



CCMG INVITED



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## Strategic Communication

**Mr. Dilip Kumar Jha**

Senior Research Project Manager  
Public Health Foundation of India

### EVENT DETAILS

Date	Topic / Description	Mode
15 Nov 2016 (Tuesday) 11.00-01.00 PM	Introduction to development and implementation of strategic communication	Presentation, lecture & discussion
17 Nov 2016 (Thursday) 11.00-01.00 PM	Develop a communication strategy and implementation plan to address an issue related to social justice, rural development or health & sanitation	Group work & presentation
22 Nov 2016 (Tuesday) 11.00-01.00 PM	Develop proposal for impact evaluation of an existing communication programme in the abovementioned areas	Group work & presentation

#### Profile:

**Mr. Dilip Kumar Jha** is a Senior Research Project Manager at the Public Health Foundation of India. Mr. Jha earned his MPhil at the Birla Institute of Technology & Science, Pilani and his MSc at the University of Delhi. His research interests include health systems, mHealth technology and strategic communication. He has undertaken several project in India on strengthening health systems using cost effective technological innovations and effective communication strategies. Mr. Jha specialises in designing and evaluating interventions for low resource settings.

