

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

STARRED QUESTION NO:549
ANSWERED ON:25.04.2001
CONTRACEPTIVES
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Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether in a bid to check growing population, the Union Government have constituted a High Powered Action Group to make contraceptives easily accessible across the country;
- (b) if so, the details thereof;
- (c) whether the rural people are still unaware of use of contraceptives to check population; and
- (d) if so, the steps taken by the Government to ensure availability of contraceptives in rural parts of the country?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI A. RAJA)

(a) to (d): A statement is laid on the table of the Lok Sabha.

STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 549 FOR 25.4.2001

(a) and (b) Government of India has constituted an Empowered Action Group (EAG) in the Ministry of Health & Family Welfare in March 2001. The EAG is to facilitate the preparation of area specific programmes with special emphasis on states that have been lagging behind in containing population growth to manageable limits. The terms of reference of the Empowered Action Group include

- (i) formulation of area specific programmes,
- (ii) devising ways for meaningful involvement of voluntary associations, community organizations and Panchayati Raj Institutions,
- (iii) exploring the possibility of extending the scope of social marketing of contraceptives.

(c) As regards the awareness about use of contraceptives among the rural people, the National Family Health Survey (NFHS-II) conducted in 1998-1999 shows that the knowledge of contraceptive methods is nearly universal in India. In an average 99% of currently married women recognize at least one method of contraception.

(d) The National Family Welfare Programme provides the following contraceptive services: -

- Sterilization as a terminal method.
- Intra-uterine Device (IUD) for spacing births.
- Oral Contraceptive pill for spacing births
- Condoms for spacing births.

Whereas, Condoms and OCPs are being provided through free distribution scheme and social marketing scheme, I.U.D. is being provided only under the free distribution scheme.

(i) Condoms

Condoms are made available to the potential users by Government of India through the following schemes:-

Free Distribution Scheme
Social Marketing Scheme

Free Distribution Scheme:

Free distribution of condoms was started with the objective of making them available to those who cannot afford to pay for them. Under this Scheme, Department of Family Welfare procures condoms with the brand name of NIRODH from different manufacturers and supplies them to all the States/UTs for distribution to users, free of cost, through dispensaries, hospitals, PHCs and sub-centres etc.

Social Marketing Scheme:

The Government of India launched a social marketing programme in 1968 with the objective of making condoms available to those who can afford to make nominal payment for the product. Under this scheme, three different varieties namely

- (i) `New Lubricated Nirodh`,
- (ii) `Deluxe Nirodh` and
- (iii) `Super Deluxe Nirodh` are procured from indigenous condom manufacturers and supplied to marketing companies at subsidized rates for sale in the open market. In addition, distribution companies/NGOs are permitted to market condoms under their own brand name.

(ii) Oral Contraceptive Pills (OCPs)

Government of India makes Oral Contraceptive Pills available to the potential users through the following schemes:

- Free Distribution Scheme
- Social Marketing Scheme

Free Distribution Scheme

Under the free distribution scheme, Oral Contraceptive Pills with brand name `Mala-N` are procured and distributed to the acceptors free of cost in the same manner as that of condoms.

Social Marketing Programme

On the pattern of social marketing scheme of condoms, the Government of India launched social marketing scheme of Oral Pills in 1987. Under this scheme, Government procures `Mala D` from the indigenous manufacturers and supply them to marketing companies at subsidized rates.

(iii) Copper-T

Copper-T is one of the important spacing methods offered under the Family Welfare Programme. It is supplied free of cost to all the States/UTs for insertions at the PHCs, Sub-centres and Hospitals by trained Medical Practitioners/trained Health Workers.

Area Projects:

Three area-specific social marketing projects have been undertaken by Hindustan Latex Family Planning Promotion Trust, Thiruvananthapuram. These are

- (i) in five districts of Madhya Pradesh and
- (ii) throughout the state of Andhra Pradesh. These projects are aimed at enhancing the availability of contraceptives in rural areas through the channels of social marketing.

In collaboration with State Innovative and Family Planning Services Agency (SIFPSA), a Rural Marketing Project for condoms and oral contraceptive pills has also been undertaken by M/s HLL in Uttar Pradesh. The project has developed linkages with many NGOs and milk cooperative societies in this most populous State and made strides in last two years.

During 2000-01, the Department of Family Welfare has organized mass awareness generation programmes by holding Health and Family Welfare Melas at Mathura, Kargil, Patna, Lucknow and Delhi. The response was tremendous particularly in the matter of enhancing awareness and increasing availability of essential curative health care with necessary coordination and follow up action.

The scheme of RCH camps have been started in 102 districts with focus on underutilized/remote PHCs with similar objectives. Though the scheme of strengthening RCH outreach services, operational in 50 districts, the outreach services including counseling for and distribution of contraceptives are being strengthened at village level.