



Umbrella Scheme for Family Welfare and Other Health Interventions

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Cabinet has approved the continuation of umbrella scheme for "Family Welfare and Other Health Interventions" during 2017-18 to 2019-20.

The scheme is **funded 100% by Central Government**. The government has allocated an overall outlay of around Rs. 2300 crore for the scheme.

Schemes are as follows

- **Swastha Nagrik Abhiyan(SNA)**: It aims to create a social movement for health, create awareness among citizens of India and to encourage healthy lifestyles and empower the citizens.
 - SNA was **proposed in National Health Policy, 2017**.
 - According to NHP, 2017 'Swastha Nagrik Abhiyan' is based on coordinated action in seven core areas:
 - The **Swachh Bharat Abhiyan**
 - A balanced, **healthy diet and regular exercise**
 - Addressing **tobacco, alcohol and substance abuse**
 - **Yatri Suraksha** - preventing deaths due to rail and road traffic accidents
 - **Nirbhaya Nari** - action against gender violence
 - Reduced stress and improved **safety in the workplace**
 - **Reducing** indoor and outdoor **air pollution**
- **Population Research Centres (PRC)**: For third-party evaluation of the scheme on PRCs and especially of those centers which are being considered for continuation will be carried out.

The **Ministry of Health and Family Welfare (MoHFW)** has established a network of Population Research Centres (PRC) with the mandate **to provide research-based inputs related to the Health and Family Welfare Programs and Policies** at the national and state levels.

- **Health Surveys and Health Research (HSHR):** For **sourcing of data on population, health and nutrition for India and its States** including through periodically conducted National Family Health Survey. The NFHS provides valuable data for policy and programmes right up to the district level.
- **Social Marketing of Contraceptives:** For **branding, attractive packaging, marketing and selling of products and services related to Family Planning** for low-income groups at affordable prices.
- **Free Supply of Contraceptives:** For providing a **free supply of contraceptives including condoms, Oral Contraceptive Pills, Pregnancy Test Kits, other contraceptives, etc.** to States.

Benefits

- The five schemes listed in the proposal are crucial to **attaining the goals and objectives** laid out in **National Health Policy (NHP) 2017**, and international commitments in the form of **Sustainable Development Goals (SDGs)**.
- The SNA scheme has a very **ambitious target of improving health-seeking behavior** of the population through increased awareness and enhanced uptake of health services.
- The **HSHR would assist in keeping a tab on the progress of the entire set of health programmes/schemes** run by the government of India and assisting in timely course corrections.
- The free and social marketing of contraceptives will **enable better child and mother health, besides population stabilization.**