

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

UNSTARRED QUESTION NO:4779
ANSWERED ON:23.04.2003
FAMILY PLANNING PROGRAMMES
RAMDAS ATHAWALE

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

- (a) the details of family planning programmes started at the rural level during the last three years in order to create mass awareness among the rural people of the country;
- (b) the progress achieved in lowering the birth rate and expenditure incurred thereon during the period; and
- (c) the expenditure incurred on advertisements in this regard by the Union Government during the period?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI A. RAJA)

(a): During the last three years the following programmes on Family Welfare have been started to create awareness and dissemination of information in rural areas:-

- (i): Radio Sponsored Rural Folk based program, namely, Lok Jhankar, Sankalp, & Surbahar are being broadcast through All India Radio.
- (ii) Group discussions in rural surroundings on various family welfare issues, video spots and theme based feature films are being telecast on Doordarshan.
- (iii) A magazine program 'Kalyani' has been introduced through Regional Kendras of northern states where social indices are critical.
- (iv) On special occasions family welfare related messages are published and publicised in rural areas through regional and local newspapers.

(b)&(c): The birth rates in rural areas during the last three years, as per the Sample Registration Scheme (SRS) of Registrar General of India, are as follows:-

Year Birth Rate (Rural)

1998	28.0
1999	27.6
2000	27.6
2001	27.1 (Provisional)

The expenditure on Information, Education and Communication (IEC) which includes advertisements and publicity is not confined to programmes related to family planning alone but also relates to family welfare measures, such as, Pulse Polio Immunization programme, Reproductive and Child Health (RCH) issues, population stabilization, spacing methods, age at marriage, women empowerment, nutrition, diarrhea & anaemia control, adolescent health, Pre-natal Diagnostic Techniques (PNDT) Act, behavioural change communication activities and specific activities such as observance of World Population Day, etc. During the last three years the expenditure has been as follows:

2000-2001	Rs.152.51 crore
2001-2002	Rs.142.71 crore
2002-2003	Rs.240.84 crore (Prov.)