

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

**LOK SABHA  
UNSTARRED QUESTION NO. 3199  
TO BE ANSWERED ON 13th DECEMBER, 2024**

**PUBLIC HEALTH AWARENESS**

**3199. SHRI AMARSING TISSO:**

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

- (a) the initiatives being implemented by the Government to increase public health awareness and education in Karbi Anglong and Dima Hasao districts of Assam particularly regarding preventive healthcare and lifestyle diseases;
- (b) whether the Government has any plan to involve local communities and leaders in these awareness programmes; and
- (c) if so, the details thereof and if not, the reasons therefor?

**ANSWER  
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY  
WELFARE  
(SHRI PRATAPRAO JADHAV)**

(a) to (c) : The Department of Health and Family Welfare, Government of India, provides technical and financial support to the States and Union Territories under the National Programme for Prevention and Control of Non Communicable Diseases (NP-NCD) as part of National Health Mission (NHM). The programme focuses on strengthening infrastructure, human resource development, early diagnosis, referral to an appropriate level of healthcare facility for treatment and management and health promotion and awareness generation for prevention, of Non-Communicable Diseases (NCDs).

As informed by Government of Assam, The National Health Mission, Assam has taken significant steps towards increasing the public health awareness on lifestyle diseases i.e. Hypertension and Diabetes. The activities are undertaken at all the levels of the Health Care including Secondary and Primary Health Care. The Ayushman Arogya Mandir's (AAM) are conducting yoga and wellness activities by involving yoga instructor in the community.

In the Karbi Anglong district a total of 4121 and in the Dima Hasao 1497 yoga & wellness activity were Conducted in the Ayushman Arogya Mandir for the period between April 2024 to November 2024 for prevention of life style diseases. NHM, Assam has also a state specific

standard protocol for the management of Hypertension and Diabetes which also focuses on the preventive aspect of the life style diseases.

Apart from Yoga & Wellnes activities, Ayushman Arogya Mandir has also conducted monthly shivir at all Sub Centre- AAM, Primary Health Centre – AAM and Community Health Centers where local leaders and communities have actively participated.

A total of 193 Ayushman Shivir at Sub Centre – AAM and Primary Health Centre-AAM and a total of 13 Shivir at Community Health Centers were conducted from April 2024 to November 2024 in Karbi Anglong District. The total footfall was approximately 12,000. Similarly in Dima -Hasao District, a total of 140 Shivir at Sub Centre- AAM, Primary Health Centre –AAM and 2 were conducted at Community Health Centers from April 2024 to November 2024. The total footfall was approximately 8000.

A population-based initiative for screening, management and prevention of common NCDs (diabetes, hypertension, oral cancer, breast cancer and cervical cancer) have been rolled out as a part of comprehensive Primary Health Care in the country including Assam under NHM. Screening of these common NCDs is an integral part of service delivery.

In the community, Accredited Social Health Activist (ASHA) plays a pivotal role in spreading awareness about NCDs. ASHAs educate individuals and families on the importance of adopting healthy lifestyles, including nutritious diets, regular physical activity, and avoidance of tobacco and alcohol. ASHAs emphasize the significance of early detection through regular health check-ups and screenings, enabling timely intervention through home visits, group meetings, and participation in health campaigns.

Community level forum like Village Health Sanitation and Nutrition Committee (VHSNC)/ Mahila Aarogya Samiti (MAS), Jan Aarogya Samiti (JAS), Self Help Groups (SHG) and local bodies serve as a platform for community awareness and promotive and preventive care activities.

Further, initiatives for increasing public awareness about NCDs and for promotion of healthy lifestyle include observance of NCDs health days, use of print, electronic and social media for continued community awareness. Financial support under National Health Mission (NHM) for awareness generation activities for NCDs is provided to States/Union Territories including Assam as per their Programme Implementation Plans (PIPs).

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