



Management Development Programme on Behavioural Insights and Human-Centred Design

 January 21-24, 2025

Background

Human behaviour is complex, and an individual's decision-making is influenced by multiple factors, such as emotions, beliefs, and the culture they are surrounded by. Designing health programmes or projects for the community is mostly based on assumptions about people's choices. Understanding behaviour and the way people think is a key factor in developing effective programmes and policies.

Human-centred Designs (HCD) and Behavioural Insights (BI) are the approaches that start with understanding human behaviour and its environment. To design effective programmes, it is necessary to collaborate closely with users - the people who deliver the solution or use the service.

The HCD approach enables implementers to see the issues from the community perspective and find solutions where previous efforts failed or were least effective. These methods are important and gaining popularity because they give importance to a person and his/ her surroundings. The HCD process and tools are relevant to a broad range of programmes that depend on generating community demand for services. The HCD process enables policymakers, implementers, and academicians to understand individuals' needs, motivations, and concerns so that they can design more efficient and effective programmes. With this background, the IIMR University Jaipur has taken a lead in developing a four-day Management Development Programme on Behavioural Insights and Human-Centred Design for key stakeholders.



Objective

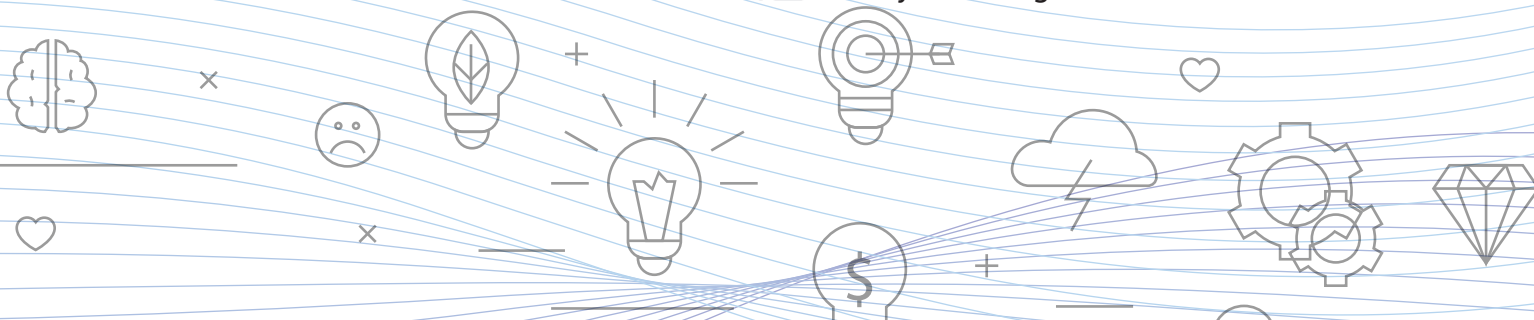
To equip participants with a thorough understanding of Human-Centred approaches, principles, and methodologies

To explore the application of behavioural insights in designing interventions.

To foster skills in empathizing with users, prototyping solutions, and testing designs

Objective

- Conceptual Framework of Human-Centered Design and Behavioural Insights
- Conducting research to trial new methods
- Understanding how to record research
- Organizing data findings to identify key obstacles and opportunities
- Synthesize research findings
- Brainstorming sprints to develop new ideas
- Learning methodology to test and evaluate promising approaches
- Theory of Change



Pedagogy

The programme will be delivered using a suitable mix of training pedagogy, including lectures, interactive discussions, experiential learning, case studies, hands-on exercises, group work, and presentations. It will be conducted in English.

Target Participants



Program Coordinator







Dr. Mamta Chauhan, PhD
Professor
IIHMR University, Jaipur

The programme will be offered by a team of national and international subject experts.

Nominations/Registration

Please send your nominations/registrations to the following address:

 Programme Officer (Training)
IIHMR University
1, Prabhu Dayal Marg, Sanganer Airport,
Jaipur-302029, Rajasthan, India

 +91-141-3924700
 training@iihmr.edu.in
 +91 9358790012

Duration and Venue

The four-day programme will start on Tuesday, January 21, 2025, and conclude on Friday, January 24, 2025. It will be held at IIHMR University, 1 Prabhu Dayal Marg, Sanganer Airport, Jaipur - 302029. The University campus provides a learning environment for the participants, who are welcome to use the library and recreational facilities.




Certification

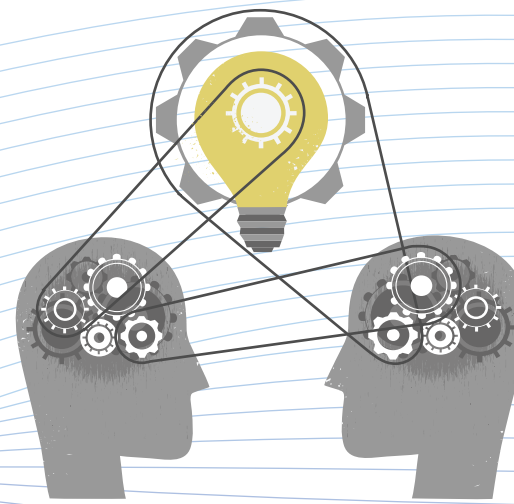
A certificate of participation on completion of the programme will be issued by IIHMR University, Jaipur.

Programme Fee

The programme fee for Indian participants is Rs. 33,000 plus GST (18% as applicable), and for international participants, it is USD 616 plus GST (18% as applicable). The programme fee covers tuition, background reading material, lodging, and boarding.

Discounts on Fee

-  **Early Bird Discount:** Nominations received with payments before four weeks will be entitled to a 10% early bird discount.
-  **Group Discount:** Any organization sponsoring four or more participants to the programme will be entitled to a 20% discount on the total fee payable, provided that at least four participants attend the programme.
-  **Maximum Discount:** Organizations can avail themselves of both the discounts subject to a maximum discount of 20%.





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