



Swasth Nari Sashakt Parivar Abhiyan Launched in Raipur | Chhattisgarh | 18 Sep 2025

Why in News?

The State-level launch of the 'Swasth Nari Sashakt Parivar Abhiyan' was held at **Indira Gandhi Agricultural University, Raipur**, in the presence of Union Minister for Women and Child Development, Smt. Annpurna Devi, and Chief Minister of Chhattisgarh, Shri Vishnu Dev Sai.

Key Points

▪ About:

- The Swasth Nari Sashakt Parivar Abhiyaan (SNSPA) is a landmark initiative by the **Ministry of Health and Family Welfare (MoHFW)** and the Ministry of Women and Child Development (MoWCD), aimed at **strengthening [healthcare services](#) for women and children across India**, with a focus on improving access, quality care, and awareness.
- Described as a **Jan Bhagidaari Abhiyaan**, it **encourages** active participation from private hospitals and healthcare professionals to **foster inclusive healthcare delivery**.
- The campaign was inaugurated on 17th September 2025, by Prime Minister Narendra Modi, on his 75th birthday, aligning with his vision for empowered communities.

▪ Objectives:

- **Enhance Women's Health** Through Comprehensive Screening and Services
- **Promote Family Well-Being** via Maternal and Child Care
- **Foster Behaviour Changes** Through Education
- Encourage **Community Participation** and Public Awareness

▪ Implementation Strategy:

- **Nationwide Health Camps:** Under the Jan Bhagidaari Abhiyaan, over one lakh health camps will be held at various healthcare facilities, monitored via the SASHAKT portal for real-time tracking.
- **Healthcare Worker Accountability:** A self-verification system will engage healthcare functionaries (MO, CHOs, MPWs, ASHAs) to ensure compliance with health protocols.
- **Multi-Platform Outreach:** Utilise Doordarshan, All India Radio (AIR), and social media campaigns to maximize public awareness and participation.
- **Volunteer and Nikshay Mitra Engagement:** Involve [Nikshay Mitras](#) and volunteers to support [tuberculosis eradication](#) and community health initiatives.

▪ Impact and Expected Outcomes:

- The **campaign** aims to **reduce maternal mortality** by offering antenatal care, screenings, and immunisations at health camps.
- It seeks to **raise awareness** on menstrual hygiene, nutrition, and wellness through educational sessions during Poshan Maah at Anganwadis.
- The initiative will enhance healthcare access in **rural and tribal areas** by deploying specialists and organising blood donation drives with the Indian Red Cross Society.

SWASTH NARI SASHAKT PARIVAR ABHIYAAN

17th September to 2nd October 2025



Prime Minister Narendra Modi

"Resolved to Serve,
Nation first the Inspiration...75 years"

#SwasthNariSashaktParivar

Changing the Health Landscape of the Nation - Countrywide Medical and Health Camps, Inauguration of the 8th Rashtriya Poshan Maah, & Distribution of Maternity Benefits under Pradhan Mantri Mantru Vandana Yojana

Campaign Activities

Provision of Medical Check-up and Health Services for Women

- ENT, Eye, Blood Pressure, Blood Sugar and Dental check-up
- Cancer-Oral/Breast/Cervical
- Immunization Services
- Antenatal Checkup for Pregnant Women
- Anemia level
- Telemanas facilities
- Tuberculosis (TB) Checkup
- Sickle Cell Anemia
- Special Consultation

Maintaining Healthy Lifestyle and Wellness Components

- Reducing Obesity with 10% reduction of Sugar and Edible Oil
- Promotion of Local and Regional food
- Early Childhood Care and Infant & Young Child Feeding Practices
- Promotion of Menstrual Hygiene and Nutrition
- Distribution of Take Home Ration (THR)

Easing access to Health Care Services

- Mother & Child Protection (MCP) Card
- Pradhan Mantri Matru Vandana Yojana enrollment
- Ayushman Vaya Vandana Card
- Sickle Cell Card
- Registration of beneficiaries in Poshan Tracker

Active Participation of Citizen

- Blood Donation Camps
- Nikshay Mitra Volunteer Registration
- Organ Donor Registration

**Swasth Nari Shashkt Parivar,
Yahi hai Viksit Bharat ka Aadhaar**



Women and Children may contact their nearest Ayushman Arogya Mandir, Community Health Centre, or Anganwadi Centre to avail these services

