

PROPOSAL

FOR

**e-INTERNATIONAL PUBLIC HEALTH
MANAGEMENT DEVELOPMENT PROGRAM
ONLINE COURSE**



**Department of Community Medicine and School of Public Health,
Post Graduate Institute of Medical Education and Research (PGIMER), Chandigarh**

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1. Preamble/justification and purpose of starting the course at PGIMER

“Health initiatives in developing countries often fail not because of lack of scientific knowledge but because of lack of managerial competence”

The public health challenges faced by the developing countries and continents call for positioning qualified and skilled professionals, who can plan, execute and monitor national health programmes and public health initiatives in order to improve effectiveness and efficiency of health care delivery system. These management competencies are absolutely essential for a good manager for enhancing the performance and productivity of organizations. It is a usual practice that Healthcare Managers are designated to higher ranks based on their seniority without consideration of managerial and administrative capabilities. Further there are no formal management trainings in government and private health organizations before taking up senior management positions. Most of the existing courses on Public Health Management are theoretical, extensively elaborative, and does not comprehensively cover various aspects in a single program. Thus, there is a need to devise programmes which will impart the skills required to effectively manage the existing and emerging public health challenges and in-turn enhance the capacity of the public health managerial workforce.

The countries, like India, are struggling with dual burden of emerging and re-emerging infectious diseases (T.B, Malaria and HIV) and non-communicable diseases (diabetes, cardiovascular diseases and Stroke). Further, these countries particularly African nations have many diseases (Ebola, yellow fever, filiovirus, Vibrio cholerae O139, and penicillin-resistant Streptococcus pneumoniae etc.) including Neglected Tropical Diseases which are uncommon in other regions of world. As a region, Africa, Latin America and many parts of Asia is characterized by the greatest infectious disease burden and, overall, the weakest public health infrastructure among all regions in the world. Besides, the level of support for planning, monitoring, and training on tackling public health challenges are extremely limited. Thus, there is an immense need to train health professionals working in national health programmes of these countries on public health management in order to tackle these emerging public health challenges.

Need for Online Course

This web-based course on Public Health Management can be taken up at one's own free time and convenience.

It provides an opportunity for public health personnel's

1. To accommodate more candidates who are unable to attend physically
2. To overcoming time and resource constraints.
3. Easy dissemination of knowledge
4. Strengthening of public health management at various educational levels.
5. Scaling up of the program at state, national and international level

2. Prior experience of conducting the program

Department of Community Medicine & School of Public Health, Post Graduate Institute of Medical Education and Research, India has been conducting a 5 to 10 day “**International Public Health Management Development Program**” (IPHMDP). The program will impart the skills required to effectively manage the existing and emerging public health challenges and in-turn enhance the capacity of the public health managerial workforce. Till now we have conducted six programs in **May 2016, December, 2016, February 2017, December 2017, March 2018 and March 2019**. These program is entirely on **No- Profit Basis** and **first of its kind in the country** being conducted in government set-up in order to enhance management competencies which are absolutely essential for a good manager for improving the performance and productivity of organizations. The institute has been conducting several capacity building programs from last many years for national and international participants in collaboration with lead institutes and organizations (**Annexure-1, 2 and 3**).

The last program (series of 3 online courses) was on ‘Managing COVID 19 pandemic- Experiences and Best Practices of India’ was sponsored by Ministry of External Affairs which has received huge response in terms of applications from ITEC countries (Attachment in email-1)

3. Goals and Objective

Goal

Enhance the skills and competencies of middle and senior level program managers in leadership, team building, planning, monitoring, evaluation, project management, resource allocation, budgeting, financial reporting, total quality management and public health communication for addressing public health challenges and strengthening efficiency of organizations in limited resource settings of ITEC countries.

Aim and Objectives

1. To build capacity of middle and senior level managers in designing, implementing, monitoring and evaluating program/ project operations in context to their respective countries.
2. To illustrate with relevant context-specific case studies, how the managerial functions can be leveraged to improve the overall competitiveness within and outside the organizations.
4. To equip participants in leadership skills and on appreciating gaps in current health scenario in their countries and envision future trends in health care management for effective decision making.

4. Core Faculty for the Course

S. No.	Faculty	Designation	Qualification
1.	Dr. Sonu Goel	Professor (Health Management) E-mail: iphmdp@gmail.com	MD (Community Medicine)

Other Course faculty

The course faculty shall be eminent healthcare management professionals and experts from various public and private healthcare organizations, health care program leaders from national and international agencies, faculty from ‘Centres of Excellence’ in healthcare and management sector, and grass-root community health senior program managers involved in innovative healthcare initiatives. A blend of teaching methods will be used to address different learning styles and course needs. It would be a mixture of lectures, case studies, problem based learning, group discussions, assignments and participants presentations. The courses also involve the use of LCD

projector, whiteboard and the virtual learning environment. The result is a rich learning experience that is relevant, practical and up-to-date.

5. Infrastructure and Human Resources:

To address the emerging challenges in Public Health Education and Research, School of Public Health was established in the PGIMER in 2004. A two year Master of Public Health (MPH) program was started in year 2007 in which a total of 29 candidates are admitted. The Post Graduate Diploma in Public Health Management (PGDPHM) (one year) has also been started by the School for 10 candidates. The proposal for starting a Bachelor of Public Health course is under consideration with the Institute.

Infrastructure at Department of Community Medicine and School of Public Health

The Department of Community Medicine and School of Public Health is located in a newly constructed building covering 20,668 square feet floor area. Faculty members having specialization in social sciences, health management, epidemiology, nutrition, health economics and environmental health; and 10 Senior and Junior Demonstrators conduct the training, research and service programs. It has 22 rooms for faculty, residents/demonstrators, research fellows and support staff. There is a big seminar room, 3 classrooms, a committee room, Learning Resource Centre (fully equipped with computers and a library with publications of WHO), computer laboratory and public health laboratory. A lecture theatre with projector and public address system is also available for organizing teaching sessions and seminars. There are 30 computers and four laptops with internet access together with laser and inkjet printers and scanners to facilitate primary analysis of data, documentation and literature search. There are 3 overhead projectors in the department.

Human Resources: Number and Profile of Key Staff

S No.	Name and qualification	Designation	Area of specialization
1.	Dr. A. J. Singh, MD, FIAPSM	Professor and Head	Community Medicine
2.	Dr. A. K. Aggarwal, MD, DNB (HHA)	Professor	Community Medicine
3.	Dr. J. S. Thakur, MD, DNB (FM), FIPHA, FIAPSM	Professor	Community Medicine
4.	Dr. Manmeet Kaur, MA (Soc), MA (Eco), PhD, DNHE	Professor of Health Promotion	Health Promotion

5.	Dr. Madhu Gupta, MD (Community Medicine)	Professor	Community Medicine
6.	Dr. PVM Lakshmi, MD (Community Medicine)	Professor of Epidemiology	Epidemiology
7.	Dr. Sonu Goel, MD (Community Medicine), PGDHRM, FIPHA	Professor of Health Management	Health Management
8.	Dr. Ravindra Khaiwal, Ph.D., PGCHA	Additional Professor of Environmental Health	Environmental Health
9.	Dr. Shankar Prinja, MD (Community Medicine), DNB, MSc (HPPF)	Additional Professor of Health Economics	Health Economics
10.	Dr. Tarundeep Singh, MD (Community Medicine),	Associate Professor	Community Medicine
11.	Dr. Poonam Khanna, PhD	Associate Professor of Nutrition	Nutrition
12.	Dr. Vivek Sagar	Assistant Professor	
13.	Dr. Kathirvel Soundappan	Assistant Professor	Community Medicine
14.	Dr. Maninder Kaur Sidhu, M.Tech. (Environment Science), Ph.D	Senior Demonstrator	Environmental Health
15.	Dr. Preeti Chaudhary, Ph.D.	Senior Demonstrator	Nutrition
16.	Dr. Nidhi Jaswal, PhD	Senior Demonstrator	Health Promotion
17.	Dr. Gursimerjeet Kaur, Phd	Senior Demonstrator	Health Economics
18.	Dr. Vijender Bhardwaj, BDS, M.P.H	Junior Demonstrator	Health Management
19.	Dr. Heena Bano, BAMS, MPH	Junior Demonstrator	Health Economics
20.	Dr. Naveen Prashar, BDS, M.P.H	Junior Demonstrator	Epidemiology
21.	Ms. Jatina Vij, BSc, MPH	Junior Demonstrator	Environmental Health
22.	Dr. Jyoti Yadav, BDS, M.P.H	Junior Demonstrator	Health Promotion
23.	Ms. Rachita Jain, Msc Nutrition	Junior Demonstrator	Nutrition

6. Course duration

The total duration of course is **1 week (12 July- 16 July 2021)**

7. Course Curriculum

The course mainly focused on the areas of Management and Leadership, Project & Program Strategic planning, organizational behaviour, conflict & change management, Human Resource

Management, Public health communication and advocacy, Supply Chain Management, Quality improvement in healthcare, monitoring and evaluation.

Course schedule:

The Course schedule will be covered in total 5 days (Tentative modules are displayed below)

MODULE	Day														
	1			2			3			4			5		
Module 1: Health System Strengthening (HSS)	█	█	█												
Module 2: Introduction to Public Health Management	█	█	█												
Module 3: Management and Leadership in Public Health	█	█	█												
Module 4: Project and Program Planning				█	█	█									
Module 5: Organisational Behaviour				█	█	█									
Module 6: Different Domains of Management				█	█	█									
Module 7: Health Management Information System							█	█	█						
Module 8: Human Resource Management							█	█	█						
Module 9: Budgeting and Finance Management							█	█	█						
Module 10: Communication and Advocacy							█	█	█						
Module 11: Supply Chain Management										█	█	█			
Module 12: Quality Management										█	█	█			
Module 13: Monitoring and evaluation										█	█	█			
Module 14: Operational Research													█	█	█
Module 15: Recent advances in healthcare													█	█	█
Module 16: Public Health Emergency and response													█	█	█

8. Course Teaching & Delivery Methodology

- The course will be hosted and delivered online by Department of Community Medicine & School of Public Health, PGIMER.
- 100% online: Start instantly and learn at flexible schedule.
- Audio recorded/ Live lectures
- Video lessons/ Case studies
- Freely accessible essential and recommended readings.

9. Course Fee

No course fees (Complementary)

10. Registration

It will be done online at the web link provided.

11. Seats for the said course

100 participants (but can exceed depending upon the demand and eligibility/ qualifications)

12. Eligibility

Essential Qualification- Graduates and above

Desirable Qualification- Working in health care program/ projects.

This course is designed for middle and senior level healthcare managers, organizational leaders, hospital administrators, faculty of medical colleges and management institutes who are working in Public Health and responsible for effective and efficient delivery of healthcare program and projects through formulation and implementation of organizational strategies.

13. Age Limit

No upper age limit for the said course.

14. Course Outcome

Benefit to the Participants

1. Create innovative strategies that provide a framework for future action in their settings.
2. Develop performance indicators, analyse data and quality reporting.
3. Learn application of Logical Framework Analysis technique for planning and successfully managing projects.

5. Enhance performance by building leadership competencies and strengthening leadership qualities.
6. Develop in-depth understanding of effective communication, change management strategies for public health advocacy and dissemination of health education messages.

Benefits to Organization

1. Health care managers can be effectively designated to senior leadership positions.
2. Improved managerial capabilities for dealing with public health management challenges.
3. Enhanced decision making in routine and crisis situations faced by organizations.
4. Overall increased performance and productivity of organizations in attaining top ranked position.

15. Course Certification

On successful completion of program (test plus submission of assignments), a certificate of successful completion of course will be awarded.

Annexure '1'

Prior Experience of Program Director

Dr. Sonu Goel, Program Director of International Public Health Management Development Program is a medical doctor and specializes in PUBLIC HEALTH. He had done his MBBS and Post-graduation in public health from Indira Gandhi Medical College, Shimla. He is currently Associate Professor in School of Public Health. He has over 18 years of rich experience in the field. He has written around 100 papers in national and international journals and authored 2 books-one of which by Elsevier's- 'Hospital Administration-a problem solving approach' is among the hot-selling books in India. Besides this, he had authored over 35 chapters in several books. He received fellowships of three prestigious associations (Indian Public Health Association, Indian Association of Preventive and Social Medicine, and International Medical Science Association) and MNAMS, which is very unusual for a young faculty of his age. He is also an alumnus of John Hopkins School of Public Health, Baltimore, US and Maastricht University, The Netherlands.

Dr. Goel has a vast experience of teaching public health management and has been actively involved in designing and implementation various courses for last 7 years. He had attended 4 UNION IMDPs viz. CML, PM, BFM, and MOM between years 2009 till 2011. Additionally, he had also participated in many technical courses including Operational Research course. Currently, he is supporting UNION's technical courses and SORT-IT (South Asia Operational Research course) as external resource person for the last 4 years. He is working closely with UNION, South East Asia office on other issues like supporting UNION's grantee for capacity building of stakeholders; and monitoring and evaluation of tobacco, TB-Tobacco and lung health issues (m-health in pneumonia). He has a vivid experience of conducting trainings in liaison with various international and national organisation and agencies. He conceived a new model namely '**PGIMER-The Union OR model**' in 2014. This partly funded five and half days course was exclusively focused on research needs in tobacco control. He has a rich academic background in Public health management and is the reviewer of many journals of repute including WHO Bulletin, International Journal of Tuberculosis and Lung Disease; Public Health Action; Indian Journal of Public Health; Indian Journal of Community Medicine among many. He is member of many national and international scientific bodies. At this young age, he had completed more than 30 projects independently with almost 10 national and international organizations.

Annexure '2'

Organizational Capacity

PGIMER, Chandigarh:

The Postgraduate Institute of Medical Education and Research (PGIMER) is based in Chandigarh and was established in 1962 by then Prime Minister of India, Pt. Jawahar Lal Nehru. It was declared as an “Institute of National Importance” by an Act of Parliament of India on 1st April 1967 and is currently an autonomous body functioning directly under the Ministry of Health and Family Welfare, Government of India. PGIMER has almost all specialities and super-specialities departments. PGIMER has completed over 1000 research projects and more than 500 research articles are published every year in national and international indexed journals.

The Department of Community Medicine was instituted in 1977 with the purpose of developing effective models of health service delivery for rural communities and for providing community health orientation to public health professionals. To address emerging challenges in public health education and research, the Department was upgraded to School of Public Health (SPH) in the Tenth Five Year Plan of India (2002-06). It has a WHO supported Learning Resource Centre within the premises. SPH also offers regular PhD, MD, Post Graduate Diploma in Public Health Management (PGDPHM), and Master of Public Health (MPH), along with various short-term courses in areas of epidemiology, health management, health promotion, communicable and non-communicable diseases. SPH is also involved in several research projects in collaboration with national and international organizations and state governments. Each year nearly 45 training programs are conducted with an average attendance of 30 participants per course. Department also works in coordination with several leading national and international agencies such as DBT, ICMR, WHO, UNICEF, UNFPA, DFID, MOH&FW, and MOE&F that financially support research and training projects covering most public health areas

Annexure-‘3’

Executive Summary of Managing COVID 19 Pandemic- Experience and Best Practices of India”

The five-day online Webinar series: “Managing COVID 19 Pandemic- Experience and Best Practices of India” organised by Department of Community Medicine and School of Public Health, PGIMER, Chandigarh was successfully concluded in 3 batches- April 27 to May 1, 2020, May 11 to May 15, 2020 and May 18, 2020. Sponsored by Indian Technical and Economic Cooperation Program, Ministry of External Affairs, Govt. of India for 161 ITEC nations, the global flagship program demonstrated country’s premium case practices in managing the coronavirus crises. The program aims at mentoring around 100 participants from different countries of the SAARC; South East Asia, and East Africa regions on best practices of the country to contain COVID-19 pandemic. During the program, best practices and experiences of India in managing the COVID-19 pandemic was demonstrated to the participants from across the globe.

Dr Sonu Goel, Program Director and Professor, Department of Community Medicine and School of Public Health, PGI, Chandigarh inaugurated the webinar series and congratulated the participants on being a part of the coveted program. “The program is a follow-up of Hon. Prime Minister India-initiated video conference of SAARC leaders; where he suggested that healthcare professionals of the SAARC nations could come together to jointly fight the coronavirus pandemic”.

Through Video message Mr. Manoj Parida, Advisor to Governor, UT Chandigarh and Dr. Prof. Jagat Ram, Director PGIMER extended his gratitude to the Ministry of External Affairs for considering PGI, Chandigarh to showcase and share the best practices of the country with other nations and called for massive collective efforts to take on the coronavirus crises. A documentary film ‘Pran- The determination’ and a poster ‘Separated by Corona and together by IPHMDP’ displaying participants of almost 30 countries displaying solidarity message were also released on the occasion.

The current program is a very comprehensive program consisting of 28 lectures demonstrating good practices of India ranging from hospital management to field based surveillance and administrative aspects. It also contains lectures from motivational speaker and few indigenous yoga practices.

A one hour panel discussion was conducted with experts of the Institute and Administration. The exclusive webinar series comprised of an informative session on strategies formulated by Indian government to deal with the on-going pandemic followed by a detailed panel discussion on queries raised by senior healthcare professionals regarding the management of COVID19 in their respective countries.

Dr Amarjeet Singh, Head and Professor, Department of Community Medicine and School of Public Health, PGIMER; Dr Ashish Bhalla, MD (Medicine), PGIMER; Dr Sandeep Grover, Department of Psychiatry, PGIMER; Dr. Ravindra Khaiwal, Additional Professor, Department of Community Medicine, PGIMER; Dr. Mini P Singh, Department of Virology, PGIMER; Dr Akshay Anand, Professor, Department of Neurology, PGIMER; and former IAS Vivek Atray were among the key panelists.

During the panel discussions, the top officials from Chandigarh administration and experts from PGI tried to provide significant answers to the queries raised by the participants from SAARC nations on how to tackle corona-related emergencies in their countries.

In a video message, Mr TS Tirmurti, Secretary (Economics Relations), Ministry of External Affairs, GOI, thanked all the e-ITEC participants for participating and positively contributing to the exchange of ideas and best practices. “India has been reaching out to countries and assisting them in the difficult period. As ministry of external affairs, we are extremely happy to be implementing Prime Minister Narendra Modi’s vision of connecting and collaborating in the times of crisis and uncertainty.