

District Operational Guidelines for
IEC/BCC
FY 2024-25 & FY 2025-26



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 primarily 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.

Programme Wise Budget Summary

Programme	Fresh RoP Approvals F.Y. :: 2024 - 2026				Fund allocated for State HQ Activities (In Lakhs)				Total fund allocated to the Districts (in lakh)			
	2024-25		2025-26		2024-25		2025-26		2024-25		2025-26	
	Phy. Target	Budget provision	Phy. Target	Budget provision	Quantity/ Target	Fin. Allocation (Rs. in lakh)	Quantity/ Target	Fin. Allocation (Rs. in lakh)	Quantity/ Target	Fin. Allocation (Rs. in lakh)	Quantity/ Target	Fin. Allocation (Rs. in lakh)
Maternal Health	37881	446.49	6412	399.72	6225	292.86	6225	344.74	31657	153.63	188	54.98
Child Health	75374	400.83	75034	332.83	624	331.85	284	263.85	74750	68.97	74750	68.97
Family Planning	16198	722.10	16194	755.82	6585	662.77	6585	696.49	9613	59.33	9613	59.33
Adolescent Health	106	98.53	106	98.53	73	96.83	73	96.83	34	1.70	34	1.70
Nutrition	6573	103.08	6573	103.08	20	66.00	20	66.00	6553	37.09	6553	37.09
Other IEC	308	77.00	308	77.00	0	0.00	0	0.00	308	77.00	308	77.00
Total	136440.00	1848.03	104627.00	1766.98	13527.00	1450.31	13187.00	1467.91	122915.00	397.72	91446.00	299.07

IEC/BCC on Maternal Health
District RoP 2024-25 & 2025-26

IEC/BCC activities under Maternal Health

FMR Code:-RCH.1 SI No.17.28

Name of Activity: Village Health Sanitation & Nutrition Day (VHSND)– Display of Banners at all VHSND Sites

- ✦ It is proposed to **display banners on opening bank accounts and having fixed family mobile numbers of target beneficiaries at all the VHSND sites for awareness and adoption of the behavior.** It is seen and observed that lack of bank account and not having a fixed family phone number is causing program related issues for transfer of JSY & JSSK funds and updating of RCH portal. Hence through this platform constant display of key messages throughout the year in VHSND sites will influence the target beneficiaries.
- ✦ This activity is will continue for next financial year.

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

Activity owner: This is a district level activity.

At State Level: SME/Consultant MH

At Districts: DME/DME In-charge

Total fund approved for the FY 2024-25 :Rs.51.04 Lakhs

District wise Breakup:

SI	District Name	No of VHND sites	Cost of Banner @ 200 per unit	Total Cost in Lakh
1	Baksa	655	1310 00	1.31
2	Bajali	50	10000	0.1
3	Barpeta	1160	232000	2.32
4	Biswanath	624	124800	1.25
5	Bongaigaon	614	122800	1.23
6	Cachar	1425	285000	2.85
7	Charaideo	375	75000	0.75
8	Chirang	595	119000	1.19
9	Darrang	646	129200	1.29
10	Dhemaji	674	134800	1.35
11	Dhubri	1046	209200	2.09
12	Dibrugarh	1048	209600	2.1
13	DimaHasao	398	79600	0.8
14	Goalpara	634	126800	1.27
15	Golaghat	736	147200	1.47
16	Hailakandi	570	114000	1.14
17	Hojai	539	107800	1.08
18	Jorhat	718	143600	1.44
19	Kamrup Metro	845	169000	1.69
20	Kamrup Rural	1307	261400	2.61

SI	District Name	No of VHND sites	Cost of Banner @ 200 per unit	Total Cost in Lakh
21	Karbi Anglong	705	141000	1.41
22	Karimganj	1114	222800	2.23
23	Kokrajhar	1067	213400	2.13
24	Lakhimpur	1160	232000	2.32
25	Majuli	154	30800	0.31
26	Morigaon	734	146800	1.47
27	Nagaon	1291	258200	2.58
28	Nalbari	555	111000	1.11
29	Sivasagar	580	116000	1.16
30	Sonitpur	939	187800	1.88
31	South Salmara	204	40800	0.41
32	Tinsukia	1341	268200	2.68
33	Udalguri	624	124800	1.25
34	West Karbi Anglong	391	78200	0.78
Grand Total		25518	5103600	51.04

FY wise target & budget (Rs.In Lakh)

FY	Target	Budget
2024-25	25518	51.04
2025-26	0	0

FMR Code:-RCH.1 SI No.17.28

Name of Activity: Pregnancy Registration and Ante-Natal Checkups– Display of Vinyl Boards in all Tea garden areas, Identified Health Institutions, Char areas, Forest and Hilly areas on Early Pregnancy Registration of Pregnancy and importance of full ANCs

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

Activity owner: This is a district level activity

At State Level: SME/Consultant MH

At Districts: DME/DME In-charge

Total fund Proposed for the FY2024-25:Rs.47.61 Lakhs

- ✦ It is proposed to install vinyl boards on Early Pregnancy Registration of Pregnancy and full ANCs in identified spots where community gather in all the Tea garden areas, Identified Health Institutions, Char areas, Hilly areas and Forest areas for influencing people to adopt the behavior of early pregnancy registration and full ANCs. These boards will be semi-permanent in nature and also durable for a long time.

✚ Not to be continued. This activity is proposed for alternate FYs.

District wise Breakup:

Sl	District Name	Total Identified Spots	Total Cost @ 800 per vinyl	Grand Total in Lakhs
1	Baksa	201	160800	1.608
2	Bajali	74	59200	0.592
3	Barpeta	254	203200	2.032
4	Biswanath	170	136000	1.360
5	Bongaigaon	142	113600	1.136
6	Cachar	314	251200	2.512
7	Charaideo	92	73600	0.736
8	Chirang	116	92800	0.928
9	Darrang	201	160800	1.608
10	Dhemaji	127	101600	1.016
11	Dhubri	235	188000	1.880
12	Dibrugarh	276	220800	2.208
13	Dima Hasao	92	73600	0.736
14	Goalpara	200	160000	1.600
15	Golaghat	193	154400	1.544
16	Hailakandi	125	100000	1.000
17	Hojai	107	85600	0.856
18	Jorhat	154	123200	1.232
19	Kamrup Metro	105	84000	0.840
20	Kamrup Rural	360	288000	2.880
21	Karbi Anglong	136	108800	1.088
22	Karimganj	269	215200	2.152
23	Kokrajhar	211	168800	1.688
24	Lakhimpur	189	151200	1.512
25	Majuli	45	36000	0.360
26	Morigaon	163	130400	1.304
27	Nagaon	344	275200	2.752
28	Nalbari	180	144000	1.440
29	Sivasagar	181	144800	1.448
30	Sonitpur	183	146400	1.464
31	South Salmara	61	48800	0.488
32	Tinsukia	198	158400	1.584
33	Udalguri	182	145600	1.456
34	West Karbi Anglong	71	56800	0.568
Grand Total		5951	4760800	47.608

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	5951	47.608
2025-26	0	0

FMR Code:-RCH.1SI No. 17.28

Name of Activity: Promotion of Folic Acid—Intensive Advocacy Campaign on promotion of consumption of Folic Acid is proposed a new initiative to reduce infant mortality, preterm deliveries, low birth weight babies and still births.

Consumption of Folic acid plays an important role in forming red blood cells and maintains brain health. Education programs or campaigns to improve knowledge regarding the importance of Folic acid and to promote consumption Folic acid supplements as well as folic acid rich foods are needed to target young, less educated and unmarried women.

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

Activity owner: For now the fund is kept at the State HQ. Authority will take a decision at a later date.

At State Level: SME/Consultant MH

At Districts: DME/DME In-charge

Total fund Approved for the FY 2024-25 & 2025-26: Rs. 74.31 lakhs

FY wise target & budget (Rs.In Lakh)

FY	Target	Budget
2024-25	1	74.31
2025-26	1	74.31

FMR Code:-RCH.1SI No.17.28

Name of the activity: Electronic Media on (ANC, PMSMA, HRPW conditions, Signs & symptoms. JSY & JSSK and Safe Abortion)

Whether new/continued: **Continued**

Activity owner: At State Level: SME/ Consultant MH

This is a State Level Activity

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	134	82.79
2025-26	134	112.79

FMR Code:-RCH.1SI No.17.28

Name of the activity: Print Media on (ANC, PMSMA, HRPW conditions, Signs & symptoms. JSY & JSSK and Safe abortion)

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

Whether new/continued: **Continued**

Activity owner: At State Level: SME/ Consultant MH

This is a State Level Activity

Total approved budget – Rs 52.26 lakhs FY 2024-25 & Rs 82.26 lakhs FY 2025-26

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	8	52.26
2025-26	8	82.26

FMRCode:-RCH.1SINo.17.28

Name of the Activity: Hoardings on key Government of India Schemes for improvement of MH:

- Five hoardings per district on key Government of India schemes on JSSK, JSY, PMSMA 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, BlockPHC, 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 MH

This is a State Level Activity

Whether new/continued: **Continued**

Total fund proposed for FY 2024-25 Rs 68 lakh & for FY 2025-26 Rs 59.04 lakhs

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	340	68.00
2025-26	340	59.04

FMR Code:-RCH.1 SI No.17.28

IEC materials (posters) for Safe Abortion Services to be placed at the facilities offering abortion services Comprehensive Abortion Care

Justification of Activity/ Budget: It is proposed for display of 5 posters on Comprehensive Abortion Care where trained providers are being placed. IEC materials are as per the Govt. of India guideline and shared by the Gol.

This is a State Level Activity.

Deliverables:

- Increase visibility on legalization of Abortion under MTP Act (Amendment) 2021
- Increase visibility regarding safe abortion practices
- Increase awareness regarding dangers of unsafe abortion practices.
- Increase awareness regarding maternal health issues.

Type of IEC

1. Poster on Abortion care - Get abortion by trained provider only
2. Poster on Abortion is legal under MTP Act and is safer if done by trained provider
3. Poster on MVA ten steps for the minor OT
4. Poster on Instrument processing- MVA kit and Cannula
5. OPD Poster

Size:3 feet by 3 feet (3'X3')

Budget Breakup: 2024 – 2025

SI no	Particulars	Quantity required	Cost per unit (in Rs)	Total amount (in Rs)	Total amount (in Lakh)
1	Poster on Abortion care - Get abortion by trained provider only	1200	30	36000	0.36

2	Poster on -Abortion is legal under MTP Act and is safer if done by trained provider	1200	30	36000	0.36
3	Poster on MVA ten steps for the minor OT	600	30	18000	0.18
4	Poster on Instrument processing- MVA kit and Cannula	600	30	18000	0.18
5	OPD Poster	600	30	18000	0.18
Total		4200		126000	1.26

BudgetBreakup: 2025 – 2026

SIN o	MATERIALS	QUANTITY	Unit cost	Total cost	Total (inLakhs)
1	Poster on Abortion care - Get abortion by trained provider only	1200	50	60000	0.60
2	Poster on legalization of Abortion under MTP Act and abortion is safer if done by trained provider	1200	50	60000	0.60
3	Poster on MVA ten steps for the minor OT	600	50	30000	0.30
4	Poster on Instrument processing- MVA kit and Cannula	600	50	30000	0.30
5	OPD Poster	600	50	30000	0.30
Total		4200		210000	2.10

FY wise target & budget (Rs.In Lakh)

FY	Target	Budget
2024-25	4200	1.26
2025-26	4200	2.10

IEC activities for International Safe Abortion Day (28th September)

Abortion care is health care, and health is a human right.

International Safe Abortion Day, the World Health Organization (WHO) is proud to celebrate the role people play in their own sexual and reproductive health, as well as the life-saving, life-changing impact of healthcare workers committed to delivering quality comprehensive abortion care, including information, abortion management, and post-abortion care.

Access to the highest attainable standard of health, including sexual and reproductive health, is a core human right. The ability to decide if and when to have children, and access to safe, timely, affordable, respectful and person-centred abortion care, including information and post-abortion care, helps to safeguard the health and well-being of women, girls, their families and their communities.

To create the awareness on safe abortion services in the community, the following activities to be conducted regularly at the block/ community level and as part of the International Safe Abortion Day-

- Information dissemination on CAC in VHND/HWC
- BCC through ASHA/Anganwadi Workers and ANMs at the community level
- Orientation by counsellors at the facility
- Advertisement, articles in the newspapers during the period
- Quiz on the NHM website on safe abortion services
- Street play at community level for awareness on safe abortion services
- IEC activities at the district

Budget for the activities during International Safe Abortion Day							
FY 2024 – 2025 and 2025 – 2026							
SI No	District	Nos of Block	No of workshop	IEC activities at block level (Rs.3000/block)	Meeting/Advertisement/articles in the newspapers/TV	Total amount	Total amount
			(2 per block) @ Rs. 3000 per workshop		(State HQ)	(in Rs)	(in Lakhs)
1	Baksa	6	36000	18000	0	54000	0.540
2	Barpeta (including Bajali)	7	42000	21000	0	63000	0.630

Budget for the activities during International Safe Abortion Day

FY 2024 – 2025 and 2025 – 2026

SI No	District	Nos of Block	No of workshop	IEC activities at block level (Rs.3000/block)	Meeting/Advertisement/articles in the newspapers/TV	Total amount	Total amount
			(2 per block) @ Rs. 3000 per workshop		(State HQ)	(in Rs)	(in Lakhs)
3	Biswanath	4	24000	12000	0	36000	0.360
4	Bongaigaon	4	24000	12000	0	36000	0.360
5	Cachar	8	48000	24000	0	72000	0.720
6	Charaideo	4	24000	12000	0	36000	0.360
7	Chirang	2	12000	6000	0	18000	0.180
8	Darrang	4	24000	12000	0	36000	0.360
9	Dhemaji	5	30000	15000	0	45000	0.450
10	Dhubri	5	30000	15000	0	45000	0.450
11	Dibrugarh	6	36000	18000	0	54000	0.540
12	Dima Hasao	3	18000	9000	0	27000	0.270
13	Goalpara	5	30000	15000	0	45000	0.450
14	Golaghat	5	30000	15000	0	45000	0.450
15	Hailakandi	4	24000	12000	0	36000	0.360
16	Hojai	3	18000	9000	0	27000	0.270
17	Jorhat	6	36000	18000	0	54000	0.540
18	Kamrup M	5	30000	15000	0	45000	0.450
19	Kamrup R	12	72000	36000	0	108000	1.080
20	Karbi Anglong	4	24000	12000	0	36000	0.360
21	Karimganj	5	30000	15000	0	45000	0.450
22	Kokrajhar	4	24000	12000	0	36000	0.360
23	Lakhimpur	6	36000	18000	0	54000	0.540
24	Majuli	1	6000	3000	0	9000	0.090
25	Morigaon	3	18000	9000	0	27000	0.270
26	Nagaon	8	48000	24000	0	72000	0.720
27	Nalbari	4	24000	12000	0	36000	0.360
28	Sibsagar	4	24000	12000	0	36000	0.360
29	Sonitpur	3	18000	9000	0	27000	0.270
30	South Salmara	2	12000	6000	0	18000	0.180
31	Tinsukia	4	24000	12000	0	36000	0.360
32	Udalguri	3	18000	9000	0	27000	0.270
33	West Karbi	4	24000	12000	0	36000	0.360

Budget for the activities during International Safe Abortion Day							
FY 2024 – 2025 and 2025 – 2026							
SI No	District	Nos of Block	No of workshop	IEC activities at block level (Rs.3000/block)	Meeting/Advertisement/articles in the newspapers/TV	Total amount	Total amount
			(2 per block) @ Rs. 3000 per workshop		(State HQ)	(in Rs)	(in Lakhs)
	Anglong						
34	State HQ	0	0	0	100000	100000	1.000
Total		153	918000	459000	100000	1477000	14.770

Financial Year wise budget

Financial Year	Target	Budget (in Lakhs)
2024-25	154	14.77
2025-26	154	14.77

FMR Code:- RCH.1 SI No. 17.28

Name of the activity: Emergency Funds required for emergency activities in the district etc.

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.

Whether it is new/ongoing activity: Ongoing activity.

Activity Owner:

SME in State HQ

DME/In-charge in Districts

District wise target and budget requirement for the FY 2024-25:

Sl.No.	Districts	Total Amount	Total Amount in Lakhs
1	Baksa	135300	1.350
2	Barpeta	225500	2.260
4	Biswanath	114800	1.150
5	Bongaigaon	127100	1.270
6	Cachar	135300	1.350
7	Charaideo	61500	0.620
8	Chirang	98400	0.980
9	Darrang	98400	0.980
10	Dhemaji	69700	0.700
11	Dhubri	131200	1.310
12	Dibrugarh	118900	1.190
13	Dima Hasao	57400	0.570
14	Goalpara	168100	1.680
15	Golaghat	176300	1.760
16	Hailakandi	61500	0.620
17	Hojai	49200	0.490
18	Jorhat	254200	2.540
19	KamrupM	184500	1.850
20	KamrupR	323900	3.240
21	Karbi Anglong	123000	1.230
22	Karimganj	86100	0.860
23	Kokrajhar	184500	1.850
24	Lakhimpur	123000	1.230
25	Majuli	32800	0.330
26	Morigaon	151700	1.520
27	Nagaon	241900	2.420
28	Nalbari	106600	1.070
29	Sibsagar	82000	0.820
30	Sonitpur	98400	0.980
31	South Salmara	36900	0.370
32	Tinsukia	110700	1.110
33	Udalguri	94300	0.940
34	West Karbi anglong	57400	0.570
35	State HQ	177000	1.770
Grand Total		4297500	42.98

This will be a continued activity for the next Financial Year also

Financial Year wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	35	42.98
2025-26	35	42.98

FMR Code:- RCH.1 SI No. 17.28

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

Whether it is new/ongoing activity: Ongoing activity

Activity owner:

At State Level: SME/ Consultant MH

At Districts: DME/ DME In-charge

For now the fund is kept at the State-HQ. Once the Health Facilities are assessed and when instructions are received from the Maternal Health Division.

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

Budget Breakup for the activity for FY 2024 - 2025:

SI No	Items	Target as per Gol	Unit rate	Total	Total in Lakhs
1	Service guarantee SUMAN Charter	300	1000	3,00,000	3.00
2	SUMAN logo Insignia (Vinyl board)	300	1000	3,00,000	3.00
3	Posters	340	20	6,800	0.068
4	Standees	300	800	2,40,000	2.40
5	Vinyl boards on High risk pregnancy identification in SUMAN branded HI	300	1000	3,00,000	3.00
Grand Total		1540	3820	11,46,800	11.468

This will be a continued activity for the FY 2025-26 also

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	1540	11.468
2025-26	1540	11.468

IEC/BCC on Child Health

District RoP 2024-25 & 2025-26

IEC/BCC Activities under Child Health

FMR Code - RCH.3 Sl.No.:23.6

Name of the Activity: INAP-Community Based Care

It has been observed from various field visits and community CDR that the community still practices traditional methods of Infant and Child Care. Under this activity the knowledge, attitude and practice of the community will be improved by counseling & motivating to adopt scientific methods of newborn & infant care, resulting into reduction of low birth weights and infant mortality.

In this regards CHOs will be sensitized on the INAP communication module.

Whether it is new/on going activity: **Ongoing**

Activity Owner:

At State Level: SME/Consultant CH

This is a State Level Activity

Total Fund Approved for the FY 2024-25 & 2025-26: 24.91 Lakhs

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	1	24.91
2025-26	1	24.91

FMR Code - RCH.3 Sl.No.:23.6

Name of the Activity: Community Based Care - HBNC & HBYC– Installation of Hoarding in all the districts on importance of HBNC and HBYC for awareness among the community.

Whether it is new/on going activity: **Ongoing**

Activityowner:

At StateLevel: SME/ Consultant CH

At District Level: DME/DME Incharge

This is a State level activity

Total fund approved for the FY2024-25:Rs.68.00 Lakhs

FY wise target & budget (Rs.In Lakh)

FY	Target	Budget
2024-25	340	68.00
2025-26	0	0

RCH.3 SI.No.:24.24

Name of the Activity: Observation of Newborn Care Week-for awareness among the community.

✚ 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 newbornchild, postnatal care etc.

✚ **Deliverables:**

- Increaseinawarenesslevelsofthecommunityonnewborncaremanagement,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

✚ This is an important activity and will be continued in the corresponding FY2024-25 & FY 2025-26.

Whether it is new/on going activity: **Ongoing**

Activity owner:

At State Level: SME/ Consultant CH

At Districts: DME/ DME In-charge

This is a district level activity

Total fund approved for FY 2024-25& 2025-26: Rs. 35.21 Lakh

District wise Budget break up

Observation of New born Week							
Sl	District Name	Total No of ASHAs	Total Health Institutions (HI)	Posters for all HI @Rs 20 per poster for 2 Poster for each His	50 leaflets for each ASHAs @Rs 2 per	Total Budget in Rs.	Total Budget in Lakhs
1	Baksa	950	201	8040	95000	103040	1.030
2	Bajali	281	74	2960	28100	31060	0.311
3	Barpeta	1610	254	10160	161000	171160	1.712
4	Biswanath	752	170	6800	75200	82000	0.820

Observation of New born Week

Sl	District Name	Total No of ASHAs	Total Health Institutions (HI)	Posters for all HI @Rs 20 per poster for 2 Poster for each His	50 leaflets for each ASHAs @Rs 2 per	Total Budget in Rs.	Total Budget in Lakhs
5	Bongaigaon	1826	142	5680	182600	188280	1.883
6	Cachar	742	314	12560	74200	86760	0.868
7	Charaideo	978	92	3680	97800	101480	1.015
8	Chirang	746	116	4640	74600	79240	0.792
9	Darrang	1651	201	8040	165100	173140	1.731
10	Dhemaji	1299	127	5080	129900	134980	1.350
11	Dhubri	238	235	9400	23800	33200	0.332
12	Dibrugarh	1067	276	11040	106700	117740	1.177
13	DimaHasao	1057	92	3680	105700	109380	1.094
14	Goalpara	715	200	8000	71500	79500	0.795
15	Golaghat	967	193	7720	96700	104420	1.044
16	Hailakandi	676	125	5000	67600	72600	0.726
17	Hojai	1744	107	4280	174400	178680	1.787
18	Jorhat	739	154	6160	73900	80060	0.801
19	Kamrup Metro	1235	105	4200	123500	127700	1.277
20	Kamrup Rural	1377	360	14400	137700	152100	1.521
21	KarbiAnglong	1308	136	5440	130800	136240	1.362
22	Karimganj	948	269	10760	94800	105560	1.056
23	Kokrajhar	1742	211	8440	174200	182640	1.826
24	Lakhimpur	775	189	7560	77500	85060	0.851
25	Majuli	774	45	1800	77400	79200	0.792
26	Morigaon	1160	163	6520	116000	122520	1.225
27	Nagaon	1403	344	13760	140300	154060	1.541
28	Nalbari	1065	180	7200	106500	113700	1.137
29	Sivasagar	786	181	7240	78600	85840	0.858
30	Sonitpur	482	183	7320	48200	55520	0.555
31	South Salmara	701	61	2440	70100	72540	0.725
32	Tinsukia	298	198	7920	29800	37720	0.377
33	Udalguri	345	182	7280	34500	41780	0.418
34	West Karbi Anglong	390	71	2840	39000	41840	0.418
Grand Total		32827	5951	238040	3282700	3520740	35.207

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	38778	35.207
2025-26	38778	35.207

RCH.3SI.No.:26.6

Name of the Activity :Social Awareness and Action to Neutralize Pneumonia Successfully (SAANS)

Observation of SAANS awareness among the community.

✚ 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

Whether it is new/on going activity: **Ongoing**

Activity owner:

At State Level: SME/ Consultant CH

This is a district level activity

Total fund approved for FY2024-25 & 2025-26:Rs.33.77 Lakhs

District wise budget break-up

Awareness Activity on SAANS Program

Sl. No.	Districts	Total SC/HWC	Nos. Of Blocks	Targeted No of ASHAs	District level launch	Cost for Posters for SC/HWC on SAANS@20 Rs. Per poster per SC/HWC	Cost for IPC & 50 Leaflets per ASHA @ Rs.2.00/- each	Total Amount in Rs	Total cost (Rs. in lakhs)
1	Baksa	157	6	900	5000	3140	90000	98140	0.981
2	Bajali	55	1	250	5000	1100	25000	31100	0.311
3	Barpeta	209	7	1610	5000	4180	161000	170180	1.702

Awareness Activity on SAANS Program

Sl. No.	Districts	Total SC/HWC	Nos. Of Blocks	Targeted No of ASHAs	District level launch	Cost for Posters for SC/HWC on SAANS@20 Rs. Per poster per SC/HWC	Cost for IPC & 50 Leaflets per ASHA @ Rs.2.00/- each	Total Amount in Rs	Total cost (Rs. in lakhs)
4	Biswanath	139	3	250	5000	2780	25000	32780	0.328
5	Bongaigaon	108	4	752	5000	2160	75200	82360	0.824
6	Cachar	270	8	1826	5000	5400	182600	193000	1.930
7	Charaideo	70	2	350	5000	1400	35000	41400	0.414
8	Chirang	87	2	700	5000	1740	70000	76740	0.767
9	Darrang	159	4	978	5000	3180	97800	105980	1.060
10	Dhemaji	98	5	746	5000	1960	74600	81560	0.816
11	Dhubri	192	5	1651	5000	3840	165100	173940	1.739
12	Dibrugarh	234	6	1299	5000	4680	129900	139580	1.396
13	Dima Hasao	76	3	250	5000	1520	25000	31520	0.315
14	Goalpara	155	5	1067	5000	3100	106700	114800	1.148
15	Golaghat	143	5	1057	5000	2860	105700	113560	1.136
16	Hailakandi	107	4	715	5000	2140	71500	78640	0.786
17	Hojai	94	2	701	5000	1880	70100	76980	0.770
18	Jorhat	110	6	967	5000	2200	96700	103900	1.039
19	Kamrup M	50	5	676	5000	1000	67600	73600	0.736
20	Kamrup R	280	12	1377	5000	5600	137700	148300	1.483
21	Karbi Anglong	105	4	700	5000	2100	70000	77100	0.771
22	Karimganj	232	5	1235	5000	4640	123500	133140	1.331
23	Kokrajhar	161	4	1377	5000	3220	137700	145920	1.459
24	Lakhimpur	149	6	1308	5000	2980	130800	138780	1.388
25	Majuli	34	1	200	5000	680	20000	25680	0.257
26	Marigaon	122	3	948	5000	2440	94800	102240	1.022
27	Nagaon	258	9	1600	5000	5160	160000	170160	1.702
28	Nalbari	124	4	775	5000	2480	77500	84980	0.850
29	Sibsagar	150	6	774	5000	3000	77400	85400	0.854
30	Sonitpur	146	4	1160	5000	2920	116000	123920	1.239
31	South Salmara	51	2	260	5000	1020	26000	32020	0.320
32	Tinsukia	166	4	1403	5000	3320	140300	148620	1.486
33	Udalguri	150	3	1065	5000	3000	106500	114500	1.145
34	West Karbianglong	50	4	200	5000	1000	20000	26000	0.260
Grand Total		4691	154	31127	170000	93820	3112700	3376520	33.765

FY wise target & budget (Rs.In Lakh)

FY	Target	Budget
2024-25	1	33.765
2025-26	1	33.765

RCH.3SI.No.:30.2

Name of the Activity: Electronic Media on (Early Initiation and exclusive breastfeeding, Pneumonia, home base new born care and RBSK)

Activity Owner:

At State Level: SME/ Consultant CH

This is a State level activity

Whether new/continued: **Continued**

Total Fund Approved for the FY 2024-25 & 2025-26: Rs. 154.42 Lakhs

FY wise target & budget (Rs.In Lakh)

FY	Target	Budget
2024-25	273	154.42
2025-26	273	154.42

RCH.3SI.No.:30.2

Name of the activity: Print Media on(Early Initiation and exclusive breastfeeding, Pneumonia, home base new born care and RBSK).

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

Activity owner:

At State Level: SME/ Consultant CH

This is a State level activity

Total Fund approved for the FY 2024-25 & 2025-26:Rs.84.52 Lakhs

Whether new/continued: **Continued**

FY wise target & budget (Rs.In Lakh)

FY	Target	Budget
2024-25	10	84.52
2025-26	10	84.52

IEC/BCC on Family Planning

District RoP for 2024-25 & 2025-26

IEC/BCC Activities under Family Planning

FMR Code:RCH.6 SI No.49.5

Name of the activity: 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)

✚ 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 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 approved for FY 2024-25 & 2025-26:Rs. 30.24 lakhs

Activity owner:

At State Level: SME/Consultant FP

At Districts: DME/DME In-charge

This is a district level activity

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	103070.00	1.031
2	Bajali	1	55	27500	5000	3000	550	36050.00	0.361
3	Barpeta	7	209	104500	5000	21000	2090	132590.00	1.326
4	Biswanath	3	139	69500	5000	9000	1390	84890.00	0.849
5	Bongaigaon	4	108	54000	5000	12000	1080	72080.00	0.721
6	Cachar	8	270	135000	5000	24000	2700	166700.00	1.667
7	Charaideo	2	70	35000	5000	6000	700	46700.00	0.467
8	Chirang	2	87	43500	5000	6000	870	55370.00	0.554
9	Darrang	4	159	79500	5000	12000	1590	98090.00	0.981
10	Dhemaji	5	98	49000	5000	15000	980	69980.00	0.700
11	Dhubri	5	192	96000	5000	15000	1920	117920.00	1.179
12	Dibrugarh	6	234	117000	5000	18000	2340	142340.00	1.423
13	Dima Hasao	3	76	38000	5000	9000	760	52760.00	0.528
14	Goalpara	5	155	77500	5000	15000	1550	99050.00	0.991
15	Golaghat	5	143	71500	5000	15000	1430	92930.00	0.929
16	Hailakandi	4	107	53500	5000	12000	1070	71570.00	0.716
17	Hojai	2	94	47000	5000	6000	940	58940.00	0.589
18	Jorhat	6	110	55000	5000	18000	1100	79100.00	0.791
19	Kamrup M	5	50	25000	5000	15000	500	45500.00	0.455
20	Kamrup R	12	280	140000	5000	36000	2800	183800.00	1.838
21	Karbi Anglong	4	105	52500	5000	12000	1050	70550.00	0.706
22	Karimganj	5	232	116000	5000	15000	2320	138320.00	1.383
23	Kokrajhar	4	161	80500	5000	12000	1610	99110.00	0.991
24	Lakhimpur	6	149	74500	5000	18000	1490	98990.00	0.990
25	Majuli	1	34	17000	5000	3000	340	25340.00	0.253
26	Marigaon	3	122	61000	5000	9000	1220	76220.00	0.762
27	Nagaon	9	258	129000	5000	27000	2580	163580.00	1.636
28	Nalbari	4	124	62000	5000	12000	1240	80240.00	0.802
29	Sibsagar	6	150	75000	5000	18000	1500	99500.00	0.995
30	Sonitpur	4	146	73000	5000	12000	1460	91460.00	0.915
31	South Salmara	2	51	25500	5000	6000	510	37010.00	0.370
32	Tinsukia	4	166	83000	5000	12000	1660	101660.00	1.017
33	Udalguri	3	150	75000	5000	9000	1500	90500.00	0.905

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
34	West Karbianglong	4	50	25000	5000	12000	500	42500.00	0.425
Grand Total		154	4691	2345500	170000	462000	46910	3024410.00	30.244

FY wise target & budget (Rs.In Lakh)

FY	Target	Budget
2024-25	4845	30.244
2025-26	4845	30.244

FMR Code:RCH.6 SI No.49.6

Name of the Activity: IEC and promotional activities for Vasectomy Fortnight Celebration

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.

Activity owner:

At State level: SME/Consultant FP

At District level: DME/DME in-charge

Total fund approved for the FY2024-25 & 2025-26 :Rs.29.08 Lakhs

This is a district level activity

Whether new/continued: Continued

District wise budget breakup:

Sl.No.	District	Sub Centers	Cost for IEC BCC Group Discussion Rs@500 per meeting per SC per Year	Posters @Rs 10 per SC	IPC/Leaflet @ Rs 2 (50 each SC)	Total in Rs	Grand Total in lakhs
1	Baksa	157	78500	1570	15700	95770	0.958
2	Bajali	55	27500	550	5500	33550	0.336
3	Barpeta	264	132000	2640	26400	161040	1.610

Sl.No.	District	Sub Centers	Cost for IEC BCC Group Discussion Rs@500 per meeting per SC per Year	Posters @Rs 10 per SC	IPC/Leaflet @ Rs 2 (50 each SC)	Total in Rs	Grand Total in lakhs
4	Biswanath	141	70500	1410	14100	86010	0.860
5	Bongaigaon	108	54000	1080	10800	65880	0.659
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	0.531
9	Darrang	176	88000	1760	17600	107360	1.074
10	Dhemaji	98	49000	980	9800	59780	0.598
11	Dhubri	187	93500	1870	18700	114070	1.141
12	Dibrugarh	234	117000	2340	23400	142740	1.427
13	Dima Hasao	76	38000	760	7600	46360	0.464
14	Goalpara	155	77500	1550	15500	94550	0.946
15	Golaghat	143	71500	1430	14300	87230	0.872
16	Hailakandi	107	53500	1070	10700	65270	0.653
17	Hojai	94	47000	940	9400	57340	0.573
18	Jorhat	110	55000	1100	11000	67100	0.671
19	Kamrup M	51	25500	510	5100	31110	0.311
20	Kamrup R	280	140000	2800	28000	170800	1.708
21	Karbi Anglong	104	52000	1040	10400	63440	0.634
22	Karimganj	231	115500	2310	23100	140910	1.409
23	Kokrajhar	162	81000	1620	16200	98820	0.988
24	Lakhimpur	157	78500	1570	15700	95770	0.958
25	Majuli	34	17000	340	3400	20740	0.207
26	Marigaon	122	61000	1220	12200	74420	0.744
27	Nagaon	258	129000	2580	25800	157380	1.574
28	Nalbari	122	61000	1220	12200	74420	0.744
29	Sibsagar	150	75000	1500	15000	91500	0.915
30	Sonitpur	148	74000	1480	14800	90280	0.903
31	South Salmara	51	25500	510	5100	31110	0.311
32	Tinsukia	166	83000	1660	16600	101260	1.013
33	Udalguri	150	75000	1500	15000	91500	0.915
34	West Karbianglong	50	25000	500	5000	30500	0.305

Sl.No.	District	Sub Centers	Cost for IEC BCC Group Discussion Rs@500 per meeting per SC per Year	Posters @Rs 10 per SC	IPC/Leaflet @ Rs 2 (50 each SC)	Total in Rs	Grand Total in lakhs
GrandTotal		4768	2384000	47680	476800	2908480	29.085

FY wise target & budget (Rs.In Lakh)

FY	Target	Budget
2024-25	4768	29.085
2025-26	4768	29.085

FMRCode:RCH.6 SIno.50.14

Name of Activity: Other Family Planning Components-Hoardings on key Family Planning Services for demand generation blockwise

✚ 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

Activity owner:

At State level: SME/ Consultant FP

This is a State level activity

Total Fund approved for the FY 2024-25 & 2025-26:Rs.68.00 Lakhs

FY wise target & budget (Rs.In Lakh)

FY	Target	Budget
2024-25	340	68.00
2025-26	340	68.00

FMR Code:RCH.6 SI No.50.14

Other Family Planning Components: Family Planning Mass Media

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

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

Activity owner:

At State level: SME/Consultant FP

This is a State level activity

Total Fund approved for the FY 2024-25 Rs. 77.90 Lakhs and for FY 2025-26 Rs 94.86 Lakhs

Whether new/continued: Continued

FY wise target & budget (Rs.In Lakh)

FY	Target	Budget
2024-25	12	77.90
2025-25	12	94.86

FMR Code: RCH.6 SI No. 50.14

Name of the Activity: Electronic Media on (NSV, IUCD, PPIUCD, Condom, Female Sterilization, Injectable contraceptive)

Whether new/continued: Continued

Activity Owner:

At State Level: SME/ Consultant FP

This is a State level activity

Total Fund approved for the FY 2024-25 Rs 137.46 & for FY 2025-26: Rs.154.22 Lakhs

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	273	137.46
2025-25	273	154.22

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 2024-25 & 2025-26: Rs. 8.93 Lakhs

Whether new/ continued: Continued

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

This will be a continued activity for the next correspondingFY 2025- 2026.

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	5951	8.93
2025-26	5951	8.93

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 2024-25 & 2025-26: Rs. 25 Lakhs

Whether new/ continued: **Continued**

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.**

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

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	5	25.00
2025-26	5	25.00

Name of the activity: IEC BCC Van

Owner of the Activities-

- **At State HQ: SPO(FP), BCC Expert, SME**

Name of the Activity: Intensified Communication campaign for Mission Parivar Vikas including reduction of Teen Age Pregnancy in 80 selected low performing Block PHCs

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

This is a State Level Activity

At State Level: Consultant FP/BCC Expert/SME

Total fund approved for FY 2024-25:Rs.345.47 Lakhs

Key Activity:

Block wise mapping of the route plan of 'IEC/BCC' vehicle.

The 'IEC/BCC' vehicle should be equipped with interactive communication devices, IEC material and FP commodities and entire district should be covered through this bus during the span of 15 days.

Block should identify dedicated human resource for 'IEC/BCC' vehicle.

Preparation of IEC panels for 'IEC/BCC' vehicle.

Procurement and printing of IEC material and estimating the FP commodity requirement for the entire activity.

Identifications of locations where 'IEC/BCC' vehicle will be stationed for display.

Signing Campaign by prominent persons in the blocks (Collector, MLA, MPs and other prominent district personalities).

Monitoring and Reporting:

* District to prepare a route map for the 'IEC/BCC' vehicle (covering all the low performing blocks)

* The driver should maintain a log book in the prescribed format (State/district may add columns to the format for capturing more data as per their requirement)

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	4	345.47
2025-26	4	345.47

IEC/BCC on Adolescent Health

District RoP 2024-25 & 2025-26

Activity name: State specific Initiatives and innovations -Sensitization Meeting Local Stake Holders on Girls Child Day to discuss Adolescent Health Issues on 11th October

Justification: Sensitization of the stakeholders involving Adolescent Health Issues

Total no of 33 venues for 1 times in a year = 33

Early Marriage/Age at Marriage

Activity owner:

At State Level: SME/Consultant AH

At District: DME/In-charge

This is district level activity

Total fund approved for FY 2024-25 & 2025-26: Rs. 1.70 Lakhs

Whether new/continued: Continued

District Budget Breakup:

Sl.No	District	Total Venues	Rs.5000/- per venue	Total Amount
				Rs. In Lakhs per district
1	Baksa	1	5000	0.05
2	Bajali	1	5000	0.05
3	Barpeta	1	5000	0.05
4	Bongaigaon	1	5000	0.05
5	Cachar	1	5000	0.05
6	Chirang	1	5000	0.05
7	Darrang	1	5000	0.05
8	Dhemaji	1	5000	0.05
9	Dhubri	1	5000	0.05
10	Dibrugarh	1	5000	0.05
11	Dima Hasao	1	5000	0.05
12	Goalpara	1	5000	0.05
13	Golaghat	1	5000	0.05
14	Hailakandi	1	5000	0.05
15	Jorhat	1	5000	0.05
16	Kamrup Metro	1	5000	0.05
17	Kamrup Rural	1	5000	0.05

Sl.No	District	Total Venues	Rs.5000/- per venue	Total Amount
				Rs. In Lakhs per district
18	Karbi Anglong	1	5000	0.05
19	Karimganj	1	5000	0.05
20	Kokrajhar	1	5000	0.05
21	Lakhimpur	1	5000	0.05
22	Morigaon	1	5000	0.05
23	Nagaon	1	5000	0.05
24	Nalbari	1	5000	0.05
25	Sivasagar	1	5000	0.05
26	Sonitpur	1	5000	0.05
27	Tinsukia	1	5000	0.05
28	Udalguri	1	5000	0.05
29	Biswanath	1	5000	0.05
30	Charaideo	1	5000	0.05
31	Hojai	1	5000	0.05
32	Majuli	1	5000	0.05
33	South Salmara	1	5000	0.05
34	West Karbi Anglong	1	5000	0.05
Total		33	165000	1.70

FY wise Target& Budget (Rs.InLakh)

FY	Target	Budget
2024-25	33	1.70
2025-26	33	1.70

RCH.5SI.No.:41.2 (A)

Name of the activity: Five hoardings per district on key messages on Mental Health, Substance abuse,

Activity owner:

At State Level: SME/ Consultant AH

This is a State Level activity

Whether new/continued: Continued

Total Fund Approved for the FY 2024-25 & 2025-26:Rs.16.83 Lakhs

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	33	16.83
2025-26	33	16.83

RCH.5 Sl.No.:41.2 (C)

Name of the Activity: Electronic Media on (Mental Health, Nutrition, Anemia, Menstrual Hygiene, NCD, Sexual Reproductive Health).

Whether new/continued: **Continued**

Activity Owner:

At State Level: SME/ Consultant CH

This is a State level activity

Total Fund approved for the FY 2024-25& 2025-26: Rs.40.00 Lakhs

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	20	40.00
2025-25	20	40.00

RCH.5 Sl.No.:41.3 (B)

Name of the activity: Print Media on(Mental Health, Nutrition, Anemia, Menstrual Hygiene, NCD, Sexual & Reproductive Health).

Whether new/continued: **Continued**

Activity Owner:

At State Level: SME/ Consultant CH

This is a State level activity

Total Fund Proposed for the FY 2024-25 & 2025-26: Rs. 40.00 Lakhs

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	20	40.00
2025-26	20	40.00

IEC/BCC on Nutrition Health
District RoP 2024-25 & 2025-26

IEC/BCC Activities under Nutrition

RCH.7SI.No.:60.1

Name of the Activity: National Deworming Day: Mass Awareness and Observance of National Deworming Day NDD

✚ 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 Essay writing competitions and distribution of posters/leaflets, banners in targeted schools
- ASHAs door to door visit and IPC on NDD and Hygienic Behaviors

Whether it is new/on going activity: **Continued**

Activity owner:

At State Level: SME/ Consultant CH/Nutrition

At Districts: DME/DME In-charge

This is a district level activity

Total fund approved for the FY2024-25 & 2025-26:Rs. 10.23 lakhs for two rounds

District wise budget breakup:

Mass Awareness National Deworming Day Campaign						
Sl. No	Districts	Targeted Schools	Cost for District level launch @ 2 per District @Rs. 5000/- Per launch	Observation at School @200/- per School x 2 rounds	Total for 2 round	Total cost (Rs. in lakhs)
1	Baksa	40	10000	16000	26000	0.26
2	Bajali	10	10000	4000	14000	0.14
3	Barpeta	60	10000	24000	34000	0.34

Mass Awareness National Deworming Day Campaign

Sl. No	Districts	Targeted Schools	Cost for District level launch @ 2 per District @Rs. 5000/- Per launch	Observation at School @200/- per School x 2 rounds	Total for 2 round	Total cost (Rs. in lakhs)
4	Biswanath	50	10000	20000	30000	0.30
5	Bongaigaon	60	10000	24000	34000	0.34
6	Cachar	60	10000	24000	34000	0.34
7	Charaideo	50	10000	20000	30000	0.30
8	Chirang	40	10000	16000	26000	0.26
9	Darrang	60	10000	24000	34000	0.34
10	Dhemaji	50	10000	20000	30000	0.30
11	Dhubri	60	10000	24000	34000	0.34
12	Dibrugarh	70	10000	28000	38000	0.38
13	Dima Hasao	50	10000	20000	30000	0.30
14	Goalpara	50	10000	20000	30000	0.30
15	Golaghat	60	10000	24000	34000	0.34
16	Hailakandi	50	10000	20000	30000	0.30
17	Hojai	50	10000	20000	30000	0.30
18	Jorhat	60	10000	24000	34000	0.34
19	Kamrup M	50	10000	20000	30000	0.30
20	Kamrup R	50	10000	20000	30000	0.30
21	Karbi Anglong	50	10000	20000	30000	0.30
22	Karimganj	50	10000	20000	30000	0.30
23	Kokrajhar	50	10000	20000	30000	0.30
24	Lakhimpur	50	10000	20000	30000	0.30
25	Majuli	50	10000	20000	30000	0.30
26	Marigaon	50	10000	20000	30000	0.30
27	Nagaon	70	10000	28000	38000	0.38
28	Nalbari	50	10000	20000	30000	0.30
29	Sibsagar	50	10000	20000	30000	0.30
30	Sonitpur	50	10000	20000	30000	0.30
31	South Salmara	20	10000	8000	18000	0.18
32	Tinsukia	58	10000	23200	33200	0.33
33	Udalguri	60	10000	24000	34000	0.34
34	West Karbi anglong	20	10000	8000	18000	0.18
Grand Total		1708	340000	683200	1023200	10.23

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	1708	10.23
2025-26	1708	10.23

RCH.7SI.No.:58.6

Name of the activity: Intensified Diarrhea Control Fortnight– Mass Awareness on Intensified Diarrhea Control Fortnight Campaign in all the Districts

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

Details of the activity:

- District level Launch by Deputy Commissioners, PRIs and senior officials and subsequent coverage by local media for mass awareness
- 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

Whether it is new/on going activity: **Continued**

Activity owner:

At State Level: SME/ Consultant CH/Nutrition

At Districts: DME/DME In-charge

This is a district level activity

Total fund approved for FY 2024-25 & 2025-26:Rs.26.85 Lakhs

District Breakup:

Mass Awareness on Intensified Diarrhea Control Fortnight Campaign							
Sl. No	Districts	Total No of Blocks	List of SCs	District Level Launch	Cost for the activity for ORS & Zinc Corner in all SCs @Rs 500	Total Cost	Total Budget . (in lakhs)
1	Baksa	6	157	10000	78500	88500	0.885

2	Bajali	1	55	10000	27500	37500	0.375
3	Barpeta	7	209	10000	104500	114500	1.145
4	Biswanath	3	139	10000	69500	79500	0.795
5	Bongaigaon	4	108	10000	54000	64000	0.64
6	Cachar	8	270	10000	135000	145000	1.45
7	Charaideo	2	70	10000	35000	45000	0.45
8	Chirang	2	87	10000	43500	53500	0.535
9	Darrang	4	159	10000	79500	89500	0.895
10	Dhemaji	5	98	10000	49000	59000	0.59
11	Dhubri	5	192	10000	96000	106000	1.06
12	Dibrugarh	6	234	10000	117000	127000	1.27
13	Dima Hasao	3	76	10000	38000	48000	0.48
14	Goalpara	5	155	10000	77500	87500	0.875
15	Golaghat	5	143	10000	71500	81500	0.815
16	Hailakandi	4	107	10000	53500	63500	0.635
17	Hojai	2	94	10000	47000	57000	0.57
18	Jorhat	6	110	10000	55000	65000	0.65
19	Kamrup M	5	50	10000	25000	35000	0.35
20	Kamrup R	12	280	10000	140000	150000	1.5
21	Karbi Anglong	4	105	10000	52500	62500	0.625
22	Karimganj	5	232	10000	116000	126000	1.26
23	Kokrajhar	4	161	10000	80500	90500	0.905
24	Lakhimpur	6	149	10000	74500	84500	0.845
25	Majuli	1	34	10000	17000	27000	0.27
26	Marigaon	3	122	10000	61000	71000	0.71

27	Nagaon	9	258	10000	129000	139000	1.39
28	Nalbari	4	124	10000	62000	72000	0.72
29	Sibsagar	6	150	10000	75000	85000	0.85
30	Sonitpur	4	146	10000	73000	83000	0.83
31	South Salmara	2	51	10000	25500	35500	0.355
32	Tinsukia	4	166	10000	83000	93000	0.93
33	Udalguri	3	150	10000	75000	85000	0.85
34	West Karbi anglong	4	50	10000	25000	35000	0.35
Grand Total		154	4691	340000	2345500	2685500	26.855

FY wise target & budget (Rs.In Lakh)

FY	Target	Budget
2024-25	4845	26.85
2025-26	4845	26.85



RCH.7 Sl.No.:61

Name of the activity: Print Media & Electronic Media Campaign on (Early Initiation and exclusive breastfeeding, importance Zinc and ORS ,complementary feeding, Deworming and IDCF)

Justification:

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

Deliverables:

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

Activity owner:

At State Level: SME/ Consultant Nutrition

This is a State level activity

Total Fund approved for the FY 2024-25 & 2025-26: Rs.66 Lakhs

Whether new/continued: **Continued**

FY wise target & budget (Rs.In Lakh)

FY	Target	Budget
2024-25	20	66
2025-26	20	66

IEC/BCC on Other IEC Activities

District RoP 2024-25 & 2025-26

Other IEC/BCC Activities

FMRCode:HSS.13SIno.:198.2

Name of the activity: Health Mela/Camp

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 door steps of the people.
- ☑ IEC/BCC activities on important the al th issues will create awareness

Activity owner:

At State Level: SME

At Districts: DME/DME In-charge

This is a district level activity

Total Fund Approved for the FY 2024-25 & 2025-26:Rs. 61.60 Lakhs

Whether new/continued: Continued

District wise Breakup

Sl. No.	Districts	Nos. of Camps	Unit Cost@ 10000	Total cost (Rs.in lakhs)
1	Baksa	24	2,40,000.00	2.40
2	Bajali	4	40,000.00	0.40
3	Barpeta	28	2,80,000.00	2.80
4	Biswanath	12	1,20,000.00	1.20
5	Bongaigaon	16	1,60,000.00	1.60
6	Cachar	32	3,20,000.00	3.20
7	Charaideo	8	80,000.00	0.80
8	Chirang	8	80,000.00	0.80

Sl. No.	Districts	Nos. of Camps	Unit Cost@ 10000	Total cost (Rs.in lakhs)
9	Darrang	16	1,60,000.00	1.60
10	Dhemaji	20	2,00,000.00	2.00
11	Dhubri	20	2,00,000.00	2.00
12	Dibrugarh	24	2,40,000.00	2.40
13	Dima Hasao	12	1,20,000.00	1.20
14	Goalpara	20	2,00,000.00	2.00
15	Golaghat	20	2,00,000.00	2.00
16	Hailakandi	16	1,60,000.00	1.60
17	Hojai	8	80,000.00	0.80
18	Jorhat	24	2,40,000.00	2.40
19	KamrupM	20	2,00,000.00	2.00
20	KamrupR	48	4,80,000.00	4.80
21	Karbi Anglong	16	1,60,000.00	1.60
22	Karimganj	20	2,00,000.00	2.00
23	Kokrajhar	16	1,60,000.00	1.60
24	Lakhimpur	24	2,40,000.00	2.40
25	Majuli	4	40,000.00	0.40
26	Marigaon	12	1,20,000.00	1.20
27	Nagaon	36	3,60,000.00	3.60
28	Nalbari	16	1,60,000.00	1.60
29	Sibsagar	24	2,40,000.00	2.40
30	Sonitpur	16	1,60,000.00	1.60
31	South Salmara	8	80,000.00	0.80
32	Tinsukia	16	1,60,000.00	1.60
33	Udalguri	12	1,20,000.00	1.20
34	West Karbi anglong	16	1,60,000.00	1.60
Grand Total		616	61,60,000.00	61.60

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	154	61.60
2025-26	154	61.60

Name of the activity: District Specific IEC Activity

This is a district level activity .The fund is provided to the districts to undertake activities specific to a district as directed by the district administration for the improvement of the health indicators of the district.

Activity owner:

At Districts: DME/DME In-charge

Total Fund Approved for the FY 2024-25 & 2025-26: Rs. 15.40 Lakhs

Sl.No.	Districts	Budget	Total cost (Rs.in lakhs)
1	Baksa	60,000.00	0.60
2	Bajali	10,000.00	0.10
3	Barpeta	70,000.00	0.70
4	Biswanath	30,000.00	0.30
5	Bongaigaon	40,000.00	0.40
6	Cachar	80,000.00	0.80
7	Charaideo	20,000.00	0.20
8	Chirang	20,000.00	0.20
9	Darrang	40,000.00	0.40
10	Dhemaji	50,000.00	0.50
11	Dhubri	50,000.00	0.50
12	Dibrugarh	60,000.00	0.60
13	Dima Hasao	30,000.00	0.30
14	Goalpara	50,000.00	0.50
15	Golaghat	50,000.00	0.50
16	Hailakandi	40,000.00	0.40
17	Hojai	20,000.00	0.20
18	Jorhat	60,000.00	0.60
19	KamrupM	50,000.00	0.50
20	KamrupR	1,20,000.00	1.20
21	Karbi Anglong	40,000.00	0.40
22	Karimganj	50,000.00	0.50
23	Kokrajhar	40,000.00	0.40
24	Lakhimpur	60,000.00	0.60
25	Majuli	10,000.00	0.10

Sl.No.	Districts	Budget	Total cost (Rs.in lakhs)
26	Marigaon	30,000.00	0.30
27	Nagaon	90,000.00	0.90
28	Nalbari	40,000.00	0.40
29	Sibsagar	60,000.00	0.60
30	Sonitpur	40,000.00	0.40
31	SouthSalmara	20,000.00	0.20
32	Tinsukia	40,000.00	0.40
33	Udalguri	30,000.00	0.30
34	West Karbi anglong	40,000.00	0.40
Grand Total		15,40,000.00	15.40

FY wise target & budget (Rs. In Lakh)

FY	Target	Budget
2024-25	154	15.40
2025-26	154	15.40