

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**RAJYA SABHA
UNSTARRED QUESTION NO. 3436
TO BE ANSWERED ON 23RD JULY, 2019**

**ENGAGEMENT OF NON-GOVERNMENTAL AGENCIES/INDIVIDUALS TO
ORGANISE HEALTH AWARENESS**

3436. DR. AMEE YAJNIK:

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

- (a) whether Government has any mechanism to engage non-Governmental agencies/individuals to organise health awareness campaigns across India;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor; and
- (d) the details of the concerned department and nodal officer along with the entire mechanism regarding the same?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI ASHWINI KUMAR CHOUBEY)**

(a) to (d): The health awareness media campaigns from central level by this Ministry are released through Bureau of Outreach and Communication (formerly Directorate of Audio Visual Publicity), Doordarshan, All India Radio, Lok Sabh / Rajya Sabha Television, etc. There is no separate mechanism to engage NGOs / individuals for this purpose.

Apart from this, since Health is a State subject, under National Health Mission (NHM), financial and technical support is provided by the Government of India to the States / Union Territories (UTs) to strengthen their health system including for undertaking health awareness campaigns. These funds are sanctioned based on the requirements posed by the states/UTs in their Programme Implementation Plans (PIPs).