

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

**LOK SABHA  
UNSTARRED QUESTION NO. 4411  
TO BE ANSWERED ON 12<sup>TH</sup> AUGUST, 2016**

**SMALL FAMILY NORMS**

**4411. SHRI ASHWINI KUMAR CHOUBEY:  
SHRI SUMEDHANAND SARSWATI:**

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

- (a) whether the Government has launched awareness programmes for population control and promoting small family norms;
- (b) if so, the details thereof;
- (c) whether the Government has taken the assistance of electronic visual and print media in this regard, if so, the details thereof;
- (d) whether the Government has conducted programmes in the rural areas adopting terminal methods to create a gap between the birth of two children and encourage families to accept small family norms; and
- (e) if so, the details thereof?

**ANSWER  
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND  
FAMILY WELFARE  
(SMT. ANUPRIYA PATEL)**

(a) to (c): Yes. The Government has launched various awareness programmes time to time for population control and promoting small family norms.

The Government of India has taken the assistance of electronic visual and print media as per details attached at Annexure.

(d) & (e): Under Family Planning, programmes are conducted in rural areas with special emphasis on the schemes of ensuring spacing at birth whereby ASHAs counsel eligible couples on the importance of spacing of 2 years after marriage and spacing of 3 years after the birth of 1st birth of Child.

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## **Annexure**

In order to spread awareness about small family norms, especially among the states with high TFR, the Ministry of Health and Family Welfare has under taken 360 degree communication approach. Focussed activities have been taken up through electronic, print, social media, Out of Home (OOH) and others such as Melas etc.

2. The Ministry has been carrying out extensive awareness campaigns around World Population Day. The Ministry has not only released print advertisements but also launched one month campaign through private satellite channels, digital cinemas, and Doordarshan. The campaign was also aired through private FM Radio and AIR. The theme for this year's family planning campaign was "JimmedariNibhao, Plan Banao". Shri Amitabh Bachchan was also roped in as the Brand Ambassador for this mega campaign.

3. Around the World Population Day, the Ministry has also been organising bulk messaging campaigns. These campaigns have been undertaken in 7 focussed States (Bihar, UP, Jharkhand, MP, Rajasthan, Chhattisgarh, Orissa). These year totals of 70 Lakh messages were sent in two days. The Ministry also organises painting competitions for school students wherein hundreds of students have participated covering various themes under Family Planning.

4. In a unique initiative, the Health Ministry has partnered with Directorate of Field Publicity in 2015-2016 and 2016-17, under the Ministry of Information and Broadcasting, for mid-media and IPC activities on health interventions and schemes under the RMNCH+A umbrella. One of the focus themes of these programmes has been Family Planning. Regular IPC/Mid Media activities will be conducted throughout the year in the Districts where the TFR is the highest.

5. As AIR and DD have a larger and better rural connect, and as many schemes and policies of the Ministry of Health and Family Welfare need to be disseminated more in the rural areas of the country, they are an integral partner of the roll out strategy. Given the volume of business generated by Ministry of Health and Family Welfare, Prasar Bharati through an MOU with the Department of Health, has agreed to provide 300% bonus airtime to the Ministry for its IEC activities on DD Network during 2015-16 and 2016-17. This will provide additional airtime for enhanced visibility and reach. A substantial part of these IEC campaigns focus on Family Planning.

6. Further, the Ministry is also harnessing the potential of Social Media. Its Twitter handle has more than 300,000 followers. Regular tweets are sent on Family Planning from its Twitter Handle. The Ministry has also uploaded videos on Family Planning on its YouTube channel. The YouTube Channel of the Ministry is regularly visited and has garnered more than 8,30,000 views.

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