

**Management Development Programme  
on  
Strategic Communication:  
Tools and Techniques for Managing  
Behaviour Change Interventions**

 **August 12-14, 2026**



## Background

Strategic Communication is the key to achieving aspired outcomes from behaviour change interventions implemented at the community or individual setting. It includes structured activities designed to bring sustainable changes in human behaviour. Standardized frameworks, tested tools and techniques provide the needed structure to the design and management of behaviour change interventions which require conceptual and technical expertise. This programme aims to strengthen the capacity of participants in the use of different tools and techniques and its rationale to ensure that behaviour change intervention and tools are aligned to each other and to the larger ecosystem.

## Objectives

The objectives of the training programme are:



To orient on the tools and techniques for managing behaviour change interventions



To provide insights into the rationale and appropriate use of tools and techniques for specific behaviours and programs



To know the ways by which tools and techniques can assist in managing the intervention.

## Contents

Concept of Theory of change

Orientation on the frameworks, tools and techniques used in Behaviour Change

Prioritization of Design Tools and Techniques for Managing Behaviour Change Interventions

## Pedagogy

The programme offers a multifaceted learning experience through lectures, group discussions, case studies, and hands-on experiential learning. Participants are immersed in a dynamic learning environment designed to foster theoretical understanding, actionable real-world insights, and service-ready skills.



## Who Should Attend?

Personnel working in public, NGOs, private sector health care organizations and institutions. It would also be useful for the trainers and researchers working in the sphere of strategic communication.

## Resource Persons



**Dr. Neetu Purohit**  
Professor  
IIHMR University, Jaipur  
Programme Coordinator



**Dr. Seema Mehta**  
Professor  
IIHMR University, Jaipur

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

## Certificate

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

## Nominations/Registration

Please send your nominations/registrations to the following address:

**Management Development Programme Office**  
IIHMR University  
1, Prabhu Dayal Marg, Sanganer Airport  
Jaipur - 302029, INDIA  
Tel: +91-141-3924700  
Mobile: +91 9116006536  
E-mail: [training@iihmr.edu.in](mailto:training@iihmr.edu.in)

## Duration and Venue

The programme will start on Wednesday, August 12, 2026, and will conclude on Friday, August 14, 2026. The programme will be held at IIHMR University, 1, Prabhu Dayal Marg, Sanganer Airport, Jaipur - 302029. The University campus provides a conducive learning environment for participants, who are welcome to use the library and recreational facilities available on campus.

## Programme fee

The programme fee for Indian participants is Rs. 30,000 plus GST (18% as applicable), and for international participants it is USD 315 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 payment before four weeks of the commencement of the programme 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 discounts, subject to a maximum discount of 20%.





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