

Course Coordinating Team

Course Coordinator: **Dr. Ankur Yadav**
Course Co-Coordinator: **Mr.Y.K. Singhal**
Course Associate: **Dr. S. P. Singh**



About the Institute

The NIHF, an autonomous organization, under the Ministry of Health and Family Welfare, Government of India, acts as an 'apex technical institute' as well as a 'think tank' for the promotion of health and family welfare programs in the country. The post-graduate education, training, research, evaluation, consultancy and advisory services in the field of health and family welfare have been major focus of the institute.

In order to facilitate continuous up-gradation of knowledge and skills of various health personnel across the country, the NIHF has been conducting training courses in different areas at regular interval. In this endeavor, the Department of Communication, NIHF proposes to conduct a training program on 'Capacity Building of Health Officials in Communication Skills under NHM' from 18th-20th November 2026.

Location of the Institute

It is situated in South Delhi, near Jawaharlal Nehru University and Munirka DDA Flats. It is easily accessible from Indira Gandhi International Airport and the New Delhi Railway Station, approximately 10kms. and 15 kms. respectively with metro connectivity. Pre-paid taxis/auto-rickshaws are available. The nearest metro station is Munirka.

Course Fee

A Course Fee of Rs.3000/- (Three thousand only) per participant is to be paid by sponsoring Organization/participant, vide DD/online banking in favour of Director, NIHF payable at New Delhi by 17th October, 2026. The course fee can be deposited through online transaction in the name of Director, NIHF Branch Name: SBI NIHF, IFSC CODE: SBIN001624, A/C NO. 43901234540. Expenditure on TA/DA will have to be borne by the participants.

Accommodation

Hostel accommodation at nominal rates would be provided only to the participants, within the Institute's Campus.

Weather

Weather in November will be pleasant and the temperature will be min. 25°C and max. 34°C.

Last Date for Receiving Nomination: 17th October, 2026

(Participants are requested to make travel plans only after receipt of confirmation for participation from NIHF).

For further information, please contact:

Course Coordinator: **Dr. Ankur Yadav** (09968911348)

Course Co-Coordinator: **Mr. Y.K. Singhal**

Dr. S. P. Singh

Department of Communication.
The National Institute of Health and Family Welfare
Munirka, New Delhi-110067

Email: ankuryadav@nihf.org
Phones: 011-26195319 (Direct): 26165959 (Extn.-172)
Fax: 91-11-26101623 Web Site: www.nihf.org

TRAINING COURSE

ON

**Capacity Building of Health Officials in
Communication Skills under National
Health Mission (NHM)**

November 18-20, 2026



**Department of Communication
The National Institute of Health and Family Welfare
Munirka, New Delhi 110067**

Introduction

Communication is an essential part of human life. Through communication people transfer facts, ideas, emotions, knowledge, attitudes and skills to make informed decisions about their health. Various communication methods are used by the healthcare system around the world to improve the quality of healthcare services. Health care communication in this direction could be considered as an important approaches which can contribute to achieve better health outcomes for individuals and for the whole community. By saying health care communication, we mean the study and practice of communicating promotional health information, such as in public health campaigns, health education, and between doctor and patient. The purpose of disseminating health information is to influence personal health choices by improving health literacy.

Health care communication functions as a means of facilitating the interaction between healthcare professionals and patients or in between the two or more healthcare professionals irrespective of working together in same or different organizations situated at distance places. As we know that there is a need to use advanced technologies for diagnostic and surgical purposes to meet out the expectations of the patients. Similarly, we cannot ignore the significant role of health care communication, in health delivery system because it strengthens good health practices and reduces the chances of health risks among public.

General Objective

This course aims to enhance the competency of the participants and familiarize them with the concepts and practical skills relating to effective health care communication.

Specific Objectives

On completion of the training program the participants will be able to:

- Describe IEC/BCC/SBCC.
- Undertake Community Need Assessment through PLA techniques for Designing an Effective IEC Strategy;
- Develop District Communication Action Plan for Implementation of NHM;
- Design Media Materials and Messages for IEC Activities in a District;
- Handle Media and Public Relations for Accelerating the Implementation of NHM; and.
- Develop a Suitable Monitoring and Evaluation Techniques for IEC Programme under NHM.

Course Contents

The course intends to cover topics such as:-

- IEC/BCC/SBCC strategies for implementation of NHM.
- Community Need Assessment through PLA.
- District Communication Action Plan.
- Designing of Media Materials and Messages.
- Monitoring and Evaluation of techniques for IEC programmes under NHM

Methodology

The methodology of the course will comprise of:

- Lecture-Discussions
- Roleplay
- Group activities
- Demonstrations
- Problem centered practical exercises

Communication exercises and group work will be used for practical training.

Duration: Three days

Date: 18th to 20th November, 2026

Nature of Participants

IEC Officers and Programme Managers, State and District Level IEC officers and Trainers of Training Institutions/ Faculty in IEC and other public health professionals.

Venue

Teaching Block,
The National Institute of Health and Family Welfare, Munirka, New Delhi-110067