

# District Operational Guidelines for IEC/BCC

F.Y. - 2022-2024



**National Health Mission, Assam**

## **IEC-BCC Preface**

The Information, Education & Communication (IEC) strategy aims to create awareness and disseminate information regarding the benefits available under various schemes/ programmes of the Ministry and to guide the citizens on how to access them. IEC BCC plays a crucial role in the successful implementation of any developmental program, especially health programs. The objective is also to encourage build-up of health seeking behavior among the masses in keeping with the focus on promotive and preventive health. The IEC strategy has catered to the different needs of the rural and urban masses through the various tools used for communication.

Through our various IEC-BCC campaigns we are constantly striving to inform all the community about various healthcare services with an aim to improve the demand for these services, and also to encourage health-seeking behaviors.

These include spreading information on the preventive and promotive healthcare for the adolescents, newly married couples, expectant mothers, lactating mothers, newborns and children. The districts along with the state and all stakeholders have to ensure to make it a big success in creating enhanced awareness and inculcating a health seeking behavior in the masses.

Though RMNCH+A and communicable diseases continue to remain in the prime focus, NCDs are increasingly contributing to higher disease burden awareness/health camps be done at the grassroots level. And to address these issues the concept of Health and Wellness Centre (HWCs) that provide comprehensive primary care including prevention and platform for health promotion.

Furthermore for any help for IEC materials the State HQ Cell will streamline the same for any programmes under it, including umbrella programs in consultation with the SNO/Consultants.

**INDEX****Programme wise Summary Sheet of District ROP Approvals for IEC-BCC for the F.Y. 2022-24**

Page No.	Programme/Activities	Total Approved Budget (2022-23)		Total Approved Budget (2023-24)		State Budget Allocation (2022-23)		District Budget Allocation (2022-23)		State Budget Allocation (2023-24)		District Budget Allocation (2023-24)	
		Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh
		Jan-13	Maternal Health	77157	377	71206	329.39	3203	226.88	73954	150.12	3203	226.88
14-26	Child Health	78704	500.29	78346	427.79	976	433.35	77728	66.94	636	365.35	77710	62.44
27-32	Nutrition	41228	158.16	41227	158.16	2	29.77	41228	128.39	2	29.77	41228	128.39
33-38	Adolescent Health	1879	91.71	1879	91.71	43	56.83	1836	34.88	43	56.83	1836	34.88
39-50	Family Planning	16194	410.53	16194	410.53	630	342.28	15564	68.25	630	342.28	15564	68.25
51-62	Other IEC activities	552	243.6	516	233.2	244	120.4	308	123.2	208	110	308	123.2
<b>Total</b>		<b>215714</b>	<b>1781.29</b>	<b>209368</b>	<b>1650.78</b>	<b>5098</b>	<b>1209.51</b>	<b>210618</b>	<b>571.78</b>	<b>4722</b>	<b>1131.11</b>	<b>204649</b>	<b>519.67</b>

**Details Summary Sheet of District ROP Approvals for IEC-BCC for the F.Y. 2022-24**

New FMR Code	Programme/Activities	Total Approved Budget (2022-23)		Total Approved Budget (2023-24)		State Budget Allocation (2022-23)		District Budget Allocation (2022-23)		State Budget Allocation (2023-24)		District Budget Allocation (2023-24)	
		Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh
<b>IEC/BCC activities under MH</b>													
RCH.1 Sl No. 17.28	Village Health & Nutrition Day (VHND)	25518	51.04	25518	51.04	0	0	25518	51.04	0	0	25518	51.04
	Pregnancy Registration and Ante-Natal Checkups	5951	47.61	0	0	0	0	5951	47.61	0	0	0	0
	Surakshit Matritva Aashwasan (SUMAN)	38743	42.98	38743	42.98	0	0	38743	42.98	0	0	38743	42.98
	Surakshit Matritva Aashwasan (SUMAN)	1540	11.43	1540	11.43	1540	11.43	0	0	1540	11.43	0	0
	Comprehensive Abortion Care	1200	2.4	1200	2.4	1200	2.4	0	0	1200	2.4	0	0
	Other MH Components	3722	18.49	3723	18.49	1	10	3722	8.49	1	10	3722	8.49
	Mid Media/Mass Media (Electronic Media)	134	82.79	134	82.79	134	82.79	0	0	134	82.79	0	0
	Mid Media/Mass Media (Print Media)	8	52.26	8	52.26	8	52.26	0	0	8	52.26	0	0

District Operational Guideline (2022-24)

New FMR Code	Programme/Activities	Total Approved Budget (2022-23)		Total Approved Budget (2023-24)		State Budget Allocation (2022-23)		District Budget Allocation (2022-23)		State Budget Allocation (2023-24)		District Budget Allocation (2023-24)	
		Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh
	State specific Initiatives and Innovations – Hoardings	340	68	340	68	340	68	0	0	340	68	0	0
<b>MH Total</b>		<b>77157</b>	<b>377</b>	<b>71206</b>	<b>329.39</b>	<b>3203</b>	<b>226.88</b>	<b>73954</b>	<b>150.12</b>	<b>3203</b>	<b>226.88</b>	<b>68003</b>	<b>102.51</b>
<b>IEC/BCC activities under CH</b>													
RCH 3 Sl. No.: 31.1	360 degree campaign on RBSk Programme	3	12.38	3	12.38	3	12.38	0	0	3	12.38	0	0
RCH 3 Sl. No.: 31.2	Branding of District Early Intervention Centres(DEIC)	18	4.5	0	0	0	0	18	4.5	0	0	0	0
RCH 3 Sl. No.: 23.6	Development of Flip Chart for ASHA & AWW on Child Care and ready reference during Home Visit. Hoarding	350	114.03	10	46.03	350	114.03	0	0	10	46.03	0	0
RCH 3 Sl. No.: 24.24	Observation of Newborn Care Week for awareness among the community.	38778	40.81	38778	40.81	0	0	38778	40.81	0	0	38778	40.81
RCH 3 Sl. No.: 26.6	Observation of SAANS awareness among the community.	38932	21.63	38932	21.63	0	0	38932	21.63	0	0	38932	21.63

District Operational Guideline (2022-24)

New FMR Code	Programme/Activities	Total Approved Budget (2022-23)		Total Approved Budget (2023-24)		State Budget Allocation (2022-23)		District Budget Allocation (2022-23)		State Budget Allocation (2023-24)		District Budget Allocation (2023-24)	
		Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh
RCH 3 Sl. No.: 30.2	Media mix of Mid Media/ Mass Media & Installation of Hoardings across the State at strategic locations with high visibility on key government schemes and initiatives.	623	306.94	623	306.94	623	306.94	0	0	623	306.94	0	0
<b>CH Total</b>		<b>78704</b>	<b>500.29</b>	<b>78346</b>	<b>427.79</b>	<b>976</b>	<b>433.35</b>	<b>77728</b>	<b>66.94</b>	<b>636</b>	<b>365.35</b>	<b>77710</b>	<b>62.44</b>
<b>IEC/BCC activities under Nutrition</b>													
RCH.7 Sl. No.: 60.2	Mass Awareness and Observance of National Deworming Day NDD	3555	87.33	3555	87.33	1	9.77	3555	77.56	1	9.77	3555	77.56
RCH.7 Sl. No.: 60.4	Mass Awareness on Intensified Diarrhea Control Fortnight Campaign in all the Districts	37673	70.83	37672	70.83	1	20	37673	50.83	1	20	37673	50.83
<b>Nutrition Total</b>		<b>41228</b>	<b>158.16</b>	<b>41227</b>	<b>158.16</b>	<b>2</b>	<b>29.77</b>	<b>41228</b>	<b>128.39</b>	<b>2</b>	<b>29.77</b>	<b>41228</b>	<b>128.39</b>
<b>IEC/BCC activities under AH</b>													
RCH.5 Sl. No.: 41.2	RKSK-Adolescent Health (Print Media)	10	40	10	40	10	40	0	0	10	40	0	0

District Operational Guideline (2022-24)

New FMR Code	Programme/Activities	Total Approved Budget (2022-23)		Total Approved Budget (2023-24)		State Budget Allocation (2022-23)		District Budget Allocation (2022-23)		State Budget Allocation (2023-24)		District Budget Allocation (2023-24)	
		Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh
RCH.5 Sl. No.: 41.2	Hoardings on key Adolescents awareness & Services for demand generation	33	16.83	33	16.83	33	16.83	0	0	33	16.83	0	0
RCH.5 Sl. No.: 41.2	Formation of Adolescent Girls' Meet	1836	34.88	1836	34.88	0	0	1836	34.88	0	0	1836	34.88
<b>AH Total</b>		<b>1879</b>	<b>91.71</b>	<b>1879</b>	<b>91.71</b>	<b>43</b>	<b>56.83</b>	<b>1836</b>	<b>34.88</b>	<b>43</b>	<b>56.83</b>	<b>1836</b>	<b>34.88</b>
<b>IEC/BCC activities under FP</b>													
RCH.6 Sl No. 49	World Population Day and Vasectomy fortnight	4845	30.24	4845	30.24	0	0	4845	30.24	0	0	4845	30.24
	IEC and promotional activities for Vasectomy Fortnight Celebration	4768	29.08	4768	29.08	0	0	4768	29.08	0	0	4768	29.08
RCH.6 Sl No. 50.	Other Family Planning Components - Hoardings	340	68	340	68	340	68	0	0	340	68	0	0
	Mid Media/Mass Media (Electronic Media)	273	154.42	273	154.42	273	154.42	0	0	273	154.42	0	0
	Mid Media/Mass Media (Print Media)	12	94.86	12	94.86	12	94.86	0	0	12	94.86	0	0

District Operational Guideline (2022-24)

New FMR Code	Programme/Activities	Total Approved Budget (2022-23)		Total Approved Budget (2023-24)		State Budget Allocation (2022-23)		District Budget Allocation (2022-23)		State Budget Allocation (2023-24)		District Budget Allocation (2023-24)	
		Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh
	Other Family Planning Components- Development of flipchart on various Family Planning methods, incentives for all Health Institutions	5951	8.93	5951	8.93	0	0	5951	8.93	0	0	5951	8.93
	Other Family Planning Components - Family Planning Radio Campaign Maa Swasthya toh Assam Swasthya.	5	25	5	25	5	25	0	0	5	25	0	0
<b>FP Total</b>		<b>16194</b>	<b>410.53</b>	<b>16194</b>	<b>410.53</b>	<b>630</b>	<b>342.28</b>	<b>15564</b>	<b>68.25</b>	<b>630</b>	<b>342.28</b>	<b>15564</b>	<b>68.25</b>
<b>Other IEC/BCC activities</b>													
HSS.13 Sl. No. 198.1	Development of State Communication strategy (comprising of district plans)	2	0.2	0	0	2	0.2	0	0	0	0	0	0
HSS.13 Sl. No. 198.2	Targeting naturally occurring gathering of people/Health Mela	308	123.2	308	123.2	0	0	308	123.2	0	0	308	123.2



District Operational Guideline (2022-24)

New FMR Code	Programme/Activities	Total Approved Budget (2022-23)		Total Approved Budget (2023-24)		State Budget Allocation (2022-23)		District Budget Allocation (2022-23)		State Budget Allocation (2023-24)		District Budget Allocation (2023-24)	
		Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh
HSS.13 Sl. No. 198.3	Innovative IEC/BCC Strategies including mobile based solutions, social media and engagement of youth	206	55	206	55	206	55	0	0	206	55	0	0
HSS.13 Sl. No. 198.4	State level IEC campaigns/Other IEC campaigns	36	65.2	2	55	36	65.2	0	0	2	55	0	0
<b>Other IEC activities Total</b>		<b>552</b>	<b>243.6</b>	<b>516</b>	<b>233.2</b>	<b>244</b>	<b>120.4</b>	<b>308</b>	<b>123.2</b>	<b>208</b>	<b>110</b>	<b>308</b>	<b>123.2</b>
<b>Total</b>		<b>215714</b>	<b>1781.29</b>	<b>209367</b>	<b>1650.78</b>	<b>5118</b>	<b>1209.51</b>	<b>210598</b>	<b>571.78</b>	<b>4742</b>	<b>1131.11</b>	<b>204629</b>	<b>519.67</b>

**IEC/BCC on Maternal Health**  
**District RoP 2022-23 & 2023-24**

- Total Approved Budget for 2022-23: 377.00 L
- Total Approved Budget for 2023-24: 329.39 L
- Total Budget Allocation for State HQ (22-23): 226.88 L
- Total Budget Allocation for State HQ (23-24): 226.88 L
- Total Budget Allocation for District(22-23): 150.12 L
- Total Budget Allocation for District(23-24): 102.51 L

**FMR Code RCH.1 SI No 17 IEC/BCC activities under Maternal Health**

**FMR Code:- RCH.1 SI No. 17.28**

**Village Health & Nutrition Day (VHND) – Display of Banners at all VHND Sites**

Whether it is new/ongoing activity: **New**

**Activity owner:**

At State Level: SME/ Consultant MH

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23: Rs. 51.04 Lakhs**

**Name of the activity:** It is proposed to set up **display of banners on Breastfeeding Practices, Infant and Young Care and Complementary Feeding at all the VHND sites** for awareness and adoption of the public. It is seen and observed that in most of the VHND sites it is the womenfolk and children that visits the sessions to obtain basic health services and information. Hence, through this platform a constant display of key messages throughout the year's VHND sites will be on the Top of Mind Awareness.

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
25518	Rs. 200	Rs. 51,03,600	51.04

**District wise Breakup :**

Sl	District Name	No of VHND sites	Cost of Banner @ 200 per unit	Total Cost in Lakh
1	Baksa	655	131000	1.31
2	Bajali	50	10000	0.10
3	Barpeta	1160	232000	2.32
4	Biswanath	624	124800	1.25
5	Bongaigaon	614	122800	1.23
6	Cachar	1425	285000	2.85
7	Charaideo	375	75000	0.75

District Operational Guideline (2022-24)

Sl	District Name	No of VHND sites	Cost of Banner @ 200 per unit	Total Cost in Lakh
8	Chirang	595	119000	1.19
9	Darrang	646	129200	1.29
10	Dhemaji	674	134800	1.35
11	Dhubri	1046	209200	2.09
12	Dibrugarh	1048	209600	2.10
13	Dima Hasao	398	79600	0.80
14	Goalpara	634	126800	1.27
15	Golaghat	736	147200	1.47
16	Hailakandi	570	114000	1.14
17	Hojai	539	107800	1.08
18	Jorhat	718	143600	1.44
19	Kamrup Metro	845	169000	1.69
20	Kamrup Rural	1307	261400	2.61
21	Karbi Anglong	705	141000	1.41
22	Karimganj	1114	222800	2.23
23	Kokrajhar	1067	213400	2.13
24	Lakhimpur	1160	232000	2.32
25	Majuli	154	30800	0.31
26	Morigaon	734	146800	1.47
27	Nagaon	1291	258200	2.58
28	Nalbari	555	111000	1.11
29	Sivasagar	580	116000	1.16
30	Sonitpur	939	187800	1.88
31	South Salmara	204	40800	0.41
32	Tinsukia	1341	268200	2.68
33	Udalguri	624	124800	1.25
34	West Karbi Anglong	391	78200	0.78
<b>Grand Total</b>		<b>25518</b>	<b>5103600</b>	<b>51.04</b>

**Total fund proposed for FY 2022-23: Rs. 51.04 lakhs**

**Total fund approved for FY 2023-24: 51.04 Lakhs** This activity is proposed to be continued next year.

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
<b>2022-23</b>	25518	51.04
<b>2023-24</b>	25518	51.04

FMR Code:- RCH.1 SI No. 17.28

**Pregnancy Registration and Ante-Natal Checkups – Display of Vinyl Boards on High Risk Pregnancy and Importance of full ANCs at all Health Institutions**Whether it is new/ongoing activity: **New****Activity owner:**

At State Level: SME/ Consultant MH

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23: Rs. 47.61 Lakhs**

**Name of the activity:** It is proposed to install a vinyl board on Identification/Parameters of High Risk Pregnancy and importance of full ANCs at all the Health Institutions in Assam. It will be a ready reckoner for our health workers and also for people visiting the health facilities to be aware of such knowledge to be shared with others. This board will be permanent in nature and also durable for a long time thereby not needing replacment for quite a few years.

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
5951	Rs. 800	Rs. 47,60,800	47.61

**District wise Breakup :**

SI	District Name	Total Heath Institutions	Total Cost @ 800 per vinyl	Grand Total in Lakhs
1	Baksa	201	160800	1.608
2	Bajali	74	59200	0.592
3	Barpeta	254	203200	2.032
4	Biswanath	170	136000	1.36
5	Bongaigaon	142	113600	1.136
6	Cachar	314	251200	2.512
7	Charaideo	92	73600	0.736
8	Chirang	116	92800	0.928
9	Darrang	201	160800	1.608
10	Dhemaji	127	101600	1.016
11	Dhubri	235	188000	1.88
12	Dibrugarh	276	220800	2.208
13	Dima Hasao	92	73600	0.736
14	Goalpara	200	160000	1.6
15	Golaghat	193	154400	1.544
16	Hailakandi	125	100000	1
17	Hojai	107	85600	0.856
18	Jorhat	154	123200	1.232

SI	District Name	Total Health Institutions	Total Cost @ 800 per vinyl	Grand Total in Lakhs
19	Kamrup Metro	360	288000	2.88
20	Kamrup Rural	105	84000	0.84
21	Karbi Anglong	136	108800	1.088
22	Karimganj	269	215200	2.152
23	Kokrajhar	211	168800	1.688
24	Lakhimpur	189	151200	1.512
25	Majuli	45	36000	0.36
26	Morigaon	163	130400	1.304
27	Nagaon	344	275200	2.752
28	Nalbari	180	144000	1.44
29	Sivasagar	181	144800	1.448
30	Sonitpur	183	146400	1.464
31	South Salmara	61	48800	0.488
32	Tinsukia	198	158400	1.584
33	Udalguri	182	145600	1.456
34	West Karbi Anglong	71	56800	0.568
<b>Grand Total</b>		<b>5951</b>	<b>4760800</b>	<b>47.61</b>

**Total fund proposed for FY 2022-23: Rs. 47.61 lakhs**

**Total fund approved for FY 2023-24:** Not to be continued. This activity is proposed for alternate FYs.

#### FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
<b>2022-23</b>	5951	47.61
<b>2023-24</b>	0	0

**FMR Code:- RCH.1 SI No. 17.28**

**Surakshit Matritva Aashwasan (SUMAN)**– Intensive IEC/Advocacy Campaign on SUMAN - Surakshit Matritva Aashwasan

Whether it is new/ongoing activity: **New**

**Activity owner:**

At State Level: SME/ Consultant MH

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23: Rs. 42.98 Lakhs**

**Name of the activity:** Through SUMAN intensive IEC/Advocacy Campaign it is proposed as an initiative focused on mass awareness of the new program on assured delivery of maternal and newborn healthcare services encompassing wider access to free, and quality services, zero tolerance for denial of services, assured management of complications along with respect for women's autonomy, dignity, feelings, choices and preferences, etc.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
38,743	110.93	42,97,850	42.98

**District wise break up**

Sl. No.	Districts	Nos. of His upto PHC Level	Nos of SCs	Nos of ASHA	Banner for all His upto PHC @250 per unit	IPC Meeting at SC level@500 per	50 leaflets per ASHA@1 rs	Total cost	Total cost (Rs. in lakhs)
1	Baksa	45	157	950	11250	78500	47500	137250	1.37
2	Bajali	19	55	281	4750	27500	14050	46300	0.46
3	Barpeta	60	209	1610	15000	104500	80500	200000	2.00
4	Biswanath	29	139	752	7250	69500	37600	114350	1.14
5	Bongaigaon	34	108	1826	8500	54000	91300	153800	1.54
6	Cachar	39	270	742	9750	135000	37100	181850	1.82
7	Charaideo	21	70	978	5250	35000	48900	89150	0.89
8	Chirang	29	87	746	7250	43500	37300	88050	0.88
9	Darrang	41	159	1651	10250	79500	82550	172300	1.72
10	Dhemaji	29	98	1299	7250	49000	64950	121200	1.21
11	Dhubri	42	192	238	10500	96000	11900	118400	1.18
12	Dibrugarh	41	234	1067	10250	117000	53350	180600	1.81
13	Dima Hasao	16	76	1057	4000	38000	52850	94850	0.95
14	Goalpara	45	155	715	11250	77500	35750	124500	1.25
15	Golaghat	49	143	967	12250	71500	48350	132100	1.32
16	Hailakandi	18	107	676	4500	53500	33800	91800	0.92
17	Hojai	12	94	1744	3000	47000	87200	137200	1.37
18	Jorhat	41	110	739	10250	55000	36950	102200	1.02
19	Kamrup M	49	280	1235	12250	140000	61750	214000	2.14
20	Kamrup R	79	50	1377	19750	25000	68850	113600	1.14
21	Karbi Anglong	30	105	1308	7500	52500	65400	125400	1.25
22	Karimganj	37	232	948	9250	116000	47400	172650	1.73

District Operational Guideline (2022-24)

Sl. No.	Districts	Nos. of His upto PHC Level	Nos of SCs	Nos of ASHA	Banner for all His upto PHC @250 per unit	IPC Meeting at SC level@500 per	50 leaflets per ASHA@1 rs	Total cost	Total cost (Rs. in lakhs)
23	Kokrajhar	49	161	1742	12250	80500	87100	179850	1.80
24	Lakhimpur	38	149	775	9500	74500	38750	122750	1.23
25	Majuli	9	34	774	2250	17000	38700	57950	0.58
26	Marigaon	41	122	1160	10250	61000	58000	129250	1.29
27	Nagaon	86	258	1403	21500	129000	70150	220650	2.21
28	Nalbari	56	124	1065	14000	62000	53250	129250	1.29
29	Sibsagar	30	150	786	7500	75000	39300	121800	1.22
30	Sonitpur	37	146	482	9250	73000	24100	106350	1.06
31	South Salmara	10	51	701	2500	25500	35050	63050	0.63
32	Tinsukia	31	166	298	7750	83000	14900	105650	1.06
33	Udalguri	32	150	345	8000	75000	17250	100250	1.00
34	West Karbianglong	20	50	390	5000	25000	19500	49500	0.50
<b>Grand Total</b>		<b>1225</b>	<b>4691</b>	<b>32827</b>	<b>311000</b>	<b>2345500</b>	<b>1641350</b>	<b>4297850</b>	<b>42.98</b>

Total fund proposed for FY 2022-23: Rs. 42.98 lakhs

Total fund approved for FY 2023-24: Rs. 42.98 lakhs. This will be a continued activity for the next FY also

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
<b>2022-23</b>	38743	42.98
<b>2023-24</b>	38743	42.98

**FMR Code:- RCH.1 SI No. 17.28**

**Surakshit Matritva Aashwasan (SUMAN)** – Intensive IEC/Advocacy Campaign on SUMAN - Surakshit Matritva Aashwasan

Whether it is new/ongoing activity: **New**

**Activity owner:**



At State Level: SME/ Consultant MH

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23: Rs. 11.43 lakhs**

**Name of the activity:** Additional activities proposed under SUMAN are as given below. This is as per directions received from the Maternal Health Division, MoHFW, Govt of India to intensify the activities under SUMAN. The target of 300 will be eventually divided as per the health facility assessed in the corresponding year. This will disseminate information to all Pregnant Women/Infants visiting SUMAN designated public health facilities are entitled to the free services.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
1540	742.47	11,43,400	11.43

**Breakup :**

SI No	Items	Traget as per Gol	Unit rate	Total	Total in Lakhs
1	Service guarantee SUMAN Charter	300	1000	3,00,000	3.00
2	SUMAN logo Insignia (Vinyl board)	300	1000	3,00,000	3.00
3	Posters	340	10	3,400	0.03
4	Standees	300	800	2,40,000	2.40
5	Vinyl boards on High risk pregnancy identification in SUMAN branded HI	300	1000	3,00,000	3.00
<b>Grand Total</b>		<b>1540</b>	<b>3810</b>	<b>11,43,400</b>	<b>11.43</b>

**District wise break-up will be provided from the MH Division.**

**Total fund proposed for FY 2023-24: Rs. 11.43 lakhs**

**Total fund approved for FY 2023-24: Rs. 11.43 lakhs.** This will be a continued activity for the next FY also

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	1540	11.43
2023-24	1540	11.43

**Comprehensive Abortion Care**—Posters on Safe abortion in Health Institutions with Trained Providers

Whether it is new/ongoing activity: **New**

**Activity owner:**

At State Level: SME/ Consultant MH

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23 Rs. 2.40 lakhs**

**Justification of Activity/Budget:** It is proposed for display of 4 posters on Comprehensive Abortion Care where trained providers are being placed. These will be on topics like MVA 10 steps, Abortion by Trained Provider, MMA and PAIUCD.

**Deliverables:**

- Increase in visibility regarding safe abortion practices
- Increase in awareness regarding dangers of unsafe abortion practices.
- Increase in awareness regarding maternal health issues.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
1200	200	2,40,000	2.40

Sl No	MATERIALS	QUANTITY	Unit Rate	Total	Total in Lakhs
1	MVA 10 steps	300	50	15000	0.15
2	ABORTION BY TRAINED PROVIDER	300	50	15000	0.15
3	MMA	300	50	15000	0.15
4	PAIUCD	300	50	15000	0.15
	<b>Total</b>	<b>1200</b>	<b>200</b>	<b>2,40,000</b>	<b>2.40</b>

District wise break-up will be provided from the MH Division after identifying the Health Centers.

Total fund proposed for FY 2022-23: Rs. 2.40 lakhs

Total fund proposed for FY 2023-24: Rs. 2.40 lakhs

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	1200	2.40
2023-24	1200	2.40

**Other MH Components – Intensive IEC/Advocacy Campaign on AAVARAN Campaign**

Whether it is new/ongoing activity: **Continued**

**Activity owner:**

At State Level: SME/ Consultant MH

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23: Rs. 18.49 Lakhs**

**Name of the activity:** Advertisement in electronic media, print media and mid media to create awareness about the pilot project AAVARAN which is proposed to be rolled out in 11 districts. This project aims to Increase in coverage of ANC and tracking of services received (like TT injections, number of ANC, IFA consumption etc.) by pregnant women which in turn can lead to improved maternal and foetal outcomes and can reduce maternal mortality.

**Deliverables:**

- Increase the coverage of ANC.
- Increase quality of ANC
- Increase institutional deliveries.
- Decrease home delivery pockets.
- Increase utilization of PMSMA services.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
3723	Rs. 496.66	Rs. 18,49,060	18.49

**District wise Breakup :**

Sl No	Districts	Health Blocks	No of SC	Total No of HI	200 leaflets per SC x rs 1	2 Posters @ rs 10 per HI	Miking per block per quater @Rs 2500 x 4 quarters	Total	Grand Total in Lakhs
1	BAKSA	6	157	201	31400	4020	60000	95420	0.9542
2	BARPETA	7	209	254	41800	5080	70000	116880	1.1688
3	BONGAIGAON	4	108	142	21600	2840	40000	64440	0.6444
4	DARRANG	4	159	201	31800	4020	40000	75820	0.7582
5	DHUBRI	5	192	235	38400	4700	50000	93100	0.931
6	GOALPARA	5	155	200	31000	4000	50000	85000	0.85
7	HAILAKANDI	4	107	125	21400	2500	40000	63900	0.639

SI No	Districts	Health Blocks	No of SC	Total No of HI	200 leaflets per SC x rs 1	2 Posters @ rs 10 per HI	Miking per block per quater @Rs 2500 x 4 quarters	Total	Grand Total in Lakhs
8	KARIMGANJ	5	232	269	46400	5380	50000	101780	1.0178
9	MORIGAON	3	122	163	24400	3260	30000	57660	0.5766
10	SOUTH SALMARA	2	51	61	10200	1220	20000	31420	0.3142
11	UDALGURI	3	150	182	30000	3640	30000	63640	0.6364
12	State HQ							1000000	10
<b>Total</b>		<b>48</b>	<b>1642</b>	<b>2033</b>	<b>328400</b>	<b>40660</b>	<b>480000</b>	<b>1849060</b>	<b>18.49</b>

**Total fund proposed for FY 2022-23: Rs. 18.49 lakhs**

**This will be a continued activity for the FY 2023-24 also.**

#### FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
<b>2022-23</b>	3723	18.49
<b>2023-24</b>	3723	18.49

**FMR Code:- RCH.1 SI No. 17.28**

**Name of the activity:** Electronic Media on (ANC,PMSMA,PNC,JSY,JSSK,Safe Abortion, Breastfeeding, Pneumonia& Suman)

**Whether new/ continued:** Continued

**Activity owner:**

At State Level: SME/ Consultant MH

**This is a State Level Activity**

**Justification:** Advertisements in electronic media on various issues will be telecast for awareness/ demand generation.

**Deliverables:**

- Increase in visibility of maternal health program
- Increase in awareness levels of the masses on maternal health issues
- Increase Quality ANC

**Total fund approved for FY 2022-23: Rs. 82.79 lakhs**

**Total fund approved for FY 2023-24: Rs. 82.79 lakhs**

This will be a continued activity for the FY 2023-24 also.

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	134	82.79
2023-24	134	82.79

**FMR Code:- RCH.1 SI No. 17.28**

**Activity Head/ Component:** Maternal Health

**Name of the activity:** Print Media on (ANC,PMSMA,PNC,JSY,JSSK,Safe Abortion, Breastfeeding, Pneumonia& Suman)

**Whether new/ continued:** Continued

**Activity owner:**

At State Level: SME/ Consultant MH

**This is a State Level Activity**

**Justification:** Advertisements in print media on various issues will be published for awareness/ demand generation.

**Deliverables:**

- Increase in visibility of maternal health programmes
- Increase in awareness levels of the masses on maternal health issues
- Increase quality ANC.

**Total fund approved for FY 2022-23: Rs. 52.26 lakhs**

**Total fund approved for FY 2023-24: Rs. 52.26 lakhs**

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	8	52.26
2023-24	8	52.26

**FMR Code:- RCH.1 SI No. 17.28**

**State specific Initiatives and Innovations** –Hoardings on key Government of India Schemes for improvement of MH

**Activity owner:**

At State Level: SME/ Consultant MH

**Total fund approved for FY 2022-23: Rs. 68 Lakhs**

**This is a State Level Activity**

**Name of the activity:** Five hoardings per district on key Government of India schemes on JSSK, JSY, PMSMA, SUMAN (New scheme) and Care during Pregnancy on awareness about the rights and entitlements a pregnant woman is entitled to. The hoardings will be displayed in District Hospitals, Block PHC, Weekly Market areas or Places with High Visibility. The messages will be in local languages pertaining to area specific English, Assamese, Bengali, Bodo among others.

**Whether new/ continued:** Continued

**Justification:** It is seen that many pregnant women and their families especially in the rural areas are not fully aware of the various flagship schemes and the benefits/entitlements that they can avail through the government's scheme. Women should know their basic right to health facilities even and that they are free of cost.

**Deliverables:** Increase in awareness about their health rights and entitlement, including how to care for themselves and their babies. Awareness on the various flagship government schemes on Maternal Health and how to avail them free of cost thereby cutting down on their out of pocket expenses.

**Total fund proposed: Rs. 68.00 lakhs**

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
340	Rs. 20,000.00	Rs. 68,00,000	68.00

**Total fund proposed for FY 2022-23: Rs. 68.00 lakhs**

**This will be a continued activity for the FY 2023-24 also.**

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	340	68.00
2023-24	340	68.00

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**IEC/BCC on Child Health**  
**District RoP 2022-23 & 2023-24**

- Total Approved Budget for 2022-23: 500.29 L
- Total Approved Budget for 2023-24: 427.79 L
- Total Budget Allocation for State HQ (22-23): 433.35 L
- Total Budget Allocation for District(22-23): 66.94 L
- Total Budget Allocation for State HQ (23-24): 365.35 L
- Total Budget Allocation for District(23-24): 62.44 L

### IEC/BCC Activities under Child Health

**RCH.3 Sl. No.: 31.1**

**Rashtriya Bal Swasthya Karyakram (RBSK)**– 360<sup>o</sup> degree campaign on RBSK Programme.

Whether it is new/ongoing activity: **New**

**Activity owner:**

At State Level: SME/ Consultant CH/RBSK

**Total fund approved for FY 2022-23: Rs. 12.38 Lakhs**

**This is a State level activity**

**Name of the Activity:** It is proposed to raise 360<sup>o</sup> mass awareness on the RBSK programme among the people of the State. RBSK programme was launched by the Ministry of Health & Family Welfare, Govt of India envisaging Child Health Screening and Early Intervention Services, a systemic approach of early identification and link to care, support and treatment. This program involves screening of children from birth to 18 years of age for 4 Ds- Defects at birth, Diseases, Deficiencies and Development delays, for early detection and free treatment and management, including surgeries at tertiary level. Children diagnosed with identified selected health conditions are provided early intervention services and follow-up care at the district level. **These services are provided free of cost**, thus helping their families reduces out of pocket expenditure incurred on the treatment.

Through the mass awareness it is proposed to use various means of media like Electronic, Print, Social Media specific to the programme, detection of early child defects, services offered and most importantly Free of Cost Treatment for the beneficiaries at Government Health Centers.

**Deliverables:**

- Increase in visibility of Flagship Child Health Programme initiated by the Government of India
- Awareness on early identification of various birth defects and timely intervention
- Awareness on the support and services provided **Free of Cost** for poor people who cannot afford treatment of their children



No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
3	Rs. 4,12,666	12,38,000	12.38

Total fund proposed for FY 2022-23: Rs. 12.38 lakhs. This will be a continued activity for the FY 2023-24.

### FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2022-23	3	12.38
2023-24	3	12.38

### RCH.3 Sl. No.: 31.2

### RBSK at Facility Level including District Early Intervention Centers (DEIC)– Branding of District Early Intervention Centers (DEIC)

Whether it is new/ongoing activity: **New**

#### Activity owner:

At State Level: SME/ Consultant CH/RBSK

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23: Rs. 4.50 Lakhs**

**Name of the activity:** Following the initial step of screening of children from birth to 18 years of age group for selected health conditions through trained and dedicated Mobile Health Teams, the next vital step is confirmation of preliminary findings, referral support, management and follow up. Under RBSK, these activities viz. confirmation, management, referral, tracking & follow-up, needs to be planned according to the age group of the child.

The purpose of District Early Intervention Centers (DEIC) is to provide referral support to children detected with health conditions during health screening, primarily for children up to 6 years of age group. A team consisting of Pediatrician, Medical officer, Staff Nurses, Paramedics will be engaged to provide services. Thus, the DEIC will be the hub of all activities, will act as a clearing house and also provide referral linkages.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
18	25,000	4,50,000	4.50

**District wise Breakup :**

Sl. No.	District	No. of DEIC	Branding Cost @ 25000	Grand Total in Lakhs
1	Baksa	1	25000	0.25
2	Barpeta	1	25000	0.25
3	Bongaigaon	1	25000	0.25
4	Darrang	1	25000	0.25
5	Dhemaji	1	25000	0.25
6	Dibrugarh	1	25000	0.25
7	Goalpara	1	25000	0.25
8	Golaghat	1	25000	0.25
9	Jorhat	1	25000	0.25
10	Kamrup ( R)	1	25000	0.25
11	Kamrup (M)	1	25000	0.25
12	Karimganj	1	25000	0.25
13	Lakhimpur	1	25000	0.25
14	Nalbari	1	25000	0.25
15	Sibsagar	1	25000	0.25
16	Sonitpur	1	25000	0.25
17	Tinsukia	1	25000	0.25
18	Udalguri	1	25000	0.25
<b>Total</b>		<b>18</b>	<b>4,50,000</b>	<b>4.50</b>

**Total fund proposed for FY 2022-23: Rs. 4.50 lakhs. This is a one time activity.**

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
<b>2022-23</b>	18	4.50

**RCH.3 Sl. No.: 23.6**

**Community Based Care - HBNC & HBYC**– Development of Flipchart for ASHAs and Anganwadi Workers on Child Care and ready reference during home visits.

Whether it is new/ongoing activity: **New**

**Activity owner:**

At State Level: SME/ Consultant CH

**Total fund approved for FY 2022-23: Rs. 46.03 Lakhs**

**This is a State level activity** for the time being till the finalization of the prototype.

**Name of the activity:** It is proposed to develop a Flipchart for frontline health workers ASHAs and Anganwadi Workers which will be a ready reference for them while doing Home Visits of newborns etc. The flipchart with detail activities like –

- Care of every newborn through a series of home visits in the first 6 weeks of life.
- Provide information on proper newborn care.
- Examining every newborn for prematurity and low birth weight, in which case extra home visits by ASHA or ANM will be referred.
- Early identification of illness in the newborn and their appropriate referral.
- Follow up for sick newborn after discharge from a health facility.
- Counselling the mother on postpartum care, recognition of postpartum complication and enabling referral.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
10	4,60,335	46,03,350	46.03

**District wise Breakup :**

SI	District Name	No of ASHAs	No of Anganwadi Workers	Total Unit	Total Cost per Flipchart @ 150 per unit	Grand Total in Lakhs
1	Baksa	950	2646	3596	539400	5.394
2	Barpeta	1610	2914	4524	678600	6.786
3	Darrang	1651	1810	3461	519150	5.1915
4	Dhubri	238	2293	2531	379650	3.7965
5	Goalpara	715	2491	3206	480900	4.809
6	Hailakandi	676	1374	2050	307500	3.075
7	Kamrup Rural	1377	1124	2501	375150	3.7515
8	Kokrajhar	1742	1687	3429	514350	5.1435
9	Morigaon	1160	2132	3292	493800	4.938
10	Udalguri	345	1754	2099	314850	3.1485
<b>Grand Total</b>		<b>10464</b>	<b>20225</b>	<b>30689</b>	<b>46,03,350</b>	<b>46.03</b>

**Total fund approved for FY 2022-23: Rs. 46.03 lakhs.** This activity will be continued for the corresponding FY 2023-24 also.

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	10	46.03
2023-24	10	46.03

**RCH.3 Sl. No.: 23.6**

**Community Based Care - HBNC & HBYC**— Installation of Hoarding in all the districts on importance of HBNC and HBYC for awareness among the community.

Whether it is new/ongoing activity: **New**

**Activity owner:**

At State Level: SME/ Consultant CH

**This is a State level activity**

**Total fund approved for FY 2022-23: Rs. 68.00 Lakhs**

**Name of the activity:** It is proposed to install hoardings in all the districts of the State on HBNC and HBYC practices for greater awareness among the community. It will serve as a reminder on the importance of HBYC/HBNC activity. The number of visits by ASHAs and the importance of their visit. The health checks to be done by the health workers visiting the infant's houses.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
340	20,000	68,00,000	68.00

**Total fund approved for FY 2022-23: Rs. 68.00 lakhs. This is a one time activity.**

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	340	68.00
2023-24	0	0

**RCH.3 Sl. No.: 24.24****Facility Based New born Care– Observation of Newborn Care Week for awareness among the community.**Whether it is new/ongoing activity: **Ongoing****Activity owner:**

At State Level: SME/ Consultant CH

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23: Rs. 40.81 Lakhs**

**Name of the activity:** It is seen that a lot of parents/guardians are unaware about the care to be given to their newborn child; timely intervention is the key to protect a child from premature death. As such intensive IEC is proposed for creating massive awareness on Newborn Care, Danger signs to look for in a newborn child, postnatal care etc.

**Deliverables:**

- Increase in awareness levels of the community on new born care management, danger signs & symptoms in a new born child
- Increase in awareness levels at the community level for timely intervention of their new born child in their areas

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
38,778	105.24	40,81,000	40.81

**District wise Breakup :**

Sl	District Name	Total No of ASHAs	Total Health Institutions (HI)	Posters for all HI @Rs 20 per	50 leaflets for each ASHAs @Rs 2 per	10 Miking for each district @2000	Total	Grand Total in Lakhs
1	Baksa	950	201	4020	95000	20000	119020	1.190
2	Bajali	281	74	1480	28100	20000	49580	0.496
3	Barpeta	1610	254	5080	161000	20000	186080	1.861
4	Biswanath	752	170	3400	75200	20000	98600	0.986
5	Bongaigaon	1826	142	2840	182600	20000	205440	2.054
6	Cachar	742	314	6280	74200	20000	100480	1.005
7	Charaideo	978	92	1840	97800	20000	119640	1.196
8	Chirang	746	116	2320	74600	20000	96920	0.969
9	Darrang	1651	201	4020	165100	20000	189120	1.891
10	Dhemaji	1299	127	2540	129900	20000	152440	1.524
11	Dhubri	238	235	4700	23800	20000	48500	0.485

District Operational Guideline (2022-24)

Sl	District Name	Total No of ASHAs	Total Health Institutions (HI)	Posters for all HI @Rs 20 per	50 leaflets for each ASHAs @Rs 2 per	10 Miking for each district @2000	Total	Grand Total in Lakhs
12	Dibrugarh	1067	276	5520	106700	20000	132220	1.322
13	DimaHasao	1057	92	1840	105700	20000	127540	1.275
14	Goalpara	715	200	4000	71500	20000	95500	0.955
15	Golaghat	967	193	3860	96700	20000	120560	1.206
16	Hailakandi	676	125	2500	67600	20000	90100	0.901
17	Hojai	1744	107	2140	174400	20000	196540	1.965
18	Jorhat	739	154	3080	73900	20000	96980	0.970
19	Kamrup Metro	1235	360	7200	123500	20000	150700	1.507
20	Kamrup Rural	1377	105	2100	137700	20000	159800	1.598
21	KarbiAnglong	1308	136	2720	130800	20000	153520	1.535
22	Karimganj	948	269	5380	94800	20000	120180	1.202
23	Kokrajhar	1742	211	4220	174200	20000	198420	1.984
24	Lakhimpur	775	189	3780	77500	20000	101280	1.013
25	Majuli	774	45	900	77400	20000	98300	0.983
26	Morigaon	1160	163	3260	116000	20000	139260	1.393
27	Nagaon	1403	344	6880	140300	20000	167180	1.672
28	Nalbari	1065	180	3600	106500	20000	130100	1.301
29	Sivasagar	786	181	3620	78600	20000	102220	1.022
30	Sonitpur	482	183	3660	48200	20000	71860	0.719
31	South Salmara	701	61	1220	70100	20000	91320	0.913
32	Tinsukia	298	198	3960	29800	20000	53760	0.538
33	Udalguri	345	182	3640	34500	20000	58140	0.581
34	West KarbiAnglong	390	71	1420	39000	20000	60420	0.604
<b>Grand Total</b>		<b>32827</b>	<b>5951</b>	<b>119020</b>	<b>3282700</b>	<b>680000</b>	<b>4081720</b>	<b>40.81</b>

**Total fund approved for FY 2022-23: Rs. 40.81 lakhs.** This is an important activity and will be continued in the corresponding FY 2023-24.

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
<b>2022-23</b>	38778	40.81
<b>2023-24</b>	38778	40.81

**RCH.3 Sl. No.: 26.6****Social Awareness and Action to Neutralize Pneumonia Successfully (SAANS) – Observation of SAANS awareness among the community.**Whether it is new/ongoing activity: **Ongoing****Activity owner:**

At State Level: SME/ Consultant CH

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23: Rs. 21.63 Lakhs**

**Name of the activity:** The aim is to reduce child mortality due to pneumonia, which contributes to around 15% of deaths of children under the age of five annually. To mobilize people to protect children from pneumonia, and train health personnel and other stakeholders to provide prioritized treatment to control the disease.

**Deliverables:**

- Increase in awareness levels of the community on Pneumonia management, care, signs & symptoms of Pneumonia
- Increase in awareness levels of the community on the dangers signs of Pneumonia and do's & don'ts

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
38,932	55.56	21,63,000	21.63

**District wise Breakup:**

Sl. No.	Districts	District level launch	Total HI	Nos. Of Blocks	No. of ASHAs	Posters for all HIs on SAANS@10 rs	Street Play on SAANS at all Block@3000	IPC & 50 Leaflets per ASHA @ Rs. 1.00/- each	Total Amount	Total cost (Rs. in lakhs)
1	Baksa	5000	201	6	950	2010	18000	47500	67510	0.68
2	Bajali	5000	74	1	281	740	3000	14050	17790	0.18
3	Barpeta	5000	254	7	1610	2540	21000	80500	104040	1.04
4	Biswanath	5000	170	3	786	1700	9000	39300	50000	0.50
5	Bongaigaon	5000	142	4	752	1420	12000	37600	51020	0.51
6	Cachar	5000	314	8	1826	3140	24000	91300	118440	1.18

District Operational Guideline (2022-24)

Sl. No.	Districts	District level launch	Total HI	Nos. Of Blocks	No. of ASHAs	Posters for all HIs on SAANS@10 rs	Street Play on SAANS at all Block@3000	IPC & 50 Leaflets per ASHA @ Rs. 1.00/- each	Total Amount	Total cost (Rs. in lakhs)
7	Charaideo	5000	92	2	482	920	6000	24100	31020	0.31
8	Chirang	5000	116	2	742	1160	6000	37100	44260	0.44
9	Darrang	5000	201	4	978	2010	12000	48900	62910	0.63
10	Dhemaji	5000	127	5	746	1270	15000	37300	53570	0.54
11	Dhubri	5000	235	5	1651	2350	15000	82550	99900	1.00
12	Dibrugarh	5000	276	6	1299	2760	18000	64950	85710	0.86
13	DimaHasao	5000	92	3	238	920	9000	11900	21820	0.22
14	Goalpara	5000	200	5	1067	2000	15000	53350	70350	0.70
15	Golaghat	5000	193	5	1057	1930	15000	52850	69780	0.70
16	Hailakandi	5000	125	4	715	1250	12000	35750	49000	0.49
17	Hojai	5000	107	2	701	1070	6000	35050	42120	0.42
18	Jorhat	5000	154	6	967	1540	18000	48350	67890	0.68
19	Kamrup M	5000	360	5	676	3600	15000	33800	52400	0.52
20	Kamrup R	5000	105	12	1744	1050	36000	87200	124250	1.24
21	KarbiAnglong	5000	136	4	739	1360	12000	36950	50310	0.50
22	Karimganj	5000	269	5	1235	2690	15000	61750	79440	0.79
23	Kokrajhar	5000	211	4	1377	2110	12000	68850	82960	0.83
24	Lakhimpur	5000	189	6	1308	1890	18000	65400	85290	0.85
25	Majuli	5000	45	1	298	450	3000	14900	18350	0.18
26	Marigaon	5000	163	3	948	1630	9000	47400	58030	0.58
27	Nagaon	5000	344	9	1742	3440	27000	87100	117540	1.18
28	Nalbari	5000	180	4	775	1800	12000	38750	52550	0.53
29	Sibsagar	5000	181	6	774	1810	18000	38700	58510	0.59
30	Sonitpur	5000	183	4	1160	1830	12000	58000	71830	0.72
31	South Salmara	5000	61	2	345	610	6000	17250	23860	0.24
32	Tinsukia	5000	198	4	1403	1980	12000	70150	84130	0.84
33	Udalguri	5000	182	3	1065	1820	9000	53250	64070	0.64
34	West Karbianglong	5000	71	4	390	710	12000	19500	32210	0.32
<b>Grand Total</b>		<b>170000</b>	<b>5951</b>	<b>154</b>	<b>32827</b>	<b>59510</b>	<b>462000</b>	<b>1641350</b>	<b>2162860</b>	<b>21.63</b>



Total fund approved for FY 2022-23: Rs 21.63 lakhs. This will be a continued activity for the corresponding FY 2023-24.

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	38932	21.63
2023-24	38932	21.63

**RCH.3 Sl. No.: 30.2**

**Installation of Hoardings across the State at strategic locations with high visibility on key government schemes and initiatives.**

**Name of the activity:** Ten hoardings per district on key Government of India schemes on Danger signs in Newborns, SAANS (Pneumonia), MAA, Nutrition Rehabilitation (identification), Poshan Abhiyan (healthy diet) and Anemia T3 (how to fight anemia). The hoardings will be displayed in District Hospitals, Block PHC, Weekly Market areas or Places with High Visibility. The messages will be in local languages pertaining to area specific English, Assamese, Bengali, Bodo among others.

**Activity owner:**

At State Level: SME/ Consultant CH

This is a State level activity

**Total fund approved for FY 2022-23: Rs. 68 Lakhs**

**Whether new/ continued:** Continued

**Justification:**

It is seen that many new parents are (especially rural areas) are unaware about the danger signs in a newborn child, etc. Through the display of Hoardings in places of High Visibility, Health Facilities, Market areas in local languages like, Assamese, Bengali, Bodo etc. can create awareness about the various key interventions, facilities provided by the Government for their child's health benefits. Parents will also know about Nutrition, Anemia etc.

**Deliverables:**

- Increase in awareness levels of the community regarding Care for Newborn Child, MAA, Nutrition, Anemia Programme

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
340	20,000.00	Rs 68,00,000.00	Rs 68.00

Total fund approved for FY 2022-23: Rs 68.00 lakhs. This will be a continued activity for the corresponding FY 2023-24.

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	340	68.00
2023-24	340	68.00

**RCH.3 Sl. No.: 30.2**

Electronic Media on (MAA, National de-worming day, Nutrition Issues, Home based New born care Diarrhea pneumonia)

Whether new/ continued: **Continued**

**Activity owner:**

At State Level: SME/ Consultant CH

This is a State level activity

**Total fund approved for FY 2022-23: Rs. 154.42 Lakhs**

**Justification:** Advertisements in electronic media on various issues will be telecast for awareness/ demand generation.

**Deliverable:**

- Increase in visibility of Child Health programmes
- Increase in awareness levels of Child Health programmes

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
273	Rs. 56,564.10	Rs. 1,54,42,000	154.42

Total fund approved for FY 2022-23: Rs 154.42 lakhs. This will be a continued activity for the corresponding FY 2023-24.

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	273	154.42
2023-24	273	154.42

**RCH.3 Sl. No.: 30.2**

**Activity Head/ Component:** Child Health –Mass Media

**Name of the activity:** Print Media on (MAA, National de-worming day, Nutrition issues, home based New born Care, Diarrhea, Pneumonia).

**Activity owner:**

At State Level: SME/ Consultant CH

This is a State level activity

**Total fund approved for FY 2022-23: Rs. 84.52 Lakhs**

**Whether new/ continued:** Continued

**Justification:**

Advertisements in print media on various issues will be published for awareness/ demand generation.

**Deliverables:**

- Increase in visibility of Child Health programmes
- Increase in awareness levels of Child Health programmes

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
10	Rs. 8,45,200	Rs. 84,52,000.00	84.52

**Total fund approved for FY 2022-23: Rs 84.52 lakhs. This will be a continued activity for the corresponding FY 2023-24.**

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	10	84.52
2023-24	10	84.52

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**IEC/BCC on Nutrition Health**  
**District RoP 2022-23 & 2023-24**

- Total Approved Budget for 2022-23: 158.16 L
- Total Approved Budget for 2023-24: 158.16 L
- Total Budget Allocation for State HQ (22-23): 29.77 L
- Total Budget Allocation for District(22-23): 128.39 L
- Total Budget Allocation for State HQ (23-24): 29.77 L
- Total Budget Allocation for District(23-24): 128.39 L

### IEC/BCC Activities under Nutrition

**RCH.7 Sl. No.: 60.2**

#### **National Deworming Day – Mass Awareness and Observance of National Deworming Day NDD**

Whether it is new/ongoing activity: **Continued**

**Activity owner:**

At State Level: SME/ Consultant CH/Nutrition

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23: Rs. 87.33 lakhs for two rounds**

**Name of the Activity:** National Deworming Day is proposed to be observed in the state with a focus on reducing the threat of parasitic worm infections.

**Deliverables:**

- Increase in awareness levels of the community on deworming
- No. of children who are dewormed

**Details of the activity:**

- District level launch by Deputy Commissioners, PRIs and senior officials and subsequent coverage by local media for mass awareness
- Awareness through Quiz competitions, drawing/painting competitions and distribution of posters/leaflets, banners in targeted schools
- Miking at all Blocks prior to the launch of NDD
- ASHAs door to door visit and IPC on NDD and Hygienic Behaviors
- Publicity through Print and Electronic Media at State Level for Mass Awareness

**Total fund approved for FY 2022-23: Rs. 87.33 lakhs for two rounds**

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
3555	Rs. 2456.54	87,33,000	Rs 87.33

**District wise budget breakup:**

Sl. No.	Districts	Nos. Of Blocks	Targeted Schools	District level launch	Miking on NDD at all Block@2000	School activities (poster, slogan etc) @1000	Total Amount for NDD 1 round	Total Amount for NDD * 2 Times	Total cost (Rs. in lakhs)
1	Baksa	6	100	5000	12000	100000	117000	234000	2.34
2	Bajali	1	100	5000	2000	100000	107000	214000	2.14
3	Barpeta	7	100	5000	14000	100000	119000	238000	2.38
4	Biswanath	3	100	5000	6000	100000	111000	222000	2.22
5	Bongaigaon	4	100	5000	8000	100000	113000	226000	2.26
6	Cachar	8	100	5000	16000	100000	121000	242000	2.42
7	Charaideo	2	100	5000	4000	100000	109000	218000	2.18
8	Chirang	2	100	5000	4000	100000	109000	218000	2.18
9	Darrang	4	100	5000	8000	100000	113000	226000	2.26
10	Dhemaji	5	100	5000	10000	100000	115000	230000	2.3
11	Dhubri	5	100	5000	10000	100000	115000	230000	2.3
12	Dibrugarh	6	100	5000	12000	100000	117000	234000	2.34
13	DimaHasao	3	100	5000	6000	100000	111000	222000	2.22
14	Goalpara	5	100	5000	10000	100000	115000	230000	2.3
15	Golaghat	5	100	5000	10000	100000	115000	230000	2.3
16	Hailakandi	4	100	5000	8000	100000	113000	226000	2.26
17	Hojai	2	100	5000	4000	100000	109000	218000	2.18
18	Jorhat	6	100	5000	12000	100000	117000	234000	2.34
19	Kamrup M	5	100	5000	10000	100000	115000	230000	2.3
20	Kamrup R	12	100	5000	24000	100000	129000	258000	2.58
21	KarbiAnglong	4	100	5000	8000	100000	113000	226000	2.26
22	Karimganj	5	100	5000	10000	100000	115000	230000	2.3
23	Kokrajhar	4	100	5000	8000	100000	113000	226000	2.26
24	Lakhimpur	6	100	5000	12000	100000	117000	234000	2.34
25	Majuli	1	100	5000	2000	100000	107000	214000	2.14
26	Marigaon	3	100	5000	6000	100000	111000	222000	2.22
27	Nagaon	9	100	5000	18000	100000	123000	246000	2.46
28	Nalbari	4	100	5000	8000	100000	113000	226000	2.26
29	Sibsagar	6	100	5000	12000	100000	117000	234000	2.34
30	Sonitpur	4	100	5000	8000	100000	113000	226000	2.26
31	South Salmara	2	100	5000	4000	100000	109000	218000	2.18
32	Tinsukia	4	100	5000	8000	100000	113000	226000	2.26
33	Udalguri	3	100	5000	6000	100000	111000	222000	2.22

Sl. No.	Districts	Nos. Of Blocks	Targeted Schools	District level launch	Miking on NDD at all Block@2000	School activities (poster, slogan etc) @1000	Total Amount for NDD 1 round	Total Amount for NDD * 2 Times	Total cost (Rs. in lakhs)
34	West Karbianglong	4	100	5000	8000	100000	113000	226000	2.26
35	State HQ	1					4,88,500	9,77,000	9.77
<b>Grand Total</b>		<b>155</b>	<b>3400</b>	<b>170000</b>	<b>308000</b>	<b>3400000</b>	<b>4366500</b>	<b>8733000</b>	<b>87.33</b>

Total fund approved for FY 2023-24: Rs. 87.33 lakhs for two rounds. This will be a continued activity for the next FY 2023-24 also.

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
<b>2022-23</b>	<b>3555</b>	<b>87.33</b>
<b>2023-24</b>	<b>3555</b>	<b>87.33</b>

**RCH.7 Sl. No.: 60.4**

**Intensified Diarrhoea Control Fortnight**– Mass Awareness on Intensified Diarrhea Control Fortnight Campaign in all the Districts

Whether it is new/ongoing activity: **Continued**

**Activity owner:**

At State Level: SME/ Consultant CH/Nutrition

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23: Rs. 70.83 Lakhs**

**Name of the Activity:** Intensified Diarrhea Control Fortnight is proposed to be observed for addressing the issue of diarrhea, and diarrhea management.

**Details of the activity:**

- District level launch by Deputy Commissioners, PRIs and senior officials and subsequent coverage by local media for mass awareness
- Miking in all the blocks for awareness on Diarrhea and its management
- Distribution of leaflets for 32,546 ASHAs on IDCF for door to door awareness
- Observation of IDCF in all the AWCs for maximum intervention and reach
- ORS & ZINC Corner for awareness on Diarrhea management

**Total fund approved for FY 2022-23: Rs. 70.83 Lakhs**

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
37,673	Rs. 188.01	70,82,800	Rs 70.83

**District Breakup:**

Mass Awareness on Intensified Diarrhea Control Fortnight Campaign										
Sl. No.	Districts	Total No of Blocks	List of SCs	Total Nos. ASHAs	District Level Launch	Activity for ORS & Zinc Corner in all SCs @Rs 500	50 Leaflets per ASHA @ Rs. 1.00/- each	Miking all Blocks @2500 per unit x 2 days	Total Cost	Total Approved Budget for 2022-23 (Rs. in lakhs)
1	Baksa	6	157	950	10000	78500	47500	30000	166000	1.66
2	Bajali	1	55	281	10000	27500	11802	5000	54302	0.54
2	Barpeta	7	209	1610	10000	104500	68698	35000	218198	2.18
3	Biswanath	3	139	752	10000	69500	39300	15000	133800	1.34
4	Bongaigaon	4	108	1826	10000	54000	37600	20000	121600	1.22
5	Cachar	8	270	742	10000	135000	91300	40000	276300	2.76
6	Charaideo	2	70	978	10000	35000	24100	10000	79100	0.79
7	Chirang	2	87	746	10000	43500	37100	10000	100600	1.01
8	Darrang	4	159	1651	10000	79500	48900	20000	158400	1.58
9	Dhemaji	5	98	1299	10000	49000	37300	25000	121300	1.21
10	Dhubri	5	192	238	10000	96000	82550	25000	213550	2.14
11	Dibrugarh	6	234	1067	10000	117000	64950	30000	221950	2.22
12	Dima Hasao	3	76	1057	10000	38000	11900	15000	74900	0.75
13	Goalpara	5	155	715	10000	77500	53350	25000	165850	1.66
14	Golaghat	5	143	967	10000	71500	52850	25000	159350	1.59
15	Hailakandi	4	107	676	10000	53500	35750	20000	119250	1.19
16	Hojai	2	94	1744	10000	47000	35050	10000	102050	1.02
17	Jorhat	6	110	739	10000	55000	48350	30000	143350	1.43



Mass Awareness on Intensified Diarrhea Control Fortnight Campaign										
Sl. No.	Districts	Total No of Blocks	List of SCs	Total Nos. ASHAs	District Level Launch	Activity for ORS & Zinc Corner in all SCs @Rs 500	50 Leaflets per ASHA @ Rs. 1.00/- each	Miking all Blocks @2500 per unit x 2 days	Total Cost	Total Approved Budget for 2022-23 (Rs. in lakhs)
18	Kamrup M	5	50	1235	10000	25000	61750	25000	93800	0.94
19	Kamrup R	12	280	1377	10000	140000	68850	60000	297200	2.97
20	Karbi Anglong	4	105	1308	10000	52500	36950	20000	119450	1.19
21	Karimganj	5	232	948	10000	116000	61750	25000	212750	2.13
22	Kokrajhar	4	161	1742	10000	80500	68850	20000	179350	1.79
23	Lakhimpur	6	149	775	10000	74500	65400	30000	179900	1.80
24	Majuli	1	34	774	10000	17000	14900	5000	46900	0.47
25	Marigaon	3	122	1160	10000	61000	47400	15000	133400	1.33
26	Nagaon	9	258	1403	10000	129000	87100	45000	271100	2.71
27	Nalbari	4	124	1065	10000	62000	38750	20000	130750	1.31
28	Sibsagar	6	150	786	10000	75000	38700	30000	153700	1.54
29	Sonitpur	4	146	482	10000	73000	58000	20000	161000	1.61
30	South Salmara	2	51	701	10000	25500	17250	10000	62750	0.63
31	Tinsukia	4	166	298	10000	83000	70150	20000	183150	1.83
32	Udalguri	3	150	345	10000	75000	53250	15000	153250	1.53
33	West Karbianglong	4	50	390	10000	25000	19500	20000	74500	0.75
34	State	1							2000000	20.00
<b>Grand Total</b>		<b>155</b>	<b>4691</b>	<b>32827</b>	<b>340000</b>	<b>2345500</b>	<b>1636900</b>	<b>770000</b>	<b>7082800</b>	<b>70.83</b>

Total fund approved for FY 2023-24: Rs. 70.83 Lakhs. This will be a continued activity for the next corresponding FY 2023-24.

#### FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
<b>2022-23</b>	37,673	70.83
<b>2023-24</b>	37,673	70.83

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**IEC/BCC on Adolescent Health**  
**District RoP 2022-23 & 2023-24**

- Total Approved Budget for 2022-23: 91.71 L
- Total Approved Budget for 2023-24: 91.71 L
- Total Budget Allocation for State HQ (22-23): 56.83 L
- Total Budget Allocation for District(22-23): 34.88 L
- Total Budget Allocation for State HQ (23-24): 56.83 L
- Total Budget Allocation for District(23-24): 34.88 L

### EC/BCC Activities under Adolescent Health

**RCH.5 Sl. No.: 41.2**

**Activity Head/ Component:** RKSK-Adolescent Health (Print Media)

**Activity owner:**

At State Level: SME/ Consultant AH

**This is a State Level activity**

**Total fund approved for FY 2022-23: Rs. 40.00 Lakhs**

**Name of the activity:** Print Media on (Substance Abuse, Mental Health, Nutrition, Menstrual Hygiene, NCD, Injury and Violence, Sexual & Reproductive Health, Freedays).

**Whether new/ continued:** Continued

**Justification:** Advertisements in print media on various issues will be published for awareness/ demand generation.

**Deliverables:**

- Increase in visibility of adolescent health issues
- Improved knowledge of masses on adolescent health issues

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
10	Rs. 40,00,00	Rs. 40,00,000	40.00

**Total fund approved for FY 2022-23: Rs. 40 Lakhs. This will be a continued activity for the next corresponding FY 2023-24.**

### **FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	10	40.00

<b>2023-24</b>	10	40.00
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**RCH.5 Sl. No.: 41.2**

**Activity Head/ Component: Hoardings on key Adolescents awareness & Services for demand generation**

**Activity owner:**

At State Level: SME/ Consultant AH

**This is a State Level activity**

**Total fund approved for FY 2022-23: Rs. 17.34 Lakhs**

**Name of the activity:** Five hoardings per district on key messages on **Substance Abuse, Mental Health, Nutrition, Menstrual Hygiene, Injury and Violence, Sexual & Reproductive Health, Freedays**

The hoardings will be displayed in Block PHCs, Weekly Market areas or Places with High Visibility. The messages will be in local languages pertaining to area specific English, Assamese, Bengali, Bodo among others.

**Whether new/ continued:** Continued

**Justification:** It is seen that many district has high teenage pregnancy and lack of awareness on substance abuse, mental health, and menstrual hygiene, adolescent's health and social behaviors in this digital world. to create demand and publicity of the various schemes and our AFHC and various services and peer educations.

**Deliverables:**

- Increase in awareness on key adolescents health issues
- Increase in the decision making of female health

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
33	Rs 51,000	Rs. 16,83,000	16.83

**Total fund approved for FY 2022-23: Rs. 17.34 Lakhs. This will be a continued activity for the next corresponding FY 2023-24.**

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
<b>2022-23</b>	33	16.83

<b>2023-24</b>	<b>33</b>	<b>16.83</b>
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**RCH.5 Sl. No.: 41.2**

**State specific Initiatives and Innovations** - Formation of Adolescent Girls' Meet

**Activity owner:**

At State Level: SME/ Consultant AH

At District: DME/In-charge

**Total fund approved for FY 2022-23: Rs. 34.88 Lakhs**

**Name of the activity:**

- An Adolescent Girls' Meet is proposed for every block in each district. These clubs will meet once every month (Age 13 to 19 years) to have a health screening, group discussion on issues of adolescent life, and indulge in some sporting activities. This day will be observed as Adolescent Girls' Day (AGD) every month. Specialists will be present for the one day health screening of the Club Members.
- District Media Experts (DME) will be in charge of formation of all the AGDs under each block and hand holding each month's activity. This activity will also complement the upcoming yearly health calendar days.
- On joining the AGDs a Health Kit comprising of Sanitary Napkins, Iron & Vitamin Tablets, IEC materials will also be distributed.

**Whether new/ continued:** Continued

**Justification:**

It is seen that adolescents 'girls life is mostly confined to studies and household life, issues pertaining to one's health and biological development is hardly discussed openly with mothers. This is a platform where an adolescent can have direct interaction with health specialists, counselors and also discuss with fellow peers on any issues not confined to ones studies or health, but a wholesome development of one's mind, body and spirit.

**Objective:**

1. Increase of Iron tablet consumption by adolescents
2. Elimination of myths and misconceptions related to adolescent health
3. Wholesome development of an adolescent life

District Operational Guideline (2022-24)

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
1836	Rs. 1900	Rs. 34,88,400	34.88

District Budget Breakup:

Sl No	District	No of Blocks	No of AGDs yearly @12 months	Fund per meet, kits, IEC Display & refreshments, prizes @1900 per	Total Cost in lakhs
1	Bajali	2	24	45600	0.456
2	Baksa	6	72	136800	1.368
3	Barpeta	5	60	114000	1.14
4	Biswanath	3	36	68400	0.684
5	Bongaigaon	4	48	91200	0.912
6	Cachar	8	96	182400	1.824
7	Charaideo	2	24	45600	0.456
8	Chirang	2	24	45600	0.456
9	Darrang	4	48	91200	0.912
10	Dhemaji	5	60	114000	1.14
11	Dhubri	5	60	114000	1.14
12	Dibrugarh	6	72	136800	1.368
13	Dima Hasao	3	36	68400	0.684
14	Goalpara	5	60	114000	1.14
15	Golaghat	5	60	114000	1.14
16	Hailakandi	4	48	91200	0.912
17	Hojai	2	24	45600	0.456
18	Jorhat	6	72	136800	1.368
19	Kamrup M	5	60	114000	1.14
20	Kamrup R	12	144	273600	2.736
21	Karbi Anglong	4	48	91200	0.912
22	Karimganj	5	60	114000	1.14
23	Kokrajhar	4	48	91200	0.912
24	Lakhimpur	6	72	136800	1.368
25	Majuli	1	12	22800	0.228
26	Marigaon	3	36	68400	0.684
27	Nagaon	9	108	205200	2.052
28	Nalbari	4	48	91200	0.912

Sl No	District	No of Blocks	No of AGDs yearly @12 months	Fund per meet, kits, IEC Display & refreshments, prizes @1900 per	Total Cost in lakhs
29	Sibsagar	6	72	136800	1.368
30	Sonitpur	4	48	91200	0.912
31	South Salmara	2	24	45600	0.456
32	Tinsukia	4	48	91200	0.912
33	Udalguri	3	36	68400	0.684
34	West Karbianglong	4	48	91200	0.912
<b>Grand Total</b>		<b>153</b>	<b>1836</b>	<b>3488400</b>	<b>34.88</b>

Total fund approved for FY 2022-23: Rs. 34.884 Lakhs. This will be a continued activity for the next corresponding FY 2023-24.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2022-23	1836	34.88
2023-24	1836	34.88

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**IEC/BCC on Family Planning**  
**District RoP 2022-23 & 2023-24**



- Total Approved Budget for 2022-23: 410.53 L
- Total Approved Budget for 2023-24: 410.53 L
- Total Budget Allocation for State HQ (22-23): 342.28 L
- Total Budget Allocation for District(22-23): 68.25 L
- Total Budget Allocation for State HQ (23-24): 342.28 L
- Total Budget Allocation for District(23-24): 68.25 L

### IEC/BCC Activities under Family Planning

**FMR Code: RCH.6 SI No. 49.5**

**World Population Day and Vasectomy fortnight**- Family Planning (Campaign based on global movement that supports the rights of men and women to decide—freely and for themselves—whether, when, and how to plan for a family)

**Activity owner:**

At State Level: SME/ Consultant FP

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23: Rs. 30.24 Lakhs**

**Name of the activity:**

- District level launch by Deputy Commissioner with coverage of local media on the importance of family planning methods, supporting the rights of women and girls to decide and choose for Family Planning attended with district level officers of concerned departments, prominent community leaders, social activists, NGOs, Student union leaders, writers, etc & BPM & SDM&HOs
- Sub Center level awareness meeting with the local community on various family planning methods, age at marriage and right ways to adopt family planning methods for a happy and healthy family & future
- Posters at Health Institutions displaying the various methods of family planning, age at marriage and information of various incentives associated with it

**Whether new/ continued:** Continued

**Justification:**

- In order to address the issue related to family planning and the rights of the women to decide when to get start a family, age at marriage and youth development it is proposed to be organized in presence of Deputy Commissioner with district level officers of concerned departments, community leaders, social activists, NGOs etc.
- Community awareness on issues related to aims and objectives of Family Planning Programme. This is aimed to create an enabling environment in the community to prevent early marriage by spreading awareness about harmful consequences of early marriage on the families and its effect in

## District Operational Guideline (2022-24)

the society. To mobilize the community, adolescents/youths of the community, conduct community level meetings and group discussions with adolescents/youths. To instill social responsibility towards the issue of early marriage.

### Deliverables:

Increase in awareness levels of the community people on age at marriage, various methods of family planning, role and responsibility of each couple and the community as whole

**Total fund proposed for FY 2022-23: Rs.30.24 lakhs**

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
4845	624.233	Rs. 30,24,410	30.24

### District Budget Breakup:

Sl. No.	District	No of Blocks	Sub Centers	Awareness meeting at Sub Centers Rs @500 per	District level Launch	Street Plays @ 3000 per block	Posters for all Sub Centers @10 rs per poster SC	Total amount Rs	Total in lakhs
1	Baksa	6	157	78500	5000	18000	1570	103070	1.0307
2	Bajali	1	55	27500	5000	3000	550	36050	0.3605
3	Barpeta	7	209	104500	5000	21000	2090	132590	1.3259
4	Biswanath	3	139	69500	5000	9000	1390	84890	0.8489
5	Bongaigaon	4	108	54000	5000	12000	1080	72080	0.7208
6	Cachar	8	270	135000	5000	24000	2700	166700	1.667
7	Charaideo	2	70	35000	5000	6000	700	46700	0.467
8	Chirang	2	87	43500	5000	6000	870	55370	0.5537
9	Darrang	4	159	79500	5000	12000	1590	98090	0.9809
10	Dhemaji	5	98	49000	5000	15000	980	69980	0.6998
11	Dhubri	5	192	96000	5000	15000	1920	117920	1.1792
12	Dibrugarh	6	234	117000	5000	18000	2340	142340	1.4234
13	Dima Hasao	3	76	38000	5000	9000	760	52760	0.5276
14	Goalpara	5	155	77500	5000	15000	1550	99050	0.9905
15	Golaghat	5	143	71500	5000	15000	1430	92930	0.9293
16	Hailakandi	4	107	53500	5000	12000	1070	71570	0.7157
17	Hojai	2	94	47000	5000	6000	940	58940	0.5894
18	Jorhat	6	110	55000	5000	18000	1100	79100	0.791
19	Kamrup M	5	280	140000	5000	15000	2800	162800	1.628
20	Kamrup R	12	50	25000	5000	36000	500	66500	0.665

District Operational Guideline (2022-24)

Sl. No.	District	No of Blocks	Sub Centers	Awareness meeting at Sub Centers Rs @500 per	District level Launch	Street Plays @ 3000 per block	Posters for all Sub Centers @10 rs per poster SC	Total amount Rs	Total in lakhs
21	Karbi Anglong	4	105	52500	5000	12000	1050	70550	0.7055
22	Karimganj	5	232	116000	5000	15000	2320	138320	1.3832
23	Kokrajhar	4	161	80500	5000	12000	1610	99110	0.9911
24	Lakhimpur	6	149	74500	5000	18000	1490	98990	0.9899
25	Majuli	1	34	17000	5000	3000	340	25340	0.2534
26	Marigaon	3	122	61000	5000	9000	1220	76220	0.7622
27	Nagaon	9	258	129000	5000	27000	2580	163580	1.6358
28	Nalbari	4	124	62000	5000	12000	1240	80240	0.8024
29	Sibsagar	6	150	75000	5000	18000	1500	99500	0.995
30	Sonitpur	4	146	73000	5000	12000	1460	91460	0.9146
31	South Salmara	2	51	25500	5000	6000	510	37010	0.3701
32	Tinsukia	4	166	83000	5000	12000	1660	101660	1.0166
33	Udalguri	3	150	75000	5000	9000	1500	90500	0.905
34	West Karbianglong	4	50	25000	5000	12000	500	42500	0.425
<b>Grand Total</b>		<b>154</b>	<b>4691</b>	<b>2345500</b>	<b>170000</b>	<b>462000</b>	<b>46910</b>	<b>3024410</b>	<b>30.24</b>

Total fund approved for FY 2022-23: Rs.30.24 lakhs. This will be a continued activity for the next corresponding FY 2023- 2024.

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
<b>2022-23</b>	4845	30.24
<b>2023-24</b>	4845	30.24

**FMR Code:RCH.6 SI No. 49.6**

**IEC and promotional activities for Vasectomy Fortnight Celebration**

Name of the activity: IEC-BCC for Vasectomy Fortnight.

**Activity owner:**

At State Level: SME/ Consultant FP

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23: Rs. 29.08 Lakhs**

**Whether new/ continued:** Continued

**Justification:** For Vasectomy, a strong IEC-BCC strategy is required for the beneficiaries to come forward and adopt the permanent method of family planning. Through this we also assure the beneficiaries that it is a safe method of it has no other adverse effect on his health and his self ability.

**Total Fund Proposed: Rs 29.08 lakhs**

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
4768	610.00	Rs. 29,08,480	29.08

**District wise Budget Breakup:**

Sl. No.	District	Sub Centers	IEC BCC Group Discussion Rs @500 per meeting	Poster at SC @10 rs per	IPC/LeafletRs @2/- per (50 Leaflet per SC)	Total amount Rs	Total in lakhs
1	Baksa	157	78500	1570	15700	95770	0.9577
2	Bajali	55	27500	550	5500	33550	0.3355
3	Barpeta	264	132000	2640	26400	161040	1.6104
4	Biswanath	141	70500	1410	14100	86010	0.8601
5	Bongaigaon	108	54000	1080	10800	65880	0.6588
6	Cachar	270	135000	2700	27000	164700	1.647
7	Charaideo	70	35000	700	7000	42700	0.427
8	Chirang	87	43500	870	8700	53070	0.5307
9	Darrang	176	88000	1760	17600	107360	1.0736
10	Dhemaji	98	49000	980	9800	59780	0.5978
11	Dhubri	187	93500	1870	18700	114070	1.1407
12	Dibrugarh	234	117000	2340	23400	142740	1.4274
13	Dima Hasao	76	38000	760	7600	46360	0.4636
14	Goalpara	155	77500	1550	15500	94550	0.9455
15	Golaghat	143	71500	1430	14300	87230	0.8723
16	Hailakandi	107	53500	1070	10700	65270	0.6527
17	Hojai	94	47000	940	9400	57340	0.5734
18	Jorhat	110	55000	1100	11000	67100	0.671
19	Kamrup M	51	25500	510	5100	31110	0.3111
20	Kamrup R	280	140000	2800	28000	170800	1.708

District Operational Guideline (2022-24)

Sl. No.	District	Sub Centers	IEC BCC Group Discussion Rs @500 per meeting	Poster at SC @10 rs per	IPC/LeafletRs @2/- per (50 Leaflet per SC)	Total amount Rs	Total in lakhs
21	Karbi Anglong	104	52000	1040	10400	63440	0.6344
22	Karimganj	231	115500	2310	23100	140910	1.4091
23	Kokrajhar	162	81000	1620	16200	98820	0.9882
24	Lakhimpur	157	78500	1570	15700	95770	0.9577
25	Majuli	34	17000	340	3400	20740	0.2074
26	Marigaon	122	61000	1220	12200	74420	0.7442
27	Nagaon	258	129000	2580	25800	157380	1.5738
28	Nalbari	122	61000	1220	12200	74420	0.7442
29	Sibsagar	150	75000	1500	15000	91500	0.915
30	Sonitpur	148	74000	1480	14800	90280	0.9028
31	South Salmara	51	25500	510	5100	31110	0.3111
32	Tinsukia	166	83000	1660	16600	101260	1.0126
33	Udalguri	150	75000	1500	15000	91500	0.915
34	West Karbianglong	50	25000	500	5000	30500	0.305
<b>Grand Total</b>		<b>4768</b>	<b>2384000</b>	<b>47680</b>	<b>476800</b>	<b>2908480</b>	<b>29.08</b>

Total fund approved for FY 2022-23: Rs. 29.08 lakhs. This will be a continued activity for the next corresponding FY 2023- 2024.

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
<b>2022-23</b>	4768	29.08
<b>2023-24</b>	4768	29.08

**FMR Code:RCH.6 SI No. 50.14**

**Other Family Planning Components - Hoardings on key Family Planning Services for demand generation block wise**

**Activity owner:**

At State Level: SME/ Consultant FP

This is a State level activity

**Total fund approved for FY 2022-23: Rs. 68 Lakhs**

**Name of the activity:** Ten hoardings per district on key Family Planning methods and services also on the incentives for creating demand and adopting the correct methods for a small family.

The hoardings will be displayed in Block PHCs, Weekly Market areas or Places with High Visibility. The messages will be in local languages pertaining to area specific English, Assamese, Bengali, Bodo among others.

**Whether new/ continued:** Continued

**Justification:**

To create demand and publicity of the incentives for new methods like Antara, Chaya & NSV hoardings will be put up. This will also create awareness about the various family planning methods

**Deliverables:**

- Increase in awareness about the various temporary & permanent methods along with the new methods.
- Increase in the decision making of women by empowerment

**Total fund proposed: Rs.68.00 lakhs**

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
340	Rs.20,000.00	Rs.68,00,000	68.00

**Total fund approved for FY 2022-23: Rs. 68.00 lakhs. This will be a continued activity for the next corresponding FY 2023- 2024.**

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	340	68
2023-24	340	68

**FMR Code:RCH.6 SI No. 50.14**

**Other Family Planning Components -Family Planning Mass Media**

**Activity owner:**

At State Level: SME/ Consultant FP

This is a State level activity

**Total fund approved for FY 2022-23: Rs. 154.42 Lakhs**

**Name of the activity:** Electronic Media on (NSV, IUCD, PPIUCD, Condom, female Sterilization, Injectable contraceptive)

**Whether new/ continued:** Continued

**Justification:** Advertisements in electronic media on various issues will be telecast for awareness/ demand generation.

**Deliverables:**

- Increase in visibility of Family Planning programmes
- Increase in awareness levels of the masses on Family Planning

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
273	Rs. 56,564.10	Rs. 1,54,42,000	154.42

**Total fund approved for FY 2022-23: Rs. 154.42 lakhs. This will be a continued activity for the next corresponding FY 2023- 2024.**

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	273	154.42
2023-24	273	154.42

**FMR Code:RCH.6 SI No. 50.14**

**Other Family Planning Components:** Family Planning Mass Media

**Activity owner:**

At State Level: SME/ Consultant FP

This is a State level activity

**Total fund approved for FY 2022-23: Rs. 94.862 Lakhs**

**Name of the activity:** Print Media On (NSV, IUCD, PPIUCD, Condom, female Sterilization, Injectable contraceptive)

**Whether new/ continued:** Continued

**Justification:** Advertisements in print media on various issues will be published for awareness/ demand generation.

**Deliverables:**

- Increase in visibility of Family Planning programmes
- Increase in awareness levels on Family Planning programmes

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
12	Rs. 7,90,500	Rs 94,86,000	Rs 94.86

Total fund approved for FY 2022-23: Rs. 94.86 lakhs. This will be a continued activity for the next corresponding FY 2023- 2024.

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	12	94.86
2023-24	12	94.86

**FMR Code:RCH.6 SI No. 50.14**

**Other Family Planning Components- Development of flipchart on various Family Planning methods, incentives for all Health Institutions**

**Activity owner:**

At State Level: SME/ Consultant FP

This is a State level activity

**Total fund approved for FY 2022-23: Rs. 8.93 Lakhs**

**Whether new/ continued: New**

**Justification:** It is proposed to develop and print a flipchart detailing all the products and services under Family Planning Programme. This flipchart will be displayed at all Health Institutions at the Family Planning Corners. This is a pilot project that will be implemented across the State to bring in uniformity of the action. This flipchart will details the various methods like temporary methods (Oral Pills, Condoms etc) and permanent methods like (nsv, sterilization, etc) while also displaying the methods. This will also detail the advantages of adopting the particular method, any associated side effects, intervals for using IUCD spacing, when and how to use oral pills among others.

This will be a one stop IEC which will contain all the details of the Family Planning methods and services.



District Operational Guideline (2022-24)

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
5951	Rs. 150	Rs. 8,92,650	8.93

**District Budget Breakup:**

Sl. No.	Districts	Total Health Institutions (HI)	Total @Rs 150 per	Total in lakhs
1	Baksa	201	30150	0.3015
2	Bajali	74	11100	0.111
2	Barpeta	254	38100	0.381
3	Biswanath	170	25500	0.255
4	Bongaigaon	142	21300	0.213
5	Cachar	314	47100	0.471
6	Charaideo	92	13800	0.138
7	Chirang	116	17400	0.174
8	Darrang	201	30150	0.3015
9	Dhemaji	127	19050	0.1905
10	Dhubri	235	35250	0.3525
11	Dibrugarh	276	41400	0.414
12	Dima Hasao	92	13800	0.138
13	Goalpara	200	30000	0.3
14	Golaghat	193	28950	0.2895
15	Hailakandi	125	18750	0.1875
16	Hojai	107	16050	0.1605
17	Jorhat	154	23100	0.231
18	Kamrup M	360	54000	0.54
19	Kamrup R	105	15750	0.1575
20	Karbi Anglong	136	20400	0.204
21	Karimganj	269	40350	0.4035
22	Kokrajhar	211	31650	0.3165
23	Lakhimpur	189	28350	0.2835
24	Majuli	45	6750	0.0675
25	Marigaon	163	24450	0.2445
26	Nagaon	344	51600	0.516
27	Nalbari	180	27000	0.27
28	Sibsagar	181	27150	0.2715
29	Sonitpur	183	27450	0.2745
30	South Salmara	61	9150	0.0915
31	Tinsukia	198	29700	0.297

Sl. No.	Districts	Total Health Institutions (HI)	Total @Rs 150 per	Total in lakhs
32	Udalguri	182	27300	0.273
33	West Karbianglong	71	10650	0.1065
<b>Total</b>		<b>5951</b>	<b>892650</b>	<b>8.93</b>

Total fund approved FY 2022-23: Rs. 8.93 lakhs. This will be a continued activity for the next corresponding FY 2023- 2024.

### FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2022-23	5951	8.93
2023-24	5951	8.93

**FMR Code:RCH.6 SI No. 50.14**

Other Family Planning Components - Family Planning Radio Campaign Maa Swasthya toh Assam Swasthya.

Activity owner:

At State Level: SME/ Consultant FP

This is a State level activity

Total fund approved for FY 2022-23: Rs. 25 Lakhs

Whether new/ continued: **New**

**Justification:** Why focus on Women? The burden of contraception still falls on women but with the permission of the husband. The positive long-term consequences of Women health at the household levels hold the key for wellness for the whole family. At its core, family planning is managing when and how many children a family will have over the course of their life. Reproductive health, Contraception and family planning are still taboo issues in our society. **The aim of the proposed radio campaign is to make a Communication Strategy to make the idea of family planning culturally and societal acceptable.**

Total Budget approved for 2022-23: Rs 25.00 lakh

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
5	Rs. 5,00,000	Rs. 25,00,000	25.00

1. All India Radio Guwahati – Rs 5.00 lakh

2. All India Radio Dibrugarh – Rs 5.00 lakh
3. Red FM – Rs 5.00 lakh
4. Radio Gup Sup – Rs 5.00 lakh
5. BIG FM – Rs 5.00 lakh

**Total Budget approved for 2023-24: Rs 25.00 lakh. This activity will be carried forward in the next FY 2023-24.**

**FY wise target & budget (Rs. In Lakh)**

<b>FY</b>	<b>Target</b>	<b>Budget</b>
<b>2022-23</b>	5	25.00
<b>2023-24</b>	5	25.00

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**IEC/BCC on Other IEC Activities**  
**District RoP 2022-23 & 2023-24**

- Total Approved Budget for 2022-23: 243.60 L
- Total Approved Budget for 2023-24: 233.20 L
- Total Budget Allocation for State HQ 2022-23 : 120.40 L
- Total Budget Allocation for District 22-23: 123.20 L
- Total Budget Allocation for State HQ 2022-23 : 110.00 L
- Total Budget Allocation for District 23-24: 123.20 L

**Other IEC/BCC Activities**

**FMR Code: HSS.13 SI No.: 198.1**

**Activity Head/ Component:**

Development of State Communication strategy (comprising of district plans)

**Activity owner:**

At State Level: SME/ BCC Expert

**This is a State level activity**

**Total fund approved for FY 2022-23: Rs. 0.20 Lakhs**

**Name of the activity: State Level IEC-BCC Orientation Workshop**

1. One state level IEC-BCC Orientation workshop will be conducted to orient the district level officials towards the priority issues of NHM and method of communication and its effectiveness in Health Sector. 2 Resource Persons @ Rs10,000 per resource person = Rs. 20,000

**Whether new/ continued:** Continued

**Justification:**

This meeting will be held to orient the people with the new issues & priorities of IEC-BCC and other latest communication techniques. Specialist resource person will be called for this orientation workshop at the state level.

**Deliverables:** Effective implementation of IEC/BCC activities

No of Unit	Cost per unit	Total cost	Total cost (Rs. in lakhs)
2	10,000	20,000.00	0.20

**Total fund approved for FY 2022-23: Rs. 0.20 lakhs. (This activity is only for 2023-24)**

**FY wise target & budget (Rs. In Lakh)**

<b>FY</b>	<b>Target</b>	<b>Budget</b>
<b>2022-23</b>	2	0.20
<b>2023-24</b>	0	0

**FMR Code: HSS.13 SI No.: 198.2**

**Activity Head/Component:**

Targeting naturally occurring gathering of people

**Activity owner:**

At State Level: SME

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23: Rs. 46.20 Lakhs**

**Name of the activity:** Transit Message Service.

**Whether new/ continued:** Continued

**Justification:**

The transit message service is very popular because of its wide reach thus help to enhance health care knowledge among the mass. Specific messages district wise (tea gardens, char areas and villages) will be used for vinyl pasting on issues like **Anemia, Nutrition, Teenage Pregnancy, Family Planning methods with incentives, danger signs and care during pregnancy, Diarrhea management, Deworming, Immunization, Adolescents health** will be displayed. State Transport Buses (Rural & Urban) will be empanelled to display the above messages through the bus panels. Besides these, the transit message platform in Mobile Medical Unit and Referral vehicle and other vehicles travelling under NHM Assam will also be considered. The expenditure includes printing of Vinyl piece, hiring charges and arrangement of transit van.

**Deliverables:**

- Speedy dissemination of messages with large scale visibility.
- Effective among heterogeneous audiences.
- Transit Message service can cover each nook and corner of the state

**Budget Breakup:**

<b>No of Units</b>	<b>Cost Per Unit</b>	<b>Total Cost</b>	<b>Total cost in entire activity ( in lakhs)</b>
154	Rs 30,000	46,20,000	Rs. 46.20 Lakhs

**NOTE: Some fund for Activities under Flood/Post Flood mass awareness was already held vide Letter No. NHM-19017/1/2018-IEC/BCC(Part1)/5769 Dated 04/07/2022 by the Executive Director, NHM Assam. In this regard districts affected with flood received funds as per the relief camps. As such the detailed break-up is given below.**

## District wise budget break up

Sl. No.	Districts	Nos. of Blocks	Unit Cost@30000	Total cost	Already spent on Flood Awareness	Balance Total cost
				(Rs. in lakhs)		(Rs. in lakhs)
1	Baksa	6	180000	1.8	0.034	1.766
2	Bajali	1	30000	0.3	0.087	0.213
3	Barpeta	7	210000	2.1	0.578	1.522
4	Biswanath	3	90000	0.9	0	0.9
5	Bongaigaon	4	120000	1.2	0.085	1.115
6	Cachar	8	240000	2.4	1.198	1.202
7	Charaideo	2	60000	0.6	0	0.6
8	Chirang	2	60000	0.6	0.085	0.515
9	Darrang	4	120000	1.2	0.051	1.149
10	Dhemaji	5	150000	1.5	0	1.5
11	Dhubri	5	150000	1.5	0	1.5
12	Dibrugarh	6	180000	1.8	0	1.8
13	DimaHasao	3	90000	0.9	0.281	0.619
14	Goalpara	5	150000	1.5	0.188	1.312
15	Golaghat	5	150000	1.5	0	1.5
16	Hailakandi	4	120000	1.2	0.15	1.05
17	Hojai	2	60000	0.6	0	0.6
18	Jorhat	6	180000	1.8	0	1.8
19	Kamrup M	5	150000	1.5	0.42	1.08
20	Kamrup R	12	360000	3.6	0	3.6
21	KarbiAnglong	4	120000	1.2	0	1.2
22	Karimganj	5	150000	1.5	0.892	0.608
23	Kokrajhar	4	120000	1.2	0	1.2
24	Lakhimpur	6	180000	1.8	0	1.8
25	Majuli	1	30000	0.3	0	0.3
26	Marigaon	3	90000	0.9	0.017	0.883
27	Nagaon	9	270000	2.7	0.43	2.27
28	Nalbari	4	120000	1.2	0.095	1.105
29	Sibsagar	6	180000	1.8	0	1.8
30	Sonitpur	4	120000	1.2	0.017	1.183
31	South Salmara	2	60000	0.6	0.091	0.509

Sl. No.	Districts	Nos. of Blocks	Unit Cost@30000	Total cost	Already spent on Flood Awareness	Balance Total cost
				(Rs. in lakhs)		(Rs. in lakhs)
32	Tinsukia	4	120000	1.2	0	1.2
33	Udalguri	3	90000	0.9	0.019	0.881
34	West Karbi anglong	4	120000	1.2	0.021	1.179
<b>Grand Total</b>		<b>154</b>	<b>46,20,000</b>	<b>46.2</b>	<b>4.739</b>	<b>41.461</b>

**Total fund approved for FY 2022-23: Rs. 46.20 lakhs. This activity will be continued for the corresponding FY 2023-24 also.**

### FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
<b>2022-23</b>	154	46.20
<b>2023-24</b>	154	46.20

**FMR Code: HSS.13 SI No.: 198.2**

**Activity Head/ Component:** Health Mela

**Activity owner:**

At State Level: SME

At Districts: DME/ DME In-charge

**Total fund approved for FY 2022-23: Rs. 77.00 Lakhs**

**Name of the activity:** Health Mela

**Whether new/ continued:** Continued

**Justification:**

Health Melas are proposed to be organized in all the 33 districts of the state in remote, far flung areas. Health Melas present a good opportunity to take health services at the doorstep of the people. Activities during the Health Melas should primarily focus on all the health schemes with special emphasis on the services as follows which includes **RMNCH + A**- Primary health services-Basic OPD care- (acute simple illness)/ Fever/ Diarrhoea/ Pneumonia, JSY benefits, JSSK benefits, PMSMA benefits, Nutrition related awareness include locally available food, Childhood birth defects screening, Family Planning methods (IUCD/Antara), Adolescence Health Counselling.



**Screening and treatment for Communicable Diseases:** Malaria, Japanese Encephalitis, Dengue, Leprosy-Tuberculosis, Blindness & Skin diseases.

**Deliverables:**

- Taking health services at the doorsteps of the people.
- IEC/BCC activities on important health issues will create awareness.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
154	Rs 50,000.00	Rs. 77,00,000	Rs 77.00

**NOTE: Activity for Health Mela was already held vide Letter No. NHM-19016/2/2019-IEC/BCC/384 Dated 11/04/2022 by the Mission Director, NHM Assam. In this regard for each Block Rs 40,000/- was approved. However Govt of India has approved Rs 50,000/- for each block and as such the district wise break-up is given below.**

**Health Mela Break-up already done in the month of April, 2022**

Sl. No.	Districts	Nos. of Blocks	Unit Cost@	Total cost
			40000	(Rs. in lakhs)
1	Baksa	6	240000	2.4
2	Bajali	1	40000	0.4
3	Barpeta	7	280000	2.8
4	Biswanath	3	120000	1.2
5	Bongaigaon	4	160000	1.6
6	Cachar	8	320000	3.2
7	Charaideo	2	80000	0.8
8	Chirang	2	80000	0.8
9	Darrang	4	160000	1.6
10	Dhemaji	5	200000	2
11	Dhubri	5	200000	2
12	Dibrugarh	6	240000	2.4
13	DimaHasao	3	120000	1.2
14	Goalpara	5	200000	2
15	Golaghat	5	200000	2
16	Hailakandi	4	160000	1.6
17	Hojai	2	80000	0.8
18	Jorhat	6	240000	2.4
19	Kamrup M	5	200000	2
20	Kamrup R	12	480000	4.8

District Operational Guideline (2022-24)

Sl. No.	Districts	Nos. of Blocks	Unit Cost@	Total cost
			40000	(Rs. in lakhs)
21	KarbiAnglong	4	160000	1.6
22	Karimganj	5	200000	2
23	Kokrajhar	4	160000	1.6
24	Lakhimpur	6	240000	2.4
25	Majuli	1	40000	0.4
26	Marigaon	3	120000	1.2
27	Nagaon	9	360000	3.6
28	Nalbari	4	160000	1.6
29	Sibsagar	6	240000	2.4
30	Sonitpur	4	160000	1.6
31	South Salmara	2	80000	0.8
32	Tinsukia	4	160000	1.6
33	Udalguri	3	120000	1.2
34	West Karbi anglong	4	160000	1.6
<b>Grand Total</b>		<b>154</b>	<b>61,60,000</b>	<b>61.6</b>

Leftover budget, block wise for organizing health mela.

Sl. No.	Districts	Nos. of Blocks	Unit Cost@	Balance Total cost
			10000	(Rs. in lakhs)
1	Baksa	6	60000	0.6
2	Bajali	1	10000	0.1
3	Barpeta	7	70000	0.7
4	Biswanath	3	30000	0.3
5	Bongaigaon	4	40000	0.4
6	Cachar	8	80000	0.8
7	Charaideo	2	20000	0.2
8	Chirang	2	20000	0.2
9	Darrang	4	40000	0.4
10	Dhemaji	5	50000	0.5
11	Dhubri	5	50000	0.5
12	Dibrugarh	6	60000	0.6
13	DimaHasao	3	30000	0.3
14	Goalpara	5	50000	0.5
15	Golaghat	5	50000	0.5
16	Hailakandi	4	40000	0.4
17	Hojai	2	20000	0.2
18	Jorhat	6	60000	0.6

Sl. No.	Districts	Nos. of Blocks	Unit Cost@	Balance Total cost
			10000	(Rs. in lakhs)
19	Kamrup M	5	50000	0.5
20	Kamrup R	12	120000	1.2
21	KarbiAnglong	4	40000	0.4
22	Karimganj	5	50000	0.5
23	Kokrajhar	4	40000	0.4
24	Lakhimpur	6	60000	0.6
25	Majuli	1	10000	0.1
26	Marigaon	3	30000	0.3
27	Nagaon	9	90000	0.9
28	Nalbari	4	40000	0.4
29	Sibsagar	6	60000	0.6
30	Sonitpur	4	40000	0.4
31	South Salmara	2	20000	0.2
32	Tinsukia	4	40000	0.4
33	Udalguri	3	30000	0.3
34	West Karbi anglong	4	40000	0.4
<b>Grand Total</b>		<b>154</b>	<b>15,40,000</b>	<b>15.4</b>

**Total fund approved for FY 2022-23: Rs. 77 lakhs. This activity will be continued for the corresponding FY 2023-24 also.**

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
<b>2022-23</b>	154	77.00
<b>2023-24</b>	154	77.00

**FMR Code: HSS.13 SI No.: 198.3**

**Activity Head/ Component:** Others (Mobile, social media & Digital media based IEC/ BCC Solutions)

**Activity owner:**

At State Level: SME

**This is a State level activity**

**Total fund approved for FY 2022-23: Rs. 55 Lakhs**

**Name of the Activity:** Aspirational Districts campaign focused through digital interventions on Anemia, Child Marriage, Teenage Pregnancy and Nutrition

**Whether new/ continued:** Ongoing

**Justification:**

To sustain the impact of interventions in Aspirational Districts it is of paramount importance that regular monitoring of indicators and hand holding of field staff through supportive supervision is carried out on a continuous basis. These districts have hitherto lagged behind on several key indicators including health & nutrition, lack of knowledge about various health issues, flagship government schemes and hygiene.

Hence it is proposed that in the Aspirational District the following activities be carried out.

- Mobile based local language audio visual screening through LED Vans on health messages/ flagship health schemes of government/age at marriage/teenage pregnancy/nutrition. Since some of the Aspirational districts have riverine areas, boats may be used.
- Social media campaign (Facebook, Twitter, WhatsApp groups, Youtube) on Adolescents health, mental health, nutrition & teenage pregnancy, age at marriage
- Use of local Social Media influencers to promote Adolescent Health, Family Planning, Mental Health, and other issues including flagship programmes. The video content will be in local languages like Assamese, Bodo & Bengali etc.
- Block level Special health camps in association with local leaders/religious heads on identification of SAM, Anemia, family planning methods, NCDs Screening etc.

**Deliverables:**

- Health education through film screening.
- Improved awareness levels of the community on health issues and schemes.
- Reach out to people residing in char (riverine) areas.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
206	Rs. 26,699.03	Rs. 55,00,000	55.00

**Total fund approved for FY 2022-23: Rs. 55.00 lakhs. This activity will be continued for the corresponding FY 2023-24 also.**

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	206	55.00
2023-24	206	55.00

**FMR Code: HSS.13 SI No.: 198.4**

**Activity Head/ Component:** State-level IEC Campaigns/Other IEC Campaigns

**Activity owner:**

At State Level: SME

This is a State level activity

**Total fund approved for FY 2022-23: Rs. 5 Lakhs**

**Name of the Activity:** Advocacy of the various programmes under NHM, Assam through media workshops at the State Level through Zone wise

**Whether new/ continued:** New

**Justification:**

It is proposed to organize quarterly media workshops to sensitize the media personnel's (electronic, print, web portal) of the various programmes activities and achievements under NHM, Assam. Through this the media will highlight the various activities of NHM, Assam, in the form of news articles. This will also be a platform for NHM, Assam to build a working relationship with the regional media houses.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
1	5,00,000	5,00,000	5.00

**Total fund approved for FY 2022-23: Rs. 5.00 lakhs. This activity will be continued for the corresponding FY 2023-24 also.**

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	1	5.00
2023-24	1	5.00

**FMR Code: HSS.13 SI No.: 198.4**

**Name of the Activity:** IEC through TV installation in all District Hospitals

**Activity owner:**

At State Level: SME

This is a State level activity

**Total fund approved for FY 2022-23: Rs. 10.20 Lakhs**

**Whether new/ continued:** New

Under this activity it is proposed to install one Smart TV of 40 inch in the reception area of each district hospital through which continuous health schemes related videos will be telecasted 24x7 for awareness generation of the public. A fixed pen drive will be attached to the TV set containing all health related awareness videos. There will be no additional cost involved.

**Justification:** Through this activity we can ensure that patients/people coming to Government Health Facilities are aware of the various health schemes that will be played in the TV Screens. This will be a targeted approach, and actual beneficiaries will be aware of the benefits.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
34	Rs. 30,000.00	Rs. 10,20,000.00	10.20

**Total fund approved proposed for FY 2022-23: Rs. 10.20 lakhs. (This activity is only for 2023-24)**

**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2022-23	34	10.20
2023-24	0	0

**FMR Code: HSS.13 SI No.: 198.4**

**Name of the activity:** Print Media Classified ads. on HR, Drugs & Procurement etc.

**Activity owner:**

At State Level: SME

This is a State level activity

**Total fund approved for FY 2022-23: Rs. 50 Lakhs**

**Whether new/ continued:** Continued

**Justification:** Advertisements in print media on various Classified Ads. Like HR, Drugs, Procurement, etc. will be published for Public Interest through both Local & National Newspapers.

**Total fund proposed: Rs. 50.00 lakhs**

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
1	Rs. 50,00,000.00	Rs. 50,00,000.00	50.00

Total fund approved for FY 2022-23: Rs. 50.00 lakhs. This activity will be continued for the corresponding FY 2023-24 also.

**FY wise target & budget (Rs. In Lakh)**

<b>FY</b>	<b>Target</b>	<b>Budget</b>
<b>2022-23</b>	1	50.00
<b>2023-24</b>	1	50.00

**Thank You**