



OFFICE OF THE MISSION DIRECTOR
NATIONAL HEALTH MISSION, ASSAM



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No. NHM/19013/1/2019-IEC/BCC/ 4053
(ECF No. 106010)

Date: 29/05/2023

From: Dr. M.S. Lakshmi Priya, IAS
Mission Director
National Health Mission, Assam

To:

1. The Principal Secretary cum Chairman, District Health Society, BTC/DHAC/KAAC.
2. The Deputy Commissioner cum Chairman, District Health Society, (All District)
3. The Joint Director of Health Services cum Member Secretary, District Health Society, (All District)

Sub: Operational Guideline of IEC-BCC, FY 2023-24

Sir/Madam,

With reference to the subject cited above, the district wise physical and financial allocation along with **Operational Guideline on IEC-BCC** Activities for the FY 2023-24 (ROP 2023-24) has been prepared for implementation of the activities in the State. Govt. of India has approved for the execution of different activities including meeting, training, orientation, procurement, treatment, mobility etc for the year 2023-24. The district wise budget allocations against each of the activity/FMR Code/SI. No. along with Operational Guidelines are enclosed herewith.

The district should strictly follow all financial norms and guidelines for implementation of the approved activities. And for any clarification regarding implementation of the activities, you are requested to contact with respective owner of the activities.

It is to inform you that not to make any changes in the allocation among different Serial Number without approval of the undersigned. Owner of the activity has been indicated in the Programme Implementation Plan against each of the activities. He/She will be responsible for implementation and performance (Physical & Financial) of these activities in a stipulated time schedule.

You are therefore, requested to circulate the Operational Guideline of IEC-BCC activities to the all concerned immediately for timely implementation of the activities.

Yours sincerely,

Encl: As Stated.

(Dr. M.S. Lakshmi Priya, IAS)
Mission Director

National Health Mission, Assam

Date: 29/05/2023

Memo No. NHM/19013/1/2019-IEC/BCC/ 4054-61

Copy to:

1. The Principal Secretary, Health & Family Welfare Department, Govt. of Assam, Dispur for kind information.
2. The Director of Health Services, Govt. of Assam, Hengerabari, Guwahati for information.
3. The Director of Health Services (FW), Govt. of Assam, Swasthya Bhawan, Hengerabari, Guwahati for information.
4. The Executive Director, NHM, Assam for information.
5. The OSD, NHM, Assam for information.
6. SPMU, NHM, Assam for information.
7. DPMU, All districts for information and necessary action.
8. PS to the Hon'ble Minister, Health & Family Welfare, Govt. of Assam for kind appraisal of Hon'ble Minister.

Mission Director
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 the 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 State & District
ROP Approvals for IEC-BCC for the F.Y. 2023-24**

Programme/Activities	Total Approved Budget (2023-24)		State Budget Allocation (2023-24)		District Budget Allocation (2023-24)	
	Quantity/Target	Amount in Lakh	Quantity/Target	Amount Proposed in Lakh	Quantity/Target	Amount Proposed in Lakh
Maternal Health	8017	329.39	1565	213.78	6452	115.61
Child Health	51057	427.79	380	304.04	50677	123.75
Nutrition	41228	158.16	2	29.77	41226	128.39
Adolescent Health	4259	91.71	0	0	4259	91.71
Family Planning	53439	410.53	357	304.76	53082	105.77
Other IEC activities	6234	233.2	9	27.95	6225	205.25
Total	164234	1650.78	2311	880.30	161923	770.48

**Details Summary Sheet of District ROP Approvals for
IEC-BCC for the F.Y. 2023-24**

FMR Code	Programme/Activities	Total Approved Budget (2023-24)		State Budget Allocation(2023-24)		District Budget Allocation(2023-24)	
		Quantity/ Target	Amount in Lakh	Quantity/ Target	Amount in Lakh	Quantity/ Target	Amount in Lakh
IEC/BCC activities under Maternal Health							
RCH.1 SI No.17.28	Mothers meet and healthy baby Show	1005	50.25	0	0	1005	50.25
RCH.1 SI No.17.28	Group Discussion with the Family Members of identified High Risk pregnant women on danger signs and microbirth planning by CHO/MPW/BEE/HE	5447	65.36	0	0	5447	65.36
RCH.1 SI No.17.28	Comprehensive Abortion Care	1200	2.4	1200	2.4	0	0
RCH.1 SI No.17.28	Electronic Media on (ANC, PMSMA, PNC, JSY, JSSK, Safe Abortion, Breastfeeding, Pneumonia& Suman)	17	91.12	17	91.12	0	0
RCH.1 SI No.17.28	Print Media on (ANC,PMSMA,PNC,JSY,JSSK ,Safe Abortion, Breastfeeding, Pneumonia& Suman)	8	52.26	8	52.26	0	0
RCH.1 SI No.17.28	Hoarding on JSSK, JSY, PMSMA, SUMAN	340	68	340	68.00	0	0
Total MH		8017	329.39	1565	213.78	6452	115.61
IEC/BCC activities under Child Health							
RCH.3 SI. No.: 31.1	Rashtriya Bal Swasthya Karyakram (RBSK)– 3600 degree campaign on RBSK Programme.	3	12.38	3	12.38	0	0
RCH.3 SI. No.: 23.6	Development of Flipchart for ASHAs and Anganwadi Workers on Child Care and ready reference during home visits.	10	46.03	10	46.03	0	0
RCH.3 SI. No.: 24.24	Facility Based New born Care– Observation of Newborn Care Week for awareness among the community.	38778	40.81	0	0	38,778	40.81

District Operational Guideline (2023-24)

FMR Code	Programme/Activities	Total Approved Budget (2023-24)		State Budget Allocation(2023-24)		District Budget Allocation(2023-24)	
		Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh
RCH.3 Sl.No.:26.6	Activity: BCC workshop with frontline worker of line Departments on SAANS	5447	27.24	0	0	5,447	27.24
RCH.3 Sl. No.: 30.2	Installation of Hoardings across the State at strategic locations with high visibility on key government schemes and initiatives.	340	68	340	68.00	0	0
RCH.3 Sl. No.: 30.2	Display of banners for PMSMA site, SC on JSY & JSSK etc.	5447	5.45	0	0	5447	5.45
RCH.3 Sl. No.: 30.2	The Infotainment vans with a provision of miking and counselling team for NDD, POSHAN month, Diarrhoea outbreak and other health days	1005	50.25	0	0	1005	50.25
RCH.3 Sl. No.: 30.2	Electronic Media on (MAA, National de-worming day, Nutrition Issues, Home based New born care Diarrhea pneumonia)	17	93.11	17	93.11	0	0
RCH.3 Sl. No.: 30.2	Print Media on (MAA, National de-worming day, Nutrition issues, home based New born Care, Diarrhea, Pneumonia).	10	84.52	10	84.52		
Total CH		51057	427.79	380	304.04	50677	123.75
IEC/BCC activities under Nutrition							
RCH.7 Sl. No.: 60.2	National Deworming Day – Mass Awareness and Observance of National Deworming Day NDD	3555	87.33	1	9.77	3554	77.56
RCH.7 Sl. No.: 60.4	Intensified Diarrhoea Control Fortnight– Mass Awareness on Intensified Diarrhea Control Fortnight Campaign in all the Districts	37673	70.83	1	20.00	37,672	50.83
Total Nutrition		41228	158.16	2	29.77	41,226	128.39
IEC/BCC activities under Adolescent Health							
RCH.5 Sl. No.: 41.2	Essay Competition at high/higher Secondary	208	8.12	0	0	208	8.12

District Operational Guideline (2023-24)

FMR Code	Programme/Activities	Total Approved Budget (2023-24)		State Budget Allocation(2023-24)		District Budget Allocation(2023-24)	
		Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh
	School						
RCH.5 SI. No.: 41.2	Small Group Meeting involving the teenage couples/Teen age boys & girls by Pakhila Group at in resistant pockets	2010	40.2	0	0	2010	40.20
RCH.5 SI. No.: 41.2	State specific Initiatives and Innovations - Sensitization Meeting with Local Police	2016	40.32	0	0	2016	40.32
RCH.5 SI. No.: 41.2	BCC Workshop for ASHAs along with ASHA Supervisors on Teenage Marriage & Multi Gravida	25	3.07	0	0	25	3.07
Total AH		4259	91.71	0	0	4259	91.71
IEC/BCC activities under Family Planning							
FMR Code: RCH.6 SI No. 49.5	World Population Day and Vasectomy fortnight	4845	30.24	0	0	4845	30.24
FMR Code: RCH.6 SI No. 49.6	IEC and promotional activities for Vasectomy Fortnight Celebration	4768	29.08	0	0	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	340	68	340	68.00	0	0.00
FMR Code: RCH.6 SI No. 50.14	Banner for promoting correct age of marriage to be displayed in all SCs and VHND Site	37518	37.52	0	0	37518	37.52
FMR Code:RCH.6 SI No. 50.14	Electronic Media on (NSV, IUCD, PPIUCD, Condom, female Sterilization, Injectable contraceptive)	0	116.9	0	116.90	0	0
FMR Code:RCH.6 SI No. 50.14	Print Media On (NSV, IUCD, PPIUCD, Condom, female Sterilization, Injectable contraceptive)	12	94.86	12	94.86	0	0
FMR Code:RCH.6 SI No. 50.14	Development of flipchart on various Family Planning methods, incentives for all Health Institutions	5951	8.93	0	0	5951	8.93

District Operational Guideline (2023-24)

FMR Code	Programme/Activities	Total Approved Budget (2023-24)		State Budget Allocation(2023-24)		District Budget Allocation(2023-24)	
		Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh
FMR Code:RCH.6 SI No. 50.14	Other Family Planning Components - Family Planning Radio Campaign Maa Swasthya toh Assam Swasthya.	5	25	5	25	0	0
Total FP		53439	410.53	357	304.76	53082	105.77
Other IEC/BCC Activities							
FMR Code: HSS.13 SI No.: 198.2	Social Media Campaign for District	33	13.2	0	0	33	13.20
FMR Code: HSS.13 SI No.: 198.2	Sensitization workshop for all ASHA supervisors on BCC encompassing all RCH programmes	2675	16.05	0	0	2675	16.05
FMR Code: HSS.13 SI No.: 198.2	Banner on Blank Frame in the size 10 ft x 8 ft	600	10.56	0	0	600	10.56
FMR Code: HSS.13 SI No.: 198.2	Advocacy meeting with line Sardar, Tea Garden management, Student wings in Block level on Nutrition and Anemia	61	3.05	0	0	61	3.05
FMR Code: HSS.13 SI No.: 198.2	Audio Visual infotainment vans in the tea garden areas	61	3.05	0	0	61	3.05
FMR Code: HSS.13 SI No.: 198.2	Health Mela	154	77	1	0.50	153	76.50
FMR Code: HSS.13 SI No.: 198.3	Sensitization meetings with line chowkidars of tea gardens/ village head of char areas/ forest areas/ hilly areas on RCH Programme including SAANS	1642	32.84	0	0	1642	32.84
FMR Code: HSS.13 SI No.: 198.3	Aspirational Districts campaign focused through digital interventions on Anemia, Child Marriage, Teenage Pregnancy and Nutrition	7	22.45	7	22.45	0	0

District Operational Guideline (2023-24)

FMR Code	Programme/Activities	Total Approved Budget (2023-24)		State Budget Allocation(2023-24)		District Budget Allocation(2023-24)	
		Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh
FMR Code: HSS.13 SI No.: 198.4	Advocacy of the various programmes under NHM, Assam through media workshops at the State Level through Zone wise	1	5	1	5.00	0	0.00
FMR Code: HSS.13 SI No.: 198.4	Emergency Funds required for emergency activities in the district	1000	50	0	0	1000	50
Total Other IEC/BCC		6234	233.2	9	27.95	6225	205.25
Total		164234	1650.78	2311	880.30	161923	770.48

IEC/BCC on Maternal Health

District RoP 2023-24

- **Total Approved Budget for 2023-24: 329.39 L**
- **Total Budget Allocation for State HQ (23-24): 213.78 L**
- **Total Budget Allocation for District(23-24): 115.61 L**

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

FMR Code:- RCH.1 SI No. 17.28

Name of the Activity: Mothers meet and healthy baby Show

Whether it is new/ongoing activity: Continued

Activity owner:

At State Level: SME/Consultant MH

At Districts: DME/DME In-charge

District level activity

Total fund approved for FY 2023-24: Rs.50.25 Lakhs

Justification:

Once in a year per Sector @Rs.5000/- per Show during newborn care week. Teenage mothers and teenage married couples with no children are to be invited and involved in this activity as target group. Mother of the winner of the baby show will interact with the audience on care of infants and newborns including nutrition and breastfeeding practices and complementary feeding practices. Only Mothers having Infants of the age group who have completed 06 months of age upto 01 year can participate in this show.

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
1005	Rs. 5000	Rs. 50,25,000	50.25

District wise Breakup :

Mothers meet, healthy baby Show							
Once in a year per Sector @Rs.5000/- per Show during newborn care week							
Sl.	District	SI No	BLOCK	No of Sector	Amount in Rs. 5000/- per Sector	Total	Total Amount Rs. In Lakhs per district
1	BASKA	1	Barama	6	5000	30000.00	1.65
		2	Golagaon	5	5000	25000.00	
		3	Jalah	5	5000	25000.00	
		4	Mushalpur	7	5000	35000.00	
		5	Nizkaurbaha	5	5000	25000.00	
		6	Tamulpur	5	5000	25000.00	
2	Barpeta	7	Barpeta Road	3	5000	15000.00	2.75

District Operational Guideline (2023-24)

Mothers meet, healthy baby Show							
Once in a year per Sector @Rs.5000/- per Show during newborn care week							
Sl.	District	Sl No	BLOCK	No of Sector	Amount in Rs. 5000/- per Sector	Total	Total Amount Rs. In Lakhs per district
		8	Bhwanipur	7	5000	35000.00	
		9	Chenga	8	5000	40000.00	
		10	Kalgachia	7	5000	35000.00	
		11	Mandia	8	5000	40000.00	
		12	Nagaon	7	5000	35000.00	
		13	Nityananda	14	5000	70000.00	
		14	URBAN	1	5000	5000.00	
3	Bongaigoan	15	Bongaigaon	9	5000	45000.00	1.55
		16	Boitamari	5	5000	25000.00	
		17	Manikpur	6	5000	30000.00	
		18	Srijangram	11	5000	55000.00	
4	Biswanath	19	B. Chariali	12	5000	60000.00	1.40
		20	Behali	2	5000	10000.00	
		21	Gohpur	14	5000	70000.00	
5	Cachar	22	Bikrampur	3	5000	15000.00	1.65
		23	Borkhola	4	5000	20000.00	
		24	Dholai	5	5000	25000.00	
		25	Harinagar	2	5000	10000.00	
		26	Jalalpur	3	5000	15000.00	
		27	Lakhipur	5	5000	25000.00	
		28	Sonai	5	5000	25000.00	
		29	Udharbond	5	5000	25000.00	
6	charaideo	31	Sapekhata BPHC	8	5000	40000.00	0.75
		32	Patsaku BPHC	7	5000	35000.00	
7	Chirang	33	Sidli BPHC	12	5000	60000.00	1.20
		34	Ballamguri BPHC	12	5000	60000.00	
8	Darrang	35	Kharupetia	8	5000	40000.00	1.20
		36	Jaljali	6	5000	30000.00	
		37	Patharighat	5	5000	25000.00	
		38	Sipajhar	5	5000	25000.00	
		39	Mangaldai UHC	0	5000	0.00	
9	Dhemaji	40	Bengenarah	2	5000	10000.00	0.85
		41	Dhemaji	4	5000	20000.00	
		42	Gogamukh	3	5000	15000.00	
		43	Jonai	4	5000	20000.00	

District Operational Guideline (2023-24)

Mothers meet, healthy baby Show							
Once in a year per Sector @Rs.5000/- per Show during newborn care week							
Sl.	District	Sl No	BLOCK	No of Sector	Amount in Rs. 5000/- per Sector	Total	Total Amount Rs. In Lakhs per district
		44	Sissiborgaon	4	5000	20000.00	
10	Dhubri	45	Chapor	4	5000	20000.00	1.60
		46	Dharmasala	5	5000	25000.00	
		47	Golokganj	7	5000	35000.00	
		48	Halakura	4	5000	20000.00	
		49	Raniganj	7	5000	35000.00	
		50	South salmara	4	5000	20000.00	
		51	Dhubri Urban	1	5000	5000.00	
11	Dibrugarh	52	Dibrugarh Urban	1	5000	5000.00	1.45
		53	Lahowal BPHC	3	5000	15000.00	
		54	Naharani BPHC	9	5000	45000.00	
		55	TENGAKHAT BPHC	3	5000	15000.00	
		56	Khowang BPHC	5	5000	25000.00	
		57	PANITOLA BPHC	3	5000	15000.00	
		58	Barbaruah BPHC	5	5000	25000.00	
12	Dima-Hasao	59	Mahur	5	5000	25000.00	0.70
		60	Langting	4	5000	20000.00	
		61	Gunjung	4	5000	20000.00	
		62	Urban Health Centre(UHC)	1	5000	5000.00	
13	Goalpara	63	AGIA	11	5000	55000.00	2.05
		64	GOALPARA URBAN	3	5000	15000.00	
		65	LAKHIPUR	6	5000	30000.00	
		66	MATIA	3	5000	15000.00	
		67	MORNOI	7	5000	35000.00	
		68	RANGJULI	11	5000	55000.00	
14	Golaghat	69	Charingia	7	5000	35000.00	2.15
		70	Sarupathar	7	5000	35000.00	
		71	Bokakhat	4	5000	20000.00	
		72	Missamora	7	5000	35000.00	
		73	K B Ali	13	5000	65000.00	
		74	Morongi	5	5000	25000.00	
15	Hailakandi	75	Algapur BPHC	5	5000	25000.00	0.75
		76	Lala BPHC	5	5000	25000.00	

District Operational Guideline (2023-24)

Mothers meet, healthy baby Show							
Once in a year per Sector @Rs.5000/- per Show during newborn care week							
Sl.	District	Sl No	BLOCK	No of Sector	Amount in Rs. 5000/- per Sector	Total	Total Amount Rs. In Lakhs per district
		77	Katlicherra BPHC	4	5000	20000.00	
		78	Kalinagar BPHC	1	5000	5000.00	
		79	S. K Roy Civil Hospital (Urban)	0	5000	0.00	
16	Hojai	80	JUGIJAN	4	5000	20000.00	0.60
		81	Lanka	6	5000	30000.00	
		82	Jamunamukh(Sector)	1	5000	5000.00	
		83	Doboka(Sector)	1	5000	5000.00	
17	Jorhat	84	KAKOJAN BPHC	4	5000	20000.00	3.10
		85	NAKACHARI	2	5000	10000.00	
		86	SOLMORA	12	5000	60000.00	
		87	TITABAR	11	5000	55000.00	
		88	BAGHCHUNG	8	5000	40000.00	
		89	BHOGAMUKH	1	5000	5000.00	
		90	JORHAT URBAN	19	5000	95000.00	
		91	MORIANI URBAN	5	5000	25000.00	
18	Kamrup (M)	92	Sonapur BPHC	7	5000	35000.00	2.25
		93	Capital Zone	10	5000	50000.00	
		94	East zone	11	5000	55000.00	
		95	West Zone	12	5000	60000.00	
		96	Dhirenpara zone	5	5000	25000.00	
19	Kamrup	97	Azara	5	5000	25000.00	3.95
		98	Bihdia	2	5000	10000.00	
		99	Boko	9	5000	45000.00	
		100	Chaygaon	11	5000	55000.00	
		101	Hajo	8	5000	40000.00	
		102	Kamalpur	4	5000	20000.00	
		103	North Guwahati	8	5000	40000.00	
		104	Nagarbera	9	5000	45000.00	
		105	Rampur	7	5000	35000.00	
		106	Rangia	7	5000	35000.00	
		107	Sualkuchi	4	5000	20000.00	
		108	Uparhali	5	5000	25000.00	

District Operational Guideline (2023-24)

Mothers meet, healthy baby Show							
Once in a year per Sector @Rs.5000/- per Show during newborn care week							
Sl.	District	Sl No	BLOCK	No of Sector	Amount in Rs. 5000/- per Sector	Total	Total Amount Rs. In Lakhs per district
20	K-Anglong	109	Bokajan	5	5000	25000.00	1.50
		110	Chowkihola	6	5000	30000.00	
		111	Howraghat	15	5000	75000.00	
		112	Manja	4	5000	20000.00	
		113	Diphu Urban Health Centre	0	5000	0.00	
21	Karimganj	114	Girishganj	4	5000	20000.00	1.05
		115	NILAMBAZAR	3	5000	15000.00	
		116	Kachuadam	4	5000	20000.00	
		117	R.K.Nagar BPHC	6	5000	30000.00	
		118	Patherkandi	4	5000	20000.00	
22	Kokrajhar	119	Gossaigaon	11	5000	55000.00	2.25
		120	Kachugaon	8	5000	40000.00	
		121	Dotoma	14	5000	70000.00	
		122	Balajaan	12	5000	60000.00	
23	Lakhimpur	123	Bihpuria	5	5000	25000.00	1.50
		124	Boginodi	5	5000	25000.00	
		125	Dhakuakhana	4	5000	20000.00	
		126	Dhalpur	4	5000	20000.00	
		127	Ghilamora	3	5000	15000.00	
		128	Lakhimpur Urban	1	5000	5000.00	
		129	Nawboicha	8	5000	40000.00	
24	Majuli	130	Kamalabari BPHC	8	5000	40000.00	0.40
25	Morigaon	131	Bhurbandha	15	5000	75000.00	1.85
		132	Jhargaon	11	5000	55000.00	
		133	Laharighat	11	5000	55000.00	
		134	Urban	0	5000	0.00	
26	Nagaon	135	DagaonBPHC	5	5000	25000.00	2.95
		136	DHING BPHC	5	5000	25000.00	
		137	Jakhalabandha BPHC	5	5000	25000.00	
		138	SIMONABASTI BPHC	3	5000	15000.00	
		139	SAMAGURI	5	5000	25000.00	
		140	SINGIMARI BPHC	5	5000	25000.00	

District Operational Guideline (2023-24)

Mothers meet, healthy baby Show							
Once in a year per Sector @Rs.5000/- per Show during newborn care week							
Sl.	District	Sl No	BLOCK	No of Sector	Amount in Rs. 5000/- per Sector	Total	Total Amount Rs. In Lakhs per district
		141	Kathiatoli BPHC	6	5000	30000.00	
		142	Burhagohainthan	13	5000	65000.00	
		143	Urban	3	5000	15000.00	
		144	Barapujia	9	5000	45000.00	
27	Nalbari	145	Mukalmua BPHC	8	5000	40000.00	1.30
		146	Ghograpar BPHC	5	5000	25000.00	
		147	Kamarkuchi BPHC	5	5000	25000.00	
		148	Chamata BPHC	5	5000	25000.00	
		149	Tihu FRU	3	5000	15000.00	
28	Sibasagar	150	Demow BPHC	8	5000	40000.00	1.00
		151	Khelua BPHC	1	5000	5000.00	
		152	Gelekey BPHC	5	5000	25000.00	
		153	Gaurisagar BPHC	4	5000	20000.00	
		154	Kaloogaon BPHC	0	5000	0.00	
		155	Morabazar BPHC	2	5000	10000.00	
		156	Urban	0	5000	0.00	
29	Sonitpur	157	Balipara	6	5000	30000.00	1.20
		158	North Jamuguri	3	5000	15000.00	
		159	Bihaguri	7	5000	35000.00	
		160	Dhekiajuli	7	5000	35000.00	
		161	Rangapara	1	5000	5000.00	
		162	Tezpur Urban Primary Health & Wellness Centre	0	5000	0.00	
30	South Salmara-Mancachar	163	Gazarikandi BPHC	7	5000	35000.00	0.45
		164	South Salmara BPHC	2	5000	10000.00	
31	Tinsukia	165	Hapjan	6	5000	30000.00	1.35
		166	Kakopathar	6	5000	30000.00	
		167	Ketetong	10	5000	50000.00	
		168	Na Sadiya	5	5000	25000.00	
32	Udalguri	169	Khoirabari	6	5000	30000.00	1.15

District Operational Guideline (2023-24)

Mothers meet, healthy baby Show							
Once in a year per Sector @Rs.5000/- per Show during newborn care week							
Sl.	District	Sl No	BLOCK	No of Sector	Amount in Rs. 5000/- per Sector	Total	Total Amount Rs. In Lakhs per district
		170	Orang	5	5000	25000.00	
		171	Udalguri	12	5000	60000.00	
33	West K- Anglong	172	ZIRIKINDENG	0	5000	0.00	0.70
		173	Umpanai	5	5000	25000.00	
		174	Baithalangso	3	5000	15000.00	
		175	Donkamokam	6	5000	30000.00	
Total				1005	5000	5025000.00	50.25

Total fund approved for FY 2023-24: 50.25 Lakhs

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	1005	50.25

FMR Code:- RCH.1 SI No. 17.28**Name of the activity:****Group Discussion with the Family Members of identified High Risk pregnant women on danger signs and microbirth planning by CHO/MPW/BEE/HE****Whether it is new/ongoing activity: Continued activity.****Activity owner:****At State Level: SME/ConsultantMH****At Districts: DME/DMEIn-charge****District level activity****Total fund approved for FY 2023-24: Rs.65.36 Lakhs****Justification :** Rs.100 per SC per month for 12 month

The main objectives of this group discussion is to prepared a micro birth plan with the family members on identified high risk pregnant women.

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
5447	Rs. 1200	Rs. 65,36,400	65.36

District wise Breakup :

Group Discussion with the Family Members of identified High Risk pregnant women/Newborn on danger signs and micro birth planning by CHO/MPW/BEE/HE							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Rs.100 per SC per month for 12 month	Total	Total Amount Rs. In Lakhs per district
1	BASKA	1	Barama	14	1200	16800.00	1.88
		2	Golagaon	14	1200	16800.00	
		3	Jalah	45	1200	54000.00	
		4	Mushalpur	27	1200	32400.00	
		5	Nizkaurbaha	25	1200	30000.00	
		6	Tamulpur	32	1200	38400.00	
2	Barpeta	7	Barpeta Road	12	1200	14400.00	3.17
		8	Bhwanipur	40	1200	48000.00	
		9	Chenga	41	1200	49200.00	
		10	Kalgachia	36	1200	43200.00	
		11	Mandia	52	1200	62400.00	

District Operational Guideline (2023-24)

Group Discussion with the Family Members of identified High Risk pregnant women/Newborn on danger signs and micro birth planning by CHO/MPW/BEE/HE							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Rs.100 per SC per month for 12 month	Total	Total Amount Rs. In Lakhs per district
		12	Nagaon	42	1200	50400.00	
		13	Nityananda	41	1200	49200.00	
		14	URBAN	0	1200	0.00	
3	Bongaigaon	15	Bongaigaon	24	1200	28800.00	1.31
		16	Boitamari	18	1200	21600.00	
		17	Manikpur	24	1200	28800.00	
		18	Srijangram	43	1200	51600.00	
4	Biswanath	19	B. Chariali	45	1200	54000.00	1.68
		20	Behali	30	1200	36000.00	
		21	Gohpur	65	1200	78000.00	
5	Cachar	22	Bikrampur	21	1200	25200.00	3.24
		23	Borkhola	42	1200	50400.00	
		24	Dholai	45	1200	54000.00	
		25	Harinagar	27	1200	32400.00	
		26	Jalalpur	18	1200	21600.00	
		27	Lakhipur	43	1200	51600.00	
		28	Sonai	46	1200	55200.00	
		29	Udharbond	28	1200	33600.00	
		30	Silchar Urban	0	1200	0.00	
6	charaideo	31	Sapekhatai BPHC	38	1200	45600.00	1.14
		32	Patsaku BPHC	57	1200	68400.00	
7	Chirang	33	Sidli BPHC	39	1200	46800.00	1.04
		34	Ballamguri BPHC	48	1200	57600.00	
8	Darrang	35	Kharupetia	80	1200	96000.00	3.29
		36	Jaljali	77	1200	92400.00	
		37	Patharighat	58	1200	69600.00	
		38	Sipajhar	59	1200	70800.00	
		39	Mangaldai UHC	0	1200	0.00	
9	Dhemaji	40	Bengenagarah	5	1200	6000.00	1.18
		41	Dhemaji	26	1200	31200.00	
		42	Gogamukh	19	1200	22800.00	
		43	Jonai	22	1200	26400.00	
		44	Sissiborgaon	26	1200	31200.00	
10	Dhubri	45	Chapor	22	1200	26400.00	2.52
		46	Dharmasala	34	1200	40800.00	
		47	Golokganj	38	1200	45600.00	

District Operational Guideline (2023-24)

Group Discussion with the Family Members of identified High Risk pregnant women/Newborn on danger signs and micro birth planning by CHO/MPW/BEE/HE							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Rs.100 per SC per month for 12 month	Total	Total Amount Rs. In Lakhs per district
		48	Halakura	29	1200	34800.00	
		49	Raniganj	44	1200	52800.00	
		50	South salmara	41	1200	49200.00	
		51	Dhubri Urban	2	1200	2400.00	
11	Dibrugarh	52	Dibrugarh Urban	22	1200	26400.00	3.11
		53	Lahowal BPHC	35	1200	42000.00	
		54	Naharani BPHC	56	1200	67200.00	
		55	TENGAKHAT BPHC	34	1200	40800.00	
		56	Khowang BPHC	38	1200	45600.00	
		57	PANITOLA BPHC	20	1200	24000.00	
		58	Barbaruah BPHC	54	1200	64800.00	
12	Dima-Hasao	59	Mahur	29	1200	34800.00	0.91
		60	Langting	22	1200	26400.00	
		61	Gunjung	19	1200	22800.00	
		62	Urban Health Centre(UHC)	6	1200	7200.00	
13	Goalpara	63	AGIA	40	1200	48000.00	1.86
		64	GOALPARA URBAN	0	1200	0.00	
		65	LAKHIPUR	40	1200	48000.00	
		66	MATIA	14	1200	16800.00	
		67	MORNOI	26	1200	31200.00	
		68	RANGJULI	35	1200	42000.00	
14	Golaghat	69	Charingia	27	1200	32400.00	1.72
		70	Sarupathar	28	1200	33600.00	
		71	Bokakhat	19	1200	22800.00	
		72	Missamora	17	1200	20400.00	
		73	K B Ali	36	1200	43200.00	
		74	Morongi	16	1200	19200.00	
15	Hailakandi	75	Algapur BPHC	28	1200	33600.00	1.28
		76	Lala BPHC	41	1200	49200.00	
		77	Katlicherra BPHC	31	1200	37200.00	
		78	Kalinagar BPHC	7	1200	8400.00	

District Operational Guideline (2023-24)

Group Discussion with the Family Members of identified High Risk pregnant women/Newborn on danger signs and micro birth planning by CHO/MPW/BEE/HE							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Rs.100 per SC per month for 12 month	Total	Total Amount Rs. In Lakhs per district
		79	S. K Roy Civil Hospital (Urban)	0	1200	0.00	
16	Hojai	80	JUGIJAN	28	1200	33600.00	1.13
		81	Lanka	53	1200	63600.00	
		82	Jamunamukh(Sector)	5	1200	6000.00	
		83	Doboka(Sector)	8	1200	9600.00	
17	Jorhat	84	KAKOJAN BPHC	19	1200	22800.00	1.34
		85	NAKACHARI	11	1200	13200.00	
		86	SOLMORA	22	1200	26400.00	
		87	TITABAR	20	1200	24000.00	
		88	BAGHCHUNG	25	1200	30000.00	
		89	BHOGAMUKH	13	1200	15600.00	
		90	JORHAT URBAN	1	1200	1200.00	
18	Kamrup (M)	92	Sonapur BPHC	37	1200	44400.00	1.01
		93	Capital Zone	15	1200	18000.00	
		94	East zone	14	1200	16800.00	
		95	West Zone	13	1200	15600.00	
		96	Dhirenpara zone	5	1200	6000.00	
19	Kamrup	97	Azara	26	1200	31200.00	3.36
		98	Bihdia	17	1200	20400.00	
		99	Boko	40	1200	48000.00	
		100	Chaygaon	27	1200	32400.00	
		101	Hajo	32	1200	38400.00	
		102	Kamalpur	18	1200	21600.00	
		103	North Guwahati	20	1200	24000.00	
		104	Nagarbera	27	1200	32400.00	
		105	Rampur	17	1200	20400.00	
		106	Rangia	32	1200	38400.00	
		107	Sualkuchi	10	1200	12000.00	

District Operational Guideline (2023-24)

Group Discussion with the Family Members of identified High Risk pregnant women/Newborn on danger signs and micro birth planning by CHO/MPW/BEE/HE							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Rs.100 per SC per month for 12 month	Total	Total Amount Rs. In Lakhs per district
		108	Uparhali	14	1200	16800.00	
20	K-Anglong	109	Bokajan	23	1200	27600.00	1.43
		110	Chowkihola	16	1200	19200.00	
		111	Howraghat	53	1200	63600.00	
		112	Manja	27	1200	32400.00	
		113	Diphu Urban Health Centre	0	1200	0.00	
21	Karimganj	114	Girishganj	29	1200	34800.00	2.96
		115	NILAMBAZAR	57	1200	68400.00	
		116	Kachuadam	40	1200	48000.00	
		117	R.K.Nagar BPHC	50	1200	60000.00	
		118	Patherkandi	71	1200	85200.00	
22	Kokrajhar	119	Gossaigaon	59	1200	70800.00	1.93
		120	Kachugaon	38	1200	45600.00	
		121	Dotoma	30	1200	36000.00	
		122	Balajaan	34	1200	40800.00	
23	Lakhimpur	123	Bihpuria	20	1200	24000.00	1.86
		124	Boginodi	31	1200	37200.00	
		125	Dhakuakhana	20	1200	24000.00	
		126	Dhalpur	35	1200	42000.00	
		127	Ghilamora	13	1200	15600.00	
		128	Lakhimpur Urban	0	1200	0.00	
		129	Nawboicha	36	1200	43200.00	
24	Majuli	130	Kamalabari BPHC	59	1200	70800.00	0.71
25	Morigaon	131	Bhurbandha	89	1200	106800.00	2.46
		132	Jhargaon	64	1200	76800.00	
		133	Laharighat	52	1200	62400.00	
		134	Urban	0	1200	0.00	
26	Nagaon	135	DagaonBPHC	41	1200	49200.00	4.61
		136	DHING BPHC	42	1200	50400.00	
		137	Jakhalabandha BPHC	41	1200	49200.00	
		138	SIMONABASTI BPHC	30	1200	36000.00	
		139	SAMAGURI	49	1200	58800.00	

District Operational Guideline (2023-24)

Group Discussion with the Family Members of identified High Risk pregnant women/Newborn on danger signs and micro birth planning by CHO/MPW/BEE/HE							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Rs.100 per SC per month for 12 month	Total	Total Amount Rs. In Lakhs per district
		140	SINGIMARI BPHC	42	1200	50400.00	
		141	Kathiatoli BPHC	52	1200	62400.00	
		142	Burhagohainthan	32	1200	38400.00	
		143	Urban	0	1200	0.00	
		144	Barapujia	55	1200	66000.00	
27	Nalbari	145	Mukalmua BPHC	36	1200	43200.00	1.98
		146	Ghograpar BPHC	22	1200	26400.00	
		147	Kamarkuchi BPHC	49	1200	58800.00	
		148	Chamata BPHC	40	1200	48000.00	
		149	Tihu FRU	18	1200	21600.00	
28	Sibasagar	150	Demow BPHC	67	1200	80400.00	2.74
		151	Khelua BPHC	28	1200	33600.00	
		152	Gelekey BPHC	68	1200	81600.00	
		153	Gaurisagar BPHC	23	1200	27600.00	
		154	Kaloogaon BPHC	20	1200	24000.00	
		155	Morabazar BPHC	22	1200	26400.00	
		156	Urban	0	1200	0.00	
29	Sonitpur	157	Balipara	66	1200	79200.00	2.71
		158	North Jamuguri	30	1200	36000.00	
		159	Bihaguri	54	1200	64800.00	
		160	Dhekiajuli	68	1200	81600.00	
		161	Rangapara	7	1200	8400.00	
		162	Tezpur Urban Primary Health & Wellness Centre	1	1200	1200.00	
30	South Salmara-Mancachar	163	Gazarikandi BPHC	42	1200	50400.00	0.61
		164	South Salmara BPHC	9	1200	10800.00	

Group Discussion with the Family Members of identified High Risk pregnant women/Newborn on danger signs and micro birth planning by CHO/MPW/BEE/HE							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Rs.100 per SC per month for 12 month	Total	Total Amount Rs. In Lakhs per district
31	Tinsukia	165	Hapjan	74	1200	88800.00	2.80
		166	Kakopathar	77	1200	92400.00	
		167	Ketetong	53	1200	63600.00	
		168	Na Sadiya	29	1200	34800.00	
32	Udalguri	169	Khoirabari	36	1200	43200.00	1.80
		170	Orang	44	1200	52800.00	
		171	Udalguri	70	1200	84000.00	
33	West K- Anglong	172	ZIRIKINDENG	2	1200	2400.00	0.60
		173	Umpanai	13	1200	15600.00	
		174	Baithalangso	17	1200	20400.00	
		175	Donkamokam	18	1200	21600.00	
Total				5447	1200	6536400	65.36

Total fund approved for FY 2023-24: 65.36.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	5447	65.36

FMR Code:- RCH.1 Sl No. 17.28

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

Whether it is new/ongoing activity: Ongoing Activity

Activity owner:

At State Level: SME/ Consultant MH

At Districts: DME/ DME In-charge

District level activity

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

District Operational Guideline (2023-24)

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

SI 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
	Total	1200	200	2,40,000	2.40

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

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

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	1200	2.40

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

District Operational Guideline (2023-24)

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 proposed: Rs. 91.12 lakhs

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
17	5,36,000	91,12,000	91.12

Total fund approved for FY 2023-24: Rs. 91.12 lakhs

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	17	91.12

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 proposed: Rs. 91.12 lakhs

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
8	28,250	52,26,000	52.26

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

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
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 2023-24: 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 Material 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

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

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	340	68.00

IEC/BCC on Child Health
District RoP 2023-24

- **Total Approved Budget for 2023-24: 427.79 L**
- **Total Budget Allocation for State HQ (23-24): 304.04 L**
- **Total Budget Allocation for District(23-24): 123.75 L**

IEC/BCC Activities under Child Health

RCH.3 Sl. No.: 31.1

Rashtriya Bal Swasthya Karyakram (RBSK)– 360⁰ degree campaign on RBSK Programme.

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

Activity owner:

At State Level: SME/ Consultant CH/RBSK

Total fund approved for FY 2023-24: Rs. 12.38 Lakhs

This is a State level activity

Name of the Activity: It is proposed to raise **360⁰ 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 2023-24: Rs. 12.38 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	3	12.38

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: **Ongoing Activity**

Activity owner:

At State Level: SME/ Consultant CH

Total fund approved for FY 2023-24: 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 :

Sl	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
Grand Total		10464	20225	30689	46,03,350	46.03

Total fund approved for FY 2023-24: Rs. 46.03 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	10	46.03

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

District level activity

Total fund approved for FY 2023-24: Rs. 40.81 Lakhs

District Operational Guideline (2023-24)

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	Posters for all HI	50 leaflets for each ASHAs	10 Miking for each	Total	Grand Total in Lakhs
			Institutions (HI)	@Rs 20 per	@Rs 2 per	district @2000		
1	Baksa	950	201	4020	95000	20000	119020	1.19
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
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	0.97

District Operational Guideline (2023-24)

Sl	District Name	Total No of ASHAs	Total Heath	Posters for all HI	50 leaflets for each ASHAs	10 Miking for each	Total	Grand Total in Lakhs
			Institutions (HI)	@Rs 20 per	@Rs 2 per	district @2000		
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
Grand Total		32827	5951	119020	3282700	680000	4081720	40.81

Total fund approved for FY 2023-24: Rs. 40.81 lakhs

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	38778	40.81

RCH.3 Sl. No.: 26.6**Activity: BCC workshop with frontline worker of line Departments on SAANS**

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

District level activity

Total fund approved for FY 2023-24: Rs. 27.24 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)
5,447	87,500	27,23,500	27.24

District wise Breakup:

BCC workshop with frontline worker of line Departments on SAANS							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Rs.500/- per SC/HWC	Total	Total Amount Rs. In Lakhs per district
1	BASKA	1	Barama	14	500.00	7000.00	0.79
		2	Golagaon	14	500.00	7000.00	
		3	Jalah	45	500.00	22500.00	
		4	Mushalpur	27	500.00	13500.00	
		5	Nizkaurbaha	25	500.00	12500.00	
		6	Tamulpur	32	500.00	16000.00	
2	Barpeta	7	Barpeta Road	12	500.00	6000.00	1.32

District Operational Guideline (2023-24)

BCC workshop with frontline worker of line Departments on SAANS							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Rs.500/- per SC/HWC	Total	Total Amount Rs. In Lakhs per district
		8	Bhwanipur	40	500.00	20000.00	
		9	Chenga	41	500.00	20500.00	
		10	Kalgachia	36	500.00	18000.00	
		11	Mandia	52	500.00	26000.00	
		12	Nagaon	42	500.00	21000.00	
		13	Nityananda	41	500.00	20500.00	
		14	URBAN	0	500.00	0.00	
3	Bongaigoan	15	Bongaigaon	24	500.00	12000.00	0.55
		16	Boitamari	18	500.00	9000.00	
		17	Manikpur	24	500.00	12000.00	
		18	Srijangram	43	500.00	21500.00	
4	Biswanath	19	B. Chariali	45	500.00	22500.00	0.70
		20	Behali	30	500.00	15000.00	
		21	Gohpur	65	500.00	32500.00	
5	Cachar	22	Bikrampur	21	500.00	10500.00	1.35
		23	Borkhola	42	500.00	21000.00	
		24	Dholai	45	500.00	22500.00	
		25	Harinagar	27	500.00	13500.00	
		26	Jalalpur	18	500.00	9000.00	
		27	Lakhipur	43	500.00	21500.00	
		28	Sonai	46	500.00	23000.00	
		29	Udharbond	28	500.00	14000.00	
		30	Silchar Urban	0	500.00	0.00	
6	charaideo	31	Sapekhati BPHC	38	500.00	19000.00	0.48
		32	Patsaku BPHC	57	500.00	28500.00	
7	Chirang	33	Sidli BPHC	39	500.00	19500.00	0.44
		34	Ballamguri BPHC	48	500.00	24000.00	
8	Darrang	35	Kharupetia	80	500.00	40000.00	1.37
		36	Jaljali	77	500.00	38500.00	
		37	Patharighat	58	500.00	29000.00	
		38	Sipajhar	59	500.00	29500.00	
		39	Mangaldai UHC	0	500.00	0.00	
9	Dhemaji	40	Bengenarah	5	500.00	2500.00	0.49
		41	Dhemaji	26	500.00	13000.00	
		42	Gogamukh	19	500.00	9500.00	
		43	Jonai	22	500.00	11000.00	
		44	Sissiborgaon	26	500.00	13000.00	
10	Dhubri	45	Chapor	22	500.00	11000.00	1.05
		46	Dharmasala	34	500.00	17000.00	
		47	Golokganj	38	500.00	19000.00	
		48	Halakura	29	500.00	14500.00	

District Operational Guideline (2023-24)

BCC workshop with frontline worker of line Departments on SAANS							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Rs.500/- per SC/HWC	Total	Total Amount Rs. In Lakhs per district
		49	Raniganj	44	500.00	22000.00	
		50	South salmara	41	500.00	20500.00	
		51	Dhubri Urban	2	500.00	1000.00	
11	Dibrugarh	52	Dibrugarh Urban	22	500.00	11000.00	1.30
		53	Lahowal BPHC	35	500.00	17500.00	
		54	Naharani BPHC	56	500.00	28000.00	
		55	TENGAKHAT BPHC	34	500.00	17000.00	
		56	Khowang BPHC	38	500.00	19000.00	
		57	PANITOLA BPHC	20	500.00	10000.00	
		58	Barbaruah BPHC	54	500.00	27000.00	
12	Dima-Hasao	59	Mahur	29	500.00	14500.00	0.38
		60	Langting	22	500.00	11000.00	
		61	Gunjung	19	500.00	9500.00	
		62	Urban Health Centre(UHC)	6	500.00	3000.00	
13	Goalpara	63	AGIA	40	500.00	20000.00	0.78
		64	GOALPARA URBAN	0	500.00	0.00	
		65	LAKHIPUR	40	500.00	20000.00	
		66	MATIA	14	500.00	7000.00	
		67	MORNOI	26	500.00	13000.00	
		68	RANGJULI	35	500.00	17500.00	
14	Golaghat	69	Charingia	27	500.00	13500.00	0.72
		70	Sarupathar	28	500.00	14000.00	
		71	Bokakhat	19	500.00	9500.00	
		72	Missamora	17	500.00	8500.00	
		73	K B Ali	36	500.00	18000.00	
		74	Morongi	16	500.00	8000.00	
15	Hailakandi	75	Algapur BPHC	28	500.00	14000.00	0.54
		76	Lala BPHC	41	500.00	20500.00	
		77	Katlicherra BPHC	31	500.00	15500.00	
		78	Kalinagar BPHC	7	500.00	3500.00	
		79	S. K Roy Civil Hospital (Urban)	0	500.00	0.00	
16	Hojai	80	JUGIJAN	28	500.00	14000.00	0.47
		81	Lanka	53	500.00	26500.00	
		82	Jamunamukh(Sector)	5	500.00	2500.00	

District Operational Guideline (2023-24)

BCC workshop with frontline worker of line Departments on SAANS							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Rs.500/- per SC/HWC	Total	Total Amount Rs. In Lakhs per district
		83	Doboka(Sector)	8	500.00	4000.00	
17	Jorhat	84	KAKOJAN BPHC	19	500.00	9500.00	0.56
		85	NAKACHARI	11	500.00	5500.00	
		86	SOLMORA	22	500.00	11000.00	
		87	TITABAR	20	500.00	10000.00	
		88	BAGHCHUNG	25	500.00	12500.00	
		89	BHOGAMUKH	13	500.00	6500.00	
		90	JORHAT URBAN	1	500.00	500.00	
		91	MORIANI URBAN	1	500.00	500.00	
18	Kamrup (M)	92	Sonapur BPHC	37	500.00	18500.00	0.42
		93	Capital Zone	15	500.00	7500.00	
		94	East zone	14	500.00	7000.00	
		95	West Zone	13	500.00	6500.00	
		96	Dhirenpara zone	5	500.00	2500.00	
19	Kamrup	97	Azara	26	500.00	13000.00	1.40
		98	Bihdia	17	500.00	8500.00	
		99	Boko	40	500.00	20000.00	
		100	Chaygaon	27	500.00	13500.00	
		101	Hajo	32	500.00	16000.00	
		102	Kamalpur	18	500.00	9000.00	
		103	North Guwahati	20	500.00	10000.00	
		104	Nagarbera	27	500.00	13500.00	
		105	Rampur	17	500.00	8500.00	
		106	Rangia	32	500.00	16000.00	
		107	Sualkuchi	10	500.00	5000.00	
		108	Uparhali	14	500.00	7000.00	
20	K-Anlong	109	Bokajan	23	500.00	11500.00	0.60
		110	Chowkihola	16	500.00	8000.00	
		111	Howraghat	53	500.00	26500.00	
		112	Manja	27	500.00	13500.00	
		113	Diphu Urban Health Centre	0	500.00	0.00	
21	Karimganj	114	Girishganj	29	500.00	14500.00	1.24

District Operational Guideline (2023-24)

BCC workshop with frontline worker of line Departments on SAANS							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Rs.500/- per SC/HWC	Total	Total Amount Rs. In Lakhs per district
		115	NILAMBAZAR	57	500.00	28500.00	
		116	Kachuadam	40	500.00	20000.00	
		117	R.K.Nagar BPHC	50	500.00	25000.00	
		118	Patherkandi	71	500.00	35500.00	
22	Kokrajhar	119	Gossaigaon	59	500.00	29500.00	0.81
		120	Kachugaon	38	500.00	19000.00	
		121	Dotoma	30	500.00	15000.00	
		122	Balajaan	34	500.00	17000.00	
23	Lakhimpur	123	Bihpuria	20	500.00	10000.00	0.78
		124	Boginodi	31	500.00	15500.00	
		125	Dhakuakhana	20	500.00	10000.00	
		126	Dhalpur	35	500.00	17500.00	
		127	Ghilamora	13	500.00	6500.00	
		128	Lakhimpur Urban	0	500.00	0.00	
129	Nawboicha	36	500.00	18000.00			
24	Majuli	130	Kamalabari BPHC	59	500.00	29500.00	0.30
25	Morigaon	131	Bhurbandha	89	500.00	44500.00	1.03
		132	Jhargaon	64	500.00	32000.00	
		133	Laharighat	52	500.00	26000.00	
		134	Urban	0	500.00	0.00	
26	Nagaon	135	DagaonBPHC	41	500.00	20500.00	1.92
		136	DHING BPHC	42	500.00	21000.00	
		137	Jakhalabandha BPHC	41	500.00	20500.00	
		138	SIMONABASTI BPHC	30	500.00	15000.00	
		139	SAMAGURI	49	500.00	24500.00	
		140	SINGIMARI BPHC	42	500.00	21000.00	
		141	Kathiatoli BPHC	52	500.00	26000.00	
		142	Burhagohainthan	32	500.00	16000.00	
		143	Urban	0	500.00	0.00	
		144	Barapujia	55	500.00	27500.00	
27	Nalbari	145	Mukalmua BPHC	36	500.00	18000.00	0.83
		146	Ghograpar BPHC	22	500.00	11000.00	
		147	Kamarkuchi BPHC	49	500.00	24500.00	
		148	Chamata BPHC	40	500.00	20000.00	

District Operational Guideline (2023-24)

BCC workshop with frontline worker of line Departments on SAANS							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Rs.500/- per SC/HWC	Total	Total Amount Rs. In Lakhs per district
		149	Tihu FRU	18	500.00	9000.00	
28	Sibasagar	150	Demow BPHC	67	500.00	33500.00	1.14
		151	Khelua BPHC	28	500.00	14000.00	
		152	Gelekey BPHC	68	500.00	34000.00	
		153	Gaurisagar BPHC	23	500.00	11500.00	
		154	Kaloogaon BPHC	20	500.00	10000.00	
		155	Morabazar BPHC	22	500.00	11000.00	
		156	Urban	0	500.00	0.00	
29	Sonitpur	157	Balipara	66	500.00	33000.00	1.13
		158	North Jamuguri	30	500.00	15000.00	
		159	Bihaguri	54	500.00	27000.00	
		160	Dhekiajuli	68	500.00	34000.00	
		161	Rangapara	7	500.00	3500.00	
		162	Tezpur Urban Primary Health & Wellness Centre	1	500.00	500.00	
30	South Salmara-Mancachar	163	Gazarikandi BPHC	42	500.00	21000.00	0.26
		164	South Salmara BPHC	9	500.00	4500.00	
31	Tinsukia	165	Hapjan	74	500.00	37000.00	1.17
		166	Kakopathar	77	500.00	38500.00	
		167	Ketetong	53	500.00	26500.00	
		168	Na Sadiya	29	500.00	14500.00	
32	Udalguri	169	Khoirabari	36	500.00	18000.00	0.75
		170	Orang	44	500.00	22000.00	
		171	Udalguri	70	500.00	35000.00	
33	West K-Anglong	172	ZIRIKINDENG	2	500.00	1000.00	0.25
		173	Umpanai	13	500.00	6500.00	
		174	Baithalangso	17	500.00	8500.00	
		175	Donkamokam	18	500.00	9000.00	
Total				5447	87500	2723500	27.24

Total fund approved for FY 2023-24: Rs 27.24 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	5,447	27.24

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 2023-24: 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 2023-24: Rs 68.00 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	340	68.00

RCH.3 Sl. No.: 30.2**Name of Activity:** Display of banners for PMSMA site, SC on JSY & JSSK etc.**Whether new/ continued:** Continued**Activity owner:**

At State Level: SME/ Consultant CH

This is a District level activity**Total fund approved for FY 2023-24: Rs. 5.45 Lakhs****Justification:** Banner for all Sub-centre/ (Including HWC) PWs coming to ANC check-ups

A section of PWs and their caregivers are unaware of their entitlements under JSSK. A large section of PWs don't have Bank accounts. For which they are deprived them from JSY and other benefits

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)
5447	Rs. 100	Rs. 5,44,700	5.45

District wise Breakup:

Display of banners for PMSMA site, SC on JSY & JSSK etc.							
Banner for all Sub-centre/ (Including HWC) PWs coming to ANC check-ups							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Amount in Rs. 1000/- for Banner per SC/HWC	Total	Total Amount Rs. In Lakhs per district
1	BASKA	1	Barama	14	100	1400.00	0.1570
		2	Golagaon	14	100	1400.00	
		3	Jalah	45	100	4500.00	
		4	Mushalpur	27	100	2700.00	
		5	Nizkaurbaha	25	100	2500.00	
		6	Tamulpur	32	100	3200.00	
2	Barpeta	7	Barpeta Road	12	100	1200.00	0.2640
		8	Bhwanipur	40	100	4000.00	
		9	Chenga	41	100	4100.00	
		10	Kalgachia	36	100	3600.00	

District Operational Guideline (2023-24)

Display of banners for PMSMA site, SC on JSY & JSSK etc.							
Banner for all Sub-centre/ (Including HWC) PWs coming to ANC check-ups							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Amount in Rs. 1000/- for Banner per SC/HWC	Total	Total Amount Rs. In Lakhs per district
		11	Mandia	52	100	5200.00	
		12	Nagaon	42	100	4200.00	
		13	Nityananda	41	100	4100.00	
		14	URBAN	0	100	0.00	
3	Bongaigoan	15	Bongaigaon	24	100	2400.00	0.1090
		16	Boitamari	18	100	1800.00	
		17	Manikpur	24	100	2400.00	
		18	Srijangram	43	100	4300.00	
4	Biswanath	19	B. Chariali	45	100	4500.00	0.1400
		20	Behali	30	100	3000.00	
		21	Gohpur	65	100	6500.00	
5	Cachar	22	Bikrampur	21	100	2100.00	0.2700
		23	Borkhola	42	100	4200.00	
		24	Dholai	45	100	4500.00	
		25	Harinagar	27	100	2700.00	
		26	Jalalpur	18	100	1800.00	
		27	Lakhipur	43	100	4300.00	
		28	Sonai	46	100	4600.00	
		29	Udharbond	28	100	2800.00	
6	charaideo	31	Sapekhata BPHC	38	100	3800.00	0.0950
		32	Patsaku BPHC	57	100	5700.00	
7	Chirang	33	Sidli BPHC	39	100	3900.00	0.0870
		34	Ballamguri BPHC	48	100	4800.00	
8	Darrang	35	Kharupetia	80	100	8000.00	0.2740
		36	Jaljali	77	100	7700.00	
		37	Patharighat	58	100	5800.00	
		38	Sipajhar	59	100	5900.00	
		39	Mangaldai UHC	0	100	0.00	

District Operational Guideline (2023-24)

Display of banners for PMSMA site, SC on JSY & JSSK etc.							
Banner for all Sub-centre/ (Including HWC) PWCs coming to ANC check-ups							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Amount in Rs. 1000/- for Banner per SC/HWC	Total	Total Amount Rs. In Lakhs per district
9	Dhemaji	40	Bengenarah	5	100	500.00	0.0980
		41	Dhemaji	26	100	2600.00	
		42	Gogamukh	19	100	1900.00	
		43	Jonai	22	100	2200.00	
		44	Sissiborgaon	26	100	2600.00	
10	Dhubri	45	Chapor	22	100	2200.00	0.2100
		46	Dharmasala	34	100	3400.00	
		47	Golokganj	38	100	3800.00	
		48	Halakura	29	100	2900.00	
		49	Raniganj	44	100	4400.00	
		50	South salmara	41	100	4100.00	
		51	Dhubri Urban	2	100	200.00	
11	Dibrugarh	52	Dibrugarh Urban	22	100	2200.00	0.2590
		53	Lahowal BPHC	35	100	3500.00	
		54	Naharani BPHC	56	100	5600.00	
		55	TENGAKHAT BPHC	34	100	3400.00	
		56	Khowang BPHC	38	100	3800.00	
		57	PANITOLA BPHC	20	100	2000.00	
		58	Barbaruah BPHC	54	100	5400.00	
12	Dima-Hasao	59	Mahur	29	100	2900.00	0.0760
		60	Langting	22	100	2200.00	
		61	Gunjung	19	100	1900.00	
		62	Urban Health Centre(UHC)	6	100	600.00	
13	Goalpara	63	AGIA	40	100	4000.00	0.1550
		64	GOALPARA URBAN	0	100	0.00	
		65	LAKHIPUR	40	100	4000.00	
		66	MATIA	14	100	1400.00	
		67	MORNOI	26	100	2600.00	

District Operational Guideline (2023-24)

Display of banners for PMSMA site, SC on JSY & JSSK etc.							
Banner for all Sub-centre/ (Including HWC) PWs coming to ANC check-ups							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Amount in Rs. 1000/- for Banner per SC/HWC	Total	Total Amount Rs. In Lakhs per district
		68	RANGJULI	35	100	3500.00	
14	Golaghat	69	Charingia	27	100	2700.00	0.1430
		70	Sarupathar	28	100	2800.00	
		71	Bokakhat	19	100	1900.00	
		72	Missamora	17	100	1700.00	
		73	K B Ali	36	100	3600.00	
		74	Morongi	16	100	1600.00	
		15	Hailakandi	75	Algapur BPHC	28	
76	Lala BPHC			41	100	4100.00	
77	Katlicherra BPHC			31	100	3100.00	
78	Kalinagar BPHC			7	100	700.00	
79	S. K Roy Civil Hospital (Urban)			0	100	0.00	
16	Hojai	80	JUGIJAN	28	100	2800.00	0.0940
		81	Lanka	53	100	5300.00	
		82	Jamunamukh(Sector)	5	100	500.00	
		83	Doboka(Sector)	8	100	800.00	
17	Jorhat	84	KAKOJAN BPHC	19	100	1900.00	0.1120
		85	NAKACHARI	11	100	1100.00	
		86	SOLMORA	22	100	2200.00	
		87	TITABAR	20	100	2000.00	
		88	BAGHCHUNG	25	100	2500.00	
		89	BHOGAMUKH	13	100	1300.00	
		90	JORHAT URBAN	1	100	100.00	

District Operational Guideline (2023-24)

Display of banners for PMSMA site, SC on JSY & JSSK etc.							
Banner for all Sub-centre/ (Including HWC) PWs coming to ANC check-ups							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Amount in Rs. 1000/- for Banner per SC/HWC	Total	Total Amount Rs. In Lakhs per district
		91	MORIANI URBAN	1	100	100.00	
18	Kamrup (M)	92	Sonapur BPHC	37	100	3700.00	0.0840
		93	Capital Zone	15	100	1500.00	
		94	East zone	14	100	1400.00	
		95	West Zone	13	100	1300.00	
		96	Dhirenpara zone	5	100	500.00	
19	Kamrup	97	Azara	26	100	2600.00	0.2800
		98	Bihdia	17	100	1700.00	
		99	Boko	40	100	4000.00	
		100	Chaygaon	27	100	2700.00	
		101	Hajo	32	100	3200.00	
		102	Kamalpur	18	100	1800.00	
		103	North Guwahati	20	100	2000.00	
		104	Nagarbera	27	100	2700.00	
		105	Rampur	17	100	1700.00	
		106	Rangia	32	100	3200.00	
		107	Sualkuchi	10	100	1000.00	
108	Uparhali	14	100	1400.00			
20	K-Anglong	109	Bokajan	23	100	2300.00	0.1190
		110	Chowkihola	16	100	1600.00	
		111	Howraghat	53	100	5300.00	
		112	Manja	27	100	2700.00	
		113	Diphu Urban Health Centre	0	100	0.00	
21	Karimganj	114	Girishganj	29	100	2900.00	0.2470
		115	NILAMBAZAR	57	100	5700.00	
		116	Kachuadam	40	100	4000.00	
		117	R.K.Nagar BPHC	50	100	5000.00	
		118	Patherkandi	71	100	7100.00	

District Operational Guideline (2023-24)

Display of banners for PMSMA site, SC on JSY & JSSK etc.							
Banner for all Sub-centre/ (Including HWC) PWs coming to ANC check-ups							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Amount in Rs. 1000/- for Banner per SC/HWC	Total	Total Amount Rs. In Lakhs per district
22	Kokrajhar	119	Gossaigaon	59	100	5900.00	0.1610
		120	Kachugaon	38	100	3800.00	
		121	Dotoma	30	100	3000.00	
		122	Balajaan	34	100	3400.00	
23	Lakhimpur	123	Bihpuria	20	100	2000.00	0.1550
		124	Boginodi	31	100	3100.00	
		125	Dhakuakhana	20	100	2000.00	
		126	Dhalpur	35	100	3500.00	
		127	Ghilamora	13	100	1300.00	
		128	Lakhimpur Urban	0	100	0.00	
		129	Nawboicha	36	100	3600.00	
24	Majuli	130	Kamalabari BPHC	59	100	5900.00	0.0590
25	Morigaon	131	Bhurbandha	89	100	8900.00	0.2050
		132	Jhargaon	64	100	6400.00	
		133	Laharighat	52	100	5200.00	
		134	Urban	0	100	0.00	
26	Nagaon	135	DagaonBPHC	41	100	4100.00	0.3840
		136	DHING BPHC	42	100	4200.00	
		137	Jakhalabandha BPHC	41	100	4100.00	
		138	SIMONABASTI BPHC	30	100	3000.00	
		139	SAMAGURI	49	100	4900.00	
		140	SINGIMARI BPHC	42	100	4200.00	
		141	Kathiatoli BPHC	52	100	5200.00	
		142	Burhagohainthan	32	100	3200.00	
		143	Urban	0	100	0.00	
		144	Barapujia	55	100	5500.00	

District Operational Guideline (2023-24)

Display of banners for PMSMA site, SC on JSY & JSSK etc.							
Banner for all Sub-centre/ (Including HWC) PWs coming to ANC check-ups							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Amount in Rs. 1000/- for Banner per SC/HWC	Total	Total Amount Rs. In Lakhs per district
27	Nalbari	145	Mukalmua BPHC	36	100	3600.00	0.1650
		146	Ghograpar BPHC	22	100	2200.00	
		147	Kamarkuchi BPHC	49	100	4900.00	
		148	Chamata BPHC	40	100	4000.00	
		149	Tihu FRU	18	100	1800.00	
28	Sibasagar	150	Demow BPHC	67	100	6700.00	0.2280
		151	Khelua BPHC	28	100	2800.00	
		152	Gelekey BPHC	68	100	6800.00	
		153	Gaurisagar BPHC	23	100	2300.00	
		154	Kalooaon BPHC	20	100	2000.00	
		155	Morabazar BPHC	22	100	2200.00	
		156	Urban	0	100	0.00	
29	Sonitpur	157	Balipara	66	100	6600.00	0.2260
		158	North Jamuguri	30	100	3000.00	
		159	Bihaguri	54	100	5400.00	
		160	Dhekiajuli	68	100	6800.00	
		161	Rangapara	7	100	700.00	
		162	Tezpur Urban Primary Health & Wellness Centre	1	100	100.00	
30	South Salmara-Mancachar	163	Gazarikandi BPHC	42	100	4200.00	0.0510
		164	South Salmara BPHC	9	100	900.00	
31	Tinsukia	165	Hapjan	74	100	7400.00	0.2330

Display of banners for PMSMA site, SC on JSY & JSSK etc.							
Banner for all Sub-centre/ (Including HWC) PWs coming to ANC check-ups							
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	Amount in Rs. 1000/- for Banner per SC/HWC	Total	Total Amount Rs. In Lakhs per district
		166	Kakopather	77	100	7700.00	
		167	Ketetong	53	100	5300.00	
		168	Na Sadiya	29	100	2900.00	
32	Udalguri	169	Khoirabari	36	100	3600.00	0.1500
		170	Orang	44	100	4400.00	
		171	Udalguri	70	100	7000.00	
33	West K-Anglong	172	ZIRIKINDENG	2	100	200.00	0.0500
		173	Umpanai	13	100	1300.00	
		174	Baithalangso	17	100	1700.00	
		175	Donkamokam	18	100	1800.00	
Total				5447	17500	544700	5.4470

Total fund approved for FY 2023-24: Rs 5.45 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	5447	5.45

RCH.3 Sl. No.: 30.2

Name of Activity: The Infotainment vans with a provision of miking and counselling team for NDD, POSHAN month, Diarrhoea outbreak and other health days

Whether new/ continued: Continued

Activity owner:

At State Level: SME/ Consultant CH

This is a District level activity

Total fund approved for FY 2023-24: Rs. 50.25 Lakhs

District Operational Guideline (2023-24)

Justification:

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)
1005	Rs. 5000.00	Rs. 50,25,000	50.25

Total fund approved for FY 2023-24: Rs 50.25 lakhs.

District Wise Breakup :

The Infotainment vans with a provision of miking and counseling team for NDD, POSHAN month, Diarrhea outbreak and other health days							
Sl.	District	Sl No	BLOCK	No of Sector	Amount in Rs. 5000/- per Sector	Total	Total Amount Rs. In Lakhs per district
1	BASKA	1	Barama	6	5000	30000.00	1.65
		2	Golagaon	5	5000	25000.00	
		3	Jalah	5	5000	25000.00	
		4	Mushalpur	7	5000	35000.00	
		5	Nizkaurbaha	5	5000	25000.00	
		6	Tamulpur	5	5000	25000.00	
2	Barpeta	7	Barpeta Road	3	5000	15000.00	2.75
		8	Bhwanipur	7	5000	35000.00	
		9	Chenga	8	5000	40000.00	
		10	Kalgachia	7	5000	35000.00	
		11	Mandia	8	5000	40000.00	
		12	Nagaon	7	5000	35000.00	
		13	Nityananda	14	5000	70000.00	
14	URBAN	1	5000	5000.00			
3	Bongaigoan	15	Bongaigaon	9	5000	45000.00	1.55
		16	Boitamari	5	5000	25000.00	
		17	Manikpur	6	5000	30000.00	
		18	Srijangram	11	5000	55000.00	
4	Biswanath		B. Chariali	12	5000	60000.00	1.40
			Behali	2	5000	10000.00	
			Gohpur	14	5000	70000.00	
5	Cachar	19	Bikrampur	3	5000	15000.00	1.65

District Operational Guideline (2023-24)

The Infotainment vans with a provision of miking and counseling team for NDD, POSHAN month, Diarrhea outbreak and other health days							
		20	Borkhola	4	5000	20000.00	
		21	Dholai	5	5000	25000.00	
		22	Harinagar	2	5000	10000.00	
		23	Jalalpur	3	5000	15000.00	
		24	Lakhipur	5	5000	25000.00	
		25	Sonai	5	5000	25000.00	
		26	Udharbond	5	5000	25000.00	
		27	Silchar Urban	1	5000	5000.00	
6	charaideo	28	Sapekhati BPHC	8	5000	40000.00	0.75
		29	Patsaku BPHC	7	5000	35000.00	
7	Chirang	30	Sidli BPHC	12	5000	60000.00	1.20
		31	Ballamguri BPHC	12	5000	60000.00	
8	Darrang	32	Kharupetia	8	5000	40000.00	1.20
		33	Jaljali	6	5000	30000.00	
		34	Patharighat	5	5000	25000.00	
		35	Sipajhar	5	5000	25000.00	
		36	Mangaldai UHC	0	5000	0.00	
9	Dhemaji	37	Bengenagarah	2	5000	10000.00	0.85
		38	Dhemaji	4	5000	20000.00	
		39	Gogamukh	3	5000	15000.00	
		40	Jonai	4	5000	20000.00	
		41	Sissiborgaon	4	5000	20000.00	
10	Dhubri	42	Chapor	4	5000	20000.00	1.60
		43	Dharmasala	5	5000	25000.00	
		44	Golokganj	7	5000	35000.00	
		45	Halakura	4	5000	20000.00	
		46	Raniganj	7	5000	35000.00	
		47	South salmara	4	5000	20000.00	
		48	Dhubri Urban	1	5000	5000.00	
11	Dibrugarh	49	Dibrugarh Urban	1	5000	5000.00	1.45
		50	Lahowal BPHC	3	5000	15000.00	
		51	Naharani BPHC	9	5000	45000.00	

District Operational Guideline (2023-24)

The Infotainment vans with a provision of miking and counseling team for NDD, POSHAN month, Diarrhea outbreak and other health days							
		52	TENGAKHAT BPHC	3	5000	15000.00	
		53	Khowang BPHC	5	5000	25000.00	
		54	PANITOLA BPHC	3	5000	15000.00	
		55	Barbaruah BPHC	5	5000	25000.00	
12	Dima-Hasao	56	Mahur	5	5000	25000.00	0.70
		57	Langting	4	5000	20000.00	
		58	Gunjung	4	5000	20000.00	
		59	Urban Health Centre(UHC)	1	5000	5000.00	
13	Goalpara	60	AGIA	11	5000	55000.00	2.05
		61	GOALPARA URBAN	3	5000	15000.00	
		62	LAKHIPUR	6	5000	30000.00	
		63	MATIA	3	5000	15000.00	
		64	MORNOI	7	5000	35000.00	
		65	RANGJULI	11	5000	55000.00	
14	Golaghat	66	Charingia	7	5000	35000.00	2.15
		67	Sarupathar	7	5000	35000.00	
		68	Bokakhat	4	5000	20000.00	
		69	Missamora	7	5000	35000.00	
		70	K B Ali	13	5000	65000.00	
		71	Morongi	5	5000	25000.00	
15	Hailakandi	72	Algapur BPHC	5	5000	25000.00	0.75
		73	Lala BPHC	5	5000	25000.00	
		74	Katlicherra BPHC	4	5000	20000.00	
		75	Kalinagar BPHC	1	5000	5000.00	
		76	S. K Roy Civil Hospital (Urban)	0	5000	0.00	
16	Hojai	77	JUGIJAN	4	5000	20000.00	0.60
		78	Lanka	6	5000	30000.00	
		79	Jamunamukh(Sector)	1	5000	5000.00	
		80	Doboka(Sector)	1	5000	5000.00	

The Infotainment vans with a provision of miking and counseling team for NDD, POSHAN month, Diarrhea outbreak and other health days							
17	Jorhat	81	KAKOJAN BPHC	4	5000	20000.00	3.10
		82	NAKACHARI	2	5000	10000.00	
		83	SOLMORA	12	5000	60000.00	
		84	TITABAR	11	5000	55000.00	
		85	BAGHCHUNG	8	5000	40000.00	
		86	BHOGAMUKH	1	5000	5000.00	
		87	JORHAT URBAN	19	5000	95000.00	
		88	MORIANI URBAN	5	5000	25000.00	
18	Kamrup (M)	89	Sonapur BPHC	7	5000	35000.00	2.25
		90	Capital Zone	10	5000	50000.00	
		91	East zone	11	5000	55000.00	
		92	West Zone	12	5000	60000.00	
		93	Dhirenpara zone	5	5000	25000.00	
19	Kamrup	94	Azara	5	5000	25000.00	3.95
		95	Bihdia	2	5000	10000.00	
		96	Boko	9	5000	45000.00	
		97	Chaygaon	11	5000	55000.00	
		98	Hajo	8	5000	40000.00	
		99	Kamalpur	4	5000	20000.00	
		100	North Guwahati	8	5000	40000.00	
		101	Nagarbera	9	5000	45000.00	
		102	Rampur	7	5000	35000.00	
		103	Rangia	7	5000	35000.00	
		104	Sualkuchi	4	5000	20000.00	
105	Uparhali	5	5000	25000.00			
20	K-Anglong	106	Bokajan	5	5000	25000.00	1.50
		107	Chowkihola	6	5000	30000.00	
		108	Howraghat	15	5000	75000.00	
		109	Manja	4	5000	20000.00	
		110	Diphu Urban Health Centre	0	5000	0.00	
21	Karimganj	111	Girishganj	4	5000	20000.00	1.05

District Operational Guideline (2023-24)

The Infotainment vans with a provision of miking and counseling team for NDD, POSHAN month, Diarrhea outbreak and other health days							
		112	NILAMBAZAR	3	5000	15000.00	
		113	Kachuadam	4	5000	20000.00	
		114	R.K.Nagar BPHC	6	5000	30000.00	
		115	Patherkandi	4	5000	20000.00	
22	Kokrajhar	116	Gossaigaon	11	5000	55000.00	2.25
		117	Kachugaon	8	5000	40000.00	
		118	Dotoma	14	5000	70000.00	
		119	Balajaan	12	5000	60000.00	
23	Lakhimpur	120	Bihpuria	5	5000	25000.00	1.50
		121	Boginodi	5	5000	25000.00	
		122	Dhakuakhana	4	5000	20000.00	
		123	Dhalpur	4	5000	20000.00	
		124	Ghilamora	3	5000	15000.00	
		125	Lakhimpur Urban	1	5000	5000.00	
		126	Nawboicha	8	5000	40000.00	
24	Majuli	127	Kamalabari BPHC	8	5000	40000.00	0.40
25	Morigaon	128	Bhurbandha	15	5000	75000.00	1.85
		129	Jhargaon	11	5000	55000.00	
		130	Laharighat	11	5000	55000.00	
		131	Urban	0	5000	0.00	
26	Nagaon	132	DagaonBPHC	5	5000	25000.00	2.95
		133	DHING BPHC	5	5000	25000.00	
		134	Jakhalabandha BPHC	5	5000	25000.00	
		135	SIMONABASTI BPHC	3	5000	15000.00	
		136	SAMAGURI	5	5000	25000.00	
		137	SINGIMARI BPHC	5	5000	25000.00	
		138	Kathiatoli BPHC	6	5000	30000.00	
		139	Burhagohainthan	13	5000	65000.00	

District Operational Guideline (2023-24)

The Infotainment vans with a provision of miking and counseling team for NDD, POSHAN month, Diarrhea outbreak and other health days							
		140	Urban	3	5000	15000.00	
		141	Barapujia	9	5000	45000.00	
27	Nalbari	142	Mukalmua BPHC	8	5000	40000.00	1.30
		143	Ghograpar BPHC	5	5000	25000.00	
		144	Kamarkuchi BPHC	5	5000	25000.00	
		145	Chamata BPHC	5	5000	25000.00	
		146	Tihu FRU	3	5000	15000.00	
				147	Demow BPHC	8	
28	Sibasagar	148	Khelua BPHC	1	5000	5000.00	
		149	Gelekey BPHC	5	5000	25000.00	
		150	Gaurisagar BPHC	4	5000	20000.00	
		151	Kalooagaon BPHC	0	5000	0.00	
		152	Morabazar BPHC	2	5000	10000.00	
		153	Urban	0	5000	0.00	
				154	Balipara	6	5000
29	Sonitpur	155	North Jamuguri	3	5000	15000.00	
		156	Bihaguri	7	5000	35000.00	
		157	Dhekiajuli	7	5000	35000.00	
		158	Rangapara	1	5000	5000.00	
		159	Tezpur Urban Primary Health & Wellness Centre	0	5000	0.00	
				160	Gazarikandi BPHC	7	5000
30	South Salmara-Mancachar	161	South Salmara BPHC	2	5000	10000.00	
		31	Tinsukia	162	Hapjan	6	5000
163	Kakopathar			6	5000	30000.00	
164	Ketetong			10	5000	50000.00	

The Infotainment vans with a provision of miking and counseling team for NDD, POSHAN month, Diarrhea outbreak and other health days							
		165	Na Sadiya	5	5000	25000.00	
32	Udalguri	166	Khoirabari	6	5000	30000.00	1.15
		167	Orang	5	5000	25000.00	
		168	Udalguri	12	5000	60000.00	
33	West K- Anglong	169	ZIRIKINDENG	0	5000	0.00	0.70
		170	Umpanai	5	5000	25000.00	
		171	Baithalangso	3	5000	15000.00	
		172	Donkamokam	6	5000	30000.00	
Total				1005	5000	5025000.00	50.25

Total fund approved for FY 2023-24: Rs 50.25 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	1005	50.25

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 2023-24: Rs. 93.11 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)
17	547706	93,11,000	93.11

Total fund approved for FY 2023-24: Rs 93.11 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	17	93.11

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 2023-24: 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 2023-24: Rs 84.52 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	10	84.52

IEC/BCC on Nutrition Health

District RoP 2023-24

- **Total Approved Budget for 2023-24: 158.16 L**
- **Total Budget Allocation for State HQ (23-24): 0**
- **Total Budget Allocation for District(23-24): 158.16 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

District level activity

Total fund approved for FY 2023-24: 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 2023-24: 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 Operational Guideline (2023-24)

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

District Operational Guideline (2022-24)

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
Grand Total		155	3400	170000	308000	3400000	4366500	8733000	87.33

Total fund approved for FY 2023-24: Rs. 87.33 lakhs for two rounds.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	3555	87.33

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

District level activity

Total fund approved for FY 2023-24: Rs. 70.83 Lakhs

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

District Operational Guideline (2023-24)

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 2023-24: 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

District Operational Guideline (2023-24)

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
Grand Total		155	4691	32827	340000	2345500	1636900	770000	7082800	70.83

Total fund approved for FY 2023-24: Rs. 70.83 Lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	37,673	70.83

IEC/BCC on Adolescent Health

District RoP 2023-24

- **Total Approved Budget for 2023-24: 91.71 L**
- **Total Budget Allocation for State HQ (23-24): 0**
- **Total Budget Allocation for District(23-24): 91.71 L**

EC/BCC Activities under Adolescent Health

RCH.5 Sl. No.: 41.2

Activity Head/ Component: RKSK-Adolescent Health

Activity owner:

At State Level: SME/ Consultant AH

This is a District Level activity

Total fund approved for FY 2023-24: Rs. 8.12 Lakhs

Name of the activity: Essay Competition at high/higher Secondary School

Whether new/ continued: **Continued**

Justification: Essay Competition for high School level students on importance of hygiene and consumption of balance diet.

175 Blocks Rs.2000/- contingency fund and Rs.10000/- for Prize money for district level & Rs.4000/- contingency fund for district.

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)
208	Rs. 3904.00	Rs. 8,12,032	8.12

Total fund approved for FY 2023-24: Rs. 8.12 Lakhs.

District wise Breakup:

Essay Competition at high/higher Secondary School								
Sl.	District	Sl No	BLOCK	Rs.2000/- per bolck	Rs.10000/- for prize per district	Rs.4000/- for contingency per district	Total	Total Amount Rs. In Lakhs per district
1	BASKA	1	Barama	2000	10000	4000	16000	0.2600
		2	Golagaon	2000			2000	
		3	Jalah	2000			2000	

District Operational Guideline (2023-24)

Essay Competition at high/higher Secondary School								
Sl.	District	Sl No	BLOCK	Rs.2000/- per bolck	Rs.10000/- for prize per district	Rs.4000/- for contingenc y per district	Total	Total Amount Rs. In Lakhs per district
		4	Mushalpur	2000			2000	
		5	Nizkaurbaha	2000			2000	
		6	Tamulpur	2000			2000	
2	Barpeta	7	Barpeta Road	2000	10000	4000	16000	0.3000
		8	Bhwanipur	2000			2000	
		9	Chenga	2000			2000	
		10	Kalgachia	2000			2000	
		11	Mandia	2000			2000	
		12	Nagaon	2000			2000	
		13	Nityananda	2000			2000	
		14	URBAN	2000			2000	
3	Bongaigaon	15	Bongaigaon	2000	10000	4000	16000	0.2200
		16	Boitamari	2000			2000	
		17	Manikpur	2000			2000	
		18	Srijangram	2000			2000	
4	Biswanath	19	B. Chariali	2000	10000	4000	16000	0.2000
		20	Behali	2000			2000	
		21	Gohpur	2000			2000	
5	Cachar	22	Bikrampur	2000	10000	4000	16000	0.3200
		23	Borkhola	2000			2000	
		24	Dholai	2000			2000	
		25	Harinagar	2000			2000	
		26	Jalalpur	2000			2000	
		27	Lakhipur	2000			2000	
		28	Sonai	2000			2000	
		29	Udharbond	2000			2000	
		30	Silchar Urban	2000			2000	
6	charaideo	31	Sapekhati BPHC	2000	10000	4000	16000	0.1800
		32	Patsaku BPHC	2000			2000	
7	Chirang	33	Sidli BPHC	2000	10000	4000	16000	0.1800
		34	Ballamguri BPHC	2000			2000	
8	Darrang	35	Kharupetia	2000	10000	4000	16000	0.2400
		36	Jaljali	2000			2000	
		37	Patharighat	2000			2000	
		38	Sipajhar	2000			2000	
		39	Mangaldai UHC	2000			2000	
9	Dhemaji	40	Bengenagarah	2000	10000	4000	16000	0.2400

District Operational Guideline (2023-24)

Essay Competition at high/higher Secondary School								
Sl.	District	Sl No	BLOCK	Rs.2000/- per bolck	Rs.10000/- for prize per district	Rs.4000/- for contingenc y per district	Total	Total Amount Rs. In Lakhs per district
		41	Dhemaji	2000			2000	
		42	Gogamukh	2000			2000	
		43	Jonai	2000			2000	
		44	Sissiborgaon	2000			2000	
10	Dhubri	45	Chapor	2000	10000	4000	16000	0.2800
		46	Dharmasala	2000			2000	
		47	Golokganj	2000			2000	
		48	Halakura	2000			2000	
		49	Raniganj	2000			2000	
		50	South salmara	2000			2000	
		51	Dhubri Urban	2000			2000	
11	Dibrugarh	52	Dibrugarh Urban	2000	10000	4000	16000	0.2800
		53	Lahowal BPHC	2000			2000	
		54	Naharani BPHC	2000			2000	
		55	TENGA KHAT BPHC	2000			2000	
		56	Khowang BPHC	2000			2000	
		57	PANITOLA BPHC	2000			2000	
		58	Barbaruah BPHC	2000			2000	
12	Dima-Hasao	59	Mahur	2000	10000	4000	16000	0.2200
		60	Langting	2000			2000	
		61	Gunjung	2000			2000	
		62	Urban Health Centre(UHC)	2000			2000	
13	Goalpara	63	AGIA	2000	10000	4000	16000	0.2600
		64	GOALPARA URBAN	2000			2000	
		65	LAKHIPUR	2000			2000	
		66	MATIA	2000			2000	
		67	MORNOI	2000			2000	
		68	RANGJULI	2000			2000	
14	Golaghat	69	Charingia	2000	10000	4000	16000	0.2600
		70	Sarupathar	2000			2000	
		71	Bokakhat	2000			2000	
		72	Missamora	2000			2000	
		73	K B Ali	2000			2000	
		74	Morongi	2000			2000	

District Operational Guideline (2023-24)

Essay Competition at high/higher Secondary School								
Sl.	District	Sl No	BLOCK	Rs.2000/- per bolck	Rs.10000/- for prize per district	Rs.4000/- for contingenc y per district	Total	Total Amount Rs. In Lakhs per district
15	Hailakandi	75	Algapur BPHC	2000	10000	4000	16000	0.2400
		76	Lala BPHC	2000			2000	
		77	Katlicherra BPHC	2000			2000	
		78	Kalinagar BPHC	2000			2000	
		79	S. K Roy Civil Hospital (Urban)	2000			2000	
16	Hojai	80	JUGIJAN	2000	10000	4000	16000	0.2200
		81	Lanka	2000			2000	
		82	Jamunamukh(Sector)	2000			2000	
		83	Doboka(Sector)	2000			2000	
17	Jorhat	84	KAKOJAN BPHC	2000	10000	4000	16000	0.3000
		85	NAKACHARI	2000			2000	
		86	SOLMORA	2000			2000	
		87	TITABAR	2000			2000	
		88	BAGHCHUNG	2000			2000	
		89	BHOGAMUKH	2000			2000	
		90	JORHAT URBAN	2000			2000	
18	Kamrup (M)	92	Sonapur BPHC	2000	10000	4000	16000	0.2400
		93	Capital Zone	2000			2000	
		94	East zone	2000			2000	
		95	West Zone	2000			2000	
		96	Dhirenpara zone	2000			2000	
19	Kamrup	97	Azara	2000	10000	4000	16000	0.3800
		98	Bihdia	2000			2000	
		99	Boko	2000			2000	
		100	Chaygaon	2000			2000	
		101	Hajo	2000			2000	

District Operational Guideline (2023-24)

Essay Competition at high/higher Secondary School								
Sl.	District	SI No	BLOCK	Rs.2000/- per bolck	Rs.10000/- for prize per district	Rs.4000/- for contingenc y per district	Total	Total Amount Rs. In Lakhs per district
		102	Kamalpur	2000			2000	
		103	North Guwahati	2000			2000	
		104	Nagarbera	2000			2000	
		105	Rampur	2000			2000	
		106	Rangia	2000			2000	
		107	Sualkuchi	2000			2000	
		108	Uparhali	2000			2000	
20	K-Anglong	109	Bokajan	2000	10000	4000	16000	0.2400
		110	Chowkihola	2000			2000	
		111	Howraghat	2000			2000	
		112	Manja	2000			2000	
		113	Diphu Urban Health Centre	2000			2000	
21	Karimganj	114	Girishganj	2000	10000	4000	16000	0.2400
		115	NILAMBAZAR	2000			2000	
		116	Kachuadam	2000			2000	
		117	R.K.Nagar BPHC	2000			2000	
		118	Patherkandi	2000			2000	
22	Kokrajhar	119	Gossaigaon	2000	10000	4000	16000	0.2200
		120	Kachugaon	2000			2000	
		121	Dotoma	2000			2000	
		122	Balajaan	2000			2000	
23	Lakhimpur	123	Bihpuria	2000	10000	4000	16000	0.2800
		124	Boginodi	2000			2000	
		125	Dhakuakhana	2000			2000	
		126	Dhalpur	2000			2000	
		127	Ghilamora	2000			2000	
		128	Lakhimpur Urban	2000			2000	
		129	Nawboicha	2000			2000	
24	Majuli	130	Kamalabari BPHC	2000	10000	4000	16000	0.1600
25	Morigaon	131	Bhurbandha	2000	10000	4000	16000	0.2200
		132	Jhargaon	2000			2000	
		133	Laharighat	2000			2000	
		134	Urban	2000			2000	
26	Nagaon	135	DagaonBPHC	2000	10000	4000	16000	0.3400

District Operational Guideline (2023-24)

Essay Competition at high/higher Secondary School								
Sl.	District	SI No	BLOCK	Rs.2000/- per bolck	Rs.10000/- for prize per district	Rs.4000/- for contingenc y per district	Total	Total Amount Rs. In Lakhs per district
		136	DHING BPHC	2000			2000	
		137	Jakhalabandha BPHC	2000			2000	
		138	SIMONABASTI BPHC	2000			2000	
		139	SAMAGURI	2000			2000	
		140	SINGIMARI BPHC	2000			2000	
		141	Kathiatoli BPHC	2000			2000	
		142	Burhagohainthan	2000			2000	
		143	Urban	2000			2000	
		144	Barapujia	2000			2000	
27	Nalbari	145	Mukalmua BPHC	2000	10000	4000	16000	0.2400
		146	Ghograpar BPHC	2000			2000	
		147	Kamarkuchi BPHC	2000			2000	
		148	Chamata BPHC	2000			2000	
		149	Tihu FRU	2000			2000	
28	Sibasagar	150	Demow BPHC	2000	10000	4000	16000	0.2800
		151	Khelua BPHC	2000			2000	
		152	Gelekey BPHC	2000			2000	
		153	Gaurisagar BPHC	2000			2000	
		154	Kaloogaon BPHC	2000			2000	
		155	Morabazar BPHC	2000			2000	
		156	Urban	2000			2000	
29	Sonitpur	157	Balipara	2000	10000	4000	16000	0.2600
		158	North Jamuguri	2000			2000	
		159	Bihaguri	2000			2000	
		160	Dhekiajuli	2000			2000	
		161	Rangapara	2000			2000	
		162	Tezpur Urban Primary Health & Wellness Centre	2000			2000	
30	South Salmara-Mancachar	163	Gazarikandi BPHC	2000	10000	4000	16000	0.1800
		164	South Salmara BPHC	2000			2000	

District Operational Guideline (2023-24)

Essay Competition at high/higher Secondary School								
Sl.	District	Sl No	BLOCK	Rs.2000/- per bolck	Rs.10000/- for prize per district	Rs.4000/- for contingenc y per district	Total	Total Amount Rs. In Lakhs per district
31	Tinsukia	165	Hapjan	2000	10000	4000	16000	0.2200
		166	Kakopathar	2000			2000	
		167	Ketetong	2000			2000	
		168	Na Sadiya	2000			2000	
32	Udalguri	169	Khoirabari	2000	10000	4000	16000	0.2000
		170	Orang	2000			2000	
		171	Udalguri	2000			2000	
33	West K- Anglong	172	ZIRIKINDENG	2000	10000	4000	16000	0.2200
		173	Umpanai	2000			2000	
		174	Baithalangso	2000			2000	
		175	Donkamokam	2000			2000	
Total				350000.000	330000.000	132000.000	812000.000	8.120

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	208	8.12

RCH.5 Sl. No.: 41.2

Activity Head/ Component: Small Group Meeting involving the teenage couples/Teen age boys & girls by Pakhila Group at in resistant pockets

Activity owner:

At State Level: SME/ Consultant AH

At District: DME/In-charge

This is a District Level activity

Total fund approved for FY 2023-24: Rs. 40.20 Lakhs

Name of the activity: Small Group Meeting involving the teenage couples/Teen age boys & girls by Pakhila Group at in resistant pockets

Whether new/ continued: Continued

Justification: For Resistance to any RCH Programme

* 2 resistant SC form per Sector & Rs.1000/- per SC x Twice in a year

There are certain pockets in the districts where there are resistant cases towards health seeking behavior. In this resistant cases the ASHAs by themselves cannot motivate the target group. The proposed activity by the POKHILA team which is headed by a skilled counselor will help in removing myths and misconception in the mind of the resistant individuals /families/ villages.

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)
2010	Rs 2,000	Rs. 40,20,000	40.20

District wise Breakup :

Small Group Meeting involving the teenage couples/Teen age boys & girls by Pakhila Group at in resistant pockets								
For Resistance to any RCH Programme								
* 2 resistant SC form per Sector & Rs.1000/- per SC x Twice in a year								
Sl.	District	Sl No	BLOCK	No of Sector	2 Nos of Resistant SC per sector x twice in a year	Amount in Rs. 1000/- for once	Total	Total Amount Rs. In Lakhs per district
1	BASKA	1	Barama	6	12	2000	24000	1.32
		2	Golagaon	5	10	2000	20000	
		3	Jalah	5	10	2000	20000	
		4	Mushalpur	7	14	2000	28000	

District Operational Guideline (2023-24)

Small Group Meeting involving the teenage couples/Teen age boys & girls by Pakhila Group at in resistant pockets								
For Resistance to any RCH Programme								
* 2 resistant SC form per Sector & Rs.1000/- per SC x Twice in a year								
Sl.	District	Sl No	BLOCK	No of Sector	2 Nos of Resistant SC per sector x twice in a year	Amount in Rs. 1000/- for once	Total	Total Amount Rs. In Lakhs per district
		5	Nizkaurbaha	5	10	2000	20000	
		6	Tamulpur	5	10	2000	20000	
2	Barpeta	7	Barpeta Road	3	6	2000	12000	2.20
		8	Bhwanipur	7	14	2000	28000	
		9	Chenga	8	16	2000	32000	
		10	Kalgachia	7	14	2000	28000	
		11	Mandia	8	16	2000	32000	
		12	Nagaon	7	14	2000	28000	
		13	Nityananda	14	28	2000	56000	
		14	URBAN	1	2	2000	4000	
3	Bongaigoan	15	Bongaigaon	9	18	2000	36000	1.24
		16	Boitamari	5	10	2000	20000	
		17	Manikpur	6	12	2000	24000	
		18	Srijangram	11	22	2000	44000	
4	Biswanath	19	B. Chariali	12	24	2000	48000	1.12
		20	Behali	2	4	2000	8000	
		21	Gohpur	14	28	2000	56000	
5	Cachar	22	Bikrampur	3	6	2000	12000	1.32
		23	Borkhola	4	8	2000	16000	
		24	Dholai	5	10	2000	20000	
		25	Harinagar	2	4	2000	8000	
		26	Jalalpur	3	6	2000	12000	
		27	Lakhipur	5	10	2000	20000	
		28	Sonai	5	10	2000	20000	
		29	Udharbond	5	10	2000	20000	
		30	Silchar Urban	1	2	2000	4000	
6	charaideo	31	Sapekhati BPHC	8	16	2000	32000	0.60
		32	Patsaku BPHC	7	14	2000	28000	
7	Chirang	33	Sidli BPHC	12	24	2000	48000	0.96

District Operational Guideline (2023-24)

Small Group Meeting involving the teenage couples/Teen age boys & girls by Pakhila Group at in resistant pockets								
For Resistance to any RCH Programme								
* 2 resistant SC form per Sector & Rs.1000/- per SC x Twice in a year								
Sl.	District	Sl No	BLOCK	No of Sector	2 Nos of Resistant SC per sector x twice in a year	Amount in Rs. 1000/- for once	Total	Total Amount Rs. In Lakhs per district
		34	Ballamguri BPHC	12	24	2000	48000	
8	Darrang	35	Kharupetia	8	16	2000	32000	0.96
		36	Jaljali	6	12	2000	24000	
		37	Patharighat	5	10	2000	20000	
		38	Sipajhar	5	10	2000	20000	
		39	Mangaldai UHC	0	0	2000	0	
9	Dhemaji	40	Bengenagarah	2	4	2000	8000	0.68
		41	Dhemaji	4	8	2000	16000	
		42	Gogamukh	3	6	2000	12000	
		43	Jonai	4	8	2000	16000	
		44	Sissiborgaon	4	8	2000	16000	
10	Dhubri	45	Chapor	4	8	2000	16000	1.28
		46	Dharmasala	5	10	2000	20000	
		47	Golokganj	7	14	2000	28000	
		48	Halakura	4	8	2000	16000	
		49	Raniganj	7	14	2000	28000	
		50	South salmara	4	8	2000	16000	
		51	Dhubri Urban	1	2	2000	4000	
11	Dibrugarh	52	Dibrugarh Urban	1	2	2000	4000	1.16
		53	Lahowal BPHC	3	6	2000	12000	
		54	Naharani BPHC	9	18	2000	36000	
		55	TENGAHAT BPHC	3	6	2000	12000	
		56	Khowang BPHC	5	10	2000	20000	
		57	PANITOLA BPHC	3	6	2000	12000	
		58	Barbaruah BPHC	5	10	2000	20000	
12	Dima-Hasao	59	Mahur	5	10	2000	20000	0.56
		60	Langting	4	8	2000	16000	

District Operational Guideline (2023-24)

Small Group Meeting involving the teenage couples/Teen age boys & girls by Pakhila Group at in resistant pockets								
For Resistance to any RCH Programme								
* 2 resistant SC form per Sector & Rs.1000/- per SC x Twice in a year								
Sl.	District	Sl No	BLOCK	No of Sector	2 Nos of Resistant SC per sector x twice in a year	Amount in Rs. 1000/- for once	Total	Total Amount Rs. In Lakhs per district
		61	Gunjung	4	8	2000	16000	
		62	Urban Health Centre(UHC)	1	2	2000	4000	
13	Goalpara	63	AGIA	11	22	2000	44000	1.64
		64	GOALPARA URBAN	3	6	2000	12000	
		65	LAKHIPUR	6	12	2000	24000	
		66	MATIA	3	6	2000	12000	
		67	MORNOI	7	14	2000	28000	
		68	RANGJULI	11	22	2000	44000	
14	Golaghat	69	Charingia	7	14	2000	28000	1.72
		70	Sarupathar	7	14	2000	28000	
		71	Bokakhat	4	8	2000	16000	
		72	Missamora	7	14	2000	28000	
		73	K B Ali	13	26	2000	52000	
		74	Morongi	5	10	2000	20000	
15	Hailakandi	75	Algapur BPHC	5	10	2000	20000	0.60
		76	Lala BPHC	5	10	2000	20000	
		77	Katlicherra BPHC	4	8	2000	16000	
		78	Kalinagar BPHC	1	2	2000	4000	
		79	S. K Roy Civil Hospital (Urban)	0	0	2000	0	
16	Hojai	80	JUGIJAN	4	8	2000	16000	0.48
		81	Lanka	6	12	2000	24000	
		82	Jamunamukh(Sector)	1	2	2000	4000	
		83	Doboka(Sector)	1	2	2000	4000	
17	Jorhat	84	KAKOJAN BPHC	4	8	2000	16000	2.48

District Operational Guideline (2023-24)

Small Group Meeting involving the teenage couples/Teen age boys & girls by Pakhila Group at in resistant pockets								
For Resistance to any RCH Programme								
* 2 resistant SC form per Sector & Rs.1000/- per SC x Twice in a year								
Sl.	District	Sl No	BLOCK	No of Sector	2 Nos of Resistant SC per sector x twice in a year	Amount in Rs. 1000/- for once	Total	Total Amount Rs. In Lakhs per district
		85	NAKACHARI	2	4	2000	8000	
		86	SOLMORA	12	24	2000	48000	
		87	TITABAR	11	22	2000	44000	
		88	BAGHCHUNG	8	16	2000	32000	
		89	BHOGAMUKH	1	2	2000	4000	
		90	JORHAT URBAN	19	38	2000	76000	
		91	MORIANI URBAN	5	10	2000	20000	
18	Kamrup (M)	92	Sonapur BPHC	7	14	2000	28000	1.80
		93	Capital Zone	10	20	2000	40000	
		94	East zone	11	22	2000	44000	
		95	West Zone	12	24	2000	48000	
		96	Dhirenpara zone	5	10	2000	20000	
19	Kamrup	97	Azara	5	10	2000	20000	3.16
		98	Bihdia	2	4	2000	8000	
		99	Boko	9	18	2000	36000	
		100	Chaygaon	11	22	2000	44000	
		101	Hajo	8	16	2000	32000	
		102	Kamalpur	4	8	2000	16000	
		103	North Guwahati	8	16	2000	32000	
		104	Nagarbera	9	18	2000	36000	
		105	Rampur	7	14	2000	28000	
		106	Rangia	7	14	2000	28000	
		107	Sualkuchi	4	8	2000	16000	
20	K-Anlong	109	Bokajan	5	10	2000	20000	1.20
		110	Chowkihola	6	12	2000	24000	
		111	Howraghat	15	30	2000	60000	
		112	Manja	4	8	2000	16000	

District Operational Guideline (2023-24)

Small Group Meeting involving the teenage couples/Teen age boys & girls by Pakhila Group at in resistant pockets								
For Resistance to any RCH Programme								
* 2 resistant SC form per Sector & Rs.1000/- per SC x Twice in a year								
Sl.	District	Sl No	BLOCK	No of Sector	2 Nos of Resistant SC per sector x twice in a year	Amount in Rs. 1000/- for once	Total	Total Amount Rs. In Lakhs per district
		113	Diphu Urban Health Centre	0	0	2000	0	
21	Karimganj	114	Girishganj	4	8	2000	16000	0.84
		115	NILAMBAZAR	3	6	2000	12000	
		116	Kachuadam	4	8	2000	16000	
		117	R.K.Nagar BPHC	6	12	2000	24000	
		118	Patherkandi	4	8	2000	16000	
22	Kokrajhar	119	Gossaigaon	11	22	2000	44000	1.80
		120	Kachugaon	8	16	2000	32000	
		121	Dotoma	14	28	2000	56000	
		122	Balajaan	12	24	2000	48000	
23	Lakhimpur	123	Bihpuria	5	10	2000	20000	1.20
		124	Boginodi	5	10	2000	20000	
		125	Dhakuakhana	4	8	2000	16000	
		126	Dhalpur	4	8	2000	16000	
		127	Ghilamora	3	6	2000	12000	
		128	Lakhimpur Urban	1	2	2000	4000	
		129	Nawboicha	8	16	2000	32000	
24	Majuli	130	Kamalabari BPHC	8	16	2000	32000	0.32
25	Morigaon	131	Bhurbandha	15	30	2000	60000	1.48
		132	Jhargaon	11	22	2000	44000	
		133	Laharighat	11	22	2000	44000	
		134	Urban	0	0	2000	0	
26	Nagaon	135	DagaonBPHC	5	10	2000	20000	2.36
		136	DHING BPHC	5	10	2000	20000	

Small Group Meeting involving the teenage couples/Teen age boys & girls by Pakhila Group at in resistant pockets								
For Resistance to any RCH Programme								
* 2 resistant SC form per Sector & Rs.1000/- per SC x Twice in a year								
Sl.	District	Sl No	BLOCK	No of Sector	2 Nos of Resistant SC per sector x twice in a year	Amount in Rs. 1000/- for once	Total	Total Amount Rs. In Lakhs per district
		137	Jakhalabandha BPHC	5	10	2000	20000	
		138	SIMONABASTI BPHC	3	6	2000	12000	
		139	SAMAGURI	5	10	2000	20000	
		140	SINGIMARI BPHC	5	10	2000	20000	
		141	Kathiatoli BPHC	6	12	2000	24000	
		142	Burhagohainthan	13	26	2000	52000	
		143	Urban	3	6	2000	12000	
		144	Barapujia	9	18	2000	36000	
27	Nalbari	145	Mukalmua BPHC	8	16	2000	32000	1.04
		146	Ghograpar BPHC	5	10	2000	20000	
		147	Kamarkuchi BPHC	5	10	2000	20000	
		148	Chamata BPHC	5	10	2000	20000	
		149	Tihu FRU	3	6	2000	12000	
28	Sibasagar	150	Demow BPHC	8	16	2000	32000	0.80
		151	Khelua BPHC	1	2	2000	4000	
		152	Gelekey BPHC	5	10	2000	20000	
		153	Gaurisagar BPHC	4	8	2000	16000	
		154	Kaloogaon BPHC	0	0	2000	0	
		155	Morabazar BPHC	2	4	2000	8000	
		156	Urban	0	0	2000	0	

District Operational Guideline (2023-24)

Small Group Meeting involving the teenage couples/Teen age boys & girls by Pakhila Group at in resistant pockets								
For Resistance to any RCH Programme								
* 2 resistant SC form per Sector & Rs.1000/- per SC x Twice in a year								
Sl.	District	Sl No	BLOCK	No of Sector	2 Nos of Resistant SC per sector x twice in a year	Amount in Rs. 1000/- for once	Total	Total Amount Rs. In Lakhs per district
29	Sonitpur	157	Balipara	6	12	2000	24000	0.96
		158	North Jamuguri	3	6	2000	12000	
		159	Bihaguri	7	14	2000	28000	
		160	Dhekiajuli	7	14	2000	28000	
		161	Rangapara	1	2	2000	4000	
		162	Tezpur Urban Primary Health & Wellness Centre	0	0	2000	0	
30	South Salmara-Mancachar	163	Gazarikandi BPHC	7	14	2000	28000	0.36
		164	South Salmara BPHC	2	4	2000	8000	
31	Tinsukia	165	Hapjan	6	12	2000	24000	1.08
		166	Kakopathar	6	12	2000	24000	
		167	Ketetong	10	20	2000	40000	
		168	Na Sadiya	5	10	2000	20000	
32	Udalguri	169	Khoirabari	6	12	2000	24000	0.92
		170	Orang	5	10	2000	20000	
		171	Udalguri	12	24	2000	48000	
33	West K-Anglong	172	ZIRIKINDENG	0	0	2000	0	0.56
		173	Umpanai	5	10	2000	20000	
		174	Baithalangso	3	6	2000	12000	
		175	Donkamokam	6	12	2000	24000	
Total				1005	2010	2000	4020000	40.20

Total fund approved for FY 2023-24: Rs. 40.20 Lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	2010	40.20

RCH.5 Sl. No.: 41.2

Name of the activity: Sensitization Meeting with Local Police

Activity owner:

At State Level: SME/ Consultant AH

At District: DME/In-charge

District level activity

Total fund approved for FY 2023-24: Rs. 40.32 Lakhs

Whether new/ continued: Continued

Justification:

Sensitization of the stakeholders involving early marriages and teenage pregnancies on POCSO Act in order to reduce maternal & infant mortality.

Total out post 198 Nos. & Police Station 306 = 504 Stations for 04 times in a year = 2016
Early Marriage/Age at Marriage

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
2016	Rs. 2000	Rs. 40,32,000	40.32

District Budget Breakup:

Sensitization Meeting with Local Police							
S.No	District	Total Outpost	Total Police Station	Total	04 times in a year	Rs.2000/- per Outpost & Police Station	Total Amount Rs. In Lakhs per district
1	Baksa	11	8	19	76	152000	1.5200
2	Barpeta	7	11	18	72	144000	1.4400
3	Bongaigaon	5	5	10	40	80000	0.8000
4	Cachar	8	10	18	72	144000	1.4400
5	Chirang	7	7	14	56	112000	1.1200
6	Darrang	2	6	8	32	64000	0.6400
7	Dhemaji	3	7	10	40	80000	0.8000
8	Dhubri	8	8	16	64	128000	1.2800
9	Dibrugarh	14	13	27	108	216000	2.1600
10	Dima Hasao	7	8	15	60	120000	1.2000
11	Goalpara	9	12	21	84	168000	1.6800

Sensitization Meeting with Local Police							
S.No	District	Total Outpost	Total Police Station	Total	04 times in a year	Rs.2000/- per Outpost & Police Station	Total Amount Rs. In Lakhs per district
12	Golaghat	8	12	20	80	160000	1.6000
13	Hailakandi	4	6	10	40	80000	0.8000
14	Jorhat	9	8	17	68	136000	1.3600
15	Kamrup Metro	11	20	31	124	248000	2.4800
16	Kamrup Rural	10	13	23	92	184000	1.8400
17	Karbi Anglong	3	16	19	76	152000	1.5200
18	Karimganj	1	7	8	32	64000	0.6400
19	Kokrajhar	7	8	15	60	120000	1.2000
20	Lakhimpur	13	9	22	88	176000	1.7600
21	Morigaon	2	9	11	44	88000	0.8800
22	Nagaon	4	15	19	76	152000	1.5200
23	Nalbari	5	7	12	48	96000	0.9600
24	Sivasagar	4	11	15	60	120000	1.2000
25	Sonitpur	5	7	12	48	96000	0.9600
26	Tinsukia	6	18	24	96	192000	1.9200
27	Udalguri	8	10	18	72	144000	1.4400
28	Biswanath	5	8	13	52	104000	1.0400
29	Charaideo	2	8	10	40	80000	0.8000
30	Hojai	1	7	8	32	64000	0.6400
31	Majuli	1	4	5	20	40000	0.4000
32	South Salmara	3	4	7	28	56000	0.5600
33	West Karbi Anglong	5	4	9	36	72000	0.7200
Total		198	306	504	2016	4032000	40.320

Total fund approved for FY 2023-24: Rs. 40.32 Lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	2016	40.32

RCH.5 Sl. No.: 41.2

Name of the activity: **BCC workshop on Teenage Pregnancy for ASHAs and ASHA Supervisors for three Barak Valley Districts.**

District Operational Guideline (2023-24)

Activity owner:

At State Level: SME/ Consultant AH

At District: DME/In-charge

District level activity

Total fund approved for FY 2023-24: Rs. 3.07 Lakhs

Whether new/ continued: Continued

Justification:

Teenage Pregnancy and multi gravida cases are very high in Barak Valley. The three districts have many resistant pockets related to Teenage pregnancy and multi gravida. District to identify the resistant areas ASHA wise and undertake special 2 days workshop for the ASHAs on adolescent health issues, teenage pregnancy issues and complications of multi gravida.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
25	12,279.20	3,06,980	3.07

District Budget Breakup:

BCC Workshop for ASHAs along with ASHA Supervisors on Teenage Marriage & Multi Gravida								
SL	Districts	Nos. of SCs	Nos. of ASHA	30% of ASHAs	Nos. of Batches of 30 ASHAs	01 Day Workshop @Rs.350/- per ASHA	Hiring of Venue Per Batch @Rs.2342/-	Total Amount in Lakhs
1	Cachar	270	742	223	8.00	77910.00	18736.00	0.97
2	Hailakandi	107	676	203	7.00	70980.00	16394.00	0.87
3	Karimganj	232	948	284	10.00	99540.00	23420.00	1.23
Total:		609	2366	709.8	25	248430.00	58550.00	3.07

Total fund approved for FY 2023-24: Rs. 3.07 Lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	25	3.07

IEC/BCC on Family Planning

District RoP 2023-24

- **Total Approved Budget for 2023-24: 410.53 L**
- **Total Budget Allocation for State HQ (23-24): 304.76 L**
- **Total Budget Allocation for District(23-24): 105.77 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

District level activity

Total fund approved for FY 2023-24: 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 (2023-24)

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 2023-24: 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 (2023-24)

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
Grand Total		154	4691	2345500	170000	462000	46910	3024410	30.24

Total fund approved for FY 2023-24: Rs.30.24 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	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

District level activity

Total fund approved for FY 2023-24: Rs. 29.08 Lakhs

District Operational Guideline (2023-24)

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 (2023-24)

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
Grand Total		4768	2384000	47680	476800	2908480	29.08

Total fund approved for FY 2023-24: Rs. 29.08 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	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 2023-24: Rs. 68.00 Lakhs

District Operational Guideline (2023-24)

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 2023-24: Rs. 68.00 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	340	68.00

FMR Code: RCH.6 SI No. 50.14

Other Family Planning Components

Activity owner:

At State Level: SME/ Consultant FP

This is a State level activity

District level activity

Total fund approved for FY 2023-24: Rs. 37.52 Lakhs

District Operational Guideline (2023-24)

Name of the activity: Banner for promoting correct age of marriage to be displayed in all SCs and VHND Site

Whether new/ continued: Continued

Justification: A large number of girls across all communities are getting married at a very early age and as a result there are huge number of teenage pregnancies resulting into IMR & MMR. Therefore, to generate awareness and reinforce the message, banners will be displayed in all SCs and VHND Site.

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
37518	Rs. 3300	Rs. 37,51,800	37.52

District Wise Breakup :

Banner for promoting correct age of marriage to be displayed in all SCs and VHND Site							
SL	Districts	Nos. of SCs	Nos. of ASHA	Banner of Total SCs and VHND Site (for ASHA)	@Rs.100 per unit	Total cost	Total cost (Rs. in lakhs)
1	Baksa	157	950	1107	100	110700.00	1.11
3	Barpeta	264	1891	2155	100	215500.00	2.16
4	Biswanath	139	752	891	100	89100.00	0.89
5	Bongaigaon	108	1826	1934	100	193400.00	1.93
6	Cachar	270	742	1012	100	101200.00	1.01
7	Charaideo	70	978	1048	100	104800.00	1.05
8	Chirang	87	746	833	100	83300.00	0.83
9	Darrang	159	1651	1810	100	181000.00	1.81
10	Dhemaji	98	1299	1397	100	139700.00	1.40
11	Dhubri	192	238	430	100	43000.00	0.43
12	Dibrugarh	234	1067	1301	100	130100.00	1.30
13	Dima Hasao	76	1057	1133	100	113300.00	1.13
14	Goalpara	155	715	870	100	87000.00	0.87
15	Golaghat	143	967	1110	100	111000.00	1.11
16	Hailakandi	107	676	783	100	78300.00	0.78
17	Hojai	94	1744	1838	100	183800.00	1.84
18	Jorhat	110	739	849	100	84900.00	0.85
19	Kamrup M	280	1235	1515	100	151500.00	1.52
20	Kamrup R	50	1377	1427	100	142700.00	1.43
21	Karbi Anglong	105	1308	1413	100	141300.00	1.41
22	Karimganj	232	948	1180	100	118000.00	1.18
23	Kokrajhar	161	1742	1903	100	190300.00	1.90
24	Lakhimpur	149	775	924	100	92400.00	0.92
25	Majuli	34	774	808	100	80800.00	0.81

Banner for promoting correct age of marriage to be displayed in all SCs and VHND Site							
SL	Districts	Nos. of SCs	Nos. of ASHA	Banner of Total SCs and VHND Site (for ASHA)	@Rs.100 per unit	Total cost	Total cost (Rs. in lakhs)
26	Marigaon	122	1160	1282	100	128200.00	1.28
27	Nagaon	258	1403	1661	100	166100.00	1.66
28	Nalbari	124	1065	1189	100	118900.00	1.19
29	Sibsagar	150	786	936	100	93600.00	0.94
30	Sonitpur	146	482	628	100	62800.00	0.63
31	South Salmara	51	701	752	100	75200.00	0.75
32	Tinsukia	166	298	464	100	46400.00	0.46
33	Udalguri	150	345	495	100	49500.00	0.50
34	West Karbianglong	50	390	440	100	44000.00	0.44
Grand Total		4691	32827	37518	3300	3751800.00	37.52

Total fund approved for FY 2023-24: Rs. 37.52 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	37518	37.52

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 2023-24: Rs. 116.90 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

District Operational Guideline (2023-24)

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
17	687647.06	1,16,90,000	116.90

Total fund approved for FY 2023-24: Rs. 116.90 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	17	116.90

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 2023-24: Rs. 94.86 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 2023-24: Rs. 94.86 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
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 2023-24: Rs. 8.93 Lakhs

Whether new/ continued: Ongoing activity

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.

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

District Operational Guideline (2023-24)

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

Total fund approved FY 2023-24: Rs. 8.93 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
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 2023-24: Rs. 25 Lakhs

Whether new/ continued: Ongoing activity

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 2023-24: 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)

FY	Target	Budget
2023-24	5	25.00

IEC/BCC on Other IEC Activities
District RoP 2023-24

- **Total Approved Budget for 2023-24: 233.20 L**
- **Total Budget Allocation for State HQ 2023-24 : 27.45 L**
- **Total Budget Allocation for District 23-24: 205.75 L**

Other IEC/BCC Activities

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

District level activity

Total fund approved for FY 2023-24: Rs. 13.20 Lakhs

Name of the activity: Social Media Campaign for District

Whether new/ continued: **Continued**

Justification:

A huge target audience can be reach through Face Book (Social Media). Therefore, this activity is proposed to do boosting of district NHM Facebook page very frequently to reach the beneficiaries acting social media.

Budget Breakup:

No of Units	Cost Per Unit	Total Cost	Total cost in entire activity (in lakhs)
33	Rs 40,000	13,20,000	Rs. 13.20 Lakhs

District wise budget break up

Social media campaign for District					
S.No	District	One each district	Rs.40000/- per district	Total	Total Amount Rs. In Lakhs per district
1	Baksa	1	40000	40000	0.4000
2	Barpeta	1	40000	40000	0.4000
3	Bongaigaon	1	40000	40000	0.4000
4	Cachar	1	40000	40000	0.4000
5	Chirang	1	40000	40000	0.4000
6	Darrang	1	40000	40000	0.4000
7	Dhemaji	1	40000	40000	0.4000

Social media campaign for District					
S.No	District	One each district	Rs.40000/- per district	Total	Total Amount Rs. In Lakhs per district
8	Dhubri	1	40000	40000	0.4000
9	Dibrugarh	1	40000	40000	0.4000
10	Dima Hasao	1	40000	40000	0.4000
11	Goalpara	1	40000	40000	0.4000
12	Golaghat	1	40000	40000	0.4000
13	Hailakandi	1	40000	40000	0.4000
14	Jorhat	1	40000	40000	0.4000
15	Kamrup Metro	1	40000	40000	0.4000
16	Kamrup Rural	1	40000	40000	0.4000
17	Karbi Anglong	1	40000	40000	0.4000
18	Karimganj	1	40000	40000	0.4000
19	Kokrajhar	1	40000	40000	0.4000
20	Lakhimpur	1	40000	40000	0.4000
21	Morigaon	1	40000	40000	0.4000
22	Nagaon	1	40000	40000	0.4000
23	Nalbari	1	40000	40000	0.4000
24	Sivasagar	1	40000	40000	0.4000
25	Sonitpur	1	40000	40000	0.4000
26	Tinsukia	1	40000	40000	0.4000
27	Udalguri	1	40000	40000	0.4000
28	Biswanath	1	40000	40000	0.4000
29	Charaideo	1	40000	40000	0.4000
30	Hojai	1	40000	40000	0.4000
31	Majuli	1	40000	40000	0.4000
32	South Salmara	1	40000	40000	0.4000
33	West Karbi Anglong	1	40000	40000	0.4000
Total		33	40000	40000	13.200

Total fund approved for FY 2023-24: Rs. 13.20 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	33	13.20

FMR Code: HSS.13 SI No.: 198.2

Name of the activity: Sensitization workshop for all ASHA supervisors on BCC encompassing all RCH programmes

Activity owner:

At State Level: SME

At Districts: DME/ DME In-charge

District level activity

Total fund approved for FY 2023-24: Rs. 16.05 Lakhs

Whether new/ continued: Continued

Justification:

2675 nos. of ASHA Supervisors @ 300/- twice in a year. All the ASHA Supervisors are to be sensitized on the skills of IPC for guiding the ASHAs to carry out BCC activities during home visits with special emphasis on HBNC & HBYC.

Budget Breakup:

No of Units	Cost Per Unit	Total Cost	Total cost in entire activity (in lakhs)
2675	Rs 600	16,05,000	Rs. 16.05

District wise budget break up

Sensitization workshop for all ASHA supervisor on BCC encompassing all RCH programmes				
S.No	District	Total ASHAS Supervisors	2674 Nos. of ASHA Supervisor @ Rs.300/- Twice in a year	In Lakh
1	Baksa	95	600.00	0.5700
2	Barpeta	145	600.00	0.8700
3	Bongaigaon	67	600.00	0.4020
4	Cachar	152	600.00	0.9120
5	Chirang	54	600.00	0.3240
6	Darrang	71	600.00	0.4260
7	Dhemaji	64	600.00	0.3840
8	Dhubri	119	600.00	0.7140
9	Dibrugarh	95	600.00	0.5700
10	Dima Hasao	20	600.00	0.1200
11	Goalpara	93	600.00	0.5580
12	Golaghat	95	600.00	0.5700
13	Hailakandi	64	600.00	0.3840
14	Jorhat	83	600.00	0.4980
15	Kamrup Metro	17	600.00	0.1020
16	Kamrup Rural	152	600.00	0.9120
17	Karbi Anglong	62	600.00	0.3720

Sensitization workshop for all ASHA supervisor on BCC encompassing all RCH programmes				
S.No	District	Total ASHAS Supervisors	2674 Nos. of ASHA Supervisor @ Rs.300/- Twice in a year	In Lakh
18	Karimganj	97	600.00	0.5820
19	Kokrajhar	127	600.00	0.7620
20	Lakhimpur	99	600.00	0.5940
21	Morigaon	79	600.00	0.4740
22	Nagaon	136	600.00	0.8160
23	Nalbari	64	600.00	0.3840
24	Sivasagar	68	600.00	0.4080
25	Sonitpur	101	600.00	0.6060
26	Tinsukia	110	600.00	0.6600
27	Udalguri	99	600.00	0.5940
28	Biswanath	69	600.00	0.4140
29	Charaideo	42	600.00	0.2520
30	Hojai	59	600.00	0.3540
31	Majuli	24	600.00	0.1440
32	South Salmara	20	600.00	0.1200
33	West Karbi Anglong	33	600.00	0.1980
Total		2675	600.00	16.050

Total fund approved for FY 2023-24: Rs. 16.05 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	2675	16.05

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

District level activity

Total fund approved for FY 2023-24: Rs. 10.56 Lakhs

Name of the activity: Banner on Blank Frame in the size 10 ft x 8 ft

Whether new/ continued: Continued

District Operational Guideline (2023-24)

Justification:

Many install hoarding frames are lying unutilized due to paucity of funds. Therefore, this activity is to be undertaken to cover such frames with new vinyls of the size 10 X 8

Budget Breakup:

No of Units	Cost Per Unit	Total Cost	Total cost in entire activity (in lakhs)
600	Rs 1600	10,56,000	Rs. 10.56

District wise budget break up

Banner on Blank Frame in the size 10 X 8					
S.No	District	20 nos. to each district	Rs.1600/- per Frame	Total	Total Amount Rs. In Lakhs per district
1	Baksa	20	1600	32000	0.3200
2	Barpeta	20	1600	32000	0.3200
3	Bongaigaon	20	1600	32000	0.3200
4	Cachar	20	1600	32000	0.3200
5	Chirang	20	1600	32000	0.3200
6	Darrang	20	1600	32000	0.3200
7	Dhemaji	20	1600	32000	0.3200
8	Dhubri	20	1600	32000	0.3200
9	Dibrugarh	20	1600	32000	0.3200
10	Dima Hasao	20	1600	32000	0.3200
11	Goalpara	20	1600	32000	0.3200
12	Golaghat	20	1600	32000	0.3200
13	Hailakandi	20	1600	32000	0.3200
14	Jorhat	20	1600	32000	0.3200
15	Kamrup Metro	20	1600	32000	0.3200
16	Kamrup Rural	20	1600	32000	0.3200
17	Karbi Anglong	20	1600	32000	0.3200
18	Karimganj	20	1600	32000	0.3200
19	Kokrajhar	20	1600	32000	0.3200
20	Lakhimpur	20	1600	32000	0.3200
21	Morigaon	20	1600	32000	0.3200
22	Nagaon	20	1600	32000	0.3200
23	Nalbari	20	1600	32000	0.3200
24	Sivasagar	20	1600	32000	0.3200
25	Sonitpur	20	1600	32000	0.3200
26	Tinsukia	20	1600	32000	0.3200
27	Udalguri	20	1600	32000	0.3200
28	Biswanath	20	1600	32000	0.3200

Banner on Blank Frame in the size 10 X 8					
S.No	District	20 nos. to each district	Rs.1600/- per Frame	Total	Total Amount Rs. In Lakhs per district
29	Charaideo	20	1600	32000	0.3200
30	Hojai	20	1600	32000	0.3200
31	Majuli	20	1600	32000	0.3200
32	South Salmara	20	1600	32000	0.3200
33	West Karbi Anglong	20	1600	32000	0.3200
Total		660	1600	1056000	10.5600

Total fund approved for FY 2023-24: Rs. 10.56 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	660	10.56

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

District level activity

Total fund approved for FY 2023-24: Rs. 3.05 Lakhs

Name of the activity: Advocacy meeting with line Sardar, Tea Garden management, Student wings in Block level on Nutrition and Anemia

Whether new/ continued: Continued

Justification:

Mulnutrition and anemia are major issues in the tea garden population. Line sardars representative of tea garden managements, NGOs, Clubs which are influencers over this populations are being targeted to promote nutrition and reduce anemia. Advocay meeting with this influencers in the tea garden district will help in promoting health seeking behavior in the population.

Rs.5000/- per block for Biswanath, Cachar, Darrang, Dibrugarh, Charaideo, Sivsagar, Tinsukia, Golaghat, Udalguri, Nagaon, Jorhat, Sonitpur districts

District Operational Guideline (2023-24)

Budget Breakup:

No of Units	Cost Per Unit	Total Cost	Total cost in entire activity (in lakhs)
61	Rs 5000	3,05,000	Rs. 3.05 Lakhs

District wise budget break up

Advocacy Meeting with Line Sardars, Tea Garden management, Student wings in Block level for Health Programmes							
SL.	District	SI No	BLOCK	Nos. of Block	Amount in Rs. 5000/- per Block	Total	Total Amount Rs. In Lakhs per district
1	Biswanath	1	Behali	1	5000	5000.00	0.1000
		2	Gohpur	1	5000	5000.00	
2	Cachar	3	Bikrampur	1	5000	5000.00	0.4000
		4	Borkhola	1	5000	5000.00	
		5	Dholai	1	5000	5000.00	
		6	Harinagar	1	5000	5000.00	
		7	Jalalpur	1	5000	5000.00	
		8	Lakhipur	1	5000	5000.00	
		9	Sonai	1	5000	5000.00	
		10	Udharbond	1	5000	5000.00	
3	charaideo	11	Sapekhati BPHC	1	5000	5000.00	0.1000
		12	Patsaku BPHC	1	5000	5000.00	
4	Darrang	13	Kharupetia	1	5000	5000.00	0.2000
		14	Jaljali	1	5000	5000.00	
		15	Patharighat	1	5000	5000.00	
		16	Sipajhar	1	5000	5000.00	
5	Dibrugarh	17	Lahowal BPHC	1	5000	5000.00	0.3000
		18	Naharani BPHC	1	5000	5000.00	
		19	TENGAKHAT BPHC	1	5000	5000.00	
		20	Khowang BPHC	1	5000	5000.00	
		21	PANITOLA BPHC	1	5000	5000.00	
		22	Barbaruah BPHC	1	5000	5000.00	
6	Golaghat	23	Charingia	1	5000	5000.00	0.3000
		24	Sarupathar	1	5000	5000.00	
		25	Bokakhat	1	5000	5000.00	
		26	Missamora	1	5000	5000.00	
		27	K B Ali	1	5000	5000.00	
		28	Morongi	1	5000	5000.00	
7	Jorhat	29	KAKOJAN BPHC	1	5000	5000.00	0.3000
		30	NAKACHARI	1	5000	5000.00	

District Operational Guideline (2023-24)

Advocacy Meeting with Line Sardars, Tea Garden management, Student wings in Block level for Health Programmes							
SL.	District	SI No	BLOCK	Nos. of Block	Amount in Rs. 5000/- per Block	Total	Total Amount Rs. In Lakhs per district
		31	SOLMORA	1	5000	5000.00	
		32	TITABAR	1	5000	5000.00	
		33	BAGHCHUNG	1	5000	5000.00	
		34	BHOGAMUKH	1	5000	5000.00	
8	Nagaon	35	DagaonBPHC	1	5000	5000.00	0.4500
		36	DHING BPHC	1	5000	5000.00	
		37	Jakhalabandha BPHC	1	5000	5000.00	
		38	SIMONABASTI BPHC	1	5000	5000.00	
		39	SAMAGURI	1	5000	5000.00	
		40	SINGIMARI BPHC	1	5000	5000.00	
		41	Kathiatoli BPHC	1	5000	5000.00	
		42	Burhagohainthan	1	5000	5000.00	
		43	Barapujia	1	5000	5000.00	
9	Sibasagar	44	Demow BPHC	1	5000	5000.00	0.3000
		45	Khelua BPHC	1	5000	5000.00	
		46	Gelekey BPHC	1	5000	5000.00	
		47	Gaurisagar BPHC	1	5000	5000.00	
		48	Kaloogaon BPHC	1	5000	5000.00	
		49	Morabazar BPHC	1	5000	5000.00	
10	Sonitpur	50	Balipara	1	5000	5000.00	0.2500
		51	North Jamuguri	1	5000	5000.00	
		52	Bihaguri	1	5000	5000.00	
		53	Dhekiajuli	1	5000	5000.00	
		54	Rangapara	1	5000	5000.00	
11	Tinsukia	55	Hapjan	1	5000	5000.00	0.2000
		56	Kakopathar	1	5000	5000.00	
		57	Ketetong	1	5000	5000.00	
		58	Na Sadiya	1	5000	5000.00	
12	Udalguri	59	Khoirabari	1	5000	5000.00	0.1500
		60	Orang	1	5000	5000.00	
		61	Udalguri	1	5000	5000.00	
Total				61	5000	305000.00	3.0500

Total fund approved for FY 2023-24: Rs. 3.05 lakhs.**FY wise target & budget (Rs. In Lakh)**

FY	Target	Budget
2023-24	61	3.05

FMR Code: HSS.13 SI No.: 198.2**Activity Head/ Component:** Audio Visual infotainment vans in the tea garden areas**Activity owner:**

At State Level: SME

At Districts: DME/ DME In-charge

District level activity**Total fund approved for FY 2023-24: Rs. 3.05 Lakhs****Name of the activity:** Audio Visual infotainment vans in the tea garden areas**Whether new/ continued:** Continued**Justification:**

Rs.5000/- per block (60 Blocks) for Biswanath, Cachar, Darrang, Dibrugarh, Charaideo, Sivsagar, Tinsukia, Golaghat, Udalguri, Nagaon, Jorhat, Sonitpur districts

Tea garden population are more receptive to audio visual media. To promote health seeking behavior among the tea garden population on various health issues. The blocks are being given funds to reach out to the tea garden population.

Budget Breakup:

No of Units	Cost Per Unit	Total Cost	Total cost in entire activity (in lakhs)
61	Rs 5000	3,05,000	Rs. 3.05 Lakhs

District wise Breakup:

Audio Visual infotainment vans in the tea garden areas							
SL.	District	SI No	BLOCK	Nos. of Block	Amount in Rs. 5000/- per Block	Total	Total Amount Rs. In Lakhs per district
1	Biswanath	1	Behali	1	5000	5000.00	0.1000
		2	Gohpur	1	5000	5000.00	
2	Cachar	3	Bikrampur	1	5000	5000.00	0.4000
		4	Borkhola	1	5000	5000.00	
		5	Dholai	1	5000	5000.00	
		6	Harinagar	1	5000	5000.00	

Audio Visual infotainment vans in the tea garden areas							
SL.	District	Sl No	BLOCK	Nos. of Block	Amount in Rs. 5000/- per Block	Total	Total Amount Rs. In Lakhs per district
		7	Jalalpur	1	5000	5000.00	
		8	Lakhipur	1	5000	5000.00	
		9	Sonai	1	5000	5000.00	
		10	Udharbond	1	5000	5000.00	
3	charaideo	11	Sapekhati BPHC	1	5000	5000.00	0.1000
		12	Patsaku BPHC	1	5000	5000.00	
4	Darrang	13	Kharupetia	1	5000	5000.00	0.2000
		14	Jaljali	1	5000	5000.00	
		15	Patharighat	1	5000	5000.00	
		16	Sipajhar	1	5000	5000.00	
5	Dibrugarh	17	Lahowal BPHC	1	5000	5000.00	0.3000
		18	Naharani BPHC	1	5000	5000.00	
		19	TENGAKHAT BPHC	1	5000	5000.00	
		20	Khowang BPHC	1	5000	5000.00	
		21	PANITOLA BPHC	1	5000	5000.00	
		22	Barbaruah BPHC	1	5000	5000.00	
6	Golaghat	23	Charingia	1	5000	5000.00	0.3000
		24	Sarupathar	1	5000	5000.00	
		25	Bokakhat	1	5000	5000.00	
		26	Missamora	1	5000	5000.00	
		27	K B Ali	1	5000	5000.00	
		28	Morongi	1	5000	5000.00	
7	Jorhat	29	KAKOJAN BPHC	1	5000	5000.00	0.3000
		30	NAKACHARI	1	5000	5000.00	
		31	SOLMORA	1	5000	5000.00	
		32	TITABAR	1	5000	5000.00	
		33	BAGHCHUNG	1	5000	5000.00	
		34	BHOGAMUKH	1	5000	5000.00	
8	Nagaon	35	DagaonBPHC	1	5000	5000.00	0.4500
		36	DHING BPHC	1	5000	5000.00	
		37	Jakhalabandha BPHC	1	5000	5000.00	
		38	SIMONABASTI BPHC	1	5000	5000.00	
		39	SAMAGURI	1	5000	5000.00	
		40	SINGIMARI BPHC	1	5000	5000.00	
		41	Kathiatoli BPHC	1	5000	5000.00	
		42	Burhagohainthan	1	5000	5000.00	
		43	Barapujia	1	5000	5000.00	
9	Sibasagar	44	Demow BPHC	1	5000	5000.00	0.3000

Audio Visual infotainment vans in the tea garden areas							
SL.	District	Sl No	BLOCK	Nos. of Block	Amount in Rs. 5000/- per Block	Total	Total Amount Rs. In Lakhs per district
		45	Khelua BPHC	1	5000	5000.00	
		46	Gelekey BPHC	1	5000	5000.00	
		47	Gaurisagar BPHC	1	5000	5000.00	
		48	Kaloogaon BPHC	1	5000	5000.00	
		49	Morabazar BPHC	1	5000	5000.00	
10	Sonitpur	50	Balipara	1	5000	5000.00	0.2500
		51	North Jamuguri	1	5000	5000.00	
		52	Bihaguri	1	5000	5000.00	
		53	Dhekiajuli	1	5000	5000.00	
		54	Rangapara	1	5000	5000.00	
11	Tinsukia	55	Hapjan	1	5000	5000.00	0.2000
		56	Kakopathar	1	5000	5000.00	
		57	Ketetong	1	5000	5000.00	
		58	Na Sadiya	1	5000	5000.00	
12	Udalguri	59	Khoirabari	1	5000	5000.00	0.1500
		60	Orang	1	5000	5000.00	
		61	Udalguri	1	5000	5000.00	
Total				61	5000	305000.00	3.0500

Total fund approved for FY 2023-24: Rs. 3.05 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	61	3.05

FMR Code: HSS.13 Sl No.: 198.2

Activity Head/ Component: Health Mela

Activity owner:

At State Level: SME

At Districts: DME/ DME In-charge

District level activity

Total fund approved for FY 2023-24: Rs. 77.00 Lakhs

District Operational Guideline (2023-24)

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: The below district wise budget breakup is as per GoI, ROP approval for FY 2023-24, however month wise budget breakup will be shared separately as the States initiative of Swasthya Sewa Abhiyan (SSA)-Special Health Camps. Districts will follow the budget breakup which will be shared on a monthly basis.

District wise Breakup

Sl. No.	Districts	Nos. of Blocks	Unit Cost@	Total Nos. of Health Camps/Melas	Total cost
			10000		(Rs. in lakhs)
1	Baksa	6	60000.00	5	3.00
2	Bajali	2	20000.00	5	1.00
3	Barpeta	5	50000.00	5	2.50
4	Biswanath	3	30000.00	5	1.50
5	Bongaigaon	4	40000.00	5	2.00
6	Cachar	8	80000.00	5	4.00
7	Charaideo	2	20000.00	5	1.00
8	Chirang	2	20000.00	5	1.00

District Operational Guideline (2023-24)

Sl. No.	Districts	Nos. of Blocks	Unit Cost@	Total Nos. of Health Camps/Melas	Total cost
			10000		(Rs. in lakhs)
9	Darrang	4	40000.00	5	2.00
10	Dhemaji	5	50000.00	5	2.50
11	Dhubri	5	50000.00	5	2.50
12	Dibrugarh	6	60000.00	5	3.00
13	DimaHasao	3	30000.00	5	1.50
14	Goalpara	5	50000.00	5	2.50
15	Golaghat	5	50000.00	5	2.50
16	Hailakandi	4	40000.00	5	2.00
17	Hojai	2	20000.00	5	1.00
18	Jorhat	6	60000.00	5	3.00
19	Kamrup M	5	50000.00	5	2.50
20	Kamrup R	12	120000.00	5	6.00
21	KarbiAnglong	4	40000.00	5	2.00
22	Karimganj	5	50000.00	5	2.50
23	Kokrajhar	4	40000.00	5	2.00
24	Lakhimpur	6	60000.00	5	3.00
25	Majuli	1	10000.00	5	0.50
26	Marigaon	3	30000.00	5	1.50
27	Nagaon	9	90000.00	5	4.50
28	Nalbari	4	40000.00	5	2.00
29	Sibsagar	6	60000.00	5	3.00
30	Sonitpur	4	40000.00	5	2.00
31	South Salmara	2	20000.00	5	1.00
32	Tinsukia	4	40000.00	5	2.00
33	Udalguri	3	30000.00	5	1.50
34	West Karbi anglong	4	40000.00	5	2.00
35	State HQ	1	50000.00		0.50
Grand Total		154	1580000.00	170	77.00

Total fund approved for FY 2023-24: Rs. 77 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	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

At District: DME/In-charge

This is a District level activity

Total fund approved for FY 2023-24: Rs. 32.84 Lakhs

Name of the Activity: Sensitization meetings with line chowkidars of tea gardens/ village head of char areas/ forest areas/ hilly areas on RCH Programme including SAANS

Whether new/ continued: Ongoing

Justification:

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
1642	2000.00	Rs. 32,84,000	32.84

District Wise Breakup :

Sensitization meetings with line chowkidars of tea gardens/ village head of char areas/ forest areas/ hilly areas on RCH Programme								
30% of total SC including HWC @Rs.2000/- per SC for sensitization meeting								
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	30% of SCs of every districts	Rs.2000/- per SC/HWC	Total	Total Amount Rs. In Lakhs per district
1	BASKA	1	Barama	14	4	2000	8000.00	0.96
		2	Golagaon	14	4	2000	8000.00	
		3	Jalah	45	14	2000	28000.00	
		4	Mushalpur	27	8	2000	16000.00	
		5	Nizkaurbaha	25	8	2000	16000.00	
		6	Tamulpur	32	10	2000	20000.00	
2	Barpeta	7	Barpeta Road	12	4	2000	8000.00	1.60
		8	Bhwanipur	40	12	2000	24000.00	
		9	Chenga	41	12	2000	24000.00	
		10	Kalgachia	36	11	2000	22000.00	
		11	Mandia	52	16	2000	32000.00	
		12	Nagaon	42	13	2000	26000.00	
		13	Nityananda	41	12	2000	24000.00	
14	URBAN	0	0	2000	0.00			
3	Bongaigoan	15	Bongaigaon	24	7	2000	14000.00	0.64
		16	Boitamari	18	5	2000	10000.00	

District Operational Guideline (2023-24)

Sensitization meetings with line chowkidars of tea gardens/ village head of char areas/ forest areas/ hilly areas on RCH Programme								
30% of total SC including HWC @Rs.2000/- per SC for sensitization meeting								
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	30% of SCs of every districts	Rs.2000/- per SC/HWC	Total	Total Amount Rs. In Lakhs per district
		17	Manikpur	24	7	2000	14000.00	
		18	Srijangram	43	13	2000	26000.00	
4	Biswanath		B. Chariali	45	14	2000	28000.00	0.86
			Behali	30	9	2000	18000.00	
			Gohpur	65	20	2000	40000.00	
5	Cachar	19	Bikrampur	21	6	2000	12000.00	1.62
		20	Borkhola	42	13	2000	26000.00	
		21	Dholai	45	14	2000	28000.00	
		22	Harinagar	27	8	2000	16000.00	
		23	Jalalpur	18	5	2000	10000.00	
		24	Lakhipur	43	13	2000	26000.00	
		25	Sonai	46	14	2000	28000.00	
		26	Udharbond	28	8	2000	16000.00	
6	charaideo	28	Sapekhati BPHC	38	11	2000	22000.00	0.56
		29	Patsaku BPHC	57	17	2000	34000.00	
7	Chirang	30	Sidli BPHC	39	12	2000	24000.00	0.52
		31	Ballamguri BPHC	48	14	2000	28000.00	
8	Darrang	32	Kharupetia	80	24	2000	48000.00	1.64
		33	Jaljali	77	23	2000	46000.00	
		34	Patharighat	58	17	2000	34000.00	
		35	Sipajhar	59	18	2000	36000.00	
		36	Mangaldai UHC	0	0	2000	0.00	
9	Dhemaji	37	Bengenarah	5	2	2000	4000.00	0.62
		38	Dhemaji	26	8	2000	16000.00	
		39	Gogamukh	19	6	2000	12000.00	
		40	Jonai	22	7	2000	14000.00	
		41	Sissiborgaon	26	8	2000	16000.00	
10	Dhubri	42	Chapor	22	7	2000	14000.00	1.26
		43	Dharmasala	34	10	2000	20000.00	
		44	Golokganj	38	11	2000	22000.00	
		45	Halakura	29	9	2000	18000.00	
		46	Raniganj	44	13	2000	26000.00	
		47	South salmara	41	12	2000	24000.00	
		48	Dhubri Urban	2	1	2000	2000.00	

District Operational Guideline (2023-24)

Sensitization meetings with line chowkidars of tea gardens/ village head of char areas/ forest areas/ hilly areas on RCH Programme								
30% of total SC including HWC @Rs.2000/- per SC for sensitization meeting								
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	30% of SCs of every districts	Rs.2000/- per SC/HWC	Total	Total Amount Rs. In Lakhs per district
11	Dibrugarh	49	Dibrugarh Urban	22	7	2000	14000.00	1.56
		50	Lahowal BPHC	35	11	2000	22000.00	
		51	Naharani BPHC	56	17	2000	34000.00	
		52	TENGAKHAT BPHC	34	10	2000	20000.00	
		53	Khowang BPHC	38	11	2000	22000.00	
		54	PANITOLA BPHC	20	6	2000	12000.00	
		55	Barbaruah BPHC	54	16	2000	32000.00	
12	Dima-Hasao	56	Mahur	29	9	2000	18000.00	0.48
		57	Langting	22	7	2000	14000.00	
		58	Gunjung	19	6	2000	12000.00	
		59	Urban Health Centre(UHC)	6	2	2000	4000.00	
13	Goalpara	60	AGIA	40	12	2000	24000.00	0.94
		61	GOALPARA URBAN	0	0	2000	0.00	
		62	LAKHIPUR	40	12	2000	24000.00	
		63	MATIA	14	4	2000	8000.00	
		64	MORNOI	26	8	2000	16000.00	
		65	RANGJULI	35	11	2000	22000.00	
14	Golaghat	66	Charingia	27	8	2000	16000.00	0.86
		67	Sarupathar	28	8	2000	16000.00	
		68	Bokakhat	19	6	2000	12000.00	
		69	Missamora	17	5	2000	10000.00	
		70	K B Ali	36	11	2000	22000.00	
		71	Morongi	16	5	2000	10000.00	
15	Hailakandi	72	Algapur BPHC	28	8	2000	16000.00	0.62
		73	Lala BPHC	41	12	2000	24000.00	
		74	Katlicherra BPHC	31	9	2000	18000.00	
		75	Kalinagar BPHC	7	2	2000	4000.00	

District Operational Guideline (2023-24)

Sensitization meetings with line chowkidars of tea gardens/ village head of char areas/ forest areas/ hilly areas on RCH Programme								
30% of total SC including HWC @Rs.2000/- per SC for sensitization meeting								
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	30% of SCs of every districts	Rs.2000/- per SC/HWC	Total	Total Amount Rs. In Lakhs per district
		76	S. K Roy Civil Hospital (Urban)	0	0	2000	0.00	
16	Hojai	77	JUGIJAN	28	8	2000	16000.00	0.56
		78	Lanka	53	16	2000	32000.00	
		79	Jamunamukh(Sector)	5	2	2000	4000.00	
		80	Doboka(Sector)	8	2	2000	4000.00	
17	Jorhat	81	KAKOJAN BPHC	19	6	2000	12000.00	0.68
		82	NAKACHARI	11	3	2000	6000.00	
		83	SOLMORA	22	7	2000	14000.00	
		84	TITABAR	20	6	2000	12000.00	
		85	BAGHCHUNG	25	8	2000	16000.00	
		86	BHOGAMUKH	13	4	2000	8000.00	
		87	JORHAT URBAN	1	0	2000	0.00	
18	Kamrup (M)	89	Sonapur BPHC	37	11	2000	22000.00	0.52
		90	Capital Zone	15	5	2000	10000.00	
		91	East zone	14	4	2000	8000.00	
		92	West Zone	13	4	2000	8000.00	
		93	Dhirenpara zone	5	2	2000	4000.00	
19	Kamrup	94	Azara	26	8	2000	16000.00	1.68
		95	Bihdia	17	5	2000	10000.00	
		96	Boko	40	12	2000	24000.00	
		97	Chaygaon	27	8	2000	16000.00	
		98	Hajo	32	10	2000	20000.00	
		99	Kamalpur	18	5	2000	10000.00	
		100	North Guwahati	20	6	2000	12000.00	
		101	Nagarbera	27	8	2000	16000.00	

District Operational Guideline (2023-24)

Sensitization meetings with line chowkidars of tea gardens/ village head of char areas/ forest areas/ hilly areas on RCH Programme								
30% of total SC including HWC @Rs.2000/- per SC for sensitization meeting								
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	30% of SCs of every districts	Rs.2000/- per SC/HWC	Total	Total Amount Rs. In Lakhs per district
		102	Rampur	17	5	2000	10000.00	
		103	Rangia	32	10	2000	20000.00	
		104	Sualkuchi	10	3	2000	6000.00	
		105	Uparhali	14	4	2000	8000.00	
20	K-Anglong	106	Bokajan	23	7	2000	14000.00	0.72
		107	Chowkihola	16	5	2000	10000.00	
		108	Howraghat	53	16	2000	32000.00	
		109	Manja	27	8	2000	16000.00	
		110	Diphu Urban Health Centre	0	0	2000	0.00	
21	Karimganj	111	Girishganj	29	9	2000	18000.00	1.48
		112	NILAMBAZAR	57	17	2000	34000.00	
		113	Kachuadam	40	12	2000	24000.00	
		114	R.K.Nagar BPHC	50	15	2000	30000.00	
		115	Patherkandi	71	21	2000	42000.00	
22	Kokrajhar	116	Gossaigaon	59	18	2000	36000.00	0.96
		117	Kachugaon	38	11	2000	22000.00	
		118	Dotoma	30	9	2000	18000.00	
		119	Balajaan	34	10	2000	20000.00	
23	Lakhimpur	120	Bihpuria	20	6	2000	12000.00	0.94
		121	Boginodi	31	9	2000	18000.00	
		122	Dhakuakhana	20	6	2000	12000.00	
		123	Dhalpur	35	11	2000	22000.00	
		124	Ghilamora	13	4	2000	8000.00	
		125	Lakhimpur Urban	0	0	2000	0.00	
		126	Nawboicha	36	11	2000	22000.00	
24	Majuli	127	Kamalabari BPHC	59	18	2000	36000.00	0.36
25	Morigaon	128	Bhurbandha	89	27	2000	54000.00	1.24
		129	Jhargaon	64	19	2000	38000.00	
		130	Laharighat	52	16	2000	32000.00	
		131	Urban	0	0	2000	0.00	
26	Nagaon	132	DagaonBPHC	41	12	2000	24000.00	2.34

District Operational Guideline (2023-24)

Sensitization meetings with line chowkidars of tea gardens/ village head of char areas/ forest areas/ hilly areas on RCH Programme								
30% of total SC including HWC @Rs.2000/- per SC for sensitization meeting								
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	30% of SCs of every districts	Rs.2000/- per SC/HWC	Total	Total Amount Rs. In Lakhs per district
		133	DHING BPHC	42	13	2000	26000.00	
		134	Jakhalabandha BPHC	41	12	2000	24000.00	
		135	SIMONABASTI BPHC	30	9	2000	18000.00	
		136	SAMAGURI	49	15	2000	30000.00	
		137	SINGIMARI BPHC	42	13	2000	26000.00	
		138	Kathiatoli BPHC	52	16	2000	32000.00	
		139	Burhagohainthan	32	10	2000	20000.00	
		140	Urban	0	0	2000	0.00	
		141	Barapujia	55	17	2000	34000.00	
27	Nalbari	142	Mukalmua BPHC	36	11	2000	22000.00	1.00
		143	Ghograpar BPHC	22	7	2000	14000.00	
		144	Kamarkuchi BPHC	49	15	2000	30000.00	
		145	Chamata BPHC	40	12	2000	24000.00	
		146	Tihu FRU	18	5	2000	10000.00	
28	Sibasagar	147	Demow BPHC	67	20	2000	40000.00	1.36
		148	Khelua BPHC	28	8	2000	16000.00	
		149	Gelekey BPHC	68	20	2000	40000.00	
		150	Gaurisagar BPHC	23	7	2000	14000.00	
		151	Kaloogaon BPHC	20	6	2000	12000.00	
		152	Morabazar BPHC	22	7	2000	14000.00	
		153	Urban	0	0	2000	0.00	
29	Sonitpur	154	Balipara	66	20	2000	40000.00	1.34

District Operational Guideline (2023-24)

Sensitization meetings with line chowkidars of tea gardens/ village head of char areas/ forest areas/ hilly areas on RCH Programme								
30% of total SC including HWC @Rs.2000/- per SC for sensitization meeting								
Sl.	District	Sl No	BLOCK	No of Sub-centre/ (Including HWC)	30% of SCs of every districts	Rs.2000/- per SC/HWC	Total	Total Amount Rs. In Lakhs per district
		155	North Jamuguri	30	9	2000	18000.00	
		156	Bihaguri	54	16	2000	32000.00	
		157	Dhekiajuli	68	20	2000	40000.00	
		158	Rangapara	7	2	2000	4000.00	
		159	Tezpur Urban Primary Health & Wellness Centre	1	0	2000	0.00	
30	South Salmara-Mancachar	160	Gazarikandi BPHC	42	13	2000	26000.00	0.32
		161	South Salmara BPHC	9	3	2000	6000.00	
31	Tinsukia	162	Hapjan	74	22	2000	44000.00	1.40
		163	Kakopathar	77	23	2000	46000.00	
		164	Ketetong	53	16	2000	32000.00	
		165	Na Sadiya	29	9	2000	18000.00	
32	Udalguri	166	Khoirabari	36	11	2000	22000.00	0.90
		167	Orang	44	13	2000	26000.00	
		168	Udalguri	70	21	2000	42000.00	
33	West K-Anglong	169	ZIRIKINDENG	2	1	2000	2000.00	0.30
		170	Umpanai	13	4	2000	8000.00	
		171	Baithalangso	17	5	2000	10000.00	
		172	Donkamokam	18	5	2000	10000.00	
Total				5447	1642	2000	3284000	32.84

Total fund approved for FY 2023-24: Rs. 32.84 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	1642	32.84

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 2023-24: Rs. 22.45 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)
7	320714.29	Rs. 22,45,000	22.45

Total fund approved for FY 2032-24: Rs. 22.45 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	7	22.45

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 2023-24: 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: Ongoing activity

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 2023-24: Rs. 5.00 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	1	5.00

FMR Code: HSS.13 SI No.: 198.4**Name of the activity:** Emergency Funds required for emergency activities in the district**Activity owner:**At State Level: SME
At District: DME/In-charge**This is a District level activity****Total fund approved for FY 2023-24: Rs. 50.00 Lakhs****Whether new/ continued:** Continued**Justification:** Emergency Funds required for emergency activities in the district. This fund is provided to the districts to undertake IEC activities whenever any emergency situations like Diarrhea outbreaks, endemics situations, floods etc.**Total fund proposed: Rs. 50.00 lakhs**

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
1000	Rs. 5,000.00	Rs. 50,00,000.00	50.00

District wise Breakup:

Emergency Funds required for emergency activities in the district							
Sl.	District	SI No	BLOCK	No of Sector	Amount in Rs. 5000/- per Sector	Total	Total Amount Rs. In Lakhs per district
1	BASKA	1	Barama	6	5000	30000.00	1.6500
		2	Golagaon	5	5000	25000.00	
		3	Jalah	5	5000	25000.00	
		4	Mushalpur	7	5000	35000.00	
		5	Nizkaurbaha	5	5000	25000.00	
		6	Tamulpur	5	5000	25000.00	
2	Barpeta	7	Barpeta Road	3	5000	15000.00	2.7500
		8	Bhwanipur	7	5000	35000.00	
		9	Chenga	8	5000	40000.00	
		10	Kalgachia	7	5000	35000.00	
		11	Mandia	8	5000	40000.00	
		12	Nagaon	7	5000	35000.00	
		13	Nityananda	14	5000	70000.00	
		14	URBAN	1	5000	5000.00	
3	Bongaigoan	15	Bongaigaon	9	5000	45000.00	1.5500
		16	Boitamari	5	5000	25000.00	
		17	Manikpur	6	5000	30000.00	
		18	Srijangram	11	5000	55000.00	
4	Biswanath	19	B. Chariali	12	5000	60000.00	1.4000

Emergency Funds required for emergency activities in the district							
Sl.	District	Sl No	BLOCK	No of Sector	Amount in Rs. 5000/- per Sector	Total	Total Amount Rs. In Lakhs per district
		20	Behali	2	5000	10000.00	
		21	Gohpur	14	5000	70000.00	
5	Cachar	22	Bikrampur	3	5000	15000.00	1.6500
		23	Borkhola	4	5000	20000.00	
		24	Dholai	5	5000	25000.00	
		25	Harinagar	2	5000	10000.00	
		26	Jalalpur	3	5000	15000.00	
		27	Lakhipur	5	5000	25000.00	
		28	Sonai	5	5000	25000.00	
		29	Udharbond	5	5000	25000.00	
		30	Silchar Urban	1	5000	5000.00	
6	charaideo	31	Sapekhata BPHC	8	5000	40000.00	0.7500
		32	Patsaku BPHC	7	5000	35000.00	
7	Chirang	33	Sidli BPHC	12	5000	60000.00	1.2000
		34	Ballamguri BPHC	12	5000	60000.00	
8	Darrang	35	Kharupetia	8	5000	40000.00	1.2000
		36	Jaljali	6	5000	30000.00	
		37	Patharighat	5	5000	25000.00	
		38	Sipajhar	5	5000	25000.00	
		39	Mangaldai UHC	0	5000	0.00	
9	Dhemaji	40	Bengenagarah	2	5000	10000.00	0.8500
		41	Dhemaji	4	5000	20000.00	
		42	Gogamukh	3	5000	15000.00	
		43	Jonai	4	5000	20000.00	
		44	Sissiborgaon	4	5000	20000.00	
10	Dhubri	45	Chapor	4	5000	20000.00	1.6000
		46	Dharmasala	5	5000	25000.00	
		47	Golokganj	7	5000	35000.00	
		48	Halakura	4	5000	20000.00	
		49	Raniganj	7	5000	35000.00	
		50	South salmara	4	5000	20000.00	
		51	Dhubri Urban	1	5000	5000.00	
11	Dibrugarh	52	Dibrugarh Urban	1	5000	5000.00	1.4500
		53	Lahowal BPHC	3	5000	15000.00	
		54	Naharani BPHC	9	5000	45000.00	
		55	TENGA KHAT BPHC	3	5000	15000.00	
		56	Khowang BPHC	5	5000	25000.00	
		57	PANITOLA BPHC	3	5000	15000.00	
		58	Barbaruah BPHC	5	5000	25000.00	

Emergency Funds required for emergency activities in the district							
Sl.	District	Sl No	BLOCK	No of Sector	Amount in Rs. 5000/- per Sector	Total	Total Amount Rs. In Lakhs per district
12	Dima-Hasao	59	Mahur	5	5000	25000.00	0.7000
		60	Langting	4	5000	20000.00	
		61	Gunjung	4	5000	20000.00	
		62	Urban Health Centre(UHC)	1	5000	5000.00	
13	Goalpara	63	AGIA	11	5000	55000.00	2.0500
		64	GOALPARA URBAN	3	5000	15000.00	
		65	LAKHIPUR	6	5000	30000.00	
		66	MATIA	3	5000	15000.00	
		67	MORNOI	7	5000	35000.00	
		68	RANGJULI	11	5000	55000.00	
14	Golaghat	69	Charingia	7	5000	35000.00	2.1500
		70	Sarupathar	7	5000	35000.00	
		71	Bokakhat	4	5000	20000.00	
		72	Missamora	7	5000	35000.00	
		73	K B Ali	13	5000	65000.00	
		74	Morongi	5	5000	25000.00	
15	Hailakandi	75	Algapur BPHC	5	5000	25000.00	0.7500
		76	Lala BPHC	5	5000	25000.00	
		77	Katlicherra BPHC	4	5000	20000.00	
		78	Kalinagar BPHC	1	5000	5000.00	
		79	S. K Roy Civil Hospital (Urban)	0	5000	0.00	
16	Hojai	80	JUGIJAN	4	5000	20000.00	0.6000
		81	Lanka	6	5000	30000.00	
		82	Jamunamukh(Sector)	1	5000	5000.00	
		83	Doboka(Sector)	1	5000	5000.00	
17	Jorhat	84	KAKOJAN BPHC	4	5000	20000.00	3.1000
		85	NAKACHARI	2	5000	10000.00	
		86	SOLMORA	12	5000	60000.00	
		87	TITABAR	11	5000	55000.00	
		88	BAGHCHUNG	8	5000	40000.00	
		89	BHOGAMUKH	1	5000	5000.00	
		90	JORHAT URBAN	19	5000	95000.00	

Emergency Funds required for emergency activities in the district							
Sl.	District	SI No	BLOCK	No of Sector	Amount in Rs. 5000/- per Sector	Total	Total Amount Rs. In Lakhs per district
		91	MORIANI URBAN	5	5000	25000.00	
18	Kamrup (M)	92	Sonapur BPHC	6	5000	30000.00	2.0000
		93	Capital Zone	9	5000	45000.00	
		94	East zone	10	5000	50000.00	
		95	West Zone	11	5000	55000.00	
		96	Dhirenpara zone	4	5000	20000.00	
19	Kamrup	97	Azara	5	5000	25000.00	3.9500
		98	Bihdia	2	5000	10000.00	
		99	Boko	9	5000	45000.00	
		100	Chaygaon	11	5000	55000.00	
		101	Hajo	8	5000	40000.00	
		102	Kamalpur	4	5000	20000.00	
		103	North Guwahati	8	5000	40000.00	
		104	Nagarbera	9	5000	45000.00	
		105	Rampur	7	5000	35000.00	
		106	Rangia	7	5000	35000.00	
		107	Sualkuchi	4	5000	20000.00	
20	K-Anglong	108	Uparhali	5	5000	25000.00	1.5000
		109	Bokajan	5	5000	25000.00	
		110	Chowkihola	6	5000	30000.00	
		111	Howraghat	15	5000	75000.00	
		112	Manja	4	5000	20000.00	
21	Karimganj	113	Diphu Urban Health Centre	0	5000	0.00	1.0500
		114	Girishganj	4	5000	20000.00	
		115	NILAMBAZAR	3	5000	15000.00	
		116	Kachuadam	4	5000	20000.00	
		117	R.K.Nagar BPHC	6	5000	30000.00	
22	Kokrajhar	118	Patherkandi	4	5000	20000.00	2.2500
		119	Gossaigaon	11	5000	55000.00	
		120	Kachugaon	8	5000	40000.00	
		121	Dotoma	14	5000	70000.00	
23	Lakhimpur	122	Balajaan	12	5000	60000.00	1.5000
		123	Bihpuria	5	5000	25000.00	
		124	Boginodi	5	5000	25000.00	
		125	Dhakuakhana	4	5000	20000.00	
		126	Dhalpur	4	5000	20000.00	
		127	Ghilamora	3	5000	15000.00	
		128	Lakhimpur Urban	1	5000	5000.00	

Emergency Funds required for emergency activities in the district							
Sl.	District	Sl No	BLOCK	No of Sector	Amount in Rs. 5000/- per Sector	Total	Total Amount Rs. In Lakhs per district
		129	Nawboicha	8	5000	40000.00	
24	Majuli	130	Kamalabari BPHC	8	5000	40000.00	0.4000
25	Morigaon	131	Bhurbandha	15	5000	75000.00	1.8500
		132	Jhargaon	11	5000	55000.00	
		133	Laharighat	11	5000	55000.00	
		134	Urban	0	5000	0.00	
26	Nagaon	135	DagaonBPHC	5	5000	25000.00	2.9500
		136	DHING BPHC	5	5000	25000.00	
		137	Jakhalabandha BPHC	5	5000	25000.00	
		138	SIMONABASTI BPHC	3	5000	15000.00	
		139	SAMAGURI	5	5000	25000.00	
		140	SINGIMARI BPHC	5	5000	25000.00	
		141	Kathiatoli BPHC	6	5000	30000.00	
		142	Burhagohainthan	13	5000	65000.00	
		143	Urban	3	5000	15000.00	
		144	Barapujia	9	5000	45000.00	
27	Nalbari	145	Mukalmua BPHC	8	5000	40000.00	1.3000
		146	Ghograpar BPHC	5	5000	25000.00	
		147	Kamarkuchi BPHC	5	5000	25000.00	
		148	Chamata BPHC	5	5000	25000.00	
		149	Tihu FRU	3	5000	15000.00	
28	Sibasagar	150	Demow BPHC	8	5000	40000.00	1.0000
		151	Khelua BPHC	1	5000	5000.00	
		152	Gelekey BPHC	5	5000	25000.00	
		153	Gaurisagar BPHC	4	5000	20000.00	
		154	Kaloogaon BPHC	0	5000	0.00	
		155	Morabazar BPHC	2	5000	10000.00	
		156	Urban	0	5000	0.00	
29	Sonitpur	157	Balipara	6	5000	30000.00	1.2000
		158	North Jamuguri	3	5000	15000.00	
		159	Bihaguri	7	5000	35000.00	

Emergency Funds required for emergency activities in the district							
Sl.	District	Sl No	BLOCK	No of Sector	Amount in Rs. 5000/- per Sector	Total	Total Amount Rs. In Lakhs per district
		160	Dhekiajuli	7	5000	35000.00	
		161	Rangapara	1	5000	5000.00	
		162	Tezpur Urban Primary Health & Wellness Centre	0	5000	0.00	
30	South Salmara-Mancachar	163	Gazarikandi BPHC	7	5000	35000.00	0.4500
		164	South Salmara BPHC	2	5000	10000.00	
31	Tinsukia	165	Hapjan	6	5000	30000.00	1.3500
		166	Kakopathar	6	5000	30000.00	
		167	Ketetong	10	5000	50000.00	
		168	Na Sadiya	5	5000	25000.00	
32	Udalguri	169	Khoirabari	6	5000	30000.00	1.1500
		170	Orang	5	5000	25000.00	
		171	Udalguri	12	5000	60000.00	
33	West K-Anglong	172	ZIRIKINDENG	0	5000	0.00	0.7000
		173	Umpanai	5	5000	25000.00	
		174	Baithalangso	3	5000	15000.00	
		175	Donkamokam	6	5000	30000.00	
Total				1000	5000	500000.00	50.0000

Total fund approved for FY 2023-24: Rs. 50.25 lakhs.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2023-24	1000	50.00

Thank You