Delegates and participants will include academicians, medical and Para medical practitioners, nutritionists, dietitians, students, research scholars, industrialists, media practitioners and e-content developers.

**Awards**
Best oral presentations and poster presentations will be awarded for faculty and students.

**Important Dates**
- Abstract submission: on/before 15th July, 2017
- Full Paper Submission: on/before 17th July, 2017
- Registration: on/before 17th July, 2017

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<th>Category</th>
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<td>Faculty</td>
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<td>Research Scholars &amp; PG Students</td>
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<tr>
<td>Medical and para medical practitioners, nutritionists, dieticians, industrialists, media practitioners and e-content developers</td>
<td>2,000/-</td>
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Research scholars & PG students must enclose a Bonafide Certificate issued by the Head of the Department and counter signed by the Head of the Institution, or a copy of the student Identity Card showing validity dates.

**Mode of payment**
DD in favour of “The Registrar, ANHC 2017 Avinashilingam Institute for Home Science and Higher Education for Women, payable at Coimbatore, Tamil Nadu.”
Avinashilingam Institute for Home Science and Higher Education for Women - Deemed University, Coimbatore was founded in 1957 by Padmashri, Padma Bhushan Dr. T. S. Avinashilingam, a veteran freedom fighter and the first Education Minister of Tamil Nadu. The institution was started as Avinashilingam Home Science College for Women with a great vision and mission to empower women for self development through inclusive value based and scientific education.

The society essentially needs to preserve and care for the health and nutrition available to its people. This process requires a sustained, continuous and more personalized effort. The solution for such a situation is the integration of ICTs for the communication of nutrition and health information. Interactive Health Communication enables various stake holders of health eco system to access or transmit health information through electronic devices like internet, mobile phones. This approach allows for providing individual tailored health and nutrition communication to supplement face to face interaction. Hence, the use of modern technology for nutrition and health communication will result in the effective and efficient functioning of the health care system.

### Theme and Sub Themes

Keeping in mind the advancements happening in the fields of health and nutrition communication, the conference aims for deliberations and discussion of research studies on the issues relating to the utilization of ICTs and other modern technology in health and nutrition communication.

Please do send all your communication to the official email id - anhc2017@gmail.com

For further details contact the organising secretaries

Dr. C.A. Kalpana - 94437 54269
Mrs. E. Indira - 90039 19202

Accommodation

Accommodation will be arranged on payment of actuals for the delegates in local hotels, guest houses and hostels on request and on first come first served basis.
GUIDELINES FOR ABSTRACT SUBMISSION

- Deadline for the submission of abstract is extended to 15th July, 2017. The authors are requested to submit their manuscripts based on the deadline.
- The abstract should not be more than 200 words.
- The abstract can be sent in MS Word with the following formatting guidelines:
  - Title of the paper along with the author details in Bold Type
  - Main body of the abstract that includes:
    - Introduction
    - Objectives/Research Questions/Hypotheses
    - Research Method
    - Results/Findings and Implications
    - Four key words
  - The formatting guidelines include Font-Times New Roman, Size-12 points, Line Spacing-1.5 line spacing with one inch margin on all four sides.
- Abstracts should be sent by email to: anhc2017@gmail.com
  Please mention abstract submission as the subject line of the mail.

GUIDELINES FOR FULL PAPER SUBMISSION

- Deadline for the submission of full-length paper is 17th July, 2017. The authors are requested to submit their manuscripts based on the deadline.
- Corresponding author(s) of the paper will be notified the acceptance/rejection of their papers.
- The word limit for full paper manuscript is 3000 to 5000, including references and tables.
- The formatting guidelines include Font-Times New Roman, Size-12 points, Line Spacing-1.5 line spacing with one inch margin on all four sides.
- Tables and figures should be indicated by number (e.g. see Table 1), and not by placement (e.g. see Table below).
- Short and brief titles and headings in tables and figures are preferred.
- The submission should be in MS Word or PDF format.
- Full paper manuscripts should be sent by email to: anhc2017@gmail.com. Please mention full paper submission in the subject line of the mail.

Full-length papers of all presentations will be published as proceedings with ISBN number.
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Registration Form

Name of the Participant: (in BLOCK LETTERS)
Name of the Institution:
Designation:
Address for Communication:

Mobile Number:
Email:
Accommodation Required: Yes No
Whether presenting paper: Yes No
Title of the Paper:
Date:
Place:

Registration Fee Details:

DD Number:
Bank Name:
Date: Amount: ₹__________

The registration form along with the Demand Draft in favour of The Registrar, ANHC 2017, Avinashilingam Institute for Home Science and Higher Education for Women, payable at Coimbatore should be sent to The Organising Secretary, ANHC 2017, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore - 641043

Students must attach a bonafide certificate from the Head of the Department

(Note: The authors and co-authors should register separately. The conference registration includes conference kit, copy of conference proceedings, lunch, tea and refreshments. Certificates will be given to the registered participants. At least one author should present the selected paper in the conference).
Dr. Lehtinen-Jacks has solid training in medicine and epidemiology, and rich experience in teaching and applying epidemiological study designs and methods into research. Her doctoral dissertation work (2008) was on secular trends and associated sociodemographic, screen time and perceived weight factors in adolescence overweight and obesity. Her main post doc research focuses on the role of perinatal factors and early nutrition in the development of childhood obesity (within the DIPP Nutrition Study, PI Prof. Suvi Virtanen, within the framework of the main DIPP Study), on other determinants of childhood and adolescence overweight and obesity, as well as on promoting healthy lifestyles and preventing development of obesity in children. In the present conference, she will talk about a pilot intervention study where web-based and mobile-based methods were used as part of a lifestyle intervention for pregnant families.

Dr. Vimal Karani S
Hugh Sinclair Unit of Human Nutrition, University of Reading, Reading, RG6 6AP, UK

Dr Vimal Karani is an Assistant Professor in Nutrigenetics at the University of Reading, UK. He did his post-doctoral training at the MRC Epidemiology unit (Cambridge, UK) and senior research fellowship at the University College London (UK). He has an interdisciplinary academic background, with qualifications from Medical Genetics, Bioinformatics, Molecular Biology and Genetic Epidemiology.

He has won the Rank Prize Funds Nutrition Committee 2016 award, Research Endowment Trust Fund award and the British Nutrition Foundation 2014 award. In addition, he has received grant support from the British council, Newton Fund, British Heart Foundation, Thailand Research Council and Ministry of Higher Education. His publications can be found at the following link: https://www.reading.ac.uk/food/about/staff/v-karani.aspx

Dr. Sampath Ranganathan
Associate professor, Business Administration, University of Wisconsin-Green Bay, Austin E. Cofrin School of Business

Dr. Sampath, who writes in the pseudonym of Neander Selvan works as an Associate professor of Marketing at University of Wisconsin. He is also the chair of Masters of Management program. He did his PhD in Marketing from University of Memphis, Tennessee. He has published more than 10 articles in peer reviewd journals, attended more than 25 conferences and authored two book chapters.

He started Arogyam and Nalvazvu, a group promoting paleo diet in 2013. This group has more than 400,000 members now. He wrote the first Tamil book on paleo diet titled "paleo diet". He is currently writing a series called "vaazka kozuppudan" in Kumudam magazine promoting paleo diet.

Dr. SubbaRao M Gavaravarapu
Scienist ‘E’ – Dy. Director, Extension & Training Division

Dr. SubbaRao M Gavaravarapu has a PhD in Health Communication from University of Hyderabad. He was ICMR International fellow at the Johns Hopkins Bloomberg School of Public Health, Baltimore USA in 2013. He was an international invitee in the Summer School of Risk Communication at Technology University of Dresden, Germany in 2016.

He co-ordinated the activities of the Secretariat of World Health Organization’s (WHO) Southeast Asia Nutrition Research-cum-Action Network of 11 member countries and edited the half-yearly newsletter of the Network from 2004-2012.

He is the Chair of the Health Communication Working Group of the International Association of Media and Communication research (IAMCR); He is the treasurer of Nutrition Society of India (NSI); Asian Editor for the American Journal of Health Behavior. He serves on the editorial boards of prestigious journals such as the Journal of Nutrition Education and Behavior (an Elsevier Journal), Frontiers in Communication. He is the Past President and advisor of an upcoming NGO called STARS which works with underprivileged children.
Dr. Kiran Prasad is Professor in the Department of Communication and Journalism, Sri Padmavati Mahila University, Tirupati, A.P. She was Commonwealth Visiting Research Fellow at the Centre for International Communication Research, University of Leeds, UK and Canadian Studies Research Fellow at Carleton University, Canada. She is the youngest ever recipient of the 'State Best Teacher Award' from the Government of Andhra Pradesh and recipient of several international and national awards for academic excellence including the Dr. Masti Venkatesh Iyengar Gold Medal in Communication and Journalism in 1991. She has researched extensively in India, Bangladesh, Singapore, Malaysia, Thailand, Middle East, Greece, USA, Canada and UK on the interrelations between communication and development studies. She has published twenty-two books and over hundred and fifty research papers.

Dr. P. E. Thomas
Professor & Head, Bharathiar University,
Coimbatore

Dr. Thomas holds a doctoral degree in Journalism and Mass Communication has almost two decades of academic experience, teaching at the post graduate level and conducting research in the department of communication at PSG College of Arts & Science, Coimbatore. His specialization is in the area of new media and information society. He had valuable stints in the media industry before moving on to academics in the provinces of journalism, advertising, publishing, and printing.

Dinesh C Sharma
Managing Editor, India Service Wire, New Delhi

Award winning journalist with over 30 years’ experience of reporting on science and technology, health and environment for national and international media outlets. Experience includes covering events like satellite launches, medical and scientific breakthroughs, scientific controversies surrounding GM food and nuclear energy, climate change negotiations. In June 2008, had the privilege of becoming first Asian journalist to go to the Arctic to report on an ongoing international scientific expedition relating to climate change. Taught a course in development journalism for MA students at Ateneo de Manila University. Also author of three major books and an invited speaker at national and international universities and research institutes.