

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

**LOK SABHA  
UNSTARRED QUESTION NO. 2335  
TO BE ANSWERED ON 11<sup>TH</sup> MARCH, 2016  
CITIZEN CENTRIC HEALTH SERVICES**

**2335. SHRI RAMESH BIDHURI:**

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

- (a) whether the Government has launched new IT based initiatives on Citizen Centric Health Services; and
- (b) if so, the details thereof?

**ANSWER  
THE MINISTER OF HEALTH AND FAMILY WELFARE  
(SHRI JAGAT PRAKASH NADDA)**

(a) & (b): Government has launched the following new IT based initiatives on Citizen Centric Health Services:

- **Kilkari**– It delivers free, weekly, time-appropriate audio messages about pregnancy, child birth and child care delivery to families’ mobile phones.
- **National Health Portal (NHP)**-A citizen portal for health to provide authentic information on various health issues to public. It has a toll-free number for citizens to access reliable, easy to understand and multilingual health information.
- **Online Blood stock availability on National Health Portal and Mobile App**- It is a mobile app to locate hospitals and blood banks in nearby location and provides easy access to public for searching blood/blood products availability in all licensed Blood Banks across India.
- **Tobacco Cessation Programme** – It is a mHealth Initiative in collaboration with WHO for Tobacco Cessation.
- **Online registration System (ORS)**-For online registration, payment of fees and online appointment, online diagnostic reports, enquiring availability of blood online etc.
- **Missed Call Centre for reaching unreached TB patients** – A dedicated toll free number with a call centre that is currently available in the States of Punjab, Haryana, Chandigarh and Delhi.

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