

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

UNSTARRED QUESTION NO:2455  
ANSWERED ON:22.07.2009  
JANSANKHYA STHIRATA KOSH  
Khairi Shri Chandrakant Bhaurao

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

- (a) whether the Union Government has set up Jansankhya Sthirata Kosh (National Population Stabilisation Fund);
- (b) if so, the details thereof alongwith the objectives of this Kosh; and
- (c) the success achieved in this regard?

**Answer**

THE MINISTER OF HEALTH AND FAMILY WELFARE (SHRI GHULAM NABI AZAD)

(a) & (b) Yes. Jansankhya Sthirata Kosh has been registered as an autonomous Society, in the Ministry of Health and Family Welfare, on 12th June 2003 under the Societies Registration Act (XXI of 1860). The basic objective of the JSK is to provide and undertake, activities aimed at population stabilization at a level consistent with the needs of sustainable economic growth, by the year 2045. The details are available at the website [www.jsk.gov.in](http://www.jsk.gov.in).

(c) JSK has initiated various strategies like GIS mapping, Call Centre, Virtual Resource Centre, Web Site, "Prerna" strategy and "Santushti" strategy for achieving success in its aims and objectives. The details about the various strategies are annexed.

Annexure The major strategies initiated by Jansankhya Sthirata Kosh [JSK] are described below:

**GIS Mapping** JSK has mapped 485 districts through a unique amalgamation of GIS Maps and Census Data which gives a picture of each district, its sub-division and the population of every village along with its basic health infrastructure and density of population. It shows the distance of every village from a primary health - centre and a sub centre, accompanied with the ranking of every district intra - state and inter -state. Easily accessible on the internet the maps highlight inequalities in coverage down to every village of the country at the touch of a button.

**Call Centre**

JSK has established a first of its kind Call Centre in India, to give authentic information on Reproductive and Child Health in English and Hindi, anonymously using computer based software. The service is routed through a leading BPO provider and trained agents that provide information to adolescents, newly married and about-to-be married couples and others who seek guidance. The Toll Free Call Centre number 1800-11-6555 (Toll: 011-66665555) is receiving calls from all over the country. The software has been developed by leading medical colleges and is a boon for people who seek authentic information in privacy. The Call Centre number is being advertised in the districts of EAG states to open a new window of information for underserved areas.

**Virtual Resource Centre**

The Virtual Resource Centre displays a large volume of films, posters, photographs on all aspects of women's and child health. The material is downloadable or accessible free of cost from JSK and is used by government, training institutes, NGOs and schools.

**Website**

JSK's website is accessed on an average 475 pages per day with 69% international visits and 29% of Indian visits. Most sought after subjects are sexual health (in Hindi) and the district health facilities through GIS mapping.

**Prerna Strategy**

JSK has introduced Prerna, a 'Responsible Parenthood' model in high focus districts to reward couples that plan their family in the interest of the health of the mother and child.

These couples become JSK's Role Models for adopting responsible parenthood practices. These Role Models are showcased and district wide publicity which is generated highlights the need for responsible parenting i.e marriage after 19, first child after 21, spacing of 3 years between children and limiting the family after 2 children.

JSK has introduced the strategy in Orissa, Chattisgarh, Madhya Pradesh and Rajasthan and more than 200 couples have been awarded. As an example of public private partnership Jindal Steel Works have taken the responsibility of identifying and awarding the couples along with the district administration and JSK. More than 100 couples in Barmer district in Rajasthan will be awarded on 3rd July 2009.

**Santushti Strategy** This strategy provides an opportunity to private sector gynecologists / vasectomy surgeons to conduct operations in Public Private Partnership mode and to receive payment according to compensation rates notified by the Ministry of Health and Family Welfare. Santushti is a fast-track strategy which enables an accredited facility to get Rs.1.5 lakhs for conducting 100 surgeries within 2-3 months with a Rs.15,000 start up advance.

This strategy was initiated in Madhya Pradesh and Rajasthan. 13 MOU were signed in Satna district in Madhya Pradesh, 12 MOU in Jodhpur and 3 in Barmer in Rajasthan. Satna district has reported that a never before opportunity has opened and surgeries done in private sector under the Santushti strategy have exceeded the number of operations in the public sector.