

Ms. Vijayluxmi Bose
Senior Consultant, Govt. of India,
Ministry of Social Justice & Empowerment,
(Dept. of Disability Affairs)
2B Pocket 4, Mayur Vihar Phase 1, Delhi – 110 091. India
Mobile No: +91-11- 9811415443
Email: vijayluxmi.bose@gmail.com



Career Summary

- ❖ Over 20 years' experience in the health education and health promotion sector (5 years as Health Communication Specialist at the Public Health Foundation of India, New Delhi; 10 years as Consultant to WHO, UNESCO and UNDP) with specialization in communication support including emerging public health areas such as mother and child health, nutrition, malaria control and health workforce capacity building.
- ❖ Support to the design and development of media products, on-line courses and curriculum development for short-term training in Health Communication and Behaviour Change
- ❖ Academic and capacity building experience includes 11 years' as full-time faculty at the AJK Mass Communication Research Centre (1988-2000). As PHFI internal faculty taught strategic communication planning and communication research methods (2008-2010) as part of the Post-Graduate Diploma course in Public Health Management. External examiner and guest faculty for Delhi University, Department of Development Communication, Lady Irwin College (April 2002 onwards)

Education

- MS in Communication Studies, Emerson College, Boston, U.S.A. (1979-82).
- Kent State University, Ohio, U.S.A. 1983 (Studies in Argumentation and Small Group Communication).
- Bachelor of Arts, University of Calcutta, India. 1973 – 1976.

Short-term Training

- Post-Graduate Diploma in Development Communication, Indian Institute of Mass Communication, New Delhi, India. 1977-78.
- Indian Space Research Organization 1988.
- Culture Learning Institute, East-West Center, Honolulu, Hawaii, U.S.A. (Short term fellow). 1989
- Salzburg Seminar Fellow (February 2003).
- Level 1 Certification of Stakeholder Mapping (from the International Food Policy Research Institute)

Work Experience (Detailed)

Current Profile

- *Consultant with the WHO-SEARO (Division of Child & Adolescent Health): Draft of Regional Communication strategy for Birth Defects Prevention. [October 2013 - February, 2014]. A web-write for International Women's Day 2014 on ASHA workers in Haryana in relation to NRHM programmes. [Department of Health Systems Development, March 2014]. Currently designing an advocacy package for birth defects prevention in SEAR.*
- *Head, Project Development, Manas Foundation, a Delhi based non-profit (On-going)*
- *Sr. Consultant, Govt. of India, Ministry of Social Justice & Empowerment, Department of Disability Affairs (May 2014-on-going)*

Project Development & Implementation

- ❖ *Designed and supported the conduct of Landscape Analysis on Nutrition Initiatives in Madhya Pradesh for the International Food Policy Research Institute led POSHAN (Partnerships and Opportunities for Partnerships and Opportunities to Strengthen and Harmonize Actions for Nutrition in India) project under the Health Communication Division led by the International Food Policy Research Institute, New Delhi through a grant from the Bill and Melinda Gates Foundation (2011-12).*
- ❖ *Participated in the 4th Common Review Mission (CRM) of the NRHM: visited Chamoli district in Uttarakhand, attended briefing and de-briefing with state government (including session with state health secretary). Participated in report writing and dissemination meeting (2009)*
- ❖ *Supported the Indian Language Print Media (ILPM) component of the PHFI- Strengthening of Tobacco control Efforts through innovative Partnerships and Strategies (STEPS) project funded by the Bill & Melinda Gates Foundation (2009-2010)*
- ❖ *Supported the PHFI initiative Road-Map for Combating Zoonoses in India (RCZI) by designing a draft Short-Term Strategy on Communication & Advocacy for the Prevention & Control of Zoonoses in India. A project supported by the WHO-India (2009)*
- ❖ *WHO Consultant, Bangalore Healthy Urbanization Project: worked as team leader with local consultants and training agencies, WKC missions. Responsible for setting up 7 Healthy Urbanization Learning Circles (with community based organizations and service providers) for action research and policy recommendations. Facilitated data collection and collation for interim and final publications. [September 2006 – December 2007]*
- ❖ *Nodal Officer for the Red Ribbon Express at the National AIDS Control Organization, have designed and coordinated an innovative partnership project on youth and HIV/AIDS communication with national agencies such as the Nehru Yuva Kendra Sangathan, Rajiv Gandhi Foundation as well as international agencies – UNICEF, UNIFEM and Clinton HIV/AIDS Initiative. Provided inputs into the national training design/content, IEC and advocacy content. Was also responsible for project documentation and dissemination among partners. Initiated mainstreaming HIV/AIDS issues into the Ministry of Youth Affairs & Sports. (2005).*
- ❖ *Project Leader for a three-year collaborative Project at the Mass Communication Research Centre, Jamia Millia Islamia. Project development and administration of scheme to train 'barefoot'*

Communication Researchers with a grant from the International Programme for the Development of Communication (IPDC) at UNESCO HQ in Paris. Project partners were The International Development Research Centre (IDRC, Canada), Ministry of Human Resource Development, GOI (Department of Youth Affairs and Sports) and the AIDS Control and prevention Programme (APAC) at the USAID. (1994-97). Scheme was accredited (Diploma status).

Short-term training, capacity building and support to state governments

- ❖ *Coordination and supervision of Instructional Design of the Epidemiology Programme in a Distance Learning mode for the National Health Systems Resource Centre, India (2011-13)*
- ❖ *Community interactions/consultations organized in Koraput, Odisha & Delhi. (Successful community interactions, video documentation and experts meeting) 2009-2010*
- ❖ *Training support to Government of Sikkim (an Union Territory of India). Developed modules on strategic communication and administered training to officials of the National Rural Health Mission (2009-2010) and the state Health Department, Jharkhand (2010-2011).*
- ❖ *Designed and administered Health Communication modules for the National Vector Borne Disease Control Programme (NVBDCP) targeted to field-level functionaries and supervised the conduct of a fieldwork module in a district (2009-2011).*
- ❖ *Supported the design and development of modules for the School Health Programme, Government of Odisha, India (2009-2010)*
- ❖ *Interaction with Governments of Gujarat (Health Department and Commissionerate of Information) and Andhra Pradesh on state level tobacco control activities as part of the STEPS project (2009-10)*
- ❖ *Resource person - HIV/AIDS Training Programme for Master Trainers following NACO guidelines under the GFATM Round-7, HIV/AIDS Counselling sub-component ('Communication and Behaviour Change Communication'), Department of Social Work, Jamia Millia Islamia (April 2009)*
- ❖ *Adapted the WKC Healthy Urbanization Circle (HULC) Training modules to field research conditions in Bangalore. Facilitated delivery of 4 training modules to HULCs. (January – November 2007) and facilitated training sessions with WKC & WHO-SEARO.*
- ❖ *Session on 'Public Health Messages' for the Regional Field Epidemiology Training for WHO/SEARO at the National Institute of Communicable Diseases, Delhi & for lawyers and NGO representatives on behalf of the Human Rights Law Network, New Delhi. (2007).*
- ❖ *Behaviour Change Communication and Life Skills training for project officers and assistants of Emmanuel Hospital Association with Centre for Media Studies (March 2006).*
- ❖ *Facilitated development and implementation of Life Skills training packages for WHO/SEARO & Interagency Working Group (IAWG, P&D) of the United Nations. Contributed to the development of (draft) regional package on 'Peer Counselling for Health Promotion' (WHO/SEARO). Designed and implementation of the Ambassadors for Change programme of the Modicare Foundation, New Delhi and Mumbai. (2004).*

- ❖ *Consultant to the UNDP Regional HIV/AIDS Project (REACH) based in New Delhi Developed two manuals (planning HIV/AIDS activities and advocacy for PLHA). [2004]*
- ❖ *Supported Distance Learning programmes at Jamia Millia Islamia (Countrywide Classroom) and at PHFI (instructional design support to on-line courses on Public Health Nutrition and Epidemiology); Communication Needs Assessment and curriculum design for planned online courses for the Health Communication Division, People for Health project (1998-1999)*

Design and Development of media products

- ❖ *Supported the Healthy India website (a project funded by the Ministry of Health and Family Welfare, Government of India) by sourcing writers and content (2009-2013)*
- ❖ *Designed and helped populate the Public Health Global Network (2010-2012), an on-line public health portal with support from the Rockefeller Foundation. Reached out to several national and international organizations; planned and implemented a mission visit to INSP, Mexico*
- ❖ *Facilitated design and implementation of the 'Maanota se Anmol Man tak' campaign, Ministry of Health & Family Welfare Campaign that culminated in a youth Festival 'Uniting Hearts and Minds' on World Mental Health Day, October 2011. Supported organization of Uniting Hearts & Minds (University led campaign) and edited section of the report to MOHFW. Co-facilitated Uniting Hearts and Minds workshops to develop content for the exhibition and the Youth Festival (Uniting Hearts and Minds on World Mental Health Day 2011) with Jamia Millia Islamia and Lady Irwin College (Department of Development Communication) on behalf of the Health Communication Division, (2011)*
- ❖ *Contributed to global film on tobacco and CVDs for the World Heart Federation (2009)*
- ❖ *Contributed to the PHFI fund-raising film. Developed content brief based on inputs from President of PHFI and senior management. Interacted with film-maker and supervised shooting. (2010)*
- ❖ *Facilitated the design and printing of a calendar on occasion of World Health Day. (April, 7 2008).*
- ❖ *Provided research support and inputs into the air plan for two Public Service Announcements on Climate Change Impacts on Health that were broadcast in 11 regional languages, Hindi & English from 28 broadcasting centres including 2 Union Territories. (April 2008)*
- ❖ *Provided inputs into the Aasha Vahini campaign in Andhra Pradesh (2005). Provided research support for advocacy films on themes related to Women and Children in collaboration with the Department of Women and Child Development (WCD), GOI, for Doordarshan (1998). Pre-tested three episodes of 'Meena' (Going to School, Diarrhoea, HIV/AIDS 1994- 95). Designed and recorded a musical Public Service message titled 'Roko AIDS' (STOP AIDS) with the Universities Talk AIDS Project. (1994).*

Academic Activities

- ❖ *Have participated in teaching the Post-Graduate Diploma in Public Health Management at PFHI (2009-2011)*
- ❖ *Guest faculty & External Examiner at the Division of Development Communication and Extension, Lady Irwin College, Delhi University*
- ❖ *Have taught Communication Theory, Research & Practicum at the AJK Mass Communication Research Centre (AJKMCR) Jamia, Millia Islamia (1998-1999).*

Communication Research

- ❖ *Facilitated the design and execution of a Stakeholder Research study for the Madhya Pradesh Landscape Analysis for the POSHAN project of PHFI and supported national level stakeholder interviews for POSHAN. (2011-13)*
- ❖ *Helped design a Training Needs Assessment for Distance Learning course on Human Resource Management for the People for Health project of the Health Communication Division. (2012)*
- ❖ *Co-supervised a national study on 'Evaluation of Anti-Tobacco Campaigns' (PHFI-IAULTD-CMS, May-September 2008)*
- ❖ *Co-supervised adaptation and positioning of the Public Service Announcements as part of the PHFI-IAULTD Television (TVC) and Radio Campaign (May-September 2008)*
- ❖ *Provided support for the design of five Information Sheets on Climate Change & Health for WHO India Country Office. (April 7, 2008).*
- ❖ *Provided support to the Avian Influenza outbreak through a series of news summaries (January – April 2008).*
- ❖ *Assisted in drafting resource material for the Parliamentarians on Adolescent Health and Millennium Development Goals. (March-April, 2008).*
- ❖ *Facilitated drafting of NACP-III Working Group Report on Research & Knowledge Management. Planned NACO's National Research Seminar (2005).*
- ❖ *Consultant CI/COM Division (UNESCO H.Q). Designed and implemented a Project titled Evaluation of UNESCO's Partnerships Aimed at Strengthening Communication Capacities through Specialized Networks IAMCR, AMIC and ORBICOM (Canada, Singapore and Europe). Part of UNESCO-HQ mission for assessment of training standards and curricula (2003-04).*

- ❖ Assisted an international PVO (Pathfinder International) in the planning and implementation of a participatory communication research study on Community Health Service Providers among low resource communities in Delhi. (2000). Facilitated Braj Lok Madhuri (an NGO) design and implement a folk media based intervention for behaviour change on behalf of the State Innovations in Family Planning Project (SIFPSA) at Lucknow. (1998-99).

Project Documentation

- Project documentation and Best Practices Documentation (for Gender Women and Health module, WHO-India, WHO-Kobe Centre, International NGOs – Catholic Relief Services and National level NGOs– Salaam Baalak Trust, SWACH, Panchkula, Haryana).
- Assisted in conducting a Rapid Needs Assessment workshop at SWACH (NGO) in Panchkula (Haryana) and compiled an innovative Process Documentation report. (2003)
- Advocacy documentation (published 2004 titled HIV & You) based on site visits and for intervention support on migrants and workplaces for UNDP (REACH). This included facilitating a Regional Conference on Leadership for PLWHA held in Thailand (2003-04).

Press meets/conferences organized

- Facilitated planning and implementation of National Consultation for project STEPS (2009)
- Indo-US Diabetes coalition, Diabetes Week - facilitated organization of a Press Conference (2010).
- Lancet Health for All series (India) launch, New Delhi, (2010)

Publications

- Manuscript titled 'Regional Communication Strategy for Birth Defects Prevention in South-East Asia' submitted to South-East Asia Regional Office of the World Health Organisation
- Case-study titled 'Building Relationships Beyond The Call Of Duty: The Story Of Ashas In Two Districts Of Haryana, India', published WHO-SEARO [Department of Health Systems Development, February-March 2014].
http://www.searo.who.int/entity/gender/topics/asha_international_women_day_2014/en/
- Mathur, Manu Raj, Chaman Priyanka, Bose Vijayluxmi: E-networks for improving public health education and practice in low and middle income countries: Introducing public health global network. *Global J of Medicine and Public Health*, 2012, Vol. 1, No 4
- **Journal of Health Communication International Perspectives**, 11:237-242, 2006. Book Review Article Unheard Voices of Kumaoni Women: Health Practices – Tradition and Change.
- Review of the book Unheard Voices of Kumaoni Women: Health Practices – Tradition and Change, India International Centre Quarterly.

- Handbook on NGO Planning Strategies for HIV/AIDS prevention. (REACH, UNDP, HIV/AIDS Project).
- Advocacy Manual for People Living with HIV and AIDS. (REACH, UNDP, HIV/AIDS Project).

Contributions to:

- Poster presentation titled 'Evaluation of the 8-week Tobacco Control and TV campaign' (USEA-PHFI) at the World Conference on Tobacco or Health
- **An Enquiry into the Social Determinants of Health through Healthy Urbanization Learning Circles** – Report of the Bangalore Healthy Urbanization Project 2006-07 (Collaboration of WHO-Kobe Centre, WHO-India, BBMP and partners).
- HIV AND YOU. (REACH, UNDP, HIV/AIDS Project) 2004
- Life Skills for Health Promotion of out-of-school Adolescents. (Published by WHO/SEARO & the IAWG P&D, 2003).
- **Violence Prevention in South-East Asia: A Challenge for Public Health** WHO/SEARO/SEA/Injuries/2) New Delhi, 2003.
- Capacity Building of Teachers in Adolescents Health Promotion and Counselling (SHAHN Adolescent Centre), Safdarjung Hospital. New Delhi - 110 029.
- Feasibility Study based on using World Space Radio technology for distance learning. (UNESCO-IGNOU Report, 2001).
- South Asian Drug Demand Reduction Report (1998), United Nations International Drug Control Programme, South Asia Regional Office, New Delhi.

Language and Communication Skills:

- Fluency in Spoken and Written English and Bengali.
- Fluency in spoken Hindi, proficient with Microsoft Windows software.

Memberships:

- Editorial Board of Health Education Research (2000-2008)
- East-West Center, Culture Learning Institute, Hawaii. (Alumnus).
- Salzburg Seminar, Austria. (Alumnus).

Visiting Faculty: Community Resource Management & Extension, Lady Irwin College, Delhi University.