Management

Jan 22-25

Business Data Analytics

Jan 29-Feb 1

Consumer Behaviour in Pharma

MBA Development Management

First Year Development Management (Batch 2023 - 2025)

Dec 25-28; Jan 01-04, 2024

Marketing Management

Jan 08-11; Jan 15-18

Organisational Behaviour

Jan 22-25

Leadership for Development

Second Year Development Management (Batch 2022 - 2024)

Jan 01-04; Jan 8-11

Research Methods

Jan 15-18; Jan 22-25

Non-Farm livelihoods, Value Chain and Enterprise

Jan 29-Feb 01; Feb 5-8

Rural Health, Water, Sanitation, Hygiene and Nutrition



Value Added Courses

First Year (Batch 2023 - 2025)

Jan 05,12,19,26, 2024

Personal Growth and Team Building

Lean Management

Digital and Social Media Marketing

Negotiation & conflict Management Skills

Investment Management

Soft Skill and Personality Traits

MPH Cohort 10 (2022 - 2024)

Nov 01, 2023 - May 01, 2024

MPH Practicum Special Studies

MPH Cohort 11 (2023 - 2025)

Jan 09 - 13, 2024

Data analysis using Excel

Jan 10 - 17; Jan 29 – Feb 02, 2024

International and Global Health

MPH Implementation Science (2022 - 2024)

Oct 16, 2023 - Apr 30, 2024

Practicum Home Countries

Ph.D. (Cohort 10)

Self Study and Online Faculty Interaction

MPH Executive Cohort 1 (2021 - 2023)

Dissertation

MHA Executive Cohort 1 (2021 - 2023)

Dissertation

MPH Executive Cohort 2 (2022 - 2024)

Self-studies and Online Faculty Interaction

MHA Executive Cohort 2 (2022 - 2024)

Self-studies and Online Faculty Interaction



ORIGINAL RESEARCH

Influence of BeSD tool for increasing vaccination uptake among the parents of rural population around Visakhapatnam: An original research

¹Dr. Preetham Ravuri, ²Dr. Sandesh Kumar Sharma, ³Dr. Sirisha Kommuri, ⁴Dr. Rahul Tiwari, ⁵Dr. (Col) Mahender Kumar

^{1,3,4}Executive MHA Student, ²Associate Professor, ⁵Professor, IIHMR University, Jaipur, Rajasthan, India

Corresponding Author

Dr. Preetham Ravuri

Executive MHA Student, IIHMR University, Jaipur, Rajasthan, India

Email: dr.preethamravuri@gmail.com

Review Article

Drawing the Linkage Between Women's Reproductive Health, Climate Change, Natural Disaster, and Climate-driven Migration: Focusing on Low- and Middle-income Countries - A Systematic Overview

Fahad Afzal¹, Arindam Das¹, Soumitra Chatterjee²

¹Institute of Health Management Research, IIHMR University, Jaipur, Rajasthan, ²Department of Administrative, Birla Public School, Pilani, Rajasthan, India

Executive Education Programmes



Executive MPH, 2023-25, Cohort 3

Executive MHA, 2023-25, Cohort 3

January 6-14, 2024

IIHMR University warmly welcomed the participants of Cohort 3 of Executive MPH (2023-25) and Executive MHA (2023-25) programs. The first residency unfolded from January 6-14, 2024. Dr. P.R. Sodani, President of IIHMR University, addressed the students, emphasizing the lively culture and establishing a foundation for their academic journey ahead. A total of 70 participants enrolled from various states of India for eMPH and eMHA programme.



Conference



National Conference on Advancing Healthcare for Better Health Outcomes

January 12, 2024



IIHMR University conducted the National Conference on “Advancing Healthcare for Better Health Outcomes” on January 12, 2024. The prominent speakers Mr. Sanjiv Navangul, Managing Director & CEO of Bharat Serums and Vaccines Limited, Dr. Suptendra Nath Sarbadhikari, Digital Health Educationist, and Founder and Director of Supter Group, and Darshit Upadhyay, Co-founder of Advance Digital Solutions, offered their valuable insights into health analytics and recent advances in digital Solutions.



Human Trafficking Awareness Day

January 11, 2024



HUMAN TRAFFICKING AWARENESS DAY

11th January, 2024 4:00 PM - 5:30 PM IIHMR University, Jaipur

ONLINE



Mr. Shashank Shekhar
Advocate, Supreme Court of India
Former Member of Delhi Commission
for Protect of Child Rights
Founder and Director
ACE Advocates (OPC) Pvt. Ltd



Dr. P. R. Sodani
President
IIHMR University



Dr. Aakanksha Dua
(Gender Champion)
Batch MBA HM-27
IIHMR University



Mr. Suraj Ahuja
(Gender Champion)
Batch MBA PM-14
IIHMR University

Follow us on:



www.iihmr.edu.in





Makar Sankranti Celebration

January 15, 2024

IHMR University celebrated Makar Sankranti on January 15, 2024, bringing together students and professors in a joyous atmosphere. The event showcased the vibrant spirit of the academic community, emphasizing the thriving academic environment at IHMR University, Jaipur.





75th Republic Day Celebration

January 26, 2024

IIHMR University celebrated 75th Republic Day on 26th Jan 2024, with great enthusiasm and patriotism. Students, staff, and faculty members, filled with a sense of patriotism and dedication, gathered in front of the main lawn. The celebration commenced with the hoisting of the National Flag by IIHMR's Trustee Secretary, Dr. S.D. Gupta, followed by his speech highlighting the importance of the Constitution and its unique features, such as Sovereign, Socialist, Secular, Democratic, and Republic, enshrined in the preamble of the constitution. The speech was followed by the National Anthem, various representations of classical art forms in different dances and songs performed by the students, giving a glimpse of the diversity in unity of the nation, and the Guard of Honour.



Industry-Academia Interactions



Mr. Shashank Shekhar
Advocate, Supreme Court of India
Former Member of Delhi Commission for
Protect of Child Rights
Founder and Director, ACE Advocates
(OPC) Pvt. Ltd

Ms. Vandana Nair
Lead
Adolescent and Young People
Centre for Catalyzing change



Mr. Subodh Singh
CSR and ESG Consultant

Mr. Brajesh Choudhary
Senior General Manager
Corp. CSR and Group CSR Head Operations
Sun Pharmaceuticals, Vadodara, Gujarat,
India



Dr Ravi Rathod
GM- Policy and Strategic Affairs (Regulatory)
Innvolution Healthcare Private Limited
New Delhi, India

Ms. Prachi Chavan
Group Product Manager
Sun Pharma
Mumbai, India





Mr. Anand Namdeo
Marketing Manager,
Boehringer Ingelheim, Mumbai, India



Mr. Sachit Upadhyay
Co-Founder
Yore Care



Mr. Darshit Upadhyay
Co-Founder
Yore Care



Mr. Sanjiv Navangul
Managing Director & CEO
Bharat Serums and Vaccines Limited



Prof. Suptendra Nath Sarbadhikari
Expert (Digital Health and Health informatics)
Uttarakhand Health System Development
Project, Dehradun



Maj. Gen. (Dr.) AK Singh (Retd.)
Ex Principal
Mahatma Gandhi Institute of
Health Informatics
MGUMST Jaipur



Dr. Shashi Bhushan Gogia

President Of APAMI - Asia Pacific Association
for Medical Informatics www.apami.org
President of S.A.T.H.I.

Dr. Sanjay Sood

Forging Strategic Alliances for Excellence
in Digital Health: Guiding eSanjeevani's
Global Reach



Mr. Jaspreet Singh

Co-Founder
IPQuad Partners

Mr. Manoj Kumar Soni

Data Manager
The George Institute for
Global Health (TGI) India





IIHMR University, Jaipur collaborated with Faculty of Business and Economics, Mendel University in Brno, Czechia for promoting academic and educational cooperation by exchange of faculties and students.



- Mendel
- University
- in Brno
-



Faculty/Staff Participation



Dr. Seema Mehta participated in the international conference on "Fostering Industry-Academia Partnership for Driving Innovation and Strategizing Trade and Industry" on January 6-7, 2024.

Dr. Himadri Sinha and Dr. Ratna Verma were invited as the chief speakers in a seminar on "Five Trillion Dollar Economy vis a vis Inclusive Development of India" at Sri Krishna Group of Colleges in Sikandra on January 10, 2024.

Mr. Prasoon Jain attended National Conference organized by ICAI (Institute of Chartered Accountants of India) to enhance knowledge of fund management and investment strategies in Jaipur on January 12 - 13, 2024.

Dr. Hemant Mishra and the students presented a paper titled "Artificial Intelligence in Pharmaceutical Management Education: Opportunities, Challenges, and Impact" at an ICSSR sponsored seminar at Subodh Girls PG College, Sanganer, Jaipur on January 20, 2024.

Dr. Piyusha Majumdar participated in the "International Conference on Health & Humanities: Exploring Uncharted Terrain in Literary Paradigm" organized by Kristu Jayanti College in collaboration with Bryant University and Bangalore Baptist Hospital on January 25, 2024.

Dr. Shraddha Kalla attended the 8th National Conference on "Multidisciplinary Research Trends and Approaches," at Shri Khushal Das University, Hanumangarh, on January 27-28, 2024.

Dr. Kajal Sitlani and Dr. Mamta Chauhan had an initial meeting with the Nand Ghar officials on dissemination of the internal research grant project on Nand Ghars on January 31, 2024.

Dr Saurabh Kumar presented a research paper entitled "Analysis of prescription monitoring studies in chronic drug therapy for designing effective marketing interventions for the pharmaceutical brand managers" at 3rd International Marketing Conference (iMarC III) hosted by IIM Shillong on January 31, 2024.

Dr. Piyusha Majumdar was selected as a mentor in TDR's Mentoring Program (2024-25). The "Mentoring for Success" workshop was organized by Antoinette Oglethorpe, an award-winning mentor and coach specializing in career management and mentoring on January 31 - February 01, 2024.

Exposure Visits for Students



Students of IIHMR university celebrated National Startup Day with a visit to the Incubation Center at National Institute of Agriculture Marketing (NIAM), where they explored agro-based products and interacted with scientists.



As part of the ongoing celebration for National Startup Day, the students participated in a Hackathon organized by the Rajasthan Police. The event featured valuable sessions on Rajasthan startup ecosystem and policy by Mr. Indrajeet Singh, Commissioner DoIT, and provided insights into startup strategy.

Exposure Visits for Students



The students of DM-03 (2023-25) batch went to visit Jhajjar Power Ltd., Jhajjar from January 22- 24, 2024.



The students from MPH Cohort 11 visited Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS) - Jaipur Foot on January 24, 2024.



Master Class
 Episode 97

Relevance of Sustainability and CSR in Pharmaceutical Industry

Jan 02, 2024
 10:00 AM to 01:00 PM (INDIA)

IIHMR University, Jaipur, India

SPEAKER
Mr. Brajesh Choudhary
 Senior General Manager
 Corp. CSR and Group CSR Head Operations
 Sun Pharmaceuticals, Vadodra, Gujarat, India

MODERATOR
Mr. Rahul Sharma
 Assistant Professor
 School of Pharmaceutical Management
 IIHMR University, Jaipur, Rajasthan, India

STUDENT CO-ORDINATOR
Ms. Nitisha Patil
 Batch: MBAPM-14
 (MBA Pharmaceutical Management)
 IIHMR University, Jaipur, Rajasthan, India

www.iihmr.edu.in
 Follow us on:

Master Class
 Episode 98

India Medtech Policy Framework

Jan 08, 2024
 10:00 AM to 01:00 PM (INDIA)

IIHMR University, Jaipur, India

SPEAKER
Dr. Ravi Rathod
 GM- Policy and Strategic Affairs (Regulatory)
 Innovation Healthcare Private Limited
 New Delhi, India

MODERATOR
Mr. Rahul Sharma
 Assistant Professor
 School of Pharmaceutical Management
 IIHMR University, Jaipur, Rajasthan, India

STUDENT CO-ORDINATOR
Ms. Asmita Patil
 Batch: MBAPM-14
 (MBA Pharmaceutical Management)
 IIHMR University, Jaipur, Rajasthan, India

www.iihmr.edu.in
 Follow us on:



IIHMR UNIVERSITY

Master Class
Episode 99

The Strategic Fusion of Theoretical Insights & Marketing Acumen in Revolutionizing Pharma Strategies

Jan 10, 2024 11:30 AM to 01:00 PM (INDIA)

IIHMR University, Jaipur, India



SPEAKER

Ms. Prachi Chavan
Group Product Manager
San Pharma
Mumbai, India



MODERATOR

Dr. Saurabh Kumar
Dean
School of Pharmaceutical Management
IIHMR University, Jaipur, Rajasthan, India



STUDENT CO-ORDINATOR

Mr. Atharva Suryawanshi
Batch: MBAPM-15
(MBA Pharmaceutical Management)
IIHMR University, Jaipur, Rajasthan, India



www.iihmr.edu.in

Follow us on:

IIHMR UNIVERSITY

Master Class
Episode 100

Influence of Pharmaceutical Marketing on Prescription

Jan 18, 2024 02:00 PM to 03:00 PM (INDIA) Online



SPEAKER

Mr. Sahil Poddar
Head - Marketing
Dr. Roddy's Laboratories
Hyderabad, Telangana, India



MODERATOR

Dr. Ashok Peepilwal
Associate Professor
School of Pharmaceutical Management
IIHMR University, Jaipur, Rajasthan, India



STUDENT CO-ORDINATOR

Ms. Nishi Vagrecha
Batch: MBAPM-14
(MBA Pharmaceutical Management)
IIHMR University, Jaipur, Rajasthan, India



www.iihmr.edu.in

Follow us on:





Master Class
Episode 101

Pharma and Social Responsibility: Building Trust Through Digital Marketing

 Jan 24, 2024
  02:00 PM to 03:00 PM (INDIA)
 

 IIHMR University, Jaipur, India



SPEAKER
Dr. Ruchir Saxena
Director
Brand IT Digital
Jaipur, Rajasthan, India



MODERATOR
Dr. Sudhinder Singh Chowhan
Associate Professor
School of Pharmaceutical Management
IIHMR University, Jaipur, Rajasthan, India



STUDENT CO-ORDINATOR
Ms. Jaya Sinha
Batch: MBAPM-15
(MBA Pharmaceutical Management)
IIHMR University, Jaipur, Rajasthan, India



www.iihmr.edu.in Follow us on: 



KNOW YOUR ALUMNI SERIES
To build strong connections
between current and former
students

Topic:
"Formulating Marketing Strategies
for Chronic Drug Therapy Market"

 Wednesday, Jan 17, 2024

 11:30 AM to 01:00 PM (IST) 

 IIHMR University
Jaipur, Rajasthan, India



OUR ALUMNUS
Mr. Anand Namdeo
(Batch: MBAPM - 02 (2010-12))
Marketing Manager,
Boehringer Ingelheim, Mumbai, India



Student Coordinator
Ms. Naina Soni
MBAPM-15
(MBA Pharmaceutical
Management), IIHMR
University, Jaipur, Rajasthan

WELCOME
Dr. Saurabh Kumar
Dean
School of Pharmaceutical
Management,
IIHMR University
Jaipur, Rajasthan, India

57 EPISODE
58 EPISODE
59 EPISODE
60 EPISODE

Fireside Chat





जिज्ञासा

Fireside Chat on
Revolutionizing Healthcare :
The Power of Unified Platforms and Integrated Medical Records

📅 Friday, 12th January, 2024 ⌚ 04:30 PM - 05:30 PM

📍 Old Auditorium, IIHMR University, Jaipur



Mr. Sachin Upadhyay
Co-Founder
You-Care



Mr. Dhanish Upadhyay
Co-Founder
You-Care



Mr. Prateek Kataria
Senior Coordinator
IIHMR Startups

Follow us on:   

www.iihmrstartups.com

Webinar



Webinar on Breaking into the Booming Sustainability Industries

📅 Saturday 20th January 2024 | ⌚ 04:00 PM (IST) 



Dr. Himadri Sinha
Professor and Dean
School of Development Studies
IIHMR University, Jaipur



Ms. Vandana Nair
Lead
Adolescent and Young People
Centre for Catalyzing change



Mr. Subodh Singh
CSR and ESG Consultant



Dr. Kajal Sitlani
Assistant Professor
School of Development Studies
IIHMR University, Jaipur

20





Webinar on

**Navigating the Innovation Landscape:
A Guide to Intellectual Property Rights**

Tuesday, 30th Jan, 2024 | 3:00 PM – 5:00 PM (IST) 



Speaker
Mr. Jaspreet Singh
IPQuad Partners
Co-Founder



Advisor
Dr. P. R. Sodani
President
IIHMR University, Jaipur



Convener
Dr. Tripti Bisawa
Professor
IIHMR University, Jaipur



Convener
Dr. Aarti Sharma
Professor of Practice
IIHMR University, Jaipur

INTELLECTUAL PROPERTY



DESIGN



PATENTS



INVENTION



AUTHORSHIP



LAW



COPYRIGHT



PROTECTION



Scan QR to Register

Join us



LIVE

www.iihmr.edu.in

REGISTER NOW

<https://Sample.com>

Rajasthan Patrika January 7, 2024

Dainik Bhaskar January 12, 2024

Dainik Bhaskar January 15, 2024

Indian Express January 14, 2024

Hindustan Times January 16, 2024

Indian Express January 14, 2024



1, Prabhu Dayal Marg, Near Sanganer Airport, Jaipur - 302029

Phone: 91-141-3924700, 2791431-32

www.iihmr.edu.in | E-mail: iihmr@iihmr.edu.in

