

Organising Committee

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Organising Secretaries:	Dr. C.A. Kalpana , Associate Professor Department of Food Science and Nutrition Mrs. E.Indira , Assistant Professor Department of Visual Communication
Executive Committee Members:	All the Staff Members of the Departments of Food Science and Nutrition and Visual Communication

Who should attend:

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 7th June, 2017
Full Paper Submission - on/before 5th July, 2017
Early Bird Registration - on/before 28th June 2017

Category	Early Bird Registration (INR)	Registration After & Spot Registration (INR)
Faculty	2,500/-	3,000/-
Research Scholars & PG Students	750/-	1,000/-
Medical and Para medical practitioners, nutritionists, dietitians, industrialists, media practitioners and e-content developers	3,000/-	3,500/-

Research scholars & PG students must enclose a Bona fide 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.

First Announcement



Avinashilingam
Institute for Home Science and Higher Education for Women
University
(Estd. u/s 3 of UGC Act 1956)
Coimbatore - 641 043, Tamil Nadu, India
(Deemed University under Category 'A' by MHRD)
Re-accredited with 'A' Grade by NAAC

Diamond Jubilee Celebrations

International Conference on

Advances in Nutrition and

Health Communication



3 - 4 August 2017

Organized

by

Department of Food Science and
Nutrition

&

Department of Visual Communication

About the University

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 Institution was raised to the status of a University by the untiring efforts and determination to make the vision of the founder into a reality by none other than the Doyen of Nutrition, Padmashri Dr. Rajammal P. Devadas, the first Vice Chancellor. Currently, the University is celebrating its Diamond Jubilee under the leadership of Dr. T.S.K. Meenakshi Sundaram, the Managing Trustee, Padmashri Dr. P.R. Krishnakumar, the Chancellor and Dr. Premavathy Vijayan, the Vice Chancellor.

The University offers Undergraduate, Post graduate and Research level programmes under the Faculties of Home Science, Humanities, Business Administration, Education, Community Education and Entrepreneurship Development and Engineering and around 6000 students are benefitted annually.

The expertise, dedication and commitment of the faculty with supportive encouragement from the institution heads has made the University to be recognised at the national and international levels.

Concept of the Conference

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

Themes 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

Sub themes of the conference

- ★ Health and Nutrition Communication
- ★ ICTs in Health Communication
- ★ e - modules on Health and Nutrition Communication
- ★ m Health
- ★ Web based Communication
- ★ Nutrition Communication through Social Networking Sites
- ★ Role of Media in Health awareness
- ★ Diet and Nutrition Counselling through ICTs
- ★ Mobile apps for health promotion
- ★ Indigenous method for Health Communication

Concept based, Theory based research papers, review papers, and Intervention models are invited on the above mentioned topics.

Please do send 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