

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

UNSTARRED QUESTION NO:2230  
ANSWERED ON:29.08.2007  
HEALTH AWARENESS SCHEMES  
Singh Shri Ganesh Prasad

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

- (a) the names of the schemes being implemented by the Central Government regarding health awareness;
- (b) the percentage of success achieved so far in this regard;
- (c) the details of amount spent on these schemes, State-wise; and
- (d) the names of the States that have achieved the target fixed in this regard?

**Answer**

THE MINISTER OF THE STATE IN THE MINISTRY OF HEALTH & FAMILY WELFARE (DR. ANBUMANI RAMADOSS)

- (a) In all key programmes there is an IEC component to make people aware of the health services available to them. The IEC component is part of the programme and not a separate scheme and is aimed to disseminate information and facilitate awareness of various programmes through Radio, T.V., Print and inter-personal communication tools.
- (b) The success is measured by increase in awareness, knowledge regarding services and visibility of the programme through I.E.C. tools
- (c) & (d): No specific targets are fixed under the scheme. However, amount earmarked for IEC activities under different programmes is spent on the activities for maximum reach.