

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

**LOK SABHA
UNSTARRED QUESTION NO. 862
TO BE ANSWERED ON 29th NOVEMBER, 2024**

AWARENESS CAMPAIGN FOR PREVENTION OF CANCER

862. SHRI RAM SHIROMANI VERMA:

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

- (a) whether the Government has launched any campaign to make people aware about cancer prevention measures in the country;
- (b) if so, the details thereof;
- (c) whether the Government has conducted any survey to ascertain causes for increase in cancer cases;
- (d) if so, the details and the outcome thereof
- (e) whether the Government is making efforts to promote research and development works in modern medical system to prevent serious life-threatening diseases like cancer and to detect cancer at an early stage and if so, the details thereof;
- (f) whether the Government is contemplating to make treatment of all types of cancer free of cost in the country; and
- (g) if so, the details thereof?

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

(a) &(b): 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) including cancer.

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

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

Healthy Eating" is promoted through "Eat Right India movement" of Food Safety and Standards Authority of India (FSSAI). "Fit India movement" is implemented by Ministry of Youth Affairs and Sports. Various Yoga related activities are carried out by Ministry of AYUSH.

(c) & (d): Indian Council of Medical Research (ICMR) has informed that besides access and availability of improved diagnostic techniques for detection of cancer, increased life expectancy, growing share of geriatric population, higher health consciousness and improved health seeking behaviour have contributed to registration of more number of cancer cases in India.

(e): As informed, Indian Council of Medical Research (ICMR) conducts research on cancer through its institutes, various projects and cancer consortium in the areas of gall bladder cancer, breast cancer, lung cancers, cancers in North-east and oral cancers through its centrally sponsored research projects.

(f) & (g): Cancer is diagnosed and treated at various levels in the health care facilities. The treatment in Government Hospitals is either free or highly subsidized for the poor and needy. Treatment of Cancers is also available under Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (PMJAY). Health insurance cover of Rs. 5 lakhs per family per year for secondary or tertiary care hospitalization to over 12 Crore poor and vulnerable beneficiary families (approximately 55 crore beneficiaries) is provided under the scheme.

Besides, quality generic medicines are made available at affordable prices to all, under Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) in collaboration with the State Governments. Affordable Medicines and Reliable Implants for Treatment (AMRIT) Pharmacy stores have been set up in some hospitals/institutions, with an objective to make available drugs including cancer drugs at a substantial discount vis-à-vis the Maximum Retail Price.