



INSTITUTE of
HEALTH MANAGEMENT RESEARCH

SCHOOL of
PHARMACEUTICAL MANAGEMENT

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MONTHLY REPORT

JUNE 2021



Ranked 65
in Management Category
2020 by MHRD

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Executive Summary



Dr. P. R. Sodani

President
IIHMR University, Jaipur

I am delighted to present the report for the month of June 2021 of IIHMR University, Jaipur. With the changing health scenario and the upcoming challenges, IIHMR University is striving and trying its best to keep up the pace in administration and leadership to meet the university goals. The **Alumni Mentoring Programme**, a new initiative launched during May to connect the current students to the eminent alumni as mentors, has been received very well by students and alumni. More than 70 alumni have already shown interest and willingness to provide their support and guidance.

In the month of June, the faculty were engaged in facilitating students for summer training at various organisations. We also organised online FDPs/MDPs/ Training programmes for national and international participants.

Research proposals were submitted to various national and international organisations. Our faculty members published papers in reputed peer-reviewed journals.

We celebrated the International Yoga Day on June 21, 2021 and other activities were organized, during the wellness week from June 21-26, 2021.

I am delighted to share that IIHMR University has received the Commonwealth Innovation Award for their contribution to innovation in healthcare management education.

We are grateful to the Board of Management of IIHMR University for their continuous support, guidance, and mentoring in the growth and development of the university.

Academics

Teaching / Learning / Evaluation

MBA Hospital and Health Management

First Year

Summer Training, May 10-July 2 (8 Weeks)

Second Year, Hospital Management

March 22- June 18, Dissertation/Internship

Second Year, Health Management

March 22- June 18, Dissertation/Internship

MPH Cohort 8

Capstone Break of Cohort 8 students.

Ph.D Cohort 7

June 16, 2021 - Declared Results of Coursework
PhD Cohort -7

MBA Pharmaceutical Management

First Year

Summer Training, May 10-July 2 (8 Weeks)

Second Year

Mar 22-Jun 18, Dissertation/Internship

Ph.D Programme

Pre-Thesis submission presentations

June 18, 2021

Mr. Manojkumar Choudhary, PhD Cohort - 3 (2016)

Ms. Sujata Mullick, PhD Cohort - 1 (2014)

June 28, 2021 - Ms. J. Shanmugapriya, PhD
Cohort-4 (2017)

Viva Voce

June 21, 2021 - Ms. Neha Awasthi, PhD Cohort-1
(2014)

MBA Rural Management

First Year

Summer Training, May 10-July 2 (8 Weeks)

Second Year

Mar 22-Jun 18, Dissertation/Internship

Supplementary Exams

June 21- 28, 2021 - MBA Programmes

Alumni Mentoring Programme

IIHMR University, Jaipur has started the **Alumni Mentoring Programme** to connect current students and the alumni. The Alumni Mentoring Programme is designed for the students pursuing MBA. Under this programme our esteemed alumni will mentor these students for academic guidance along with career planning, professional advancement, networking, personality development, experiential learning, and overall professional development. The initiative has been well received with more than 70 alumni mentoring our students.

S.No.	Name	Designation & Organisation	Course & Batch
Hospital & Health Management			
1	Santosh Kumar	Director, Administration and Projects Ruben Memorial Hospital, Patna	PGDHM, Batch I (1996-98)
2	Sheenu Jhawar	Director Apex Hospital Pvt. Ltd. & Ace Vision Health Consultants Pvt. Ltd.	PGDHM, Batch I (1996-98)
3	T. Phani Kiran	Freelance & Soft Skills Trainer	PGDHM, Batch I (1996-98)
4	Priyanka Vashistha	Health Manager Medical & Health Department, Rajasthan	PGDHM, Batch 2 (1997-99)
5	Ravi Hirwani	Vice President BAGH - Bhai Lal Amin General Hospital	PGDHM, Batch 2 (1997-99)
6	Richa Singh	Senior Vice President Fortis Healthcare Ltd.	PGDHM, Batch 3 (1998-00)
7	Bishwajit Nayak	Sr. VP - Health Claims and Networking Future Generali India Insurance Company Limited, Pune	PGDHM, Batch 4 (1999-01)
8	Suraj Nagori	Director Calcutta Heart Research Centre, Kolkata	PGDHM, Batch 5 (2000-02)
9	Himanshu S. Pradhan	Associate Professor School of Public Health, KIIT Deemed to be University	PGDHM, Batch 6 (2001-03)
10	Mayur Trivedi	Associate Professor IIPH, Gandhinagar	PGDHM, Batch 6 (2001-03)
11	Sidharath Dutta	Director Ernst & Young (E&Y)	PGDHM, Batch 6 (2001-03)
12	Bhavesh Jain	Health and HIV Financing Advisor Health Policy Plus Project (USAID), Cambodia	PGDHM, Batch 7 (2002-04)

13	Guru Rajesh Jammy	Associate Research Director and Associate Professor SHARE INDIA, MediCitiy Institute of Medical Sciences, Hyderabad	PGDHM, Batch 7 (2002-04)
14	Mohd Ali Zaidi	General Manager Aafiya, UAE	PGDHM, Batch 7 (2002-04)
15	Nehal Jain	Consultant World Health Organisation, Cambodia	PGDHM, Batch 7 (2002-04)
16	Sachin Goswami	Founder & Director Dunepath Healthcare Pvt Ltd - Jaipur/Bangalore	PGDHM, Batch 7 (2002-04)
17	Rajesh Kumar Poddar	General Manager, HR IQ City Knowledge and Health Campus	PGDHM, Batch 8 (2003-05)
18	Saurabh Gupta	Vice President, Operations Medanta Hospitals	PGDHM, Batch 8 (2003-05)
19	Mridula Pandey	Regional Manager Abt Associates	PGDHM, Batch 9 (2004-06)
20	Vijendra Katre	Additional CEO, Ayushman Bharat, Chhattisgarh	PGDHM, Batch 9 (2004-06)
21	Kapil Dev	Associate Director IQVIA Consulting and Information Services India Pvt Ltd, Delhi	PGDHM, Batch 10 (2005-07)
22	Dinesh Pandey	Assistant Vice President, Analytics Genpact, Pune	PGDHM (specialisation in Pharma), Batch 10 (2005-07)
23	Nidhi Goel	Director of Analytics Anthem Health Insurance	PGDHM, Batch 10 (2005-07)
24	Pragya Pranjali	CMD Habitantes World Foundation	PGDHM, Batch 10 (2005-07)
25	Sangeeta Lekhraj Tikyani	Health Policy and Evaluation Specialist Tathyashodh Development Consultants (TDC) Private Ltd., Dehradun	PGDHM, Batch 10 (2005-07)
26	Manoj Sojitra	Director, Commercial Services Maire Stopes International, Ethiopia	PGDHM, Batch 11 (2006-08)
27	Nikhil Tiwari	General Manager Apollo Hospital, Madurai	PGDHM, Batch 11 (2006-08)

28	Nirmala Peter	Project Officer, Operations UNDP	PGDHM, Batch 11 (2006-08)
29	Sanjeev Ranjan	Programme Executive, NRHM, Assam	PGDHM, Batch 12 (2007-09)
30	Kiran M. Narkhede	Technical Officer, Tuberculosis Indian Institute of Public Health, Gandhinagar	PGDHM, Batch 13 (2008-10)
31	Rupinder Sahota	Asia Project Coordinator Nutrition International, New Delhi	PGDHM, Batch 13 (2008-10)
32	Vikram Singh Chouhan	Chief Operating Officer EHCC, Jaipur	PGDHM, Batch 13 (2008-10)
33	Gaurav Gupta	District Hospital, Sirohi, Rajasthan	PGDHM, Batch 14 (2009-11)
34	Subhash Khatri	Manager, Monitoring & Evaluation Evidence Action, New Delhi	PGDHM, Batch 15 (2010-12)
35	Chhavi Arora	Project Manager, Department of Neurology Icahn School of Medicine at Mount Sinai, New York	PGDHM, Batch 16 (2011-13)
36	Debrishi Chatterjee	Assistant Suprintendent Purulia Government Medical College & Hospital, Government of West Bengal	PGDHM, Batch 16 (2011-13)
37	Hemlata Yadav	State Consultant, Urban Health NHM, Rajasthan	PGDHM, Batch 16 (2011-13)
38	Huzaifa Bilal	State Specialist, Monitoring & Evaluation Indian Health Action Trust, Lucknow	PGDHM, Batch 16 (2011-13)
39	Nisha Yogesh Singh	Senior Consultant, Anemia Mukht Bharat Ministry of Health and Family Welfare	PGDHM, Batch 16 (2011-13)
40	Vijay Kumar Agarwal	State Coordinator, Immunization & Cold Chain Unicef, Lucknow	PGDHM, Batch 16 (2011-13)
41	Ashish Agrawal	Head, Sales and Marketing Surya Hospital, Jaipur	PGDHM, Batch 17 (2012-14)
42	Khushboo Jain	Clinical Intelligence and Analytics Akna Medical Pvt. Ltd, Bangalore	PGDHM, Batch 17 (2012-14)
43	Afaq Amir Ahmed	Surveillance Medical Officer World Health Organisation	PGDHM, Batch 17 (2012-14)
44	Aman Preet Kaur	Senior Health Manager, CSR Janki Devi Bajaj Vikas Sanstha	MBA-HM, Batch 19 (2014-16)

45	Apte Ketan Charudutta	Group Business Head Sahyadri Hospitals,Pune	MBA-HM, Batch 19 (2014-16)
46	Prabal Mukherjee	State Policy and Planning Officer Clinton Health Access Initiative	MBA-HM, Batch 19 (2014-16)
47	Priyanka Shukla	Technical Head SSF Foundation	MBA-HM, Batch 19 (2014-16)
48	Ritu Chaudhary	Senior Manager, Quality and Operations Metro Mas Heart Care & Multi Speciality Hospital, Jaipur	MBA-HM, Batch 19 (2014-16)
49	Sarang Goel	Consultant	MBA-HM, Batch 19 (2014-16)
50	Ankita George	Assistant Manager Medanta Hospital, Gurugram	MBA-HM, Batch 21 (2016-18)
51	Himanshi Batheja	Assistant Manager, Claims & Investigations AXA, New Delhi	MBA-HM, Batch 21 (2016-18)
52	Nidhi Saraswat	Project Coordinator Hindustan Latex Family Planning Promotion Trust, Jaipur	MBA-HM, Batch 21 (2016-18)
53	Shivkant	District Technical Specialist Indian Health Action Trust	MBA-HM, Batch 21 (2016-18)
54	Ravisha Bharati	Management Trainee PD Hinduja Hospitals, Mumbai	MBA-HM, Batch 22 (2017-19)
55	Reeya Singh	Knowledge Management Associate ZS Associate, Gurgaon	MBA-HM, Batch 22 (2017-19)
56	Vertika Jain	Associate ZS Associate, Gurugaon	MBA-HM, Batch 22 (2017-19)
Pharmaceutical Management			
57	Apeksha Jaiswal	Sr. Manager, Strategy and GTM Innovation Dr. Reddy's Laboratories, Hyderabad	PGDPM, Batch 3 (2011-13)
58	Manisha Rathore	Product Manager Zydus Cadila	PGDPM, Batch 4 (2012-14)
59	Prateek Chhajer	Consultant (Forecasting) IQVIA, Bangalore/Gurgaon	MBA-PM, Batch 5 (2013-15)

60	Rhit Srivastava	Senior Analyst Novartis Healthcare	MBA-PM, Batch 5 (2013-15)
61	Shipra Pandey	Business Analyst IQVIA, Bangalore	MBA-PM, Batch 5 (2013-15)
62	Smita Sunil Kadam	Product Manager Svizera Healthcare	MBA-PM, Batch 5 (2013-15)
63	Shubham Chaudhary	Manager Zydus Cadila, Mumbai	MBA-PM, Batch 6 (2014-16)
64	Vrinda Mathur	Analyst, Health Technology Assessment Decision Resources Group, Gurgaon	MBA-PM, Batch 7 (2015-17)
65	Preet Jarry	Clinet Service Associate Brandcare Medical Advertising & Consultancy Pvt. Ltd.	MBA-PM, Batch 9 (2017-19)
66	Richa Pandey	Business & Integration Arch senior Analyst Accenture	MBA-PM, Batch 9 (2017-19)
67	Manreet Kaur	Associate Business Analyst Hexaware Technologies	MBA-PM, Batch 10 (2018-20)
Rural Management			
68	Manish Kumar Tomer	Director Public Forum for Public Awareness Consulting Pvt. Ltd.	PGDRM, Batch I (2010-12)
69	Vandana Dubey	Member Rajasthan State Commission for Protection of Child Right	PGDRM, Batch I (2010-12)
70	Hemant Chaturvedi	Research Associate Aceso Golbal Health Consultant Ltd	PGDRM, Batch 2 (2011-13)
71	Rittika Brahmachari	Monitoring Evaluation & Learning Coordinator Sahay Children International, Kolkata	PGDRM, Batch 2 (2011-13)
72	Roshan Avasthi	Senior Programme Offier, Lady Bamford Charitable Trust (CSR) Initiative of JCB, Jaipur	PGDRM, Batch 3 (2012-14)
73	Sanju	District Manager Rajasthan Grameen Aajeevika Vikas Parishad	MBA-RM, Batch 6 (2017-19)

IIHMR Intellectual Capacity Building and Faculty Development Programme



June 05, 2021

Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013, and University Grants Commission (Prevention, Prohibition and Redressal of Sexual Harassment of Women Employees and Students in Higher Educational Institutions) Regulations, 2015

Dr. Sheela Surya Narayanan

Faculty, Centre for Women Studies
University of Hyderabad

June 19, 2021

Design Thinking in Healthcare & Academics

Mr. Rohit Swarup

Managing Trustee, Innovation & Research Foundation
Ahmedabad

Research

Research Proposals Submitted

S. No.	Project Title	Funding Agency
1	Outcome Evaluation for a Women Empowerment & Smallholder Livestock Improvement Programme in Bihar	AKF India
2	Global School Health Survey (GSHS) and Global School Health Practices and Policies Studies (GSHPPS), Jaipur City (2021-2023)	WHO India
3	Implementing Partner for Strengthening Adolescent Nutrition in Gujarat	Nutrition International
4	End Line Survey Shubh Mint	Tanger India
5	Implementation of Motor Vehicles Amendment Act 2019 for key behavioural risk factors in Rajasthan (Concept Note) through stakeholder engagement and public awareness	Bloomberg Philanthropies Initiative for Global Road Safety

Policy Brief Series

IIHMR University intends to initiate Policy Brief/Research Brief series to promote research and policy dialogue. The Policy Briefs/Research Briefs is an excellent platform for disseminating our research to global stakeholders. It examine complex questions currently debated in the public policy environment and provides a clear, comprehensive, and impartial overview for anyone to trigger research with relevance. For the smooth functioning of this initiative, a committee has been consituted to look after reviewing the manuscripts for publication, production, and distribution of Policy Briefs/Research Briefs.

Publications/Journals



RESEARCH ARTICLE

Ultrasonographic predictors in chronic kidney disease: A hospital based case control study

Preeti Gupta MD, DNB, Samar Chatterjee MD, Jyotindu Debnath MD, Neelabh Nayan MD, DNB ✉, Shiv D. Gupta MD, PhD

First published: 04 June 2021 | <https://doi.org/10.1002/jcu.23026>

[Read the full text >](#)

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Abstract

Background

Prevalence of Chronic Kidney Disease (CKD) is increasing globally with the concomitant upsurge in diabetes mellitus and hypertension. We explored the research question whether Ultrasonographic (US) renal parameters are potential predictors of CKD?

Materials and methods

A case control study was conducted at a tertiary care hospital that included 50 confirmed cases of CKD and 100 nondiseased controls. Renal length, renal parenchymal thickness, and renal cortical thickness were measured in both cases and controls by ultrasound examination. Corticomedullary differentiation and renal cortical echogenicity were also assessed.

Results

US parameters of renal length, renal parenchymal thickness, and renal cortical thickness were found to be significantly and strongly associated with the presence of CKD. The strongest association was observed with renal cortical echogenicity (OR 27.33, 95% CI 8.82–84.63). The association of reduced renal cortical thickness (OR 6.14, 95% CI 1.59–23.62), and renal length (OR 2.72, 95% CI 1.13–8.26) were independent and significant predictors of presence of CKD.

Conclusions

Specific US parameters of renal cortical echogenicity, cortical thickness, and length of kidney have a strong potential for independently establishing the diagnosis and evaluation of progression of CKD.

Publications/Journals

Editorial

Scourge of the Second Wave of COVID-19 Pandemic in India: Redefining Our Response and Future Preparedness

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23(2) i-iv, 2021
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Daya Krishna Mangal¹ and S. D.Gupta²

India is facing a sharp and a steep second wave of COVID-19 pandemic touching a dizzy peak of 414,280 new cases on 6 May 2021. It gives a slight comfort that it has started showing declining trends but still reporting average about 200,000 new cases every day. Cumulative number of confirmed cases crossed over to 274 million and over 315,000 people have died. India had successfully managed the first wave that peaked at 104,000 new cases in mid-September with slower but continuous decline to around average 10,000 new cases per day. Suddenly the cases started rising in middle of February 2021. India launched its vaccination against COVID-19 mid-January, yet the surge in new cases continued. Incidentally, India is the largest producer of vaccines but did not take advantage. The situation became alarming by the end of April and the first week of May 2021. The rising cumulative number of active COVID cases overwhelmed the healthcare system in most states and has resulted into acute shortage of hospital beds, ICU, ventilator beds and medicines. There were long queues at COVID testing facilities, delay in reporting test results due to work overload in testing laboratories. Hospital beds were not available even for serious patients, and as a result many sick persons succumbed to death due to non-availability of timely medical care. Flooding of hospitals led to shortage of medical oxygen and they were scrambling for oxygen supply despite India being the largest producer of oxygen in the world. Medicines were not available despite the country known as world pharmacy as being the biggest producer of pharmaceuticals and medicines. There is a dual challenge that India faces: prevent occurrence of new cases by blocking the chain of transmission through public health measures—vaccination, containment by testing, tracing, isolation, quarantine and surveillance of ILIs, distancing, use of mask and hand sanitising—and reduce deaths due to COVID infections.

Why did India face such a huge second wave of pandemic, notwithstanding its success in effectively taming the first wave and keeping case fatality rates very low? With continuous and significant decline in number of new COVID-19 cases in the last quarter of 2020 and the promise of availability of an effective vaccine against COVID by early next year, the people and the government officials engaged in public health and clinical response to the epidemic, perhaps became complacent in implementing interventions for containment of the epidemic. Perhaps, it was a high level of complacency among people and health systems. Everyone thought that Corona is defeated, and health systems imagined the beginning of the endgame of the pandemic. It was wrong, it returned with a greater vengeance. The virus proved to be wiser as it changed its character by undergoing genetic mutations. The surveillance of COVID-19 strains and regulation of international travel at different entry points could not prevent the introduction of new variants of COVID-19 such as UK Variant (B.1.1.7 Variant), South African Variant (501Y.V2 variant) and Brazilian variant (P.1 variant), which are more infectious and transmissible. There are reports that disease transmission also occurs through aerosol. People became careless about COVID appropriate behaviour. Social distancing and mask wearing were not seriously adhered to despite

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Advance access publication date: 21 April 2021
Original Article



The effects of polio eradication efforts on health systems: a cross-country analysis using the Develop–Distort Dilemma

Daniela C Rodriguez^{1,†,*}, Abigail H Neel^{1,†}, Yodi Mahendradhata², Wakgari Deressa³, Eme Owoaje⁴, Oluwaseun Akinyemi⁴, Malabika Sarker^{5,6}, Eric Mafuta⁷, Shiv D Gupta⁸, Ahmad Shah Salehi⁹, Anika Jain¹ and Olakunle Alonge¹

¹Department of International Health, Johns Hopkins Bloomberg School of Public Health, 615 N. Wolfe Street, 8th Floor, Baltimore, MD 21205, USA

²Center for Tropical Medicine, Faculty of Medicine, Public Health and Nursing, Universitas Gadjah Mada, Sekip Utara, Yogyakarta 55281, Indonesia

³Department of Preventive Medicine, School of Public Health, Addis Ababa University, P. O. Box 9086, Addis Ababa, Ethiopia

⁴College of Medicine, University of Ibadan, AddL P.M.B 3017 G.P.O Ibadan, Nigeria

⁵BRAC James P Grant School of Public Health, BRAC University, 68 Shahid Tajuddin Ahmed Sharani, Mohakhali, Dhaka-1212, Bangladesh

⁶Heidelberg Institute of Global Health, Heidelberg University, Im Neuenheimer Feld 672, 69120 Heidelberg, Germany

⁷Kinshasa School of Public Health, University of Kinshasa School of Public Health, Kinshasa, The Democratic Republic of Congo

⁸Indian Institute of Health Management Research, 1 Prabhu Dayal Marg, Near Sanganer Airport Terminal 1, Jaipur 302029, India

⁹Global Innovation Consulting Services, Kabul, Afghanistan

[†]These authors are co-first authors.

*Corresponding author. Department of International Health, Johns Hopkins Bloomberg School of Public Health, 615 N. Wolfe Street, 8th Floor, Baltimore, MD 21205, USA. E-mail: Drodri17@jhu.edu

Accepted on 23 March 2021

Abstract

Vertical disease control programmes have enormous potential to benefit or weaken health systems, and it is critical to understand how programmes' design and implementation impact the health systems and communities in which they operate. We use the Develop–Distort Dilemma (DDD) framework to understand how the Global Polio Eradication Initiative (GPEI) distorted or developed local health systems. We include document review and 176 interviews with respondents at the global level and across seven focus countries (Afghanistan, Bangladesh, Democratic Republic of Congo, Ethiopia, India, Indonesia and Nigeria). We use DDD domains, contextual factors and transition planning to analyse interactions between the broader context, local health systems and the GPEI to identify changes. Our analysis confirms earlier research including improved health worker, laboratory and surveillance capacity, monitoring and accountability, and efforts to reach vulnerable populations, whereas distortions include shifting attention from routine health services and distorting local payment and incentives structures. New findings highlight how global-level governance structures evolved and affected national actors; issues of country ownership, including for data systems, where the polio programme is not indigenously financed; how expectations of success have affected implementation at programme and community level; and unresolved tensions around transition planning. The decoupling of polio eradication from routine immunization, in particular, plays an outsized role in these issues as it removed attention from system strengthening. In addition to drawing lessons from the GPEI experience for other efforts, we also reflect on the use of the DDD framework for assessing programmes and their system-level impacts. Future eradication efforts should be approached carefully, and new initiatives of any kind should leverage the existing health system while considering equity, inclusion and transition from the start.

Keywords: Polio, health systems, political economy, context

Introduction

Established in 1988, the Global Polio Eradication Initiative (GPEI) set an ambitious goal of eradicating poliovirus globally by the year 2000 (World Health Assembly, 1988) utilizing a strategy of (1) routine polio immunization, (2) supplementary immunization activities (SIAs), (3) mop-up campaigns targeting high-risk areas and (4) surveillance. World Health Assembly member states and the GPEI partner consortium [World Health Organization (WHO), United Nations Children's Fund (UNICEF), U.S. Centers for Disease Control (CDC), Rotary International and eventually the Bill &

Melinda Gates Foundation], have successfully reduced the global polio burden by more than 99% (CDC, 2020). Still, a growing number of countries are experiencing outbreaks of circulating vaccine-derived poliovirus (cVDPV), and repeated missed deadlines have frustrated countries and implementers (The Lancet Infectious, 2013).

In the 1990s, critical questions were raised about the initiative's commitment to strengthening routine systems including whether developing countries should allocate resources to polio if it was a low-priority issue locally, whether donors would contravene their own historical patterns and truly

Article

A Sociocultural Perspective on Malnutrition in Children: Evidence from POSHAN Programme, Rajasthan

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**Ajay Dandekar¹, Shobana Sivaraman², Ishank Gorla³, Rahul Ghai⁴,
D. K. Mangal⁵ and Shiv Dutt Gupta⁵**

Abstract

Integrated Management of Acute Malnutrition or POSHAN Phase 2.0 was implemented in 20 districts of Rajasthan in 2018. After 12 weeks of outpatient therapeutic care of children with Severe Acute Malnutrition (SAM), 70.4% children were cured, 12.2% defaulted and 17.4% were non-recovered and referred to Malnutrition Treatment Centres for facility treatment. The research study attempts to (a) study the sociocultural factors at the family level responsible for varying numbers of cured, defaulted and non-recovered SAM children at different localities; (b) explore the probability of the SAM children staying healthy post successful treatment at community settings without any external intervention; and (c) explore the possible approaches beyond the emergency medical response to develop a long-term strategy to address malnutrition in children. The insights and cues gained from the phenomenology of individual experiences help us understand the structural elements that undergird a healthy living. It was observed that irrespective of socio-demographic characteristics and food basket of a family, all the SAM children had a troubled medical history and/or low birth weight. The research findings also point out that a rise in income alone does not automatically lead to increased nutritional food intake. It is also important to see the issue of malnutrition in the larger context of the agrarian crisis that has cast its shadow over the rural landscape. For sustainable and lasting solutions, it is essential to shift to and promote farming practices that facilitate indigenous, locally produced and culturally acceptable nutrition from supplementary foods.

Keywords

Dignified farm livelihoods and nutrition security, political economy of malnutrition, culturally accepted food supplement, agro zone specific farming and indigenous food baskets

¹ School of Humanities and Social Sciences, Shiv Nadar University, Uttar Pradesh, India.

² Department of Public Health, IIHMR University, Jaipur, Rajasthan, India.

³ Global Alliance for Improved Nutrition (GAIN), New Delhi, India.

⁴ School of Development Studies (SDS), IIHMR University, Jaipur, Rajasthan, India.

⁵ IIHMR University, Jaipur, Rajasthan, India.

Corresponding author:

Ajay Dandekar, School of Humanities and Social Sciences, NH91, Tehsil Dadri, Greater Noida, Uttar Pradesh 201314, India.
E-mail: ajayd16@gmail.com

Online MDP / Training

S. No.	Programme Name	Mode of Delivery	Date	Number of Participants
1.	Community Based Social Marketing for Health and Development	Online	June 10-12, 2021	5
2.	Research Methods and Data Analytics using R	Online	June 14-25, 2021	10
3.	Financial Decision Making for Effective Hospital Management	Online	June 21-25, 2021	8
4.	Health Humanities: Arts in Healthcare and Wellness	Online	June 22-27, 2021	68
5.	Front Line Managerial Effectiveness	Online	June 23-25, 2021	14
6.	Healthcare Operations Management - Techniques and Applications	Online	June 24-27, 2021	19
7.	Front Line Managerial Effectiveness for Healthcare Pharmaceuticals Limited, Bangladesh	Online	June 26-28, 2021	25
				149

Upcoming Online Management Development Programs

S. No.	Programme Title	Programme Coordinator	Date
1	Building Brand Effectiveness	Dr. Sandeep Narula	July 26-30, 2021
2	Financial Statement Analysis for Managers of Hospitals and Healthcare Organizations	Dr. Prashant Sharma	July 26-30, 2021
3	Health Humanities: Art in Healthcare and Wellness	Ms. Sailaja Devaguptapu	July 26-31, 2021
4	Faculty Development Programme on Digital Marketing	Dr Sheenu Jain	July 26-30, 2021
5	Data Management Using Stata	Mr Ashish Bandhu	July 27-29, 2021

Upcoming FDP



The banner features a background image of a person in a suit holding a tablet, surrounded by various digital marketing icons like a globe, a lightbulb, a mail icon, a percentage sign, and a dollar sign. The text is overlaid on a blue and white geometric design.

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AICTE has established AICTE Training and Learning (ATAL) Academy for the conduction of training programs. IIHMR University has received approval and sponsorship from ATAL Academy, AICTE for conducting 5-day Faculty Development Programme (FDP) on Digital Marketing. The FDP will be conducted online from July 26 to 30, 2021 by the Centre for Incubation, Innovation, and Entrepreneurship (CIIE) at IIHMR University.

New Initiatives



IIHMR University in association with
Indian Observer Post
Launches
'IIHMR Emergency Startup Incubation Bootcamp 2021'
1st-7th June 2021

Emergency Incubation for Emergency Response
Solving the most pressing problems of mankind during COVID19 crisis across Commonwealth countries



Our Distinguished Guests



H.E. DR. ROGER GOPAUL
HC -Trinidad & Tobago



Ms. Mugdha Sinha, IAS
Secretary to Government, Art,
Literature, Culture and Archaeology,
Science & Technology and Dr-Jawahar Kala Kendra,
Rajasthan, Jaipur



PROF. DR. P R SODANI
President, IIHMR University, Jaipur



PROF. DR. ANAND K JOSHI
Advisor, ICG Global, London



SUDHIR NAYAR
MD- Sales, CISCO, Bangalore



HARPREET A DE SINGH
CEO - Alliance Air, Mumbai

Who can apply

Entrepreneurs, Innovators, Ideators, Startups, Intrapreneurs, Students, NGOs, Universities, Business organizations, Corporate Houses

Benefits

- Best 2 startups:** Fully sponsored enrolment in PG Diploma-Health Entrepreneurship program with IIHMR university, if selected and eligible
- Best 20 startups:** Access to fully sponsored IIHMR Emergency Startup Incubation Bootcamp 2021 by IIHMR Incubator, if selected
- Best 20 Startups:** Access to curated pitching session with investors, industry experts, startup mentors and representatives from government departments
- Best 50 startups:** Chance to get featured in 'Idea-Book' alongwith the logos of their affiliated organizations/universities/companies shared across all Commonwealth countries through their India Embassies.
- All Applicants:** Chance to network with entrepreneurs, investors and government officials from 53 Commonwealth countries.

APPLY NOW

Application closes: 28th May 2021

For any queries, reach out to
Dr. Pallavi Choudhary Agarwalla
Program Coordinator and Head-IIHMR Business Incubation
E-mail : incubationsupport@iihmr.edu.in

Know Your Alumni

IIHMR UNIVERSITY

KNOW YOUR ALUMNI

To build strong connections between current and former students

Career in Market Research: Challenges and Opportunities

Friday, June 04, 2021

4:00 PM to 5:00 PM (IST)



MODERATOR
Mr. Rahul Sharma
Assistant Professor, SPM
IIHMR University, Jaipur



OUR ALUMNI
Mr. Kartik Patel
PGDHM, 2006-08, Pharma Stream
Manager Operations,
NielsenIQ



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

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Webinars

WEBINAR ON Marketing Healthcare

Friday, June 11, 2021
04:00 PM - 05:00 PM (INDIA)

Speaker
Dr. Piyush Sinha
CRI Advisory and Research Trustee
Innovation & Research, Ex Prof. IIMA

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

MODERATOR
Dr. Sheenu Jain
Associate Professor
Chair - CIE
IIHMR University, Jaipur

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2020 by NIRF

WEBINAR ON Blockchain in Supply chain of Medical Products during Covid 19 Pandemic

Saturday, 12 June, 2021
04:00 PM - 05:00 PM (INDIA)

SPEAKER
Mr. Srinivas Mahankali
Head of Growth and Alliances
Stezylo, Hyderabad

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

MODERATOR
Dr. Ashok Peepliwal
Associate Professor
IIHMR University, Jaipur

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Dr. Madan Kataria

SUNDAY 13 JUNE 2021 5:30 PM IST

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Webinars



Centre for Innovation Incubation and Entrepreneurship



The Future of Healthcare

The Role Digital Health Will Play In the Post Pandemic Healthcare Landscape

Tuesday, 29 June, 2021 04:00 PM - 05:00 PM (INDIA)



Ms. Sigal Atzmon
Founder and CEO
Medix Global, United Kingdom



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



MODERATOR
Dr. Sheenu Jain
Associate Professor
Chair - CIIE
IIHMR University, Jaipur



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Shri Vishwakarma Skill University
(1st Government Skill University of India, set up by Government of Haryana)



Co organiser-
IIHMR UNIVERSITY

Aligning the Pre-Existing Competencies to the Standardized Framework

Recognising Prior Learning (RPL):

International Webinar

Register Here: <https://shor.at/h8NBbPp5>
Join Here: <https://tinyurl.com/kv6m3ucn>
Meeting ID: 876 5876 5204 | Passcode: 12345

Date: 18th June 2021
Time: 05:00 PM IST

Convenor & Moderator
Prof. (Dr.) Jyoti Rana
Dean Academics
SVSU

Co - Convenor
Prof. (Dr.) R. S. Rathore
Worthy Registrar
SVSU
Prof. (Dr.) Suresh
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Ms. Sarita
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Dr. Nikhilesh
SVSU

International Webinar Recognising Prior Learning: Aligning the Pre-Existing Competencies to the Standardized Framework

Eminent Speakers



Mr. Raj Nehru
Vice Chancellor
SVSU - India



Mr. Ramu Damodaran
Chief - UN Academic Impact
New York
United States of America



Prof. Dr. Kyriakos Kouveliotis
Rector
BSBI - Berlin



Mr. Graham Hastings-Evans
Chief Executive Officer - NOCN
United Kingdom



Prof. (Dr.) Pankaj Mittal
Secretary General
AIU - India



Sh. B.B. Gupta
President
JBM Group - India



Prof. Sujata Shahi
Vice-Chancellor
IILM, India



Prof. (Dr.) Rajesh Khajuria
Professor Emeritus
FITP University, Vietnam
Commissioner ACBSP

Special Invitees



Dr. Neetu Bhagat
Deputy Director- AICTE
India



Dr. Mriganka Sekhar Sarma
Education Officer
Skill Development
UGC, India



Prof. (Dr.) Prahlad R. Sodani
President
IIHMR University
India

Master Classes



Master Class
Episode 32

**Epidemiological approach for data analysis.
Unearthing the story within to make data
meaningful – A primer**

 **Wednesday, Jun 09, 2021**
 03:00 PM to 04:00 PM (INDIA) 


SPEAKER
Dr. Guru Rajesh Jammy
Director Research and Project Director
(HECHT & BOLSTER),
SHARU India


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


MODERATOR
Dr. Dharendra Kumar
Dean, Institute of Health Management Research
IIHMR University, Jaipur

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Master Class
Episode 33

**Healthcare Communication
as a Career Choice**

 **Wednesday, June 16, 2021**
 04:00 PM - 05:00 PM (INDIA) 


SPEAKER
Ms. Rashmi Thosar
CEO, Brandcare
Mumbai, Maharashtra


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


MODERATOR
Dr. Saurabh Kumar
Dean SPM
IIHMR University, Jaipur

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Collaborations / Partnerships

Collaboration with Life Sciences Sector Skill Development Council



IIHMR University has signed up for a two year membership with the prestigious **Life Sciences Sector Skill Development Council** (LSSSDC). This partnership aims at providing the students of pharmaceutical management with summer training, scholarship opportunities, placement and help create industry ready candidates.



Wellness Week

YOGA FOR HOLISTIC HEALTH

International Day of Yoga | 21 June, 2021 | Monday | 3:00 PM IST

Dr. Prahalad R. Sodani
President
IIHMR University, Jaipur

Dr. Ramesh K. Goyal
Vice Chancellor Delhi
Pharmaceutical
Sciences and
Research University

Dr. Sai Baba
Registrar
Ramaiah University of
Applied Sciences

Ms. Veronique Nicolai
Director
Heartfulness Yoga
School

**Padma Shri Nivedita
Raghunath Bhide**
Vice - President,
Vivekananda Kendra

Dr. Krishnamurthy Jayanna
Professor and Dean
Faculty of Life and Allied
Health Sciences, Ramaiah of
Applied Sciences

Dr. Vibin Ramakrishnan
Professor
Dept of Biosciences and
Bioengineering,
IIT Guwahati

Dr. Rashmi Jain
Laughter Ambassador
Laughter Yoga
International

Ms. Sailaja Devaguptapu
Senior Research Officer
IIHMR University, Jaipur

Moderator

SCHEDULE		
3:00 - 3:05 pm	Introduction	Ms. Sailaja Devaguptapu
3:05 - 3:10 pm	Welcome	Dr. P. R. Sodani
3:10 - 3:20 pm	Inaugural Address	Dr. Ramesh K. Goyal
3:20 - 3:30 pm	Keynote Address	Dr. Sai Baba
3:30 - 4:00 pm	Science of Yoga	Dr. Veronique Nicolai
4:00 - 4:30 pm	Yoga - A Way of Life in the Post-Covid World	Ku Nivedita Raghunath Bhide
4:30 - 5:00 pm	Yoga as part of integrative Lifestyle for Sustainable Wellbeing	Dr. Krishnamurthy Jayanna
5:00 - 5:30 pm	Mind - Brain - Body Relationship in Medicine	Dr. Vibin Ramakrishnan
5:30 - 5:40 pm	Laughter Yoga	Dr. Rashmi Jain
5:40 - 5:45 pm	Reflections and Vote of Thanks	Ms. Sailaja Devaguptapu

[Link for the webinar: https://us02web.zoom.us/j/87257797527](https://us02web.zoom.us/j/87257797527)
Passcode: 492226

International Yoga Day

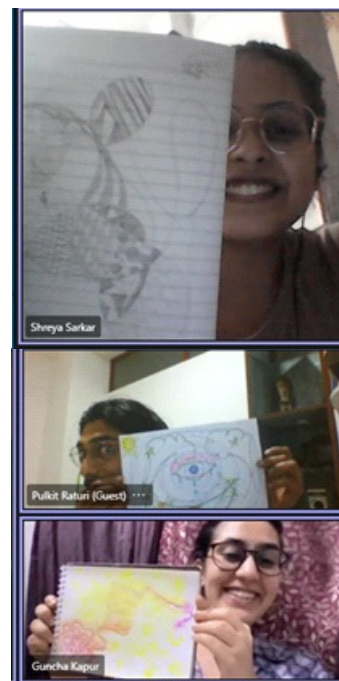
June 21, 2021

IIHMR University organized 'Yoga for Holistic Health' programme on the occasion of International Day of Yoga on 21 June. Eminent speakers of International repute shared their thought provoking experiences with the participants.

Wellness Through Art

June 22, 2021

Under this programme various aspects of how art interaction can help alleviate mental health were discussed. Evidence based research on how such interventions help reduce stress, burnout, and improve emotional wellbeing both for selfcare and patient welfare has been discussed from the perspective of health management and public health.



25



Promotional Measures




"Alumni Insight" on Master of Public Health (MPH) Program 2021-23

Join the WhatsApp Chat with
Dr. Taneya Singh
 Alumni - MPH Cohort 4 (2016-2018)
 Medical Consultant
 Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

June 03, 2021 from 7:00 PM - 7:30 PM

To Join the session WhatsApp us at
+91 93588 21088
www.mph.iihmr.edu.in








PHARMA CONCLAVE-2021

(INDUSTRY-ACADEMIA INTERACTION)

Saturday, June 19, 2021
05:00 PM - 07:30 PM (INDIA)

INNOVATIONS IN PHARMACEUTICAL SCIENCES AND MANAGEMENT

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Dr. S.D. Gupta
 Trustee Secretary
 IIHMR University, Jaipur



Chief Guest
Mr. Sudarshan Jain
 Secretary General -
 Indian Pharmaceutical Alliance,
 Former MD - Abbott Healthcare



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

CHAIR



Dr. Saurabh Kumar
 Dean SPH,
 IIHMR University, Jaipur

PANEL - 1
 Challenges and future innovative strategies for the Pharmaceutical Industry in the Covid Era



Mr. Gagan Bharadwaj
 Sr Vice President -
 Supply Chain
 Intas Pharmaceuticals Ltd,
 Ahmedabad, Gujarat



Ms. Rubina Khan
 (Moderator)
 Marketing Manager,
 Hematology -
 Asia Pacific
 Novartis, Mumbai



Mr. Vivek Rathod
 Senior Manager,
 Everasia
 Consulting,
 Pune



Dr. Tanveer Naved
 Joint Head,
 Amity Institute
 of Pharmacy,
 Amity University,
 Noida

CHAIR



Mr. Pramod Kumar Rajput
 Vertical Head &
 Sr Vice President,
 Cadila Pharmaceuticals
 Limited
 Ahmedabad, Gujarat

PANEL - 2
 Current Trends in domestic and International Pharmaceutical Market



Mr. Anand Nandoo
 Brand Manager,
 Boehringer Ingelheim,
 Mumbai



Mr. Dinesh Pandey
 Head Analytics
 Pharma Asia, Pune



Mr. Prjyank V Thakur
 Co-Founder
 UP Pharmaceuticals
 Anand, Gujarat



Ms. Parul Thakur
 Manager Operations,
 Jeeb Medcity,
 Kochi, Kerala



Mr. Sudheep Pradhan
 (Moderator)
 Manager,
 Emerging markets,
 and Europe, Cipla, Mumbai

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Promotional Measures



National Webinar on Pharmaceutical Management: Emerging Opportunities and Career Perspective

Sunday, 13 June, 2021 06:00 PM - 07:30 PM (INDIA) 

EMINENT SPEAKERS



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



Sudarshan Jain
Secretary General, IPA;
ex-MD, Abbott India Ltd



Atul Nasa
Dy. Drug Controller
Delhi



Tavinderjit Singh
President and
Chief Business Officer
Micro Labs, Global Markets



Salil Kallianpur
Digital Coach
M.D. Digital Arks
Consulting



Shashin Bodawala
Director
Commercial Excellence
Boehringer Ingelheim



MODERATOR
Gauri Chaudhari
Co-founder Brand Inner World
Mumbai



COORDINATOR
Dr. Sandeep Narula
Associate Professor
IIHMR University, Jaipur

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SCHOOL of
DEVELOPMENT STUDIES IIHMR University

National Conclave 2021

Thursday, 17 June, 2021
03:00 PM - 04:30 PM (INDIA) 

**Managing Post Covid
Developmental Transitions:
Challenges and Opportunities
for Management Professionals**





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



Dr. Himadri Sinha
Professor and Course Director
(BPh)
XISS, Ranchi



Mr. Sudarshan Suchi
Chief Executive Officer
Save the Children, India



Dr. K.K. Upadhyay
Chairman DHR Foundation and
former Head CSR, FICCI.



Mr. Sanjay Singh
Communication 4
Development Specialist,
UNICEF, NIP



Dr. Diptiranjana Mahapatra
Faculty Public Policy and Strategy
IIM Sambalpur



Prof. Rahul Ghai
Dean (SDS),
IIHMR University, Jaipur



**Dr. Goutam Sadhu
(Moderator)**
Professor, SDS,
IIHMR University, Jaipur

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Admissions/ Marketing/ Branding

No. of Applications Received till June 2021

S. No.	Programme	Total Number of Paid Applications
1	MBA HM	559
2	MBA PM	229
3	MBA DM/RM	64
4	MPH	262
	Total	1114

Overall Followers & Traffic June 2021

S. No.	Platforms	Status on 1 st June	Status on 31 st June	Increased / Decreased
1	Facebook	66348	68669	2321 Increased
2	Instagram	3484	3547	63 Increased
3	LinkedIn	8641	9103	462 Increased
4	Twitter	1731	1745	14 Increased
4	YouTube	2880	2940	60 Increased
5	Website Visitors	14053		Total Visitors

Media Coverage

PR Value Report for the Month of May 2021

Item	Category A		Category B		Category C		Media Value (In Rs.)
	Print	Online	Print	Online	Print	Online	
Press Release	5	18	7	12	27	110	17,08,227/-
Quotes/Inputs	-	-	-	1	-	-	
Articles	4	2	-	-	-	-	14,18,692/-
Total							31,26,969/-

Programme helps women hone business skills

WEDP has enabled women in Rajasthan take up start-up projects and make profit

SPECIAL CORRESPONDENT
JAIPUR

A series of women's entrepreneurship development programmes (WEDP) launched by a Jaipur-based research institution has helped a number of women in Rajasthan overcome barriers to business creation and self-employment during the COVID-19 pandemic. The guidance has enabled them to take up start-up projects with profitable outcomes.

Most of the WEDPs were designed in a manner to train potential women entrepreneurs and were run in a hybrid mode to provide blended learning opportunities. Women were exposed to business theories and practices



Madhu Raturi at 'Sevaartha' home healthcare unit in Jaipur. •SPECIAL ARRANGEMENT

in several sectors, touching upon aspects such as developing business models, financial and operational planning, market research and funding sources.

The Centre for Innovation, Incubation and Entrepreneurship (CIIE) at Indian

Institute of Health Management Research (IIHMR) here has conducted the programmes. CIIE chairperson Sheenu Jain said here on Thursday that several nascent start-ups in the State had commenced the work on a small scale and the women running them had honed up their entrepreneurial skills.

Medical professional Madhu Raturi, 67, who attended a WEDP, has started a home healthcare model, Sevaartha, along with her son for providing nursing care to patients needing home service. The venture has benefited those isolated at home in the pandemic. Dr. Raturi's institution is currently developing it as a model that could

provide employment to educated girls from rural areas.

Neha Khandelwal, who makes handcrafted paper products, has given a formal shape to her start-up with the title 'Innovative Papers' while looking for new opportunities in social media marketing. She said learning from the programme had helped her get more traction for her business.

"As a feminine phenomenon, the WEDPs have given wings to women's ideas and speeded up their start-up journey. The potential entrepreneurs have received an impetus to curate the models which will fill the gaps existing in various sectors during the pandemic," Dr. Jain said.

आईआईएचएमआर यूनिवर्सिटी, जयपुर के साथ साझेदारी में आईएमए, हरियाणा और HARObGyn ने कोविड और तनाव विषय पर किया वेबिनार का आयोजन

सांगरी दूडे

जयपुर। आईएमए हरियाणा एंड हरियाणा एसोसिएशन ऑफ ऑब्सेट्रिक्स एंड गायनेकोलॉजिस्ट्स ने आईआईएचएमआर यूनिवर्सिटी, जयपुर के साथ साझेदारी में 29 मई, 2020 को 'कोविड एंड स्ट्रेस' विषय पर वेबिनार का आयोजन किया। डॉ. वीना सिंह, महानिदेशक-स्वास्थ्य सेवाएं, हरियाणा, और डॉ. आर. के. अनेजा, चेयरमैन, मेडिकल कार्डिंसल हरियाणा इस कार्यक्रम में मुख्य अतिथि के तौर पर शामिल हुए। आईआईएचएमआर यूनिवर्सिटी, जयपुर के प्रेसीडेंट डॉ. पी. आर. सोडानी इस वेबिनार में सम्मानित अतिथि के रूप में मौजूद रहे। इस कार्यक्रम में डॉ. जे. ए. जयलाल, नेशनल प्रेसीडेंट, आईएमए, डॉ. करण पुनिया, स्टेट प्रेसीडेंट, आईएमए, हरियाणा, डॉ. रागिनी अग्रवाल, प्रेसीडेंट, HARObGyn, VP FOGSI, Chair Academic and Public Health Edu IMA, हरियाणा भी उपस्थित थे।

वेबिनार के दौरान 'कोविड-19 महामारी के साइको-सोशल सीक्रेट्स' और 'इम्पैक्ट, केयर एंड प्रेक्टिस माइंडफुलनेस एंड डेवलप फाउंडेशनल एटीट्यूड बिहाइंड माइंडफुलनेस' थीम पर दो पैल



चर्चाएं आयोजित की गईं।

आईआईएचएमआर यूनिवर्सिटी, जयपुर के प्रेसीडेंट डॉ. पी. आर. सोडानी ने इस अवसर पर कहा, "कोविड-19 ने व्यक्तिगत, पारिवारिक और सामुदायिक स्तर पर अत्यधिक तनाव पैदा कर दिया है। मौजूदा माहौल में हमें लोगों के लिए स्वास्थ्य संबंधी बेहतर स्थिति प्राप्त करने के लिए सार्वजनिक और निजी क्षेत्रों को एकजुट होकर काम करना होगा। हम बेहतर प्रदर्शन कर सकते हैं, यदि सार्वजनिक और निजी क्षेत्र एक दूसरे के पूरक के रूप में एक साथ काम करते हैं, न कि प्रतिस्पर्धी के रूप में। समाज की बेहतरी के लिए प्रत्येक क्षेत्र की दक्षताओं और ताकत को जोड़ा जा सकता है।"

डॉ. रागिनी अग्रवाल, प्रेसीडेंट, HARObGyn, VP FOGSI,

Chair Academic and Public Health Edu IMA, हरियाणा ने कहा, "कोविड-19 के कारण तनाव का उत्पन्न होना एक स्वाभाविक प्रक्रिया है, निश्चित तौर पर कोविड से उपजे हालात ने लोगों के जीवन में भारी तबाही मचाई है। इसलिए इस तनाव से बड़ी संवेदनशीलता से निपटना होगा, क्योंकि यह एक नई समस्या को जन्म दे सकता है जो तनाव के बाद का आघात हो सकता है जो लंबे समय में किसी भी व्यक्ति के जीवन को नकारात्मक रूप से प्रभावित कर सकता है।"

डॉ. जयकुमार सी, असिस्टेंट प्रोफेसर, सेंटर फॉर साइकोसोशल सपोर्ट इन डिजास्टर मैनेजमेंट, निमहांस बंगलुरु ने कहा, "कोविड के कारण लोग शारीरिक, मनोवैज्ञानिक, सामाजिक और

आर्थिक स्तर पर बुरी तरह प्रभावित हुए हैं। ये सभी चारों स्थितियां आपस में जुड़ी हुई हैं, और इनमें व्यवधान आने से पूरा सिस्टम के ध्वस्त होने का खतरा बना रहता है।"

आईएमए के नेशनल प्रेसीडेंट डॉ. जे. ए. जयलाल ने कहा, "यह देखना बहुत तनावपूर्ण है कि कई लोगों की जान चली जाती है, खासकर वे महिलाएं जो गर्भवती थीं और जिनका टीकाकरण नहीं हुआ था। हम स्तनपान कराने वाली माताओं से भी आग्रह करते हैं कि वे कोविड से बचने के लिए टीका अवश्य लगवाएं।"

हरियाणा एसोसिएशन ऑफ ऑब्सेट्रिक्स एंड गायनेकोलॉजिस्ट्स की सेक्रेटरी डॉ. ज्योति मलिक ने कार्यक्रम का संचालन किया।

Focus on people-centric agenda in post-COVID development transitions

MOHAMMED IQBAL
JAIPUR

The post-COVID-19 development transitions should be managed through people-centric agendas, robust civic engagements and vibrant public-private partnerships, as such an approach will help make progress towards Sustainable Development Goals (SDGs) intended to be achieved by 2030, according to the findings of a research conducted by a development studies institution here.

The upcoming challenges could be met through the government's partnership with private institutions and industry as co-drivers of growth for greater public good, stated the research. Overcoming the digital divide and capacity building of weaker sections were identified as other important elements of the strategy to bring the economy back on rails.

The School of Development Studies (SDS) at the Indian Institute of Health Management Research (IIHMR) here took up the research to identify the areas of intervention for ensuring people's welfare during the pandemic and equipping them to face the third wave of this infection, which is likely to hit the rural areas later this year.

At a virtual national conclave for holding deliberations on challenges and opportunities in the post-COVID scenario, IIHMR president P.R. Sodani said though the outcomes were meant for the betterment of the community at large, the Union and State governments would play an important role in rehabilitation of the affected people.

Goutam Sadhu, professor at SDS, laid emphasis on the role of professionals in the development, healthcare and livelihood sectors.

आइटी में भारी निवेश करने की आवश्यकता फार्मा कंपनियों को बदलना होगा व्यवसाय मॉडल

कोविड काल में यह बात समझ में आ जानी चाहिए कि अब पारंपरिक व्यापार मॉडल काम नहीं करेगा। डिजिटल प्लेटफॉर्म पर ध्यान देना होगा

एक साल से अधिक समय से हम कोविड-19 के खतरे में जी रहे हैं। व्यापार भी सामान्य नहीं रह गया है। नवंबर-दिसंबर 2020 के आसपास पहली बार थोड़ी राहत के बाद हेल्थकेयर और फार्मा व्यवसाय खुद को संभालने की कोशिश कर रहा था, लेकिन कोरोना की दूसरी लहर ने इसे और अधिक चुनौतियों में धकेल दिया। दूसरी लहर ने तबाही मचाई है और संपूर्ण स्वास्थ्य सेवा प्रणाली को ध्वस्त करते हुए भारत में प्रति 10 लाख जनसंख्या पर 180 मीट का आंकड़ा पार कर दिया है। विशेषज्ञ, तीसरी लहर का भी दावा कर रहे हैं और अगर ऐसा होता है, तो सवाल यह है कि व्यापार, अर्थव्यवस्था और सामाजिक जीवन कैसा होगा? क्या हम वास्तव में नए सामाजिक और व्यावसायिक परिस्थितिकी तंत्र के लिए तैयार हैं? क्या सरकार व्यापारिक संपदों को भारी नुकसान से निपटने में मदद करेगी? क्या रोजगार से जुड़े मुद्दों पर ध्यान दिया जाएगा? विशेष रूप से कैसे फार्मा कंपनियां मौजूदा व्यवसाय मॉडल से नए डिजिटल व्यवसाय मॉडल को अपना पाएंगी? एमएनसी फार्मा दिग्गजों को छोड़कर क्या दूसरी फार्मा कंपनियों का शीर्ष नेतृत्व डिजिटल चुनौतियों से निपटने में सक्षम है?

आज फार्मास्यूटिकल कंपनियों के सामने बड़ी चुनौती उनकी अपनी होमोन कंपनियों भी हैं। साथ ही पहले से ही तकनीक से संचालित कंपनियां मौजूद हैं। इन कंपनियों के पास पहले से ही मजबूत ग्राहक डेटा (जैसाकिविकीय और मनोवैज्ञानिक) और विवरण के साथ एक रेडीमेड नेटवर्क है, जिसमें चिकित्सक और रोगी दोनों शामिल हैं। इसलिए उनके लिए वांछित समाधान प्रदान करना बहुत आसान है। इन तकनीक-संचालित कंपनियों ने पहले ही 'बीमारी' से 'कल्याण' की ओर बदलाव किया है। फार्मास्यूटिकल कंपनियां आज तक बीमारी पर ध्यान केंद्रित कर रही हैं और एक बीमारी व्यक्ति को अपना ग्राहक मान रही हैं,

लेकिन ये टेक संचालित कंपनियां किसी भी बीमारी के बारे में बात नहीं करती हैं, लेकिन वे फिटनेस और स्वस्थ रहने पर ध्यान केंद्रित कर रही हैं। इस लिहाज से संपूर्ण मानव समाज अब उनका ग्राहक है। अब इसे परिवर्तन के रूप में जाना जाता है, जहां एक छोटे प्रतिशत या आबादी के एक अंश से, आप एक बड़े वर्ग को लक्षित करना शुरू करते हैं, तो इसे टारगेटमार्केटिंग के रूप में जाना जाता है। जब आप बड़े वर्ग तक पहुंचना चाहते हैं, तो पारंपरिक व्यापार मॉडल काम नहीं करेगा। इसके लिए आपको एक ऐसे मॉडल की आवश्यकता होगी, जो लाखों और करोड़ों ग्राहकों तक पहुंचने का माध्यम बन सके और यह अवसर डिजिटल प्लेटफॉर्म ही देता है।



डॉ. सदीप नरुला
एसोसिएट प्रोफेसर,
आइआइएचएमआर
यूनिवर्सिटी

चिकित्सकों तक पहुंचने के लिए भी फार्मा कंपनियों को डिजिटल मार्ग अपनाना होगा, क्योंकि चिकित्सक डिजिटल प्लेटफॉर्म को एक बेहतर विकल्प मान रहे हैं। वर्तमान में, कुछ बड़ी फार्मा कंपनियों को छोड़कर ज्यादातर दवा कंपनियां, डिजिटल परिवर्तन से बाहर हैं। डिजिटल परिवर्तन के लिए कंपनियों को क्लाउड कंप्यूटिंग शुरू करने के लिए आइटी में भारी निवेश करने की आवश्यकता है। क्लाउड कंप्यूटिंग में निवेश करने से उन्हें प्रतिस्पर्धात्मक लाभ मिलेगा। यह निवेश उन्हें अपनी व्यावसायिक रणनीतियों को संचालित करने के लिए उपयुक्त संघ प्रदान करेगा। कहने की जरूरत नहीं है कि पारंपरिक आइटी प्रबंधक के स्थान पर, कंपनी को सॉल्यूटो या सीटीओ को नियुक्त करने की आवश्यकता है। फार्मास्यूटिकल कंपनियों को न केवल सीटीओ (चीफ डेटा ऑफिसर) को नियुक्त करने की आवश्यकता है, बल्कि बाजार में बार-बार होने वाली रुझानों को ध्यान में रखते हुए अपने ऑपरेटिंग मॉडल को भी बदलना होगा। इसलिए, यह निश्चित है कि मामूली परिवर्तन वांछित प्रतिक्रिया नहीं देगा, बल्कि आमूलचूल परिवर्तन करना होगा।

Experts root for 'healthcare marketing'

It will boost confidence among patients during pandemic

MOHAMMED IQBAL
JAIPUR

The strategies to promote "healthcare marketing" will instil confidence among the patients during the COVID-19 pandemic and improve access to public health facilities, besides strengthening the health infrastructure, a study on the challenges before public healthcare system amid the virus infection in the rural areas in Rajasthan has said.

Experts and researchers laid emphasis on the role of primary and community health centres in containing the spread of the virus infection in the villages by generating awareness among the rural populace at a virtual event here on Wednesday. The marketing fundamentals were the need of the hour, said the experts.

Jaipur-based Indian Insti-

tute of Health Management Research (IIHMR) has undertaken the study on the public health aspect of "healthcare marketing" to evolve new strategies to promote safety of patients through communication and inculcate confidence among them in the efficacy of treatment. The study also aimed at accelerating the know-how of quality and improvising access to public health services.

New challenges

IIHMR president P.R. Sodani said marketing as a component of public services had not yet taken a lead in the public health environment despite its potential to connect with the patients who were in need of immediate care. "COVID-19 has thrown challenges on the availability of public health

services. It is here that the healthcare marketing can help by adopting a role transcending the commercial activities," he said.

While Piyush Sinha of Ahmedabad-based CRI Advisory and Research said a holistic healthcare marketing model would enable the corporates to make contribution to raising the country's health status, Sheenu Jain of IIHMR's Centre for Innovation, Incubation & Entrepreneurship laid emphasis on utilising digital platforms for connecting the patients with physicians and healthcare service providers.

As a research institution, the IIHMR has launched a programme in health entrepreneurship under the University Grants Commission's National Skills Qualification Framework.

कोविड-19 के बीच आईआईएचएमआर यूनिवर्सिटी का मजबूत प्लेसमेंट

■ अलदीप कर्त, जयपुर

आम जनजीवन को बुरी तरह प्रभावित करने वाली कोरोना महामारी के बीच भी आईआईएचएमआर यूनिवर्सिटी, जयपुर के लगभग 83 प्रतिशत छात्रों ने प्लेसमेंट हासिल किया है। प्लेसमेंट सीजन अभी भी जारी है, यूनिवर्सिटी का लक्ष्य जुलाई 2021 के अंत तक 100 प्रतिशत प्लेसमेंट हासिल करना है। यूनिवर्सिटी ने इस वर्ष के दौरान 100 से अधिक कंपनियों के साथ 216 छात्रों को प्लेसमेंट दिया है। वर्ष 2020-21 के दौरान 150 से अधिक कंपनियों ने यूनिवर्सिटी के प्लेसमेंट अधिवेशन में भागीदारी निभाई। इन कंपनियों ने यूनिवर्सिटी के तीन कार्यक्रमों एम्बीए-एचएमआर, एम्बीए-पीएम और एम्बीए-डीएम के 216 छात्रों को प्लेसमेंट प्रदान कराया है। हेल्थ मैनेजमेंट में मिला 10.5 लाख का सालाना उच्चतम पैकेज, जबकि रूरल मैनेजमेंट में अब तक का सालाना 10.2 लाख का सर्वाधिक पैकेज हासिल हुआ है, जो हाल के दिनों में सबसे अधिक है। एम्बीए-एचएमआर के एक छात्र को 10.5 लाख रुपये प्रतिवर्ष की सर्वाधिक सीटीसी का ऑफर मिला, जबकि औसत सीटीसी 5.1 एलपीए की पेशकश की गई थी। एम्बीए-



पीएम के एक छात्र को दी जाने वाली सीटीसी 8.4 लाख रुपये प्रतिवर्ष रही, जिसकी औसत सीटीसी 4.7 एलपीए रही। एम्बीए-एचएमआर के एक छात्र को 10.2 एलपीए की सीटीसी हासिल हुई, और औसत सीटीसी 4.1 एलपीए दर्ज की गई। रिज्यूमे, जोड़ी, एप्लेटयुड टेस्ट, केस स्टडी सम्मिलन, ग्रोपेन इंटरव्यू और एचआर राउंड की शॉर्टलिस्टिंग की चयन प्रक्रिया के साथ साक्षात्कार वर्षुत्तम माध्यम से आयोजित किए गए थे। आईआईएचएमआर यूनिवर्सिटी के प्रेसीडेंट डॉ. पी आर सोडानी ने कहा, "आईआईएचएमआर यूनिवर्सिटी को इस बात पर गर्व है कि उसने 263 से अधिक छात्रों को रोजगार की डिग्री प्रदान की है जिन्होंने अपनी योग्यता के दम पर देश में सर्वश्रेष्ठ नौकरियां हासिल की हैं। कोविड-19 महामारी के बाद स्वास्थ्य सेवा क्षेत्र से संबंधित पेशेवर लोगों की आवश्यकता और बढ़ गई है।

मेक इन इंडिया के बाद भारतीय फार्मा उद्योग बनेगा डिस्कवर इन इंडिया का गवाह

महानगर संवाददाता

जयपुर। हेल्थ और हॉस्पिटल मैनेजमेंट, फार्मास्यूटिकल मैनेजमेंट तथा डेवलपमेंट मैनेजमेंट के क्षेत्र में अग्रणी संस्थान आईआईएचएमआर यूनिवर्सिटी की ओर से फार्मास्यूटिकल मैनेजमेंट इमर्जिंग अपॉर्च्युनिटीज एंड कैरियर



पर्सपेक्टिव विषय पर राष्ट्रीय स्तर के एक वेबिनार का आयोजन किया। इस वेबिनार में कोविड-19 के बाद उपजे हालात के संदर्भ में हाल के दौर में सामने आने वाली नई चुनौतियों पर विचार-विमर्श और चुनौतियों से निपटने के तरीकों पर चर्चा की गई। आईआईएचएमआर यूनिवर्सिटी के प्रेसीडेंट डॉ. पीआर सोडानी ने कहा कि यह वेबिनार उद्योग के विशेषज्ञों के साथ छात्रों और प्रतिभागियों के बीच सीधा संवाद कायम करने के लिए डिजाइन किया गया है। इंडियन फार्मास्यूटिकल एलायंस के महासचिव सुदर्शन जैन ने कहा कि यह उद्योग क्या है, इसका भविष्य क्या है, यह किस तरह का काम है और इसमें कितना पैसा शामिल है के बारे में विस्तार से बताया।

आईआईएचएमआर यूनिवर्सिटी, जयपुर के साथ साझेदारी में ...

आईएमए, हरियाणा और HAROBGyn ने कोविड और तनाव विषय पर किया वेबिनार का आयोजन

जयपुर (ओम देवा)। आईएमए एसीएसिशन ऑफ हेल्थ एडु IMA, हरियाणा भी उपस्थित थे। वेबिनार के दौरान 'कोविड-19 महामारी के साइको-सोशल सीक्यूए' और 'इमिग्रेंट, केयर एंड प्रेक्चर माइंडफुलनेस' एंड 'वैल्यू प्रोडक्शन एंडीट्यूड बिजनेस माइंडफुलनेस' थीम पर दो फैला चर्चा आयोजित की गई। आईआईएचएमआर यूनिवर्सिटी, जयपुर के प्रेसीडेंट डॉ. पी. आर. सोडानी ने इस अवसर पर कहा, "कोविड-19 ने व्यक्तिगत, परिवारिक और सामुदायिक स्तर पर अत्यधिक तनाव पैदा कर दिया है। मौजूदा हालात में हमें लोगों के लिए स्वास्थ्य सेवा बेहतर स्थिति प्राप्त करने के लिए सार्वजनिक और निजी क्षेत्रों को एकजुट होकर काम करना होगा। हम बेहतर प्रदर्शन कर सकते हैं, यदि सार्वजनिक और निजी क्षेत्र

Chair Academic and Public Health Edu IMA, हरियाणा ने कहा, "कोविड-19 के कारण तनाव का उत्पन्न होना एक स्वाभाविक प्रक्रिया है, निश्चित तौर पर कोविड से उपजे हालात ने लोगों के जीवन में भारी वज्रवाही मचाई है। इसलिए इस तनाव से बड़ी संवेदनशीलता से निपटना होगा, क्योंकि यह एक नई समस्या को जन्म दे सकता है जो तनाव के बाद एक अथाह हो सकता है जो स्वस्थ समाज में किसी भी व्यक्ति के जीवन को नकारात्मक रूप से प्रभावित कर सकता है।"

'Healthcare Marketing' Can Accelerate Quality, Access And Awareness Of Public Health Facilities

Jaipur (The Hawk):

IIHMR University in partnership with Explora Education Pvt Ltd and Innovation & Research Foundation conducted a webinar on Healthcare Marketing. Key speaker of the webinar was Dr. Priyush Sinha, Director, CRI Advisory and Research, Trustee, Innovation & Research Foundation and Former Sr. Prof. & Chairperson of the Centre for Retailing at IIM Ahmedabad. Dr. PR Sodani, President, IIHMR University gave away the welcome address. Dr. Sheenu Jain, Associate Professor & Chair, Centre for Innovation Incubation & Entrepreneurship (CIE), IIHMR University moderated the discussion. The webinar focused on the Marketing Strategies that instill confidence among potential new patients, draw them to your practice, increase office visits. Discussion on best practices to attract, convert and retain patients in difficult times. Discussion on practicing communications that promote safety to patients. Discussion on reputation management programs that instill confidence in new patients.

Dr. PR Sodani, President, IIHMR University said, "There is a huge requirement of marketing in the health sector. I would like to go a step further to say the private and the corporate sector usually use marketing fundamentals and applications very well to generate and expand business globally. In case of the Public Health environment, Marketing is one such component that has not taken a lead yet. Marketing is not just for commercial activities, but is also for connecting with the ultimate clientele who are in need of that service. COVID-19 has thrown challenges on the availability of public health services in the rural setup or far flung areas. In case of the Public Health services, marketing fundamentals are the need of the hour to promote the work, infrastructure, and the services that PHCs and CHCs and local health service centres offer at the grass root level. Marketing Healthcare will help in accelerating the knowledge of quality, improve the access and even create awareness of Public Health services for those who wish to avail these services anywhere."

Dr. Priyush Sinha, Director, CRI Advisory and Research, Trustee, Innovation & Research Foundation and Former Sr. Prof. & Chairperson of the Centre for Retailing at IIM-A said, Dr. Sinha started with briefing us about B2B and B2C in healthcare and the services provided are IT/ Tech, Research, Education, Advisory, Manpower, Financing, Insurance and Public Policy. He shared in depth the key characteristics like Power Distance, Trust, Deficit, unsought product economic burden, unwhole some demand, decision postponement, consumption to lifestyle etc. Today the definition of Marketing is conventional. For ages access to PHCs and CHCs has been a challenge. Marketing healthcare changes the outlook and perception of access to these facilities into adoption by people of visiting these facilities. The measurement of a country's health like India is measured on how much is the illness. For countries in Europe, the measurement is not illness, but how happy are they. The purpose of marketing will define its strategy. He presented a holistic healthcare marketing model. Dr. Sinha briefed about Route to Value Growth through Customer Experience. Trust, service quality, loyalty, customer centrality is included in it. Further on he gave insight about corporate objectives that are ignite

the emotional attachment to our customer, engage and inspire partner, create innovative growth platform worthy for business, be an undisputed authority, be committed to communities, provide extraordinary services are some objectives to be fulfilled by corporates. Dr. Sheenu Jain, Associate Professor & Chair, Centre for Innovation Incubation & Entrepreneurship (CIE), IIHMR University said, "Marketing is a major domain of any start-up. Digital platforms are major perception drivers for patients or potential seeking information on their doctors or any health service. Dr. Jain highlighted having a veteran expert like Prof. Sinha talking about healthcare marketing from his experience was a delight and it was well received by the participants and generated lot of discussion. We attracted 325 delegates for this webinar not only from India but also from US, UK, South Africa, Australia, Afghanistan and Nepal. IIHMR University has launched the first program in India on one-year full time PG Diploma in Health Entrepreneurship approved by UGC under the National Skills Qualification Framework (NSQF). The participants will work on preparing a detailed focused healthcare marketing plan of their idea under the program."

'इनोवेशंस इन फार्मास्यूटिकल साइंसेज एंड मैनेजमेंट' पर कॉन्क्लेव आयोजित

जयपुर। आईआईएचएमआर यूनिवर्सिटी की ओर से 'इनोवेशंस इन फार्मास्यूटिकल साइंसेज एंड मैनेजमेंट' पर केंद्रित फार्मा कॉन्क्लेव-2021 का आयोजन किया गया। फार्मा कॉन्क्लेव-2021 उद्योग और शिक्षा जगत के बीच एक संवाद था, जिसमें मुख्य अतिथि डॉ. एसडी गुप्ता, चेयरमैन एवम् ट्रस्टी सचिव, आईआईएचएमआर यूनिवर्सिटी थे। इंडियन फार्मास्यूटिकल एलायंस के महासचिव व एबीट हेल्थकेयर के पूर्व एमडी सुदर्शन जैन सहित आईआईएचएमआर यूनिवर्सिटी के प्रेसीडेंट डॉ. पीआर सोडानी मुख्य वक्ता थे।



आईआईएचएमआर यूनिवर्सिटी ने की। यह 'कोविड युग में फार्मास्यूटिकल उद्योग के लिए चुनौतियां और भविष्य की नई रणनीतियां' पर केंद्रित था। पैनेल-1 के पैनेलिस्ट में गगन भारद्वाज, विवेक राठी, डॉ. तनवीर नावेद शामिल थे। पैनेल-2 'घरेलू और अंतरराष्ट्रीय फार्मास्यूटिकल मार्केट में वर्तमान रुझान' पर केंद्रित था। पैनेलिस्ट में आनंद नामदेव, दिनेश पांडे, प्रियांक वी. ठक्कर, पारल ठाकुर शामिल थे।



The IIHMR University

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