

# Population Control

(Source PIB)

The Government is taking several steps to sensitize people and generate awareness for population control. Some of the important initiatives are as follows:

- (i) **360 degree media campaign**- The first phase of the campaign was launched in 2016 and the present second phase comprising TV Commercials, posters and hoardings, yearlong Radio show, and a dedicated website on Family Planning was launched in 2017;
- (ii) **World Population Day & fortnight** as well as **Vasectomy Fortnight** are observed every year to boost awareness.
- (iii) **Promotional activities** like Saas bahu sammelans, NayiPehel Kits, Mobile publicity vans, and advocacy meetings are undertaken to increase awareness in high fertility Mission Parivar Vikas districts.

## **STEPS BEING TAKEN BY THE GOVERNMENT FOR POPULATION CONTROL:**

1. **Mission Parivar Vikas**- The Government has launched Mission Parivar Vikas for substantially increasing access to contraceptives and family planning services in 146 high fertility districts with Total Fertility Rate (TFR) of 3 and above in seven high focus states. These districts are from the states of Uttar Pradesh, Bihar, Rajasthan, Madhya Pradesh, Chhattisgarh, Jharkhand and Assam that itself constitutes 44% of the country's population.
2. **New Contraceptive Choices**- New contraceptives viz. Injectable contraceptive and Centchroman have been added to the existing basket of choices.
3. A new method of IUCD insertion immediately after delivery i.e. **post-partum IUCD (PPIUCD)** has been introduced.

4. **Redesigned Contraceptive Packaging** - The packaging for Condoms, OCPs and ECPs has now been improved and redesigned so as to increase the demand for these commodities.
5. **Compensation scheme for sterilization acceptors** - Under the scheme MoHFW provides compensation for loss of wages to the beneficiary and also to the service provider (& team) for conducting sterilizations.
6. **Clinical Outreach Teams (COT) Scheme** - The scheme has been launched in 146 Mission Parivar Vikas districts for providing Family planning services through mobile teams from accredited organizations in far-flung, underserved and geographically difficult areas.
7. Scheme for **Home delivery of contraceptives by ASHAs** at doorstep of beneficiaries.
8. Scheme for **ASHAs to Ensure spacing in births.**
9. Scheme for provision of **Pregnancy Testing Kits** in the drug kits of ASHAs for use in communities.
10. **Family Planning Logistic Management and Information System (FP-LMIS):** A dedicated software to ensure smooth forecasting, procurement and distribution of family planning commodities across all the levels of health facilities.
11. **National Family Planning Indemnity Scheme (NFPIS)** under which clients are insured in the eventualities of death, complication and failure following sterilization.
12. Ensuring quality of care in Family Planning services by establishing **Quality Assurance Committees** in all states and districts.
13. Appointment of dedicated **RMNCH+A counselors** at high case load facilities.
14. Improved Demand generation activities through a **360 degree media campaign.**