

INTERNATIONAL COMMUNICATION MANAGEMENT CONFERENCE 2014, MICA, AHMEDABAD. INDIA.

LIVE WEBCAST SCHEDULE: MANAGING HEALTH COMMUNICATION::PEOPLE, PROGRAMMES AND PRODUCTS

DAY 1- FEBRUARY 12TH 2014

TIME	SESSION	PARTICULARS
0915- 1030	Inaugural Session	Chief Guest : Mr. PVRN Iyer, Managing Trustee, India Sight Screeners Foundation Keynote Address: Prof. Arvind Singhal, Marston Endowed Professor of Communication and Director of the Social Justice Initiative, University of Texas, El Paso: Which Frame? What Lens: The Unseen Power of Communication

DAY 2- FEBRUARY 13TH 2014

TIME	SESSION	PARTICULARS
1005- 1130	Media & Films	Mr. Rahul Bose, Eminent Film Personality Prof. Srividya Ramasubramanian, PhD, Associate Professor of Communication, Texas A & M University Ms. Shalini Anand, Principal Correspondent, CNN- IBN, New Delhi Dr. Sumit Ghoshal, Managing Editor, Health Executive, Mumbai
1205-1330	UNICEF- Communication Capacity Development for Child Survival and Development	Dr. Avishek Hazra, Sr. Programme Officer, Population Council, New Delhi- Effectiveness and sustainability of behaviour change interventions supporting child survival: Evidence from South Asia Dr. Lopamudra Tripathy, Programme Officer, UNICEF, Bhubaneswar- Institutionalizing and Social and Behaviour Change Communication: A Case Study of the Center of Excellence in Odhisha Mr. Sunil Verma, Chief Technical Advisor, FHI 360, New Delhi- Capacity Building on Social and Behaviour Change Communication in India Dr. Mario Mosquera, C4D Specialist, UNICEF, New Delhi- India Public Advocacy and Behaviour Change Communication Strategic Framework for Reproductive, Maternal, New-born, Child and Adolescent Health

DAY 3- FEBRUARY 14th 2014

TIME	SESSION	PARTICULARS
1200-1330	Public Health Foundation of India & Deptt of AIDS Control, Government of India	Dr. Naresh Goel, Deputy Director General (LS) & Joint Director (IEC), Department of AIDS Control, Ministry of Health & Family Welfare, Govt of India. Ms. Elizabeth Michael, Team Leader, Mainstreaming, , Department of AIDS Control, New Delhi mily Welfare, Govt. of India Dr. Sanjib Kumar Chakravarty, IEC Consultant,, Department of AIDS Control, New Delhi Dr. Rajesh Kumar Rana, Account Director (Media), Department of AIDS Control, National AIDS Control Organisation, Ministry of Health and Family Welfare,, New Delhi. Mr. Manoj Pardeshi, General Secretary of National Coalition of PLHIV in India – NCPI+. Ms. Aiyeno, (Dy. Director (IEC) , Nagaland State AIDS Control Society , Directorate of Health & Family Welfare, Kohima, Nagaland. Mr. Ashish Yadav, Senior Projects Manager, BBC Media Action , New Delhi. Dr. Preeti Kumar, Associate Professor & Project Director, AIDS Project, Public Health Foundation of India, New Delhi.