

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

UNSTARRED QUESTION NO:2256
ANSWERED ON:05.12.2014
ADVERTISEMENT OF HEALTH PROGRAMMES SCHEMES
Simha Shri Prathap

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

- (a) whether the Government is planning to stop advertisement in print media for public awareness on health programmes and schemes;
- (b) if so, the details thereof along with the reasons therefor;
- (c) the manner in which the Government proposes to reach out to the section of population which can only be reached out through print media; and
- (d) the details of the advertisements given to regional language print media and expenditure incurred on such advertisements of health programmes and schemes, State/UT-wise, during each of the last three years and the current year?

Answer

THE MINISTER OF HEALTH AND FAMILY WELFARE (SHRI JAGAT PRAKASH NADDA)

(a): No.

(b): Does not arise.

(c): i. The Ministry proposes to develop need based Print Media plans through DAVP, a media unit of Ministry of Information & Broadcasting, which is the nodal agency for release of print advertisement to the newspapers on behalf of the Ministry. DAVP makes the Print Media Plan including a number of regional language or vernacular language newspapers published at the block level, district level, town level, city level and metro level to reach out to the people who can only be reached out through print media.

ii. The Ministry has been producing and distributing print software in different regional languages and vernacular languages in the form of newsletters, folders, posters, leaflets and booklets etc, for dissemination of the health and family welfare issues among the masses across the country

iii. The Ministry is also disseminating such messages through print software/ material at various programmes like Village Health & Nutrition Days in the villages/districts.

(d): DAVP releases all advertisements to news papers including regional language print media on behalf of the Ministry through its subordinate offices and institutions spread across different states in the country. DAVP has compiled the information as per the releases made by DAVP over the last three years and the current year. The State/UT-wise, during each of the last three years and the current year is given in Annexure.