

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

**LOK SABHA
UNSTARRED QUESTION NO. 3282
TO BE ANSWERED ON 13TH MARCH, 2020**

TB HAREGA DESH JEETEGA CAMPAIGN

**3282. SHRI KRIPANATH MALLAH:
SHRI NIHAL CHAND:
SHRIMATI JASKAUR MEENA:**

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

- (a) the salient features of 'TB Harega Desh Jeetega' campaign;
- (b) the targets fixed and the funds estimated to be allocated for this campaign;
- (c) the extent of the coverage of this campaign, State/UT/district-wise particularly in Assam and Rajasthan; and
- (d) the time by which this campaign is likely to be launched?

ANSWER

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

- (a):TB Harega, Desh Jeetega” campaign was launched recently with the objectives of
- Promoting health seeking behavior in the community for early case detection
 - Preventing emergence of new cases of TB

An “Accelerator to National Strategic Plan” includes following key components under “TB Harega, Desh Jeetega” campaign:

1. Community Engagement
2. Advocacy and Communication
3. Health & Wellness centres and TB
4. Inter-Ministerial collaboration
5. Private health sector engagement
6. Corporate sector engagement
7. Latent TB Infection Management

(b): States/ UTs are to carry out activities through funds allocated under NTEP. A total of Rs 3574 lakhs have been earmarked for IEC and advocacy campaigns for NTEP for the States/ UTs in 2019-20.

(c): All districts of all States/ UTs including those of Rajasthan and Assam are covered through the campaign.

(d): This campaign was launched by Hon’ble Minister of Health & Family Welfare on 25th September 2019.