

**Capacity Building Programme
of
State & District PMSU officials on
IEC/BCC implementation
(Government of Tripura)**

Course Report



**National Institute of Health & Family Welfare
Baba Gangnath Marg, Munirka, New Delhi – 110 067**

Capacity Building Programme of State & District PMSU officials on IEC/BCC implementation

**Course Director: Prof. Deoki Nandan
Course Coordinator: Prof. Utsuk Datta**

NIHFW Team	Tripura
Dr. T. Mathyiazaghan Dr. Pratima Mitra Dr. Swati Jaywantrao Bute Dr. Ankur Yadav Dr. Veenita Anand (Consultant RO)	Dr. K. B De (Local Course Coordinator)



आरोग्यम् सुखसम्पदा

**National Institute of Health & Family Welfare
Baba Gangnath Marg, Munirka, New Delhi – 110 067**

INTRODUCTION:

National Rural Health Mission (NRHM) was launched on 12th April 2005 to address the health needs of vulnerable group of population in the remotest rural area of the country. The Mission aims to provide universal access to equitable, affordable, and quality health care that is accountable and at the same time responsive to the needs of the people. The Mission is expected to achieve the goals set under the National Health Policy and the Millennium Development Goals (MDGs).

The NRHM is basically a strategy for integrating on-going vertical programmes of health and family welfare and addressing issues related to the determinants of health like sanitation, nutrition and safe drinking water. The mission seeks to adopt a sector-wide approach and aims at systematic reforms to enable efficiency in health care service delivery. National Institute of Health & Family Welfare (NIHFW) has been identified as the Nodal Institute for NRHM and RCH-II training in the country.

A Comprehensive Training Plan (CTP) has been constituted by the NIHFW for the purpose of development of training curriculum, monitoring of trainings and data analysis under NRHM on the six thematic areas - Maternal Health, Child Health, Family Planning, ARSH, Disease Control and other Programmes for all the states.

Further, to achieve towards attainment of good health for people, especially the poor and the underprivileged, a comprehensive approach has been attempted in the State Programme implementation plan (PIP) as stated in the eleventh plan document to encompass individual health care, public health, sanitation, clean drinking water, access to food, and knowledge of hygiene, and feeding practices.

Programme Management Support Unit (PMSU) is an indispensable part of implementing NRHM activities as it provides technical support for optimal outcome of investments made for health programmes. PMSUs has been established at State, district level to build resource pool in respective institutions and support in planning, implementing and monitoring of health development initiatives under NRHM. Personnel under SPSMU & DPMSU have responsibilities for effective implementation of communication strategy related to the health issues in the states and district respectively.

The basic purpose of communication in NRHM is to bring about desirable changes in people's behavior for the betterment of society. Change in behaviour among people does not take place overnight. It is a slow process. Because people would continue their present way of thinking and doing until they have a new learning experience that makes them to reject the present behavior and adopt new ones. It depends upon the knowledge of the communicator about the people whom he is dealing with, regarding their knowledge, attitude & practices in lieu of Socio-cultural environment. The communicators must have not only good communication skill but also his capacity in handling various communication media for making the communication more effective for implementation of National Rural Health Mission (NRHM).

The role of Programme Management Support Unit (PMSU) becomes very crucial and therefore, Government of Tripura had realized to enhance the capacity of state and district PMSU in effective implementation of Communication strategy. Hence, Government of Tripura requested NIHFWS to build the capacity of SPMU and DPMU Officials in effective implementation of IEC/BCC programs and activities and requested NIHFWS to conduct capacity building training for approximately 60 officials working in the State. Two batches of a Capacity Building Training program were organized on IEC/BCC by NIHFWS in collaboration with the Government of Tripura at Agartala in the month of February 2011; the first batch was from 07/02/2011 to 11/02/11 and the second batch was from 21/02/11 to 25/02/11.

General Objective:

The objective of the training was to build the capacities of State & District PMSU officials in the State of Tripura for effective and efficient management of IEC/BCC under NRHM.

Specific Objectives:

At the end of the training programme the participants would be able to

- Describe the overview NRHM
- Central Training Plan for NRHM in the State of Tripura
- Review the process of development of Program Implementation Plan (PIP)
- Describe the Concepts, Components, Strategies and Initiatives under NRHM
- Describe Health Indices and Monitoring HMIS
- Explain the Management concept including Programme Management
- Demonstrate the concept of Collaboration, Convergence, Cooperation, Coordination Monitoring and Supervision
- Explain Community mobilization
- Prepare Strategic Communication design for behavioral change
- Prepare Communication Need Assessment tools
- Describe the process of “Press Release”
- Develop the District Communication Action Plan
- Develop Monitoring and Evaluation tools & prepare M& E plan for IEC/BCC activities.

Course Contents-the content of the training covered the followings:

- Concept and overview of NRHM
- Program Implementation Plan
- Strategies for NRHM and special Initiatives
- Health Indices and Monitoring HMIS
- Management concept including Programme Management
- Central Training Plan under NRHM
- Concept of Collaboration, Convergence, Cooperation, Coordination Monitoring and Supervision
- Community Mobilization

- Strategic Communication Design for Behavioral Change
- Communication Need Assessment
- Preparation of 'Press release'
- District Communication Action Plan
- Monitoring and Evaluation for IEC/BCC activities.

Training Methodology:

A participatory approach was adopted for conducting all the sessions during the training programme with special emphasis on skill development of the participants in communication. A combination of the following methods had been used for conducting different sessions.

- Lecture & Discussion
- Group Work /exercises
- Group presentation
- Simulation exercise and Management games

Duration:

5 Days,

First Batch – 07th to 11th February 2011

Second Batch -21st to 25th February 2011

Number of Participants:

57 (SPMU, DPMU officials) (*List is ANNEXED-II*)

First Batch – 29 participants

Second Batch -28 Participants

Expected Training Outcome:

The Training was expected to improve knowledge and skills of the participants in management of IEC/BCC components of NRHM in Tripura.

Venue:

Both batches were conducted at Pragna Bhavan, Agartala, and Tripura.

Evaluation Method used:

Reaction Level Evaluation

Programme Schedule:

The day to day programme schedules for both the batches are attached at the end as ANNEXURE I:-

COURSE CONTENT :

Objectives for the Training Sessions:-

The topics covered in two batches were same as per the Program schedule made for the training. Sessional objectives for the topics covered in the training are mentioned below.

Sessional Objectives:-

I. Overview of NRHM

At the end of the session, the participants would be able to:

- Describe the Programmes under NRHM
- Describe RCH under NRHM
- Describe the Concepts, Components, Strategies and Initiatives under NRHM

Methodology:-I- Lecture Discussion

II. Program Implementation Plan

At the end of the session, the participants would be able to:

- Discuss the guidelines for preparing state PIP
- Elucidate steps for state PIP

Methodology:-I- Lecture Discussion

II-Self Exercise

III. Strategies for NRHM and special Initiatives

At the end of the session, the participants would be able to:

- Discuss the strategy adopted for implementation of NRHM in the country with special emphasis on Tripura
- Discuss Special initiatives which are being Implementation under NRHM in Tripura

Methodology:-I- Lecture Discussion

II-Simulation Exercise

IV. Health Indices and Monitoring

At the end of the session, the participants would be able to:

- Discuss the fundamental concepts and tools for management information systems for health programs
- Discuss the various Health Indices
- Describe the importance of HMIS

Methodology:-I- Lecture Discussion

V. Central Training Plan

At the end of the session, the participants would be able to:

- Introduction to CTP for RCH-II/NRHM
- Analysis of CTP / Training load
- CTP of Tripura
- Review of progress of trainings in Tripura

Methodology:-I- Lecture Discussion

II-Brain Storming session

VI. Management concept including Programme Management

At the end of the session, the participants would be able to:

- Define the concept of Management, managerial Functions under NRHM
- Discuss the concept of program management
- Discuss the Managerial skills required for Management of programme

Methodology:-I- Lecture Discussion

II-Managerial Games

VII. Collaboration, Convergence, Cooperation, Coordination, Monitoring and Supervision

At the end of the session, the participants would be able to:

- Explain the importance of Collaboration, Convergence Cooperation, Coordination, Monitoring and Supervision
- Demonstrate Cooperation and Team Work through Management games
- Demonstrate Supportive, Supervision through Management Games

Methodology:-I- Lecture Discussion

II-Simulation Exercise

VIII. Community Mobilization

At the end of the session, the participants would be able to:

- Explain Community and its Dimensions
- Benefits of the Community Mobilization

Methodology:-I- Lecture Discussion

II-Simulation Exercise

IX. Strategic Communication Design for Behavioral Change

At the end of the session, the participants would be able to:

- Define IEC/BCC
- Describe the steps in behavior change;
- Identify the problems (long-term and short-term);
- List out the major components of strategic design; and
- Describe Certain Innovative IEC Strategy.

Methodology:-I- Lecture Discussion

II-Simulation Exercise

X. Communication Need Assessment through FGD's

At the end of the session, the participants would be able to:

- Define FGD;
- List out different FGD techniques;
- Apply the techniques of FGD for Community Need Assessment; and
- Develop certain FGD tools for collection of data.

Methodology:-I- Lecture Discussion
II-Simulation Exercise

XI. Preparation of press release

At the end of the session, the participants would be able to:

- Prepare press releases;
- Explain the basic facts behind managing media; and
- List out various media units for PR activities.

Methodology:-I- Lecture Discussion
II-Simulation Exercise

XII. District Communication Action Plan

At the end of the session, the participants would be able to:

- List out the major components of an action plan for NRHM; and
- Prepare District Specific Communication Action Plan for NRHM.

Methodology:-I- Lecture Discussion
II-Simulation Exercise

XIII. Monitoring and Evaluation for IEC/BCC activities.

At the end of the session, the participants would be able to:

- Define monitoring and evaluation
- Explain as how to monitor and evaluate communication activities at different levels; and
- Identify the problems involved in monitoring and evaluation of the activities for BCC/IEC.

Methodology:-I- Lecture Discussion
II-Simulation Exercise

XIV. Valedictory

- Feedback of participants
- Queries of participants would be addressed

**Course proceeding for the first batch held on
07/02/2011 to 11/02/2011**

Day-I (Monday, February 7, 2011)

Inaugural Session

The inaugural session was taken by Dr. K.B De (Branch officer, NRHM, Course Coordinator) for the training. Dr. K.B. De (Course Coordinator, Tripura) welcomed Dr. Utsuk (Asst. Nodal Officer, NRHM/RCH-II), Dr. Pratima Mittra (Senior consultant RCH-II/NIHFW), Dr Veenita Anand (RO, Consultant NIHFW), Shri Swapan Saha, (Mission Director, Tripura), Dr. R.K Dhar (Director, Health and Family Welfare, Tripura), Shri Jayanta kishore Dev Varma (Joint Director (IEC), F.W & PM, Tripura) and participants from four districts of Tripura on behalf of NRHM Tripura. The training course started with brief round of self introduction by the participants and the NIHFW Team. Dr. K.B. De elaborated on the purpose of the Training Course in IEC/ BCC implementation on NRHM program and activities in Tripura. He discussed about the 5 days Training course and the 5 days schedule of the Capacity Building Programme of State & District PMSU officials on IEC/BCC implementation.

Opening remarks were given by Dr. R.K Dhar (Director, Health and Family welfare) about the critical role played by IEC/BCC in implementing NRHM program in Tripura.

Key points highlighted by Dr Dhar were:-

- *Needs to formulate specific IEC/BCC strategy for different target group*
- *Importance of training course on Capacity Building Programme of State & District PMSU officials on IEC/BCC implementation.*

Special comments were given by the Shri Swapan Saha, (MD, NRHM Tripura). He expressed gratitude to NIHFW for accepting the request for training of manpower in IEC/BCC implementation under NRHM.

Shri Shah highlighted the following key issues in his deliberation:

- *The Health manpower faces considerable resistance and thus is a challenge to interact and mobilize community for changed health behaviour.*
- *NRHM serving a vital role for the health care system, its fulcrum resting on involvement of work force as a pioneer effort to achieve the targets of NRHM goals by following the proper methodology.*

- *Concern on the quality of service delivery to the community depends on the Health organization and competency of the staff, with particular emphasis on IEC/BCC skills of the staff interacting with the community for desired behavior change to ensure utilization of health services available.*
- *Emphasis on the importance of prevention of diseases and expressed that the community needs to come out of their taboos and misconception of certain measures.*

Dr. T. K Das (Member Secretary NRHM) suggested that the training on IEC/BCC implementation course would be beneficial for both of the state level and district level officers, the state level officers would be learning about the planning and policy making and the District and Block level officers for its Implementation. He particularly gave emphasis on monitoring and evaluation of IEC/BCC activities to ensure effectiveness of those activities and expected impact on the health seeking behaviour of the community. He said that for evaluation, the state was planning to outsource it to an agency which would be taken up by end of the year, but the implementers should be competent to conduct effective monitoring to ensure quality of those activities. He expressed that after attending that capacity Building training the participants would be able to develop IEC/BCC strategies appropriate to their social structure and develop monitoring tools for ensuring effective implementation.

Technical session 1:

Dr. Utsuk Datta conducted a technical session on overview of NRHM and discussed the relevance of basic goals, objectives and strategies of NRHM in understanding the required IEC/BCC strategies. He explained that for implementation of NRHM, various states of India have been divided into three zones, namely- High Focus Non-North East, High Focus North-East and Non-High Focus large and small & UTs on priority basis. The Health indicators of Tripura are the best among all other North-Eastern States. The session aimed to orient the participants about the need of NRHM and overview of the same.

Key points emerging out of the session were as follows:

- Status of Public health in India with respect to health Indicators, Finance, Manpower and Infrastructure before the commencement of NRHM.
- Population stabilization and Policy and Decision making gaps at Central Level for Health system before the commencement of NRHM.

- Discussion on major problems like vast network of health facilities and lack of Accessible, Affordable, Quality Health Care for rural population, Maternal and Child Health before the commencement of NRHM
- Lack of development of health system –Holistic Approach, Lack of community ownership and accountability, Non integration of vertical disease control program
- Significance of National Health Program at Central Level and States Level.
- GDP status of different countries, Indian Scenario of funds allocation as per GDP. Trend of GDP % contribution in health care system in India since the first plan in 1951, from a high of 3.3% of the total plan spending in Five Year 1951-55 to 1.9% of the total for the seventh plan.
- National Health Policy and Millennium Development Goals with the adoption of a global action plan to achieve the eight anti-poverty goals by their 2015 target date.
- Shortage of Health Manpower in rural area and urbanization of health.
- Concepts of Rate, Ratio and definitions of various Health Indices.
- Significance of Life expectancy rate at one year of age, Infant Mortality Rate and female literacy rate among different countries

Technical session 2:-

Dr. Utsuk Datta Started the technical session on NRHM interventions after the lunch Break. Dr. Datta announced that NIHFW has started a course on health promotion that focuses on the healthy life style. He explained the relevance of this kind of course in present scenario of world where even the rural population is suffering from Non- communicable diseases like High Blood Pressure, Heart Attack and Diabetes.

He elaborated on the concepts of NRHM interventions using participatory approach with special focus on Tripura.

Key Points discussed in the session:-

- Five main approaches of NRHM that included- Communitize, Improved Management through Capacity Building, Flexible Financing, Monitoring the progress against standards, Innovations in Human Resource Management.
- Discussion on Top down to Bottom up approach in Health system in India
- Significance of Indian system of medicine before British rule in India and current scenario of AYUSH System of medicine under NRHM

- Discussion on Indian Public Health Standard (IPHS) standard for Manpower, Infrastructure, Drugs and services that followed by NRHM.
- Expected performance standards and operation performance standard.
- Concepts of Knowledge, Practice and Attitude in effective implementation of IEC/BCC Strategies.
- Focus on preventive measure than curative measure and nutrition and population stabilization in NRHM.
- Discussion on present scenario and future aspect of ASHA as per situation, need and availability at different states. Introduction of National Urban Health Mission and concept of USHA.

Technical sessions, 3rd and 4th:-

The next session was taken by Dr. Pratima Mitra took a session on Management and Program Management with special emphasis on District Health Management. She explained about the Managerial skills needed to work at District and State level. She clarified the Concept of Input, Process, Output, and Outcome.

In the following session, She elaborated on Collaboration, Convergence Cooperation, Coordination Monitoring and Supervision and leadership role in the Program Management to achieve the goal of the program through two management games, one on Broken Square game for co-ordination, co-operation and problem solving and the other was Tower- Building for emphasizing on supervisory, leadership, decision making skills required for managing a programme.

Key points discussed in the session:-

1. Concept of Management was taken up with the followings heads-Planning, Organizing, Staffing, Directing, Coordinating, and Reporting & Budgeting (POSDCORB).
2. Role of MNGO in various health activities that included controlling the NGO's working under it, making guidelines, Monitoring the activities and ensuring implementation and reporting with Transparency in funds allocation.

Group activities:

Two Managerial Games were conducted among the participants along with the session to clarify and understand the Managerial concepts.

Task I: Broken square Game: To make five equal squares out of the pieces given to the team.

Three teams were made to play the game. Participants were divided into observers and performers where they were instructed to perform as per the instructions given by Dr. Pratima Mitra. One of the teams won the game as they were able to make 5 equal squares. Participants appreciated the game and analyzed the gaps in their understanding of different managerial skills. The game helped them to understand the real situational problems and how to tackle them with specialized managerial skills. Participants experienced that resistance to change happens unconsciously and that they have to *consciously* focus on seeing the opportunities in a change process. Participants observed their different typical behaviors in any change process and what need to be changed to give the performance efficiently and effectively

Task II - Tower Building Game-to build a single block tower with the wooden blocks.

The participants were divided in three groups, from each group three performers were volunteered, one to play the role of a State level officer, the second to play the role of a District level officer and the third one as a Block level implementer. These three members in each group were involved in block building process and the rest of the participants were observers. Each group of three members had to set the target of the number of blocks to build the tower.

The task was to build a tower with the wooden blocks provided to the team with instructions of doing blind folded eyes and using the wrong hand. The other team members would help them to make the tower with verbal communication only. Dr. Pratima Mitra explained through this game about the maturity/experience and competency level to do a task, team work, supervision, guidance and direction, motivation through encouragement and coordination required to achieve a goal in working situation. The participants were able to relate their role and responsibility in NRHM with Managerial games played in the session.

Day-II (Tuesday, February 8, 2011)

The day started with the recap session of the previous day by Dr.Utsuk Datta and Dr.Pratima Mitra. The participants briefly described the session with some queries. Facilitators helped the Participants to clarify the queries.

Technical Sessions:

After the Recap session, Dr U Datta explained the significance of PIP for implementation of all the strategies of NRHM. He gave emphasis on development of the PIP through various stages and use of bottom up approach. The structure of the PIP was also discussed. The participants who were working in Tripura NRHM division also participated in the discussion as they had been involved in developing the draft PIPs for the state for last few years.

Dr. Pratima Mitra continued the session on discussion on Central Training Plan (CTP). She discussed about the need of training of competent manpower working under NRHM. She explained that training is the capacity building process to strengthen the skills of the various officials working in the Health system.

Key points discussed in the session:-

- Discussion on six thematic areas of trainings that included – Maternal Health, Child Health, Family Planning, ARSH, Disease control program and other programs.
- The essential components of Comprehensive Training Plan (CTP) included: Trainings/Activities, Category of persons to be trained, Number of persons to be trained, Number of persons for each category to be trained, Duration of training, Place of training, Status of TOT of trainer, Availability of training modules and teaching aids.

She also emphasized on monitoring the training to ensure progress and quality training being provided. Follow up of trained personnel and their utilization was also emphasized.

Dr. Veenita Anand took a session on Community Mobilization with lecture discussion and presentation. She discussed about the various strategies chosen by the States to mobilize their population effectively. She clarified the concepts of Community, Society, Organization, and Institution. She explained the steps involved in Community Mobilization.

Key points in the session:-

1. Steps of Community Mobilization Cycle
2. Relevance of International day celebration under NRHM
3. Video on VHND from MP State to show how effectively Community Mobilization could be done at the village level.

Dr. Pratima Mitra took a session on Strategy for NRHM and Special Initiatives.

Key Points discussed in the session:-

- Causes of Maternal Mortality Ratio and implementation of JSY in the State of Tripura
- Discussion on Cash assistance with detailed figure of JSY
- Discussion on Identification and development of health facilities like Sub-center, Primary Health Centers and Community Health Centers/ SDH as FRUs for the Level 1, Level 2 and level 3 MCH centers.
- School Health program for adolescence health in Tripura
- Sex education in adolescent Friendly Clinics under ARSH training Program.

- Innovations like Voucher scheme model which is being piloted in a district in Uttarakhand that can be implemented in Tripura.

Day-III (Wednesday, February 9, 2011)

On the third day, after the recap of all the sessions held in the second day, the first session (the whole forenoon) was taken by Prof. T. Mathiyazhagan on 'strategic communication design for behaviour change'. His lecture focused on clarifying the concept of IEC/BCC as well as designing a strategic communication design for behaviour change of the community members in Tripura. While clarifying the process of behaviour change, Dr. Mathiyazhagan emphasized on behaviour, approaches to behaviour change, stages of behaviour change and barriers to behaviour change.

While discussing about strategic communication design for behaviour change, he laid emphasis on (i) situational analysis; including where are you? Where to go? and How to get there; (ii) strategic design; including the potential sources/resources, target audience, classification of channels and their application, design of materials and messages, implementation, monitoring and evaluation, time and budget frame and redesigning the strategy. In addition, certain issues like innovative approaches for IEC/BCC, focal points for dissemination of messages under National Rural Health Mission, Objectives of IEC/BCC, evolution of IEC in the country, etc. were discussed by him in detail.

The second session on the same day in the afternoon was taken by Dr. Swati Bute on communication need assessment through PLA techniques. Various theoretical issues concerning communication need assessment were discussed by her. Following the theoretical orientation to communication need assessment, Prof. Mathiyazhagan discussed about participatory learning and action and its application in the field of health in the third session of the same day. He highlighted various methods of participatory learning and action. Specifically, he focused on how to conduct FGD (focus group discussion) for collecting information from the community members. While discussing about FGD, he described the role of facilitator and recorder as well as importance of data analysis and report writing.

Day-IV (Thursday, February 10, 2011)

On the fourth day, after the recap of all the sessions conducted on the third day, the first session of the day was taken by Prof. T. Mathiyazhagan on ‘Preparation of Press Releases, Managing Media and Public Relations’. In this lecture, the participants were given an exercise on preparing a press release on one of the subjects. This became the baseline knowledge of the participants about issuing a press release. Then he clarified whether the press releases prepared by them were in order or not and he discussed in details how to prepare a press release focusing on what makes a good press release, preparation before writing, format of press release, writing a press release step wise, tips for writing a good press release, tips for managing media and PR tools.

Followed by the first lecture, the second lecture was also taken by Prof. Mathiyazhagan on ‘Inter-personal communication, advertisement, documentation and photography’. While discussing about inter-personal communication, Dr. Mathiyazhagan highlighted the significance of inter-personal communication and the difference between inter-personal communication and mass communication. Certain inter-personal skills like listening, speaking and interviewing/questioning were also discussed. He also described as how to initiate, sustain and terminate inter-personal communication. In the same session, he also continued discussing about, advertisement, documentation and photography. Types of advertising and documentation were discussed in detail. This session also highlighted the important role of photographs in designing a document/report/advertisement.

The third session of the fourth day was taken by Prof. T. Mathiyazhagan and Dr Ankur Yadav on ‘Preparation of District Communication Action Plan’. First of all, the participants were theoretically oriented to the preparation of the district communication action plan. Followed by the lecture, the participants were divided into three groups and each group was asked to prepare district communication action plan for a particular programme. The first group prepared district communication action plan for Malaria, the second for Tuberculosis and the third for HIV/AIDS. The group exercise was facilitated by Prof. T. Mathiyazhagan, Dr Swati Bute and Dr Ankur Yadav.

Day-V (Friday, February 11, 2011.)

On the last day, after the recap of all the sessions held on the fourth day, the first session of the day was devoted to the participants for their presentation of district communication action plan. Each group presented its district communication action plan and

it was discussed by the participants and the resource persons. By and large, the participants were able to understand as how to prepare a district communication action plan.

The second session of the last day was taken by Dr. Swati Bute on 'Monitoring and Evaluation of IEC Activities'. Various issues concerning monitoring and evaluation of IEC activities were discussed in great detail by her.

Evaluation of the course

The course was evaluated twice, once, before the course and the next after the course using a standard evaluation tool. *The pre-course evaluation of the participants was 30 per-cents and the post-course evaluation of the participants was 80 per-cents.* It is very clear that the course could add to their knowledge by about 50 per-cents. This clearly confirms our observation that course has been very beneficial to the participants.

Concluding session

The concluding session was chaired by Dr. Dev Burman, Joint Director, IEC, Tripura. In his concluding remarks, Dr. Dev Burman appreciated the efforts of all the resource persons and thanked NIHFW for conducting the course in Agartala.

-----End of Batch 1 training-----

Course proceeding for the second batch held on 21/02/2011 to 25/02/2011

Day: I (Monday, February 21, 2011)

The second batch of the same training program was held from 21st to 25th February. The same content and the sessions to cover the content were followed for both the batches. The training course started with brief round of self introduction by the participants and the NIHFW team. Dr. De (Course Coordinator, Tripura) again welcomed Dr. Utsuk Datta (Asst. Nodal Officer, NRHM/RCH-II), Dr. Pratima Mittra (Senior consultant RCH-II/NIHFW), Dr Veenita Anand (RO, Consultant NIHFW), Shri Swapan Saha, (Mission Director, Tripura), Dr. R.K Dhar (Director, Health and Family Welfare, Tripura) and participants from four districts of Tripura on the behalf of NRHM Tripura to the second course. He explained the purpose of the Training Course in IEC/ BCC implementation on NRHM program and activities in Tripura to the second batch of participants.

The scheduling of the sessions was modified to suit to the participants based on their feedback received after the first batch. The Programme schedule which was followed for the second batch is also attached at the end of the report. The proceeding of each session was almost same in both the batches.

Feedback of the participants:-

“The sessions in this training programme were very appropriate, we really enjoyed the course” this was the comment given by almost all the participants. In general, the participants were of the opinion that the course was very useful for them to implement their programme activities. Some of the comments as strong points of the course were: very well organized, facilitators focused on the important points of each related issue during the various sessions, transition from one session to the next session was very smooth and well coordinated, very good background materials were given for most of the topics that were presented in the training course.

Evaluation of the course

The course was evaluated twice, once, before the course and the next after the course using a standard evaluation tool. *The pre-course evaluation of the participants was 46 per-cents and the post-course evaluation of the participants was 82 per-cents.* It is very clear that the

course could add to their knowledge by about 36 per-cents. It reflects that the training course has been beneficial to the participants in enhancing their knowledge and developing their competency in implementing IEC/BCC activities.

Concluding session

Mr.Swapan Saha, Mission Director (NRHM), State Health & Family Welfare Society, Tripura and Mr. J.K Das were present in the training programme for quite some time in the forenoon of the last day. They expressed their satisfaction on the capacity building training course as was conducted for their SPMU and DPMU officials in Tripura and appreciated the efforts made by all the resource persons to make the programme effective. They specifically thanked the Director, NIHFW for agreeing to conduct the training programme at Agartala.

PROGRAM SCHEDULE FOR THE FIRST BATCH (07th to 11th February, 2011)
Capacity Building Training Programme of State & District PMSU officials on IEC/BCC

(ANNEXURE I)

Date & Day	9.00 -9.30AM	9.30- 11.15AM	11.30 – 1.00PM	2.00 – 3.30PM	3.45 – 5.30PM	
07/02/2011 Monday	Registration	9.30AM-10.00AM Inaugural session Welcome Introduction Course briefing Expectations of the participant (Prof. Utsuk Datta/ Dr. Pratima Mittra)	10.00AM-11.15AM Overview of NRHM (Prof. Utsuk . Datta)	Management Concept Including Programme Management (Dr. Pratima Mittra)	Collaboration, convergence Cooperation , Coordination Monitoring and supervision (Dr. Pratima Mittra)	Program Implementation Plan (Prof. Utsuk Datta)
	9.00 -9.30AM	9.30- 11.15AM	11.30-1.00 PM		3.45 – 5.30PM	
08/02/2011 Tuesday	Recap	Central Training Plan (Lecture Discussion & Presentation) (Dr. Pratima Mittra)	Health Indices and Monitoring. HMIS (Prof. Utsuk Datta)	Community Mobilization (Lecture and Discussion) (Dr. Veenita Anand)	Strategy for NRHM and Special Initiatives (lecture Discussion & Presentation) (Dr. Pratima Mittra)	
	9.00 -9.30AM	9.30- 11.15AM	11.30– 1.00PM	2.00 – 3.30PM	3.45- 5.30	
09/02/2011 Wednesday	Recap	Strategic communication design for Behavioral Change (Lecture Discussion) (Dr. T. Mathyiazaghan)		Communication need assessment through FGD's (Lecture Discussion and Group work) (Dr. Swati Bute , Dr. Ankur Yadav)		
	9.00 -9.30AM	9.30- 10.30AM	10.30– 1.00PM	2.00 – 3.30PM	3.45- 5.30	
10/02/2011 Thursday	Recap	Preparation of press release (Lecture Discussion followed by exercise) (Dr. T. Mathyiazaghan)	Preparation of District Communication Action plan (Lecture Discussion followed by exercise) (Dr. T. Mathyiazaghan , Dr. Ankur Yadav, Dr. Swati Jaywantrao Bute)		Presentation of District communication Action Plan (Participants)	
	9.00 -9.30AM	9.30- 10.30AM	10.30– 1.00PM	2.00 – 3.30PM	3.45- 5.30	
11/02/2011 Friday	Recap	Monitoring , Tracking and evaluation for IEC/BCC activities (Dr. Swati Jaywantrao Bute)				

PROGRAM SCHEDULE FOR THE SECOND BATCH (21st to 25th February, 2011)
Capacity Building Training Programme of State & District PMSU officials on IEC/BCC

Date & Day	9.00 -9.30AM	9.30- 11.15AM	11.30 – 1.00PM	2.00 – 3.30PM	3.45 – 5.30PM	
21/02/2011 Monday	Registration	9.30AM-10.00AM Inaugural session Welcome Introduction Course briefing Expectations of the participant (Prof. Utsuk Datta/ Dr. Pratima Mittra)	10.00AM-11.15AM Overview of NRHM (Prof. Utsuk . Datta)	Management Concept Including Programme Management (Dr. Pratima Mittra)	Collaboration, convergence Cooperation , Coordination Monitoring and supervision (Dr. Pratima Mittra)	Program Implementation Plan (Prof. Utsuk Datta)
	9.00 -9.30AM	9.30- 11.15AM	11.30-1.00 PM		3.45 – 5.30PM	
22/02/2011 Tuesday	Recap	Central Training Plan (Lecture Discussion & Presentation) (Dr. Pratima Mittra)	Health Indices and Monitoring. HMIS (Prof. Utsuk Datta)	Community Mobilization (Lecture and Discussion) (Dr. Veenita Anand)	Strategy for NRHM and Special Initiatives (lecture Discussion & Presentation) (Dr. Pratima Mittra)	
	9.00 -9.30AM	9.30- 11.15AM	11.30– 1.00PM	2.00 – 3.30PM	3.45- 5.30	
23/02/2011 Wednesday	Recap	Strategic communication design for Behavioral Change (Lecture Discussion) (Dr. T. Mathyiazaghan)		Communication need assessment through FGD's (Lecture Discussion and Group work) (Dr. Swati Bute , Dr. Ankur Yadav)		
	9.00 -9.30AM	9.30- 10.30AM	10.30– 1.00PM	2.00 – 3.30PM	3.45- 5.30	
24/02/2011 Thursday	Recap	Preparation of press release (Lecture Discussion followed by exercise) (Dr. T. Mathyiazaghan)	Preparation of District Communication Action plan (Lecture Discussion followed by exercise) (Dr. T. Mathyiazaghan , Dr. Ankur Yadav, Dr. Swati Jaywantrao Bute)	Presentation of District communication Action Plan (Participants)		
	9.00 -9.30AM	9.30- 10.30AM	10.30– 1.00PM	2.00 – 3.30PM	3.45- 5.30	
25/02/2011 Friday	Recap	Monitoring , Tracking and evaluation for IEC/BCC activities (Dr. Swati Jaywantrao Bute)				

Tea time : 11.00 to 11.15 AM; 3.30 to 3.45 PM

Lunch : 1.00 – 2.00 PM

List of participants:- (ANNEXURE-11)

Sl. No.	Name	Qualification	Designation	Address	Phone. No.	Email
	Training course in Tripura					
	Batch -07/02/2011 to 11/02/11					
1	ABHIJEET BHATTACHARJEE	PGDRM	SDME (Sub Divisional Media Expert)	Sub Divisional Hospital, Sabroon, South Tripura	03823270950 9436517300	
2	APARAJITA MODAK	Master in Mass communication	SDME (Sub Divisional Media Expert)	Amarpur Subdivision Hospital, Tripura	8014601660	aparajitamodak@gmail.com
3	BABLI DEV	M.A (Pol Science)	Computer Assistant	Health Directorate, Building 3rd floor , Gurkhabasti, Agartala, West Tripura	0381-2300136 0942334525	shfws_tripura@yahoo.co.in
4	BIKRAM DATTA	B.A (Hons), P.G.D.J	SDME(Sub Divisional Media Expert)	Shaltilla, Belonia, South Tripura	03823222608 9436481754	
5	BIPUL BHAUMIK	B.A	SDME(Sub Divisional Media Expert)	Melaghar, Sonamura, West Tripura	9863050312	bipulbhaumik09@gmail.com
6	HARI NARAYAN DEBNATH	MA, PGDRD(Post Graduate Diploma in Rural Management)	District ASHA Program Manager	Gauranagar, Kailashahar, Kailashahav, North Tripura, 799277	03824222240 09436508805	cmo.north.das377@gmail.com
7	DR. KALYAN BROTA DE	MBBS,DMCW	Branch offcier NRHM Training, ASHA Nodal Officer	Health Directorate Building, Pandit Nehru Complex, Agartala, West Tripura.	0381-2300136 09436139977	drkalyanbrotade@gmail.com
8	JAYATI CHAKMA	PGDMC (Post Gradute Diploma in Mass Communication)	District Media Expert	CMO,Office Ambassa, Manu, Dhalai	3824262382	sur_chom@yahoo.com
9	JAYANTA CHAKRABORTY	M.A	District Media Expert	Office CMO, South Tripura , Udaipur, South Tripura	03821226326 03821227407 9862211606	jaychak2008@gmail.com cmo.south@gmail.com
10	JHUTI ROY CHAUDHURI	M.Sc in Life science	Asst . Programme Manager	Health Directorate Building, 3rd floor, Gurkhabasti, Agartala, Tripura (West)	03812300136 09436925619	shfws_tripura@yahoo.co.in

11	JAYANTA KISHORE DEV VARMA	M.B.B.S	Joint Director (IEC), F.W & PM, Tripura	Pandit Nehru Complex, Agartala, West Tripura	03812325016 9436136673	drjkdvarma@yahoo.com
12	JYOTIMOY DAS	M. Com	SDME(Sub Divisional Media Expert)	Khowai, Sub Divisional Hospital, West Tripura	9856650550 9774133070	
13	MOOHAMMAD MURAD MIAH	BSC,PGDJ	SDME(Sub Divisional Media Expert)	Gandacherra, Dhalai	0382625233 9436556140	
14	MADHUMITA KAR CHAOUDHURY	M.A (Mass Communication)	SDME (Sub Divisional Media Expert)	Dharamanagar, North Tripura	9856248016	nrhm.madhumita@gmail.com nrhm.madhumita@rediffmail.com
15	MANGALA JAMATIA	MRMD	District ASHA Program Manager	CMO, udaipur, South Tripura	8014802903 03821-226327	z_trm@yahoo.com cmo.south@gmail.com
16	MOUTOSHI DEB	Masters in Rural Management and Development	District ASHA Program Manager	Palace Complond, Agartala, Tripura (West)	03812225816 09862009801	mou.200@rediffmail.com taradermourima70@gmail.com
17	RAMANUJ DASGUPTA	M. Com	Store Keeper	Health Directorate Building, Gurkhabasti, 799006, Agartala (west)	9862097106	dasguptarmanuj@yahoo.in
18	SHARMISTHA CHAKRABORTY	M.A(Journalism and Mass Communication)	Editor	Health directorate Building, Gurkhabasti, 799006, Agartala (west)	03812300136 9774264881	sharmisty@gmail.com
19	SUREKHA ROY	M.A(Mass Communication)	District Media Expert	36 office lane, Agartala, west Tripura	9436936318	roy.surekha@gmail.com
20	SRIPARNA BHATTACHARJEE	MSW	Distrci Program Manager	Gaournagar, Kailashahar, North Tripura	03824222240 9436928199	sriparna.bhatt@gmail.com cmonorth.das377@gmail.com
21	SAIKAT DEY	BA, PGDHHM	IEC Officer,RNTCP	State IEC Bureau, Directorate of FW& PM,Gurkhabasti, Agartala, Tripura 799006	03812225853 09862473703	chandan.agt@gmail.com saikat_iec@rediffmail.com
22	SUBRATA DAS	B. Com (Hons), M.com	office Assistant	Town Pratap Garh, Central Road, Agartala, West Tripura	9436451553	
23	SUPRATIM BISWAS	MA(Mass Communication)	Manager Mass Media	State Health Family Welfare Society (NRHM) Gurkhabasti, 799006, Agartala (west)	03812200453 9862029049	journosupratim@yahoo.com shfw_tripura@yahoo.co.in
24	SUSANTA KUMAR DAS	B.A	SDME(Sub Divisional Media Expert)	Kamal pur, B.S.M Hospital kamal pur Dhalai Tripura	9862188817	

25	SAMIT BHATTACHARJEE	B.A, P.G.D.E.A	Office Assistant	Pandit Nehru Complex, Agartala, West Tripura	03812200453 09436547172	bhattacharjee.samit@yahoo.com
26	SUSHAMA RANI DAS	Masters in Rural Management	District ASHA Program Manager	CMO Office, Ambassa, Dhalai	9436157274	
27	DR. ASISH DASGUPTA	MBBS, DPH	State Programme Officer (RCH), NRHM Tripura	Office of the Mission Director, NRHM Tripura, Gurkhabasti, Agartala-799006	(0381) 2300136; 2200453 (Fax) / 9436120238 (M.)	dasgupta_drasish@yahoo.com
28	SUDIP DEB	B.Sc, MBA (HRM)	State Programme Manager, NRHM Tripura	Office of the Mission Director, NRHM Tripura, Gurkhabasti, Agartala-799006	(0381) 2300136; 2200453 (Fax) / 9436484959 (M.)	sudipkishoremba@yahoo.com
29	MAHUL DATTA	B.Com	Office Assistant, SH&FWS, Tripura	Office of the Mission Director, NRHM Tripura, Gurkhabasti, Agartala-799006	9436451294	

Batch II-21/02/11 to 25/02/11

1	ABHIJIT BHOWMIK	B.com, PGD Mass Communication	District Media Expert	Chief Medical Office, Kailashahar ,North Tripura, Gournagar-799277	9774063646 03824-222240	bjtbtwmk54@gmail.com
2	TAPAS SAHA	MBA	MIS Manager	State Health and Family Welfare, Agartala, West Tripura	9436388526	hmis.tripura@gmail.com
3	ARUP NANDI	10+2	LDC	Directorate & Preventive Medicine , Family welfare, Village Kunjaban Colony, Circuoit House , Agartala, West Tripura	9862671469 03812225853	
4	LALITA BISWAS	B.A	Extension Educator	Directorate & Preventive Medicine , Family welfare, Jogendra nagar, Agartala, West Tripura	9862760568	puspendu86@gmail.com
5	ARIDAM SAHA	MA, Applied and Analytical Economics	State facilitator	Regional Resource Center, NE Sates, MOHFW, GOI		Askorindam@rediffmail.com

6	PARJAT DATTA	B.S.C	Public Relation officer	Directorate Of FW& PM,Gorkhabasti, Agartala, 799006,West Tripura	9436452322	parjat.data@yahoo.co.in
7	SAIBASH CHANDRA DEBNATH	M.Com, ICWA(inter)	State Account Manager	State Health and Family Welfare, Agartala, West Tripura	9436125479	sribashdebnath@yahoo.in
8	NARENDRA DEB BARMA	B.A	Deputy District and Media officer	Directorate of FW& PM, Banerjee para, P.O,Agartala, 799001,West Tripura	9862523688	
9	SATYA SADHAM JAMATIA	10+2	LDC	Directorate of FW & PM, Gurkhabasti,P.N Complex, Agartala	9856937865	
10	KONTHOUJAM SANAMATUM	B.A,PGDHR,PGDMN	NGO Advisor	State Health & Family welfare society, Tripura	9774739475	
11	BIJAN DATTA	MSC(Physiology),PGDCA(I GNOU)	MIS Manager	Office of the Mission Director , Tripura. Agartala, 799003 West Tripura	9863156538	bijan.datta@gmail.com
12	MRIDUL DEBROY	MA in Psychology	Consultant Adolescent coordinator	NRHM Tripura, Office of the misson director, PO+Vill-Ichacherra , kakraban, Udaipur, South Tripura	9612120063	mriduldebroy71@yahoo.in
13	RANA SAHA	M.Com, ICWA(inter)	SDPM	Melaghat, West Tripura	9436921841	rana_1984ffk@rediffmail.com
14	PRANOY KUMAR DEBBARMAN	MBA & MCA	Distrcit Program Manager	Palace compound , Agartala, 799006,West Tripura	9436459947	pranoy4u@rediffmail.com
15	NABANITA DEY	M.A, Mass Communication	Consultant NRHM	State institute & Family welfare, Pandit Nerhru complex, 3rd floor, Agartala, 799001West Tripura	9436582979	nabanitade_2007@rediffmail.com
16	NANDAN DAS	M.Com,PGDHM	Sub-divisional Program Manager	Gandachara, Sub Divisional hospital , Dhalai, 799284, Tripura	9436488506	nanden.das10@gmail.com
17	MANASH ROY	B.S.C,LLB,MRMD	Sub-divisional Program Manager	Banamalipur,B.K. Raod, Agartala.799001,West Tripura	9436167561	roy.manashh@gmail.com
18	DEBASISH DAS	M.COM	Sub-divisional Program Manager	Jhana Road , Chandrapur, Dahrmanagar,Tripura	9862616403	dd9511@gmail.com
19	SUBHADEEP	PGDRM	District Program	Ambasaa, 799289,Dhalai	9436549553	subha_dpm@indiatimes.com

	LODH		Manager	Tripura		
20	MRINAL KANTI DAS	M.Com, BED, Diploma in Rural management	Sub-divisional Programme Manager	Office of the SDMO- Bishaigarh, Tripura	9862020650	bishalgarh_sdh@rediffmail.com
21	UTTAM ROY	M.Com, B.Ed., DCA	Sub-Divisional Programme Manager	Khowai Nagar Panchayat, West Tripura-	03825-222669, 9436551727	khowai_sdh@rediffmail.com
22	DIPAN KAR	MA, Rural Management & Development	Sub-Divisional Programme Manager	Belonia, South Tripura- 799155	03823-222204, 224808, 9862440859	adipan5@gmail.com
23	UAINGSOUH REANG	B.Com.	Sub-Divisional Programme Manager	Kanchanpur, North Tripura- 799271	9612361129	wang_mol@yahoo.com
24	SUSANTA NATH	B.Com., PGDCA	Sub-Divisional Programme Manager	Sabroom Sub Divisional Hospital, South Tripura - 799145	9436553155	susanta_mtb@rediffmail.com
25	TAPAS DAS	MA, Rural Management & Development	DPM	Daipur, South Tripura - 799120	9862123110	tapasd30@yahoo.in
26	BIPLAB KUMAR DAS	M. Com	Sub-Divisional Programme Manager	Amarpur Subdivision Hospital, Tripura -	03821-263557, 9436515048	
27	RAJIB GHOSH	PGDHRM	SAPM	Office of mission Director		
28	Dr . T . K DAS	MBBS	Joint Director	SIHFW		



Batch-I (07th to 11th Feb, 2011)



Batch- II (21st to 25th Feb, 2011)