

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

STARRED QUESTION NO:235
ANSWERED ON:21.07.2004
REPORT OF NATIONAL COMMISSION ON POPULATION
Athawale Shri Ramdas;Boianapalli Shri Vinod Kumar

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

- (a) whether the latest report of the National Commission on Population highlights the alarmingly wide socio-demographic disparities among the major States of the country;
- (b) if so, the reasons therefor;
- (c) the steps taken by the Government in this regard;
- (d) whether the Government proposes to broadcast/telecast messages for family welfare and population control through electronic media during "Prime Time"; and
- (e) if so, the details thereof?

Answer

THE MINISTER OF HEALTH AND FAMILY WELFARE (DR. ANBUMANI RAMADOSS)

(a)to(e): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 235 FOR 21ST JULY, 2004

(a), (b) & (c): The publication entitled "District-wise Indicators" brought out by the National Commission on Population in July, 2001, showed socio-demographic disparities among the States in India. Such disparities are due to various reasons, which include demographic, social and economic factors. The government has been trying to reduce interstate disparities through backward area development programmes and allocation of resources through five year plans. An Empowered Action Group has been constituted in the Ministry of Health and Family Welfare, for focused attention on the demographically weaker States of U.P., M.P., Bihar, Rajasthan, Orissa, Uttaranchal, Jharkhand and Chhattisgarh. 150 high fertility districts have been recently selected under the Common Minimum Programme (CMP) of the UPA Government, in 5 States of U.P., M.P., Bihar, Rajasthan and Jharkhand, for a focused Programme in an effort to replicate the success of the Southern States in Family Planning Programme in these districts.

(d): Yes, Sir. Broadcasting/telecasting of family welfare and population control messages is being organized regularly. The Government propose to broadcast and telecast messages for Family Welfare and Population Control Programme through electronic media according to the requirement of each specific programme. For instance, Government have used prime time to broadcast messages for Polio Pulse Programme. It is also proposed to increase the use of media for improving results of various programmes rather than undertake general publicity of the traditional nature. The aim of the IEC would be to empower the disadvantaged population groups to make them aware of the schemes of the Government and their entitlements, and list out public and private facilities in the area and make these accountable for rendering service. Along with electronic media, other media would also be used to focus on availability of family welfare services.

(e): During this year, the CMP strategy would be the core of IEC. The following activities are being taken up through the electronic media:

Radio:-

(i) Broadcast of radio jingles on Reproductive and Child Health (RCH) issues during the prime time through All India Radio in popular programmes.

(ii) Broadcast of sponsored programmes based on drama, folk music, film songs etc.

Television:-

(i) Dissemination of messages through TV spots during the prime time.

(ii) The magazine programme "Kalyani" is being telecast from nine Regional Kendras of Doordarshan in northern India, based on RCH issues like save the girl child, population stabilization, age at marriage, safe motherhood, spacing methods, breast feeding etc.

(iii) The Government is also organizing telecast of Tele Films, TV spots, group discussions and features on issues relating to family welfare.

(iv) IEC activities will be focused and realigned depending on resources and programme priorities emerging from time to time.