"ASSESSING USE OF MOBILE PHONES IN IMPROVING ACCESS TO HEALTH MESSAGES"

A dissertation submitted in partial fulfillment of the requirements for the award of

Post Graduate Diploma in Health and Hospital Management

By

Pooja Babber
Roll No. PG/08/039

International Institute of Health Management Research
New Delhi -110075
May 2010

"ASSESSING USE OF MOBILE PHONES IN IMPROVING ACCESS TO HEALTH MESSAGES"

A dissertation submitted in partial fulfillment of the requirements for the award of

Post Graduate Diploma in Health and Hospital Management

By

Pooja Babber
Roll No. PG/08/039

Under the guidance of

Ranjana Saradhi
Associate Director Client Solutions,
ORG Centre for Social Research,
The Nielsen Company

Pramod Padhy
Director Client Solutions,
ORG Centre for Social Research,
The Nielsen Company

Anupama Sharma
Associate Professor,
IIHMR, New Delhi



International Institute of Health Management Research
New Delhi -110075
May 2010

Certificate of Approval

The following dissertation titled **"Assessing use of mobile phones in improving access to health messages"** is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of **Post- Graduate Diploma in Health and Hospital Management** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation

Name	Signature
_____	_____
_____	_____

Certificate from Dissertation Advisory Committee

This is to certify that **Ms. Pooja Babber,** a participant of the **Post- Graduate Diploma in Health and Hospital Management**, has worked under our guidance and supervision. She is submitting this dissertation titled **"Assessing use of mobile phones in improving access to health messages"** in partial fulfillment of the requirements for the award of the **Post- Graduate Diploma in Health and Hospital Management**.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.

Faculty Advisor

Anupama Sharma
Associate Professor,
IIHMR, New Delhi

Organisational Advisor

Pramod Padhy
Director Client Solutions,
ORG Centre for Social Research,
The Nielsen Company