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To,

Mr. Bhupen Singh
Assistant Professor and Coordinator
Department of Journalism
School of Journalism and Media Studies
Uttarakhand Open University
Behind Transport Nagar, Teenpani Bypass Road
Haldwani, Uttarakhand - 263139

Subject: Collaboration with IIMC for a research study titled “Effectiveness of TV Health Programmes on Health Literacy: An Impact Evaluation of Lok Sabha TV's Healthy India Programme”

Dear Sir,

Greetings from IIMC!

The Institute is looking forward to collaborating with you for primary research for the above-mentioned study sponsored by the Ministry of Health and Family Welfare, Government of India.

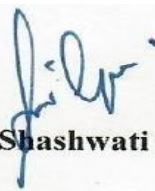
The ongoing COVID-19 pandemic has brought about an unprecedented challenge in terms of access to the study population, which needs to be overcome to conduct field research. Your collaboration and involvement in primary data collection in **Uttarakhand** state will help us overcome this challenge and achieve the objectives of this Study.

A detailed Terms of Reference (ToR) for the collaboration is attached herewith for your complete understanding of the project design and its requirements alongwith a formal agreement with IIMC. The last page needs to be filled and scanned and then shared with us at the earliest.

In case of any clarification, please contact **Dr. Ananya Roy**, Project Coordinator at 9013317609 or through email at mohfwproject2020@gmail.com.

Looking forward to a successful partnership with you.

Yours faithfully,


(Prof. Shashwati Goswami)
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