

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA
UNSTARRED QUESTION NO.1316
TO BE ANSWERED ON 28TH JUNE, 2019**

LOW EXPENDITURE ON FAMILY PLANNING

1316. SHRI RAM MOHAN NAIDU KINJARAPU:

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether the Government has taken note of report regarding low expenditure on Information, Education and Communication training and procurement of drugs hindering people from exercising their 'reproductive rights' even though family planning in India is voluntary, if so, the details thereof; and
- (b) the manner in which the Government is planning to generate the demand and create awareness about spacing methods?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI ASHWINI KUMAR CHOUBEY)**

- (a): No such report has come to the notice of the Government;
- (b): Details of the manner in which the Government is generating demand and creating awareness about spacing methods are annexed.

Initiatives for generating demand and creating awareness on spacing methods

1. **Improved Demand generation activities through a 360 degree media campaign:** In order to strengthen demand generation in family planning, the Government has launched the National Family Planning Campaign comprising of:
 - A comprehensive 360 degree media campaign including **television and radio commercials, posters**, banners and print material.
 - A dedicated family planning webpage (**humdo.nhp.gov.in**)
 - A toll free helpline number (**1800116555**) for young and married couples to call and find out information about family planning.
 - A 52 week long radio chat show in an effort to take services down to the last mile.
2. **Mission Parivar Vikas-** The Government has launched Mission Parivar Vikas for substantially increasing access to contraceptives and family planning services in 146 high fertility districts with Total Fertility Rate (TFR) of 3 and above in seven high focus states. Under the Mission, promotional activities viz. Saas bahu sammellan, distribution of Nayi pehel Kits to newlyweds and awareness generation through Saarthi Vans are being conducted.
3. Scheme for **Home delivery of contraceptives (HDC) by ASHAs** at doorstep of beneficiaries.
4. Scheme for ASHAs to **Ensure spacing in births (ESB)**.
5. **Redesigned Contraceptive Packaging** - The packaging for Condoms, OCPs and ECPs has now been improved and redesigned so as to increase the demand for these commodities.
6. **New Contraceptive Choices-** New contraceptives viz. Injectable contraceptive and Centchroman have been added to the existing basket of choices.
7. Ensuring **quality of care in Family Planning services** by establishing Quality Assurance Committees in all states and districts.
8. Appointment of dedicated **RMNCH+A counselors** at high case load facilities.