



MONTHLY REPORT

NOVEMBER 2023

INSTITUTE *of*
HEALTH MANAGEMENT RESEARCH

SCHOOL *of*
PHARMACEUTICAL MANAGEMENT

SCHOOL *of*
DEVELOPMENT STUDIES

SD GUPTA
SCHOOL *of* PUBLIC HEALTH

SCHOOL *of*
DIGITAL HEALTH



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Executive Summary

Dr. P. R. Sodani

President
IIHMR University, Jaipur

I'm delighted to share the events and initiatives that took place at IIHMR University, Jaipur in November 2023. The month of November has been marked by significant events that underscore our commitment to advancing knowledge and contributing to the betterment of society.

We conducted Management Development Programmes focusing on Managing and Implementing Non-Communicable Diseases (NCDs), MDP on Achieving Better Results through Information Management for World Health Organization's Regional Office for Southeast Asia (WHO/SEARO) and MDP on Corporate Social Responsibility: Governance, ESG, Need and Social Impact Assessment

On November 22nd, we hosted a transformative workshop focused on empowering adolescents to lead change through the strategic use of health data in Jaipur. This initiative resonates deeply with our commitment to nurturing informed youth leadership for positive health outcomes.

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.

In expressing our heartfelt gratitude, we extend our thanks to the Board of Management for their unwavering support and guidance. Together, we continue to shape a future where knowledge thrives, and our contributions make a lasting impact on society.



MBA Hospital and Health Management

First Year Hospital and Health Management (Section A)

Oct 30-Nov 02; Nov 06-09

Essentials of Demography

Nov 17; Nov 20-24

Term 1 Exam

Nov 27-30; Dec 04-07

Organisation Behaviour

(Section B)

Oct 30-Nov 02; Nov 06-09

Essentials of Epidemiology

Nov 17; Nov 20-24

Term 1 Exam

Nov 27-30; Dec 04-07

Marketing Management

Second Year Hospital Management

Oct 23-26; Oct 30-Nov 2

Digital Health

Nov 06-09; Nov 20-23

Hospital Management Information System

Nov 27-30; Dec 4-07

Marketing Management of Hospital Services

Second Year Health Management

Oct 23-26; Oct 30-Nov 2

Digital Health

Nov 6-9; Nov 20-23

Strategic Management

Nov 27-30, Dec 4-7

Health Management Information System

MBA Pharmaceutical Management

First Year Pharmaceutical Management

Oct 30-Nov 02

Statistics for Managers

Nov 27-30; Dec 04-07

Managerial Economics

Second Year Pharmaceutical Management

Oct 23-26; Oct 30-Nov 2

Digital Health

Nov 6-9; Nov 20-23

Strategic Management

Nov 27-30; Dec 04-07

Supply Chain Management in Pharma

MBA Development Management

First Year Development Management

Oct 30-Nov 02; Nov 06-09

Principles of Management

Nov 17; Nov 20-24

Term 1 Exam

Nov 27-30; Dec 04-07

Human Resource Management

Second Year Development Management

Oct 23-26; Oct 30-Nov 02

Digital Health

Nov 6-9; Nov 20-23

Forest, Grass Land and Farm Based Livelihood

Nov 27-30; Dec 4-7

Livelihoods, Skills and Enterprises



Value Added Courses

Second Year

Nov 3, 2023
Unit 2: How to write Research Question

Nov 10, 2023
Unit 3: Formulating Titles

Nov 17, 2023
Unit 4: Reviewing Literature

Nov 24, 2023
Unit 5: Research Methodology

MPH Cohort 10

Oct - Dec, 2023
Capstone Presentation

MPH Cohort 11

Oct 30 - Nov 18
Principles of Epidemiology

Nov 20 - Nov 23; Dec 04 - Dec 07
Statistical Reasoning in Public Health-I

MPH Implementation Science

Oct 16, 2023 - July 15, 2024
Practicum Project

Ph.D.

Self Study and Online Faculty Interaction

MPH Executive Cohort 1

Dissertation

MHA Executive Cohort 1

Dissertation

MHA Executive Cohort 2

Nov 25-26
Marketing for Hospitals

Nov 27-28
Strategic Management

Nov 29-30
Quality and Accreditation

MPH Executive Cohort 2

Nov 25-26
Monitoring and Evaluation of Public Health Programmes

Nov 27-28
Strategic Management

Nov 29-30
Quality and Accreditation

MPHM Odisha

Cohort 1
Residency 3



Implementation Strategy Mapping to Enhance Vaccine Acceptance in India: What Lessons Can We Draw from Polio Eradication?

Piyusha Majumdar¹, Anna Kalbarczyk², Svea Closser²,
Olakunle Alonge², S.D.Gupta¹

1. IIHMR University, Jaipur, India, 2. Johns Hopkins Bloomberg School of Public Health, US

Poster # DG
12

Acknowledgements

STRIPE TEAM



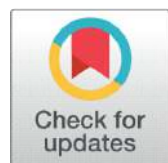
References

1. Proctor, E.K., Powell, B.J. & McMillen, J.C. Implementation strategies: recommendations for specifying and reporting. *Implementation Sci* 8, 139 (2013). <https://doi.org/10.1186/1748-5908-8-139>
1. Alonge O, Neel AH, Kalbarczyk A, Peters MA, Mahendradhata Y, Sarker M, et al. Synthesis and translation of research and innovations from polio eradication (STRIPE): Initial findings from a global mixed methods study. *BMC Public Health*. 2020;20(Suppl 2):1–15
1. Neel AH, Closser S, Villanueva C, et al 30 years of polio campaigns in Ethiopia, India and Nigeria: the impacts of campaign design on vaccine hesitancy and health worker motivation *BMJ Global Health* 2021;6:e006002.

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RESEARCH ARTICLE



Maternal Health Realities in Rajasthan

Mamta Chauhan^{1*}, Swati Gupta²

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OPEN ACCESS

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PURCHASING BEHAVIOR OF PHARMACEUTICAL PRODUCTS IN RAJASTHAN: AN EXPLORATORY STUDY ON INFLUENCING VARIABLES IN PHARMACEUTICAL MARKETING

Sudhinder Singh Chowhan, IIHMR University, Jaipur
Sunita Tank, ICF Certified Coach, Mentor of Change, ATL, Niti Aayog.,
Founder Leader in Making
Sandesh Kumar Sharma, IIHMR University, Jaipur
Chandra Pal Yadav, Government College Krishan Nagar, Haryana

CONSUMER BUYING PERCEPTIONS TOWARD OVER-THE-COUNTER ANTACIDS: AN EXPLORATORY STUDY

Sudhinder Singh Chowhan, IIHMR University, Jaipur
Chandra Pal Yadav, Government College Krishan Nagar, Haryana
Anmol Mehta, Manipal University, Jaipur Rajasthan
Ashok Kumar Peepliwal, IIHMR University, Jaipur
Rahul Sharma, IIHMR University, Jaipur

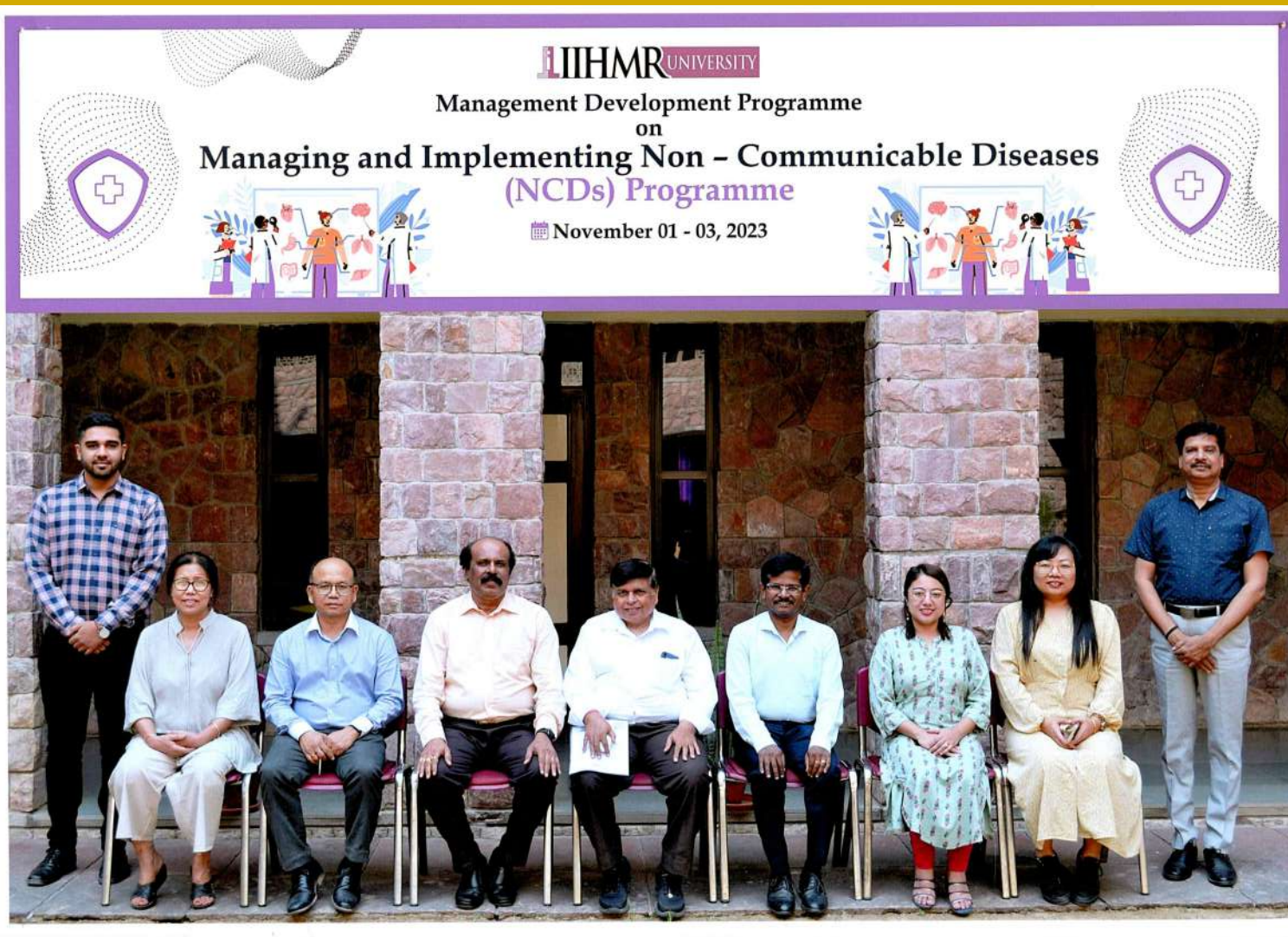
Management Development Programme



Managing and Implementing Non – Communicable Diseases (NCDs) Programme

November 01 - 03, 2023

The three-day programme presented the intricate landscape of Non-Communicable Diseases (NCDs) epidemiology and burden and aimed to have equipped participants with the indispensable knowledge, cutting-edge concepts, and practical skills essential for the efficient management and implementation of NCD programmes.



Management Development Programme



Achieving Better Results through Information Management for WHO/SEARO

November 07 - 09, 2023

IIHMR University conducted the Management Development Programme (MDP) on "Achieving Enhanced Organizational Outcomes through Information Management" for WHO/SEARO.



Management Development Programme



Corporate Social Responsibility : Governance, ESG, Need and Social Impact Assessment

October 31 - Nov 04, 2023



The School of Development Studies, IIHMR University organized the 5-day Management Development Programme on “Corporate Social Responsibility: Governance, ESG, Need and Social Impact Assessment” from October 31- November 4, 2023.

The Engagement of the participants was from esteemed organizations like Central Coal Field Ltd., Jhajjar Power Ltd, and Vedanta Electro Steel Ltd.

Workshop



Empowering Adolescents to Lead Change using Health Data in Jaipur

November 22, 2023



The preparatory "Data to Action" meeting was held on November 22, 2023, in Jaipur for the Global School Health Survey-Phase II marked a significant step in empowering adolescents to spearhead positive change through the utilization of health data.

Dissemination workshop



Sample Transport Management for Free Diagnostics Schemes in India

November 30, 2023



A dissemination workshop for the study on Sample Transport Management on the Free Diagnostics Scheme in India was held on November 30, 2023, at IIHMR University. The welcome note was delivered by Dr. P.R. Sodani, President of IIHMR University. The opening remarks were given by Dr. Madhur Gupta, Technical Officer at WHO India Country Office, Dr. Hilde Graeve, Team Leader, Health Systems at WHO India, and Dr. Atul Kotwal, Executive Director at NHSRC. The symposium featured a comprehensive agenda, including state-wise findings of the study focusing on Telangana, Madhya Pradesh, Odisha, and Chhattisgarh.



Mr. Mihir Pujara

Senior Manager of Business Strategy,
EMEU, Cipla Ltd. Mumbai, India

Mr. Mohammed Shahanawaz

Co-Founder & COO
Khushi Baby



Ms. Eshna Srigyan

Senior Analyst, Global Quality Training
Baxter International Inc.



Dr. Himadri Sinha chaired a session on 'Strengthening of Panchayati Raj Institution, and Socio-Economic Empowerment of Women and their Participation in Panchayat/ SHG/RAAJIVIKA Mission' held on November 29, 2023

Dr. Himadri Sinha participated in a webinar conducted by APEX SDG regarding SDG Ranking of educational institutions on November 06, 2023 at 2 pm.

Dr. Sudhinder Singh Chowhan attended educational field visit to Directorate of Census Operations, Rajasthan Jaipur on November 03, 2023.

Dr. Kajal Sitlani participated in a webinar conducted by APEX SDG regarding SDG Ranking of educational institutions on November 06, 2023 at 2 pm.

Dr. Himadri Sinha participated in “Sample Transport Management for Free Diagnostics Schemes in India' conducted in Telengana, Odisha, Madhya Pradesh & Chhattisgarh in the dissemination seminar held at IIHMR University on November 30, 2023. Study was sponsored by WHO India, & NHSRC.

Dr. Goutam Sadhu participated in “Sample Transport Management for Free Diagnostics Schemes in India' conducted in Telengana, Odisha, Madhya Pradesh & Chhattisgarh in the dissemination seminar held at IIHMR University on November 30, 2023. Study was sponsored by WHO India, & NHSRC.

Dr. Kajal Sitlani participated in “Sample Transport Management for Free Diagnostics Schemes in India' conducted in Telengana, Odisha, Madhya Pradesh & Chhattisgarh in the dissemination seminar held at IIHMR University on November 30, 2023. Study was sponsored by WHO India, & NHSRC.

Dr. Ratna Verma participated in “Sample Transport Management for Free Diagnostics Schemes in India' conducted in Telengana, Odisha, Madhya Pradesh & Chhattisgarh in the dissemination seminar held at IIHMR University on November 30, 2023. Study was sponsored by WHO India, & NHSRC.

Dr. Nutan Jain participated in HCLTech Grant Edition IX Consolidation Meeting on November 24, 2023.

Dr. Piyusha Majumdar participated in International Conference on Foundations In Transgender Health organised by WPATH & IIHMR Delhi on November 26-27, 2023.

Dr. Piyusha Majumdar participated in 9th International Public health Conference 2023, Public Health Challenges & Response in Post COVID era, November 17-18, 2023.

Exposure Visits for Students



A notable fireside chat discussed Khushi Baby's pioneering mission to transform healthcare at the last mile. This engagement likely provided valuable insights into innovative approaches to healthcare delivery.



The MBA DM 02 Batch (2022-24) students undertook a valuable industrial study excursion to Jaipur from November 27 to 30, 2023, focusing on MSME sectors. They explored notable establishments including Sakshi International Block Printing Enterprise, Aditya Blue Pottery, and Jaipur Rugs. Engaging in thorough business and product analyses throughout their visit, they gained practical insights.



Latitude: 26.793258
Longitude: 75.773355
Elevation: 400.5918 m
Accuracy: 3.0 m

Exposure Visits for Students



The ISHWAM 2023 International Conference at AIIMS Jodhpur witnessed the participation of 13 students on November 3-4, 2023.



'National Symposium on Tropical Meteorology: Changing Dynamics of Arid Region and Impact on Weather and Climate Over Indian Sub-Continent at Birla Institute of Scientific Research, Jaipur; in which 21 Students from HM 2nd year and DM 2nd Year also attended and learnt different perspectives on health.



IIHMR Startups partnered with Aumirah IP and YCCE TBI Foundation to support early-stage healthcare startups in legal compliances and to promote innovation-driven entrepreneurship.



IIHMR Startups (A Unit of IIHMR Foundation) signed MoU with Aumirah IP and YCCE TBI Foundation in November 2023. These strategic partnerships will support early-stage healthcare startups in legal compliance and will promote innovation-driven entrepreneurship in healthcare.

Aumirah IP will provide IPR Support to startups incubated at IIHMR Startups. They deploy a legal framework approach to technologies, Intellectual Property, Investments, and businesses.

An ecosystem partnership was done with YCCE TBI Foundation to support startups working in Healthcare and Technologies' YCCE TBI Foundation is a joint initiative by the Ministry of MSME and YCCE Nagpur to promote innovation-driven entrepreneurship. They help technology-based startups to grow.



Master Class



IIHMR UNIVERSITY *Master Class* Episode 93

Pharmaceutical Marketing Global Expansion Strategies: Navigating New Frontiers

Nov 22, 2023 03:00 PM to 04:00 PM (INDIA)

IIHMR University, Jaipur, India

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Mr. Mihir Pujara
Senior Manager of Business Strategy,
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Fireside Chat



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A unit of IIHMR Foundation

जिज्ञासा Fireside Chat on Catalyzing Change : Khushi Baby's trailblazing mission to transform healthcare at the last mile

Tuesday, 07th November, 2023 04:30 PM - 05:30 PM

Mr. Mohammed Shahnawaz
Co-Founder & COO
Khushi Baby

Dr. Sonali Pandey
Student Coordinator
IIHMR Startups



The podcast featured Dr. Narendra Kumar Arora, a prominent Indian public health expert deeply engaged in policymaking and program evaluation at national and international levels. As the former executive director of INCLIN organization, he played a crucial role in overseeing research and translation of numerous projects.



Outlook

THE WEEK

INDIA TODAY



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