

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

UNSTARRED QUESTION NO:3422
ANSWERED ON:14.08.2000
IMPLEMENTATION OF FAMILY PLANNING PROGRAMME
SANGEETA KUMARI SINGH DEO

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

- (a) whether the Government propose to involve the corporate sector in implementing family planning and welfare programmes in the country;
- (b) if so, the details thereof; and
- (c) the areas of preference in the States where these programmes are likely to be implemented, State-wise?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (PROF. RITA VERMA)

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

STATEMENT REFERRED TO IN REPLY TO LOK SABHA UNSTARRED QUESTION NO. ~~3422~~ 14TH AUGUST, 2000 REGARDING IMPLEMENTATION OF FAMILY PLANNING PROGRAMME BY SHRIMATI SANGEETA KUMARI SINGH DE MEMBER OF PARLIAMENT.

(a) Yes, Sir.

(b) & (c) The National Population Policy adopted by the Government in February, 2000 envisages collaboration and commitments from Industry and Corporate Sector.

The following are some of the interventions contemplated :

1. Strengthening the Management information systems in the seven most deficient states, at primary health centre and sub-centre levels.
2. Collaborating with non-government sectors in running professionally sound advertisement and marketing campaigns for, products and services, targeting all segments of the population, from the village level upwards, in other words, strengthen advocacy and IEC, including social marketing of contraceptives.
3. Providing markets to sustain the income-generating activities from village levels upwards. In turn, this will ensure consistent motivation among the community for pursuing health and education-related community activities.
4. Help promote transportation to remote and inaccessible areas up to village levels. This will greatly assist the coverage and outreach of social marketing of products and services.
5. Providing preventive reproductive and child health care for its own employees (if >100 workers are engaged).
6. Creating a national network consisting of voluntary, public, private and non-government health centres, identified by a common logo, for delivering reproductive and child health services, free to any client.
- 7 Forming a consortium of the voluntary sector, the non-government sector and the private corporate sector to aid government in the provision and outreach of basic reproductive and child health care and basic education.