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FACULTY WEBINAR SERIES – SPRING 2021

THE CURIOUS CASE OF TECHNOLOGICAL CHANGE INTERVENTION AT NATIONAL HEALTH MISSION INDIA



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Dr. Arti Sharma is a Fellow of the Indian Institute of Management Indore (India). She is UGC NET qualified and, was awarded Junior Research Fellowship (JRF) by UGC. She studied the multilevel implications of group affective compositions in her dissertation. She has presented her work at different international and national conferences. She has published papers, case studies, and book chapters in national and international peer-reviewed avenues. Her research interests lie in emotions, affective compositions, diversity and team behavior.

ABSTRACT

The talk intends to bring forth the study on organisation change intervention conducted at the National Health Mission (NHM) in Rajasthan, India. Change management in public sector organisation poses pressing challenges due to characteristic power distance, hierarchical structure and rampant bureaucracy (Boyne & Meier, 2013; Van der Voet, 2014). NHM being a public sector organisation is no exception. The NHM, Rajasthan was facing the acute problem of declining work motivation and performance of ground level employees, the Accredited Social Health Activist (ASHA) workers. The research team adopted the participatory action research approach to identify the root cause. Based on the research findings, the research team suggested an information technology intervention. The implementation of change intervention embarked a huge success resulting in increased work motivation and performance of ASHA workers along with other benefits.

References

Boyne, G. A., & Meier, K. J. (2013). *Burdened by bureaucracy? Determinants of administrative public organizations*. *International Public Management Journal*, 16(2), 307-327.
van der Voet, J., Kuipers, B. S., & Groeneveld, S. (2016). *A change management perspective on the Practice of Public Sector Reform* (pp. 79-99). Routledge.

MODERATOR

Dr. Kulpreet Kaur, Assistant Professor, Jindal Global Business School



WED, 24 FEBRUARY 2021
5:00 PM – 6:00 PM

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