

District Operational Guidelines for IEC/BCC

F.Y. - 2021-2022



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**Summary Sheet of District ROP Approvals for IEC-BCC for the F.Y. 2021-22**

FMR Code as per Abstract	FMR Code	Programme/Activities	Total Approved Budget (2021-22)		State Budget Allocation		District Budget Allocation		Page No.
			Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh	Quantity/Target	Amount in Lakh	
IEC/BCC activities under MH									
11.1.1	11.4.1	Media Mix of Mid Media/ Mass Media	86	236.65	86	236.65			7
11.1.1	11.4.2	Inter Personal Communication	4500	27			4500	27	7-10
IEC/BCC activities under CH									
11.1.2	11.5.1	Media Mix of Mid Media/ Mass Media	77381	547.14	87	301.97	76864	245.17	10-16
11.1.2	11.5.4	Other IEC/BCC activities (CH) including SAANS campaign IEC at state/district level	38693	8.51		2.5	4878	6.01	16-17
IEC/BCC activities under FP									
11.1.3	11.6.1	Media Mix of Mid Media/ Mass Media	255	229.42	113	229.42			17
11.1.3	11.6.3	IEC & promotional activities for World Population Day celebration	4866	30.28	1	20.39	4866	9.89	18-19
11.1.3	11.6.4	IEC & promotional activities for Vasectomy Fortnight celebration	4713	28.75			4713	28.75	19-21
11.1.3	11.6.6	Other IEC/BCC activities (FP)	65	30.5		1	62	29.5	21-23
IEC/BCC activities under AH									
11.1.4	11.7.1	Media Mix of Mass Media/ Mid Media including promotion of menstrual hygiene scheme	86	115.25	53	66.25	33	49	23-24
11.1.4	11.7.3	Other IEC/BCC activities (AH)	2001	63.72		27	2016	36.72	25-27
IEC/BCC activities under Immunization									
11.1.5	11.8.1	IEC activities for Immunization	4747	198.24	1	152.96	33	45.28	27-28
IEC/BCC activities under PNDT									
11.1.6	11.9.1	Creating awareness on declining sex ratio issue (PNDT)	34	7	2	7			29

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11.1.6	11.9.2	Other IEC/BCC activities (PNDT)	34	21.5		5	34	16.5	29-31
IEC/BCC activities under NIDDCP									
11.1.7	11.14.1	Health Education & Publicity for NIDDCP	51	11.7	4	5.35	34	6.35	31-32
11.1.7	11.14.2	Any other IEC/BCC activities (please specify)	1	0.3	1	0.3			31-32
11.2.1	11.1	Development of State Communication strategy (comprising of district plans)	1	0.2	1	0.2			32-33
11.2.2	11.10.1	IEC/BCC activities under Blood Services	4746	11.32			4746	11.32	33-34
11.2.5	11.24.4.5	IEC Activity under NQAP, LaQshya, Kayakalp & Mera-Aspataal (Signages- Approach road, Departmental, Directional and other facility level signage's)	60	18			60	18	34-37
11.2.6	11.24.4.7	IEC/BCC- Free Diagnostic Service Initiative (Pathology & Radiology)	1226	37.56	1	10	1226	27.56	37-39
Other IEC/BCC activities									
11.2.7	11.3	Targeting Naturally Occurring Gathering of People/ Health Mela	307	73.2	1	0.3	307	72.9	39-42
11.2.7	11.24.2	Innovative IEC/ BCC Strategies including mobile based solutions, social media and engagement of youth	311	30.72	1	30.72			42-43
IEC/BCC activities under NVBDCP									
11.3.1	11.15.1	IEC/BCC for Malaria	34	40	1	18.12	33	21.88	43-45
11.3.1	11.15.2	IEC/BCC for Social mobilization (Dengue and Chikungunya)	34	25	1	4.43	33	20.57	45-47
11.3.1	11.15.3	IEC/BCC specific to J.E. in endemic areas	34	50	1	28.39	33	21.61	48-49
IEC/BCC activities under NLEP									
11.3.2	11.16.1	IEC/BCC: Mass media, Outdoor media, Rural media, Advocacy media for NLEP	34	10	1	3.1	33	6.9	50-52
IEC/BCC activities under NTEP									
11.3.3	11.17.1	ACSM (State & district)	34	75.55	1	25	33	50.55	52-56

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11.3.3	11.17.2	TB Harega Desh Jeetega' Campaign	10	10			10	10	56-57
11.3.4	11.24.4.1	IEC/BCC under NRCP: Rabies Awareness and Do's and Don'ts in the event of Animal Bites	34	10	1	10			57
11.3.5	11.24.4.6	IEC under Programme for Prevention and Control of Leptospirosis	34	5	1	5			57
11.3.6	11.24.4.3	IEC/BCC under NVHCP	34	34	1	14.34	33	19.66	58-59
IEC/BCC activities under NPCB									
11.4.1	11.18.1	State level IEC for Minor State @ Rs. 10 lakh and for Major States @ Rs. 20 lakh under NPCB&VI	34	10	1	5.05	33	4.95	60-61
IEC/BCC activities under NMHP									
11.4.2	11.19.1	Translation of IEC material and distribution	1	15	1	15			61-62
11.4.2	11.19.2	Awareness generation activities in the community, schools, workplaces with community involvement	33	28.25			33	28.25	62-63
11.4.2	11.19.3	other IEC/BCC activities (NMHP)	1	15	1	15			64
IEC/BCC activities under NPHCE									
11.4.3	11.20.1	IPC, Group activities and mass media for NPHCE	1	5	1	5			64
11.4.3	11.20.2	Celebration of days-ie International Day for older persons (NPHCE)	33	9.9			33	9.9	65-66
IEC/BCC activities under NTCP									
11.4.4	11.21.1	IEC/BCC for NTCP	34	80	1	30	33	50	66-68
IEC/BCC activities under NPCDCS									
11.4.5	11.22.1	IEC/BCC for State NCD Cell	1	20	1	20			68-69
11.4.5	11.22.2	IEC/BCC for District NCD Cell	33	33			33	33	69-71
11.4.6	11.24.4.2	IEC/BCC under NOHP	34	16.6	1	10	33	6.6	71-72

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11.4.7	11.24.4.4	IEC on Climate Sensitive Diseases at Block , District and State level – Air pollution, Heat and other relevant Climate Sensitive diseases	34	13.6	1	2.38	33	11.22	73-74
11.4.8	11.24.4.8	IEC/BCC - National Dialysis Programme (Haemodialysis and Peritoneal Dialysis)	1	5	1	5			75
IEC/BCC activities under NPPCD									
11.4.9	11.11.1	State NPPCD	1	10	1	10			75
11.4.9	11.11.2	District NPPCD	33	31.68			33	31.68	75-77
IEC/BCC activities under NPPCF									
11.4.11	11.13.1	Health Education & Publicity for National Programme for Fluorosis (State and District Level)	7	21	1	3.5	8	17.5	77-78
IEV/BCC activities under NUHM									
U.11.2	U.11.2	IEC activities for Health & Wellness Centre(H&WC)	5	76.79	2	67.9	3	8.89	78-81
Total			1,44,732	2,377.33	373	1,394.22	1,04,855	983.11	

A) Total Budget Allocation for State HQ: 1,394.22 Lakh

B) Total Budget Allocation for District: 983.11 Lakh

C) Total Approved Budget for 2021-22: 2377.33 Lakh

FMR Code : 11.4 – IEC/BCC Activities under Maternal Health

FMR Code: 11.1.1(11.4.1)

Activity Head/ Component: Maternal Health

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

Total RoP approval: Rs. 263.65 lakhs

Total Approved Fund: Rs 236.65 for State Level Activity

(Electronic Media: Rs. 64.28 Lakh, Print Media: Rs. 85.20 lakh& Advertisement in Cinema Halls: Rs. 87.17 lakh)

Activity owner: State Media Expert

State Level Activity:

Print, Electronic media and Advertisements in cinema halls activities to be done with Plan of Media Mix with consultation of program head. A monthly plan will be followed accordingly as per need. IEC Cell will cover up the key messages of publicity with the inputs from the concerned program.

FMR Code: 11.1.1(11.4.2)

Activity Head/ Component: Maternal Health- Mass Media/ Mid media

Activity owner:

At State Level: SME/ Consultant MH

At Districts: DME/ DME In-charge

Total fund approved: Rs 27.00 lakhs

Total expenditure already made under this head: Rs 7.00 lakhs

Name of the activity: Covid Appropriate Behaviour banner display in the Bihu Pandals

During the Month of April 2021, on the occasion of Bihu Festival, a Covid Appropriate Behaviour Campaign was launched under the Jana Andolan Campaign. Under this campaign districts were directed to display banners in the Bihu Pandals, to cater to the large gatherings. The budget breakup for this activity is placed below.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
3500	Rs. 200	Rs. 7,00,000	7.00

District Wise Breakup:

SI No	Districts	No of Banners	Cost per unit Rs 200	Cost in Lakhs
1	Baksa	100	20,000	0.20
2	Barpeta	100	20,000	0.20
3	Biswanath	50	10,000	0.10
4	Bongaigaon	100	20,000	0.20
5	Cachar	100	20,000	0.20
6	Charaideo	50	10,000	0.10
7	Chirang	50	10,000	0.10
8	Darrang	150	30,000	0.30
9	Dhemaji	150	30,000	0.30
10	Dhubri	100	20,000	0.20
11	Dibrugarh	200	40,000	0.40
12	Dima Hasao	50	10,000	0.10
13	Goalpara	150	30,000	0.30
14	Golaghat	150	30,000	0.30
15	Hailakandi	50	10,000	0.10
16	Hojai	50	10,000	0.10
17	Jorhat	150	30,000	0.30
18	Kamrup Metro	200	40,000	0.40
19	Kamrup Rural	200	40,000	0.40
20	Karbi Anglong	50	10,000	0.10
21	Karimganj	50	10,000	0.10
22	Kokrajhar	150	30,000	0.30
23	Lakhimpur	150	30,000	0.30
24	Majuli	50	10,000	0.10
25	Morigaon	50	10,000	0.10
26	Nagaon	150	30,000	0.30
27	Nalbari	50	10,000	0.10
28	Sivasagar	150	30,000	0.30
29	Sonitpur	150	30,000	0.30
30	South Samlmar	50	10,000	0.10
31	Tinsukia	150	30,000	0.30
32	Udalguri	100	20,000	0.20
33	West Karbianglong	50	10,000	0.10
Grand Total		3500	7,00,000	7.00

FMR Code: 11.1.1(11.4.2)**Activity Head/ Component:**Maternal Health- Mass Media/Mid media

Activity owner:

At State Level: SME/ Consultant MH

At Districts: DME/ DME In-charge

Total fund approved: Rs 27 lakhs

Total District Approval: Rs 20.00 lakhs

Name of the activity:

- Special Maternal Health Camps with special focus on key behaviours for improving maternal & child health emphasizing on danger signs during pregnancy and early danger signs in neonates to reduce MMR & IMR
- Folk Media performance on maternal health care and schemes available.
- Miking on Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA)

Justification:

In order to promote key behaviors related to maternal and child health, Special Maternal Health Camps are proposed to be in all Sub Centers in the State with special focus on key behaviours for improving maternal & child health emphasizing on danger signs during pregnancy and early danger signs in neonates to reduce MMR & IMR. Many a times it is seen that people lack proper medical facility and the people residing in those areas are ignorant about healthy behaviors. These camps will help in promoting healthy behaviors among the people residing in those areas.

Deliverables:

- Increase in awareness levels of the masses on maternal health issues
- Promoting Health seeking behavior for the mother and unborn child
- Knowledge about the various Govt schemes on Maternal Health and how to avail it

Total fund proposed: Rs.27.00 lakhs

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
1000	Rs. 2,000	Rs. 20,00,000	20.00

District wise Breakup:

Sl. No.	Districts	Nos of selected Tea Gardens	No of Riverine PHCs	Nos of Delivery Pockets- SC	Total Camps	Unit Cost per camp @1000	Miking prior to the Camps @1000	Grand Total in Rs.	Total cost (Rs. in lakhs)
1	Baksa	4	0	0	4	4,000	4,000	8,000	0.08
2	Barpeta	0	4	34	38	38,000	38,000	76,000	0.76
3	Biswanath	20	0	0	20	20,000	20,000	40,000	0.40
4	Bongaigaon	1	2	2	5	5,000	5,000	10,000	0.10
5	Cachar	45	0	1	46	46,000	46,000	92,000	0.92
6	Charaideo	40	0	0	40	40,000	40,000	80,000	0.80
7	Chirang	0	0	10	10	10,000	10,000	20,000	0.20
8	Darrang	4	0	2	6	6,000	6,000	12,000	0.12
9	Dhemaji	0	3	0	3	3,000	3,000	6,000	0.06
10	Dhubri	3	4	135	142	1,42,000	1,42,000	2,84,000	2.84

Sl. No.	Districts	Nos of selected Tea Gardens	No of Riverine PHCs	Nos of Delivery Pockets-SC	Total Camps	Unit Cost per camp @1000	Miking prior to the Camps @1000	Grand Total in Rs.	Total cost (Rs. in lakhs)
11	Dibrugarh	90	2	0	92	92,000	92,000	1,84,000	1.84
12	Dima Hasao	2	0	2	4	4,000	4,000	8,000	0.08
13	Goalpara	2	2	2	6	6,000	6,000	12,000	0.12
14	Golaghat	50	0	0	50	50,000	50,000	1,00,000	1.00
15	Hailakandi	25	0	5	30	30,000	30,000	60,000	0.60
16	Hojai	0	0	25	25	25,000	25,000	50,000	0.50
17	Jorhat	50	1	0	51	51,000	51,000	1,02,000	1.02
18	Kamrup Metro	2	0	1	3	3,000	3,000	6,000	0.06
19	Kamrup Rural	3	4	0	7	7,000	7,000	14,000	0.14
20	Karbi Anglong	13	0	13	26	26,000	26,000	52,000	0.52
21	Karimganj	20	0	46	66	66,000	66,000	1,32,000	1.32
22	Kokrajhar	3	0	4	7	7,000	7,000	14,000	0.14
23	Lakhimpur	9	4	0	13	13,000	13,000	26,000	0.26
24	Majuli	0	0	10	10	10,000	10,000	20,000	0.20
25	Morigaon	1	2	8	11	11,000	11,000	22,000	0.22
26	Nagaon	20	0	19	39	39,000	39,000	78,000	0.78
27	Nalbari	0	1	1	2	2,000	2,000	4,000	0.04
28	Sivasagar	50	0	0	50	50,000	50,000	1,00,000	1.00
29	Sonitpur	49	3	6	58	58,000	58,000	1,16,000	1.16
30	South Salmara	0	0	25	25	25,000	25,000	50,000	0.50
31	Tinsukia	80	2	0	82	82,000	82,000	1,64,000	1.64
32	Udalguri	20	0	0	20	20,000	20,000	40,000	0.40
33	West Karbianglong	0	0	9	9	9,000	9,000	18,000	0.18
Grand Total		606	34	360	1000	10,00,000.00	10,00,000.00	20,00,000.00	20.00

FMR Code : 11.5 – IEC/BCC Activities under Child Health**FMR Code New/Old: 11.1.2/ 11.5.1****Activity Head/ Component:** Child Health Mass Media**Name of the activity:** Electronic Media on (MAA, National de-worming day & RBSK, Nutrition Issues, Home based New born care, Diarrhea, pneumonia)**Activity owner:** State Media Expert**Total RoP approval:** Rs 555.65 lakhs**Total RoP approval for State:** Rs 235.97 lakhs

(Electronic Media: Rs. 64.28 Lakh, Print Media: Rs. 84.52 lakh & Advertisement in Cinema Halls: Rs. 87.17 lakh)

Activity owner: State Media Expert

State Level Activity:

Print, Electronic media and Advertisements in cinema halls activities to be done with Plan of Media Mix with consultation of program head. A monthly plan will be followed accordingly as per need. IEC Cell will cover up the key messages of publicity with the inputs from the concerned program.

FMR Code New/old: 11.1.2/11.5.1

Activity Head/ Component: Child Health Mass Media/Mid Media

Name of the activity: Celebration of World Breastfeeding Week in all the 33 districts.

Activity Owner:

At State Level: SME/ Consultant CH

At District Level: DME/ DME In-charges

Total Fund approved for Districts: Rs.15.54 Lakhs

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
153	Rs. 10,156.86	Rs. 15,54,000	15.54

District level budget break up of World Breastfeeding Week

Sl. No.	Districts	Nos. of Blocks	District level launch	Street play at all block, Unit Cost@3000	Miking at all blocks@2500 x 2 days	Total cost	Total cost (Rs. in lakhs)
1	Baksa	6	10000	18000	30000	58000	0.58
2	Barpeta	7	10000	21000	35000	66000	0.66
3	Biswanath	3	10000	9000	15000	34000	0.34
4	Bongaigaon	4	10000	12000	20000	42000	0.42
5	Cachar	8	10000	24000	40000	74000	0.74
6	Charaideo	2	10000	6000	10000	26000	0.26
7	Chirang	2	10000	6000	10000	26000	0.26
8	Darrang	4	10000	12000	20000	42000	0.42
9	Dhemaji	5	10000	15000	25000	50000	0.5
10	Dhubri	5	10000	15000	25000	50000	0.5
11	Dibrugarh	6	10000	18000	30000	58000	0.58
12	Dima Hasao	3	10000	9000	15000	34000	0.34
13	Goalpara	5	10000	15000	25000	50000	0.5
14	Golaghat	5	10000	15000	25000	50000	0.5
15	Hailakandi	4	10000	12000	20000	42000	0.42

Sl. No.	Districts	Nos. of Blocks	District level launch	Street play at all block, Unit Cost@3000	Miking at all blocks@2500 x 2 days	Total cost	Total cost (Rs. in lakhs)
16	Hojai	2	10000	6000	10000	26000	0.26
17	Jorhat	6	10000	18000	30000	58000	0.58
18	Kamrup M	5	10000	15000	25000	50000	0.5
19	Kamrup R	12	10000	36000	60000	106000	1.06
20	Karbi Anglong	4	10000	12000	20000	42000	0.42
21	Karimganj	5	10000	15000	25000	50000	0.5
22	Kokrajhar	4	10000	12000	20000	42000	0.42
23	Lakhimpur	6	10000	18000	30000	58000	0.58
24	Majuli	1	10000	3000	5000	18000	0.18
25	Marigaon	3	10000	9000	15000	34000	0.34
26	Nagaon	9	10000	27000	45000	82000	0.82
27	Nalbari	4	10000	12000	20000	42000	0.42
28	Sibsagar	6	10000	18000	30000	58000	0.58
29	Sonitpur	4	10000	12000	20000	42000	0.42
30	South Salmara	2	10000	6000	10000	26000	0.26
31	Tinsukia	4	10000	12000	20000	42000	0.42
32	Udalguri	3	10000	9000	15000	34000	0.34
33	West Karbianglong	4	10000	12000	20000	42000	0.42
Grand Total		153	330000	459000	765000	1554000	15.54

FMR Code New/Old :11.1.2/11.5.1

Activity Head/ Component: Child Health

Name of the activity: Ten hoardings per district on key Government of India schemes on Danger signs in Newborns, HBNC, HBYC, 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.

Total Fund Approved: Rs 66 lakhs

Activity Owner: SME/ Consultant CH

This will be a State Level Activity

FMR CodeNew/Old :11.1.2/11.5.1

Activity Head/ Component: Child Health

Activity Owner:

At State Level: SME/ Consultant CH

At District Level: DME/ DME In-charges

Total Fund approved for Districts: Rs. 50.79 Lakhs

Name of the activity: Intensified Diarrhea Control Fortnight Campaign in all the Districts

- 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

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
37,412	135.75	50,78,800	50.79

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 cost (Rs. in lakhs)
1	Baksa	6	157	950	10000	78500	47500	30000	166000	1.66
2	Barpeta	7	264	1610	10000	132000	80500	35000	257500	2.58
3	Biswanath	3	141	786	10000	70500	39300	15000	134800	1.35
4	Bongaigaon	4	108	752	10000	54000	37600	20000	121600	1.22
5	Cachar	8	270	1826	10000	135000	91300	40000	276300	2.76
6	Charaideo	2	70	482	10000	35000	24100	10000	79100	0.79
7	Chirang	2	87	742	10000	43500	37100	10000	100600	1.01
8	Darrang	4	176	978	10000	88000	48900	20000	166900	1.67
9	Dhemaji	5	98	746	10000	49000	37300	25000	121300	1.21
10	Dhubri	5	187	1651	10000	93500	82550	25000	211050	2.11
11	Dibrugarh	6	234	1299	10000	117000	64950	30000	221950	2.22
12	Dima Hasao	3	76	238	10000	38000	11900	15000	74900	0.75
13	Goalpara	5	155	1067	10000	77500	53350	25000	165850	1.66
14	Golaghat	5	143	1057	10000	71500	52850	25000	159350	1.59
15	Hailakandi	4	107	715	10000	53500	35750	20000	119250	1.19
16	Hojai	2	94	701	10000	47000	35050	10000	102050	1.02
17	Jorhat	6	110	967	10000	55000	48350	30000	143350	1.43
18	Kamrup M	5	51	676	10000	25500	33800	25000	94300	0.94
19	Kamrup R	12	280	1744	10000	140000	87200	60000	297200	2.97
20	Karbi Anglong	4	104	739	10000	52000	36950	20000	118950	1.19
21	Karimganj	5	231	1235	10000	115500	61750	25000	212250	2.12
22	Kokrajhar	4	162	1377	10000	81000	68850	20000	179850	1.80
23	Lakhimpur	6	157	1308	10000	78500	65400	30000	183900	1.84
24	Majuli	1	34	298	10000	17000	14900	5000	46900	0.47
25	Marigaon	3	122	948	10000	61000	47400	15000	133400	1.33

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 cost (Rs. in lakhs)
26	Nagaon	9	258	1742	10000	129000	87100	45000	271100	2.71
27	Nalbari	4	122	775	10000	61000	38750	20000	129750	1.30
28	Sibsagar	6	150	774	10000	75000	38700	30000	153700	1.54
29	Sonitpur	4	148	1160	10000	74000	58000	20000	162000	1.62
30	South Salmara	2	51	345	10000	25500	17250	10000	62750	0.63
31	Tinsukia	4	166	1403	10000	83000	70150	20000	183150	1.83
32	Udalguri	3	150	1065	10000	75000	53250	15000	153250	1.53
33	West Karbianglong	4	50	390	10000	25000	19500	20000	74500	0.75
Grand Total		153	4713	32546	330000	2356500	1627300	765000	5078800	50.79

FMR CodeNew/Old :11.1.2/11.5.1

Activity Head/ Component: Child Health (National Deworming Day campaign)

Activity Owner:

At State Level: SME/ Consultant CH

At District Level: DME/ DME In-charges

Total Fund approved for Districts: Rs. 178.80 Lakhs

Name 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
- Leaflets for all ASHAs for door to door visit and IPC on NDD and HygienicBehaviors

Deliverables:

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

Total fund approved: Rs.178.80 lakhs for two rounds

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
39299	454.96	1,78,79,600	Rs 178.80

District wise budget breakup:

Sl. No.	Districts	Nos. Of Blocks	No. of ASHAs	Targeted Schools	District level launch	Miking on NDD at all Block@ 2500	50 Leaflets per ASHA @ Rs. 1.00/- each	Rs 1000 per school for NDD	Total Amount for NDD	Total Amount for NDD * 2 Times	Total cost (Rs. in lakhs)
1	Baksa	6	950	200	10000	15000	47500	200000	272500	545000	5.45
2	Barpeta	7	1610	200	10000	17500	80500	200000	308000	616000	6.16
3	Biswanath	3	786	200	10000	7500	39300	200000	256800	513600	5.136
4	Bongaigaon	4	752	200	10000	10000	37600	200000	257600	515200	5.152
5	Cachar	8	1826	200	10000	20000	91300	200000	321300	642600	6.426
6	Charaideo	2	482	200	10000	5000	24100	200000	239100	478200	4.782
7	Chirang	2	742	200	10000	5000	37100	200000	252100	504200	5.042
8	Darrang	4	978	200	10000	10000	48900	200000	268900	537800	5.378
9	Dhemaji	5	746	200	10000	12500	37300	200000	259800	519600	5.196
10	Dhubri	5	1651	200	10000	12500	82550	200000	305050	610100	6.101
11	Dibrugarh	6	1299	200	10000	15000	64950	200000	289950	579900	5.799
12	Dima Hasao	3	238	200	10000	7500	11900	200000	229400	458800	4.588
13	Goalpara	5	1067	200	10000	12500	53350	200000	275850	551700	5.517
14	Golaghat	5	1057	200	10000	12500	52850	200000	275350	550700	5.507
15	Hailakandi	4	715	200	10000	10000	35750	200000	255750	511500	5.115
16	Hojai	2	701	200	10000	5000	35050	200000	250050	500100	5.001
17	Jorhat	6	967	200	10000	15000	48350	200000	273350	546700	5.467
18	Kamrup M	5	676	200	10000	12500	33800	200000	256300	512600	5.126
19	Kamrup R	12	1744	200	10000	30000	87200	200000	327200	654400	6.544
20	Karbi Anglong	4	739	200	10000	10000	36950	200000	256950	513900	5.139
21	Karimganj	5	1235	200	10000	12500	61750	200000	284250	568500	5.685
22	Kokrajhar	4	1377	200	10000	10000	68850	200000	288850	577700	5.777
23	Lakhimpur	6	1308	200	10000	15000	65400	200000	290400	580800	5.808
24	Majuli	1	298	200	10000	2500	14900	200000	227400	454800	4.548
25	Marigaon	3	948	200	10000	7500	47400	200000	264900	529800	5.298
26	Nagaon	9	1742	200	10000	22500	87100	200000	319600	639200	6.392

Sl. No.	Districts	Nos. Of Blocks	No. of ASHAs	Targeted Schools	District level launch	Miking on NDD at all Block@ 2500	50 Leaflets per ASHA @ Rs. 1.00/- each	Rs 1000 per school for NDD	Total Amount for NDD	Total Amount for NDD * 2 Times	Total cost (Rs. in lakhs)
27	Nalbari	4	775	200	10000	10000	38750	200000	258750	517500	5.175
28	Sibsagar	6	774	200	10000	15000	38700	200000	263700	527400	5.274
29	Sonitpur	4	1160	200	10000	10000	58000	200000	278000	556000	5.56
30	South Salmara	2	345	200	10000	5000	17250	200000	232250	464500	4.645
31	Tinsukia	4	1403	200	10000	10000	70150	200000	290150	580300	5.803
32	Udalguri	3	1065	200	10000	7500	53250	200000	270750	541500	5.415
33	West Karbianglong	4	390	200	10000	10000	19500	200000	239500	479000	4.79
Grand Total		153	32546	6600	330000	382500	1627300	6600000	8939800	17879600	178.80

FMR CodeNew/Old : 11.1.2/11.5.4

Activity Head/ Component: Child Health Social Awareness and Action to Neutralize Pneumonia Successfully (SAANS) Campaign

Activity Owner:

At State Level: SME/ Consultant CH

At District Level: DME/ DME In-charges

Total fund approved: Rs 8.51 lakh

Total Fund approved for State: Rs 2.5 lakh

Total Fund approved for Districts: Rs. 6.01 lakh

Name of the activity:

- Development of Poster for awareness on Pneumonia Management: Sign/Symptoms/care @ 5 nos. per sub center
- Workshop: State level, District level & Block level
- Banner for in All Health institution including SC

Total fund proposed: 8.51 Lakhs

No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
4878	174.49	Rs 8,51,140.00	Rs 8.51

Budget Breakup:

Activity	No of Units*	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
Development and supply of Poster for Diarrhea Management per sub centre	2434	Rs. 10.00	Rs. 24,340.00	Rs. 0.24
State level	1	Rs. 2,50,000.00	Rs. 2,50,000.00	Rs. 2.50
Dist. Level launch/rally	9	Rs. 10,000.00	Rs. 90,000.00	Rs. 0.90
Banner cost=Rs. 200/- per banner in all SC	2434	Rs. 200.00	Rs. 4,86,800.00	Rs. 4.87
Total	4878		Rs. 8,51,140.00	Rs. 8.51

District Breakup:

Sl. No.	Districts	All HI including SCs	Total budget for posters @ Rs.10/- per poster	Banners for all HI @Rs 200/- per Banner	Observation of World Pneumonia Day/rally	Total Cost	Total cost (Rs. in lakhs)
1	Barpeta	326	3260	65200	10000	78460	0.78
2	Dhubri	292	2920	58400	10000	71320	0.71
3	Dibrugarh	275	2750	55000	10000	67750	0.68
4	Hailakandi	124	1240	24800	10000	36040	0.36
5	Kamrup Rural	359	3590	71800	10000	85390	0.85
6	Karimganj	268	2680	53600	10000	66280	0.66
7	Morigaon	163	1630	32600	10000	44230	0.44
8	Nagaon	449	4490	89800	10000	104290	1.04
9	Nalbari	178	1780	35600	10000	47380	0.47
Total:		2434	24340	486800	90000	601140	5.99
State level activity						2,52,000	2.52
Grand Total							8.51

FMR Code : 11.6 – IEC/BCC Activities under Family Planning**FMR Code New/Old : 11.1.3/11.6.1****Activity Head/ Component:** Family Planning Mass Media**Name of the activity:** Electronic Media on (NSV, IUCD, PPIUCD, Condom, female Sterilization, Injectable contraceptive)**Total Fund Approved:** Rs. 229.42 lakh**Electronic Media:** Rs 65.25 lakh, **Print Media:** Rs 50 lakh, **Advertisement in Cinema Hall:** Rs 87.17 lakh and 3 nos. of hoardings per districts: Rs 27 lakhs)**Activity owner:** State Media Expert**This activity will be done at the State Level**

Activity Head/ Component: IEC World Population Day

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 District Level: DME/ DME In-charges

Total Fund approved : 30.28 Lakh

Total Fund approved for State: Rs. 20.39 Lakh

Total Fund approved for Districts: Rs. 9.89 lakh

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.

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: Rs. 9.89 lakhs

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
4866	203.24	Rs. 9,89,000	9.89

District Budget Breakup:

Sl. No.	District	No of Blocks	Sub Centers	Invitation cards along with leaflets@ Rs.1 (100 per SC)	District level Launch	Miking @Rs. 2000 per block	Posters for all Sub Centers @10 rs per poster SC	Total amount Rs	Total in lakhs
1	Baksa	6	157	15700	5000	12000	1570	34270	0.34
2	Barpeta	7	264	26400	5000	14000	2640	48040	0.48
3	Biswanath	3	141	14100	5000	6000	1410	26510	0.27
4	Bongaigaon	4	108	10800	5000	8000	1080	24880	0.25

District Operational Guideline (2021-22)

Sl. No.	District	No of Blocks	Sub Centers	Invitation cards along with leaflets@ Rs.1 (100 per SC)	District level Launch	Miking @Rs. 2000 ber block	Posters for all Sub Centers @10 rs per poster SC	Total amount Rs	Total in lakhs
5	Cachar	8	270	27000	5000	16000	2700	50700	0.51
6	Charaideo	2	70	7000	5000	4000	700	16700	0.17
7	Chirang	2	87	8700	5000	4000	870	18570	0.19
8	Darrang	4	176	17600	5000	8000	1760	32360	0.32
9	Dhemaji	5	98	9800	5000	10000	980	25780	0.26
10	Dhubri	5	187	18700	5000	10000	1870	35570	0.36
11	Dibrugarh	6	234	23400	5000	12000	2340	42740	0.43
12	Dima Hasao	3	76	7600	5000	6000	760	19360	0.19
13	Goalpara	5	155	15500	5000	10000	1550	32050	0.32
14	Golaghat	5	143	14300	5000	10000	1430	30730	0.31
15	Hailakandi	4	107	10700	5000	8000	1070	24770	0.25
16	Hojai	2	94	9400	5000	4000	940	19340	0.19
17	Jorhat	6	110	11000	5000	12000	1100	29100	0.29
18	Kamrup M	5	51	5100	5000	10000	510	20610	0.21
19	Kamrup R	12	280	28000	5000	24000	2800	59800	0.60
20	Karbi Anglong	4	104	10400	5000	8000	1040	24440	0.24
21	Karimganj	5	231	23100	5000	10000	2310	40410	0.40
22	Kokrajhar	4	162	16200	5000	8000	1620	30820	0.31
23	Lakhimpur	6	157	15700	5000	12000	1570	34260	0.34
24	Majuli	1	34	3400	5000	2000	340	10740	0.11
25	Marigaon	3	122	12200	5000	6000	1220	24420	0.24
26	Nagaon	9	258	25800	5000	18000	2580	51380	0.51
27	Nalbari	4	122	12200	5000	8000	1220	26000	0.26
28	Sibsagar	6	150	15000	5000	12000	1500	33500	0.34
29	Sonitpur	4	148	14800	5000	8000	1480	29280	0.29
30	South Salmara	2	51	5100	5000	4000	510	14610	0.15
31	Tinsukia	4	166	16600	5000	8000	1660	31260	0.31
32	Udalguri	3	150	15000	5000	6000	1500	27500	0.28
33	West Karbianglong	4	50	5000	5000	8000	500	18500	0.19
Grand Total		153	4713	471300	165000	306000	47130	989000	9.89

Remaining Rs. 20.39 lakh will be used at the State Level

FMR Code New/Old: 11.1.3/11.6.4

Activity Head: 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 District Level: DME/ DME In-charges

Total Fund approved for Districts: Rs. 28.75 lakh

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
4713	610.00	Rs. 28,74,930	28.75

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	Barpeta	264	132000	2640	26400	161040	1.6104
3	Biswanath	141	70500	1410	14100	86010	0.8601
4	Bongaigaon	108	54000	1080	10800	65880	0.6588
5	Cachar	270	135000	2700	27000	164700	1.647
6	Charaideo	70	35000	700	7000	42700	0.427
7	Chirang	87	43500	870	8700	53070	0.5307
8	Darrang	176	88000	1760	17600	107360	1.0736
9	Dhemaji	98	49000	980	9800	59780	0.5978
10	Dhubri	187	93500	1870	18700	114070	1.1407
11	Dibrugarh	234	117000	2340	23400	142740	1.4274
12	Dima Hasao	76	38000	760	7600	46360	0.4636
13	Goalpara	155	77500	1550	15500	94550	0.9455
14	Golaghat	143	71500	1430	14300	87230	0.8723
15	Hailakandi	107	53500	1070	10700	65270	0.6527
16	Hojai	94	47000	940	9400	57340	0.5734
17	Jorhat	110	55000	1100	11000	67100	0.671
18	Kamrup M	51	25500	510	5100	31110	0.3111
19	Kamrup R	280	140000	2800	28000	170800	1.708
20	Karbi Anglong	104	52000	1040	10400	63440	0.6344
21	Karimganj	231	115500	2310	23100	140910	1.4091
22	Kokrajhar	162	81000	1620	16200	98820	0.9882
23	Lakhimpur	157	78500	1570	15700	95770	0.9577
24	Majuli	34	17000	340	3400	20740	0.2074
25	Marigaon	122	61000	1220	12200	74420	0.7442
26	Nagaon	258	129000	2580	25800	157380	1.5738
27	Nalbari	122	61000	1220	12200	74420	0.7442
28	Sibsagar	150	75000	1500	15000	91500	0.915
29	Sonitpur	148	74000	1480	14800	90280	0.9028
30	South Salmara	51	25500	510	5100	31110	0.3111

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
31	Tinsukia	166	83000	1660	16600	101260	1.0126
32	Udalguri	150	75000	1500	15000	91500	0.915
33	West Karbianglong	50	25000	500	5000	30500	0.305
Grand Total		4713	2356500	47130	471300	2874930	28.75

FMR Code New/Old:11.1.3/11.6.6

Activity Head/ Component: Any other IEC/BCC activities

Activity Owner:

At State Level: SME/ Consultant FP

At District Level: DME/ DME In-charges

Total Fund approved for Districts: Rs. 30.50 lakh

Name of the activity: IEC Activities for Family Planning Melain all districts of Assam with key focus to conduct 2 such melas in a year in two of the lowest performing Blocks.

Whether new/ continued:New

Justification:

It is proposed to conduct Family Planning mela in all the districts twice in a year in between the WPD and the Vasectomy fortnight (March and September) with key focus on two such melas in the worst performing blocks of the district.

The selection of the blocks will depend on the performance in Family Planning activities both facility based and the community based. The indicators for selection will be determined by the state HQ and will be intimated to the districts later on.

The Melas will be conducted for duration of 2 days in a health institute (Block PHC/CHC/ Model Hospital/ SDCH/ DH) with the help of the health staff in coordination with the block administration and should involve other prominent persons like the VHSNC members.

Few activities not limited to are mentioned:

- 1) IEC and awareness activities in the block regarding all the methods available for Family Planning
- 2) Counselling drives to the eligible couples
- 3) Distribution of contraceptives on demand through the health facilities in the block.
- 4) Conducting of the IUCD/ PPIUCD/ Sterilization services
- 5) Mobilization and motivation of clients by ASHA
- 6) Scaling up distribution of contraceptives on house to house mode by ASHA/MPW

- 7) The mela will address the unmet need of the eligible couples in the block and will involve the health staff along with the community prominent personalities in awareness generation on all the available methods of contraception.

Deliverables:

The outcome of the activities in the mela will be assessed based on the same indicators. It will be ensured that the performance will be properly recorded and will reflect in the HMIS. The supply of Contraceptives will be ensured through FPLMIS. For sterilization services mobility of Surgeon and team will be provided.

Total Fund approved for Districts: Rs. 30.50 lakh

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
62	49,193.55	Rs. 30,50,000	30.50

Sl. No.	District	No of blocks for FP Camp per district	Miking prior to the Mela for awareness in the areas, organising cost, display of IEC materials on various methods, food and logistics, miscellaneous		
			Unit cost per camp@25000	Two melas per year	Total in lakhs
1	Baksa	2	50,000	1,00,000	1.00
2	Barpeta	2	50,000	1,00,000	1.00
3	Biswanath	2	50,000	1,00,000	1.00
4	Bongaigaon	2	50,000	1,00,000	1.00
5	Cachar	2	50,000	1,00,000	1.00
6	Charaideo	2	50,000	1,00,000	1.00
7	Chirang	2	50,000	1,00,000	1.00
8	Darrang	2	50,000	1,00,000	1.00
9	Dhemaji	2	50,000	1,00,000	1.00
10	Dhubri	2	50,000	1,00,000	1.00
11	Dibrugarh	2	50,000	1,00,000	1.00
12	Dima Hasao	2	50,000	1,00,000	1.00
13	Goalpara	2	50,000	1,00,000	1.00
14	Golaghat	2	50,000	1,00,000	1.00
15	Hailakandi	0	0	0	0.00
16	Hojai	1	25,000	50,000	1.00
17	Jorhat	2	50,000	1,00,000	1.00
18	Kamrup M	2	50,000	1,00,000	1.00
19	Kamrup R	2	50,000	1,00,000	1.00
20	Karbi Anglong	2	50,000	1,00,000	1.00
21	Karimganj	0	0	0	0.00
22	Kokrajhar	2	50,000	1,00,000	1.00
23	Lakhimpur	2	50,000	1,00,000	1.00
24	Majuli	1	25,000	50,000	0.25

Sl. No.	District	No of blocks for FP Camp per district	Miking prior to the Mela for awareness in the areas, organising cost, display of IEC materials on various methods, food and logistics, miscellaneous		
			Unit cost per camp@25000	Two melas per year	Total in lakhs
25	Marigaon	2	50,000	1,00,000	1.00
26	Nagaon	2	50,000	1,00,000	1.00
27	Nalbari	2	50,000	1,00,000	1.00
28	Sibsagar	2	50,000	1,00,000	1.00
29	Sonitpur	2	50,000	1,00,000	1.00
30	South Salmara	2	50,000	1,00,000	1.00
31	Tinsukia	2	50,000	1,00,000	1.00
32	Udalguri	2	50,000	1,00,000	1.00
33	West Karbianglong	1	25,000	50,000	0.25
34	State	2	50,000	1,00,000	1.00
Grand Total		61	1525000	3050000	30.50

FMR Code : 11.7 – IEC/BCC Activities under Adolescent Health

FMR Code New/Old: 11.1.4/11.7.1

Activity Head/ Component: Adolescent Health

Name of the activity:

Electronic Mediaon (Substance Abuse, Mental Health, Nutrition, Menstrual Hygiene, NCD, Injury and Violence, Sexual & Reproductive Health, Freedays)

Print Mediaon (Substance Abuse, Mental Health, Nutrition, Menstrual Hygiene, NCD, Injury and Violence, Sexual & Reproductive Health, Freedays)

Activity Owner: SME/ Consultant AH at State Level

Total Fund Approved : 115.25 Lakhs

Total Fund Approved for State: Rs 65.25 lakh (electronic) + Rs 50 lakh (print) = Rs 66.25 lakh

Total Fund Approved for District : 49.00 Lakh

Name of Activity: Leaflet on Covid

With the increase in the Covid cases in the rural areas of the State, mass awareness became utmost importance. As such a detailed three page leaflet was prepared containing information on Covid, home isolation protocols, use of Pulse Oximeter, Covid testing centers, Covid Vaccination centers etc. Districts were directed to distribute this leaflet to every household for awareness generation. To execute this activity districts were sanctioned an amount of Rs 49 lakhs during the month of May 2021. The detailed district wise detailed budget break up placed below.

Under this head expenditure already made: Rs.49 lakhs sanctioned to districts

Remaining Rs. 66.25 lakh will be used at the State Level

Total Fund approved for Districts: Rs. 49.00 lakh

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
33	Rs. 1,48,484.84	Rs. 49,00,000	49.00

District wise Budget Breakup:

District wise budget Breakup for leaflet on Covid-19			
Sl	District	Amount in Rs.	Amount in Lakh
1	Baksa	1,00,000.00	1.00
2	Barpeta	2,00,000.00	2.00
3	Biswanath	1,00,000.00	1.00
4	Bongaigaon	1,50,000.00	1.50
5	Cachar	2,00,000.00	2.00
6	Charaideo	50,000.00	0.50
7	Chirang	1,00,000.00	1.00
8	Darrang	1,50,000.00	1.50
9	Dhemaji	1,50,000.00	1.50
10	Dhubri	2,00,000.00	2.00
11	Dibrugarh	3,00,000.00	3.00
12	Dima Hasao	1,00,000.00	1.00
13	Goalpara	1,50,000.00	1.50
14	Golaghat	1,50,000.00	1.50
15	Hailakandi	1,50,000.00	1.50
16	Hojai	50,000.00	0.50
17	Jorhat	1,50,000.00	1.50
18	Kamrup	3,00,000.00	3.00
19	Kamrup Metropolitan	2,50,000.00	2.50
20	Karbi Anglong	1,00,000.00	1.00
21	Karimganj	1,50,000.00	1.50
22	Kokrajhar	1,50,000.00	1.50
23	Lakhimpur	1,50,000.00	1.50
24	Majuli	50,000.00	0.50
25	Marigaon	1,00,000.00	1.00
26	Nagaon	3,00,000.00	3.00
27	Nalbari	1,50,000.00	1.50
28	Sibsagar	1,50,000.00	1.50
29	Sonitpur	1,50,000.00	1.50
30	South Salmara Mancachar	1,00,000.00	1.00
31	Tinsukia	2,00,000.00	2.00
32	Udalguri	1,00,000.00	1.00
33	West Karbi Anglong	50,000.00	0.50
Total		49,00,000.00	49.00

FMR Code New/Old :11.1.4/11.7.3

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

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

Activity Owner: SME/ Consultant AH at the State Level

Total Fund Approved: Rs 27 lakh. This activity will be done at the State Level

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.

FMR Code New/Old: 11.1.4/11.7.3

Activity Head/ Component: Adolescent Health – Formation of Adolescent Girls’ Meet

Activity Owner:

At State Level: SME/ Consultant AH

At District Level: DME/ DME In-charges

Total Fund approved for Districts: Rs. 36.72 lakh

Name of the activity:

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

Whether new/ continued:New

Justification:

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

Objective:

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

Total Fund approved for Districts: Rs. 36.72 lakh

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
1989	1846.15	Rs. 36,72,000	36.72

District Budget Breakup:

Sl No	District	No of Blocks	No of AGDs yearly @12 months	Fund per meet, kits, IEC Display & refreshments, prizes @2000 per	Total Cost in lakhs
1	Baksa	6	72	144000	1.44
2	Barpeta	7	84	168000	1.68
3	Biswanath	3	36	72000	0.72
4	Bongaigaon	4	48	96000	0.96
5	Cachar	8	96	192000	1.92
6	Charaideo	2	24	48000	0.48
7	Chirang	2	24	48000	0.48
8	Darrang	4	48	96000	0.96
9	Dhemaji	5	60	120000	1.2
10	Dhubri	5	60	120000	1.2
11	Dibrugarh	6	72	144000	1.44
12	Dima Hasao	3	36	72000	0.72
13	Goalpara	5	60	120000	1.2
14	Golaghat	5	60	120000	1.2
15	Hailakandi	4	48	96000	0.96
16	Hojai	2	24	48000	0.48
17	Jorhat	6	72	144000	1.44
18	Kamrup M	5	60	120000	1.2
19	Kamrup R	12	144	288000	2.88
20	Karbi Anglong	4	48	96000	0.96
21	Karimganj	5	60	120000	1.2
22	Kokrajhar	4	48	96000	0.96
23	Lakhimpur	6	72	144000	1.44
24	Majuli	1	12	24000	0.24
25	Marigaon	3	36	72000	0.72
26	Nagaon	9	108	216000	2.16
27	Nalbari	4	48	96000	0.96
28	Sibsagar	6	72	144000	1.44

SI No	District	No of Blocks	No of AGDs yearly @12 months	Fund per meet, kits, IEC Display & refreshments, prizes @2000 per	Total Cost in lakhs
29	Sonitpur	4	48	96000	0.96
30	South Salmara	2	24	48000	0.48
31	Tinsukia	4	48	96000	0.96
32	Udalguri	3	36	72000	0.72
33	West Karbianglong	4	48	96000	0.96
Grand Total		153	1836	3672000	36.72

FMR Code : 11.8 – IEC/BCC Activities under Immunization

FMR Code New/Old: 11.1.5/11.8.1

Activity Head/ Component: IEC activities for Immunization

Activity Owner:

At State Level: SME/ Jt. DHS (UIP)

At District Level: DME/ DME In-charges under the guidance of Addl. CM&HO

Total Fund approved: Rs 198.24 lakh

Total Fund approved for State: Rs 152.96 lakh

Total Fund approved for Districts: Rs. 45.28 lakh

Deliverables:

- Increase in awareness levels of the community people regarding immunization
- Increase in visibility of immunization programme

Total fund proposed: Rs.198.24 lakhs

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
33,336	Rs. 594.67	Rs. 1,98,24,035	198.24

District Wise Breakup:

SL	DISTRICT	Block	SC	Village	MIKING Rs.450/- per 2 SC	New Vaccine Introduction: Bl.Advocacy Rs.4300/- per Block	IPC through ASHA Rs. 100/- per village	Total For IMM. (in Rs.)	Total For IMM. (In Lakh)
1	Baksa	6	157	692	35,325.00	25,800.00	69,200.00	1,30,325.00	1.30
2	Barpeta	7	264	855	59,400.00	30,100.00	85,500.00	1,75,000.00	1.75
3	Biswanath	3	137	938	30,825.00	12,900.00	93,800.00	1,37,525.00	1.38
4	Bongaigaon	4	108	571	24,300.00	17,200.00	57,100.00	98,600.00	0.99
5	Cachar	8	270	1183	60,750.00	34,400.00	1,18,300.00	2,13,450.00	2.13
6	Charaideo	2	77	327	17,325.00	8,600.00	32,700.00	58,625.00	0.59

District Operational Guideline (2021-22)

SL	DISTRICT	Block	SC	Village	MIKING Rs.450/- per 2 SC	New Vaccine Introduction: Bl.Advocacy Rs.4300/- per Block	IPC through ASHA Rs. 100/- per village	Total For IMM. (in Rs.)	Total For IMM. (In Lakh)
7	Chirang	2	87	511	19,575.00	8,600.00	51,100.00	79,275.00	0.79
8	Darrang	4	159	541	35,775.00	17,200.00	54,100.00	1,07,075.00	1.07
9	Dhemaji	5	98	2244	22,050.00	21,500.00	2,24,400.00	2,67,950.00	2.68
10	Dhubri	5	183	913	41,175.00	21,500.00	91,300.00	1,53,975.00	1.54
11	Dibrugarh	6	234	1369	52,650.00	25,800.00	1,36,900.00	2,15,350.00	2.15
12	Dima Hasao	3	76	695	17,100.00	12,900.00	69,500.00	99,500.00	1.00
14	Goalpara	5	155	838	34,875.00	21,500.00	83,800.00	1,40,175.00	1.40
13	Golaghat	5	144	1125	32,400.00	21,500.00	1,12,500.00	1,66,400.00	1.66
15	Hailakandi	4	107	358	24,075.00	17,200.00	35,800.00	77,075.00	0.77
16	Hojai	2	94	401	21,150.00	8,600.00	40,100.00	69,850.00	0.70
17	Jorhat	6	111	605	24,975.00	25,800.00	60,500.00	1,11,275.00	1.11
18	Kamrup M	5	51	1088	11,475.00	21,500.00	1,08,800.00	1,41,775.00	1.42
19	Kamrup R	12	279	219	62,775.00	51,600.00	21,900.00	1,36,275.00	1.36
20	K-Anglong	4	104	2552	23,400.00	17,200.00	2,55,200.00	2,95,800.00	2.96
21	Karimganj	5	230	1161	51,750.00	21,500.00	1,16,100.00	1,89,350.00	1.89
22	Kokrajhar	4	162	1081	36,450.00	17,200.00	1,08,100.00	1,61,750.00	1.62
23	Lakhimpur	6	156	1180	35,100.00	25,800.00	1,18,000.00	1,78,900.00	1.79
24	Majuli	1	34	248	7,650.00	4,300.00	24,800.00	36,750.00	0.37
25	Morigaon	3	122	638	27,450.00	12,900.00	63,800.00	1,04,150.00	1.04
26	Nagaon	9	258	1008	58,050.00	38,700.00	1,00,800.00	1,97,550.00	1.98
27	Nalbari	4	122	470	27,450.00	17,200.00	47,000.00	91,650.00	0.92
28	Sibsagar	6	143	549	32,175.00	25,800.00	54,900.00	1,12,875.00	1.13
29	Sonitpur	4	147	946	33,075.00	17,200.00	94,600.00	1,44,875.00	1.45
30	South Salmara Mancachar	2	55	184	12,375.00	8,600.00	18,400.00	39,375.00	0.39
31	Tinsukia	4	166	1175	37,350.00	17,200.00	1,17,500.00	1,72,050.00	1.72
32	Udalguri	3	150	804	33,750.00	12,900.00	80,400.00	1,27,050.00	1.27
33	W.K-Anglong	4	50	680	11,250.00	17,200.00	68,000.00	96,450.00	0.96
Total		153	4690	28149	10,55,250.00	6,57,900.00	28,14,900.00	45,28,050.00	45.28

State Breakup:

Big- Hoarding 20'x10' UC: 9500/- Unit:58	Print-Media on Imm. UC: 8000/- Unit:55	Electronic Media on Imm. UC: 78942/- Unit:53	Poster Banner Bill-Board UC: 9820/- Unit:178	Total (State+District)
12,14,420	56,95,933	45,88,932	37,96,700	1,98,24,035

FMR Code : 11.9 – IEC/BCC Activities under PNDT**FMR CodeNew/Old: 11.1.6/11.9.1****Activity Head/ Component:** IEC/BCC activity for PNDT

Activity owner: SME/SNO at the State level

Total approved budget: **Rs 7.00 lakh****This is a State Level Activity**

Name of the Activity: Creating awareness on declining sex ratio issue (PNDT). Advertisement through print & Electronic media

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
35	20,000	Rs7,00,000	7.00

Break Up:

Sl. No	Activities	unit	Unit cost	Total Amount (In Lakhs)
1	Advertisement through Newspaper (English/Assamese/Bengali/Hindi)	1	2.00 lakh	2.00
2	Banner, Poster, Leaflet	33	2.00 lakh	2.00
3	Advisement through local TV channel	1	3.00 lakh	3.00
Total				7.00

FMR CodeNew/Old: 11.1.6/11.9.2**Activity Head/ Component:** IEC/BCC activity for PNDT

Activity owner: SME/SNO at the State level

DME/ DME In-charges at the district levelTotal approved budget: **Rs 21.50 lakh**Total Budget approved for State: **Rs 5 lakh**Total Budget approved for Districts: **Rs 16.50 lakh****Name of the Activity:** Observation of National Girl Child Day on 24th January, 2022

As a ongoing activity in relation to the creation of awareness of common peoples of Assam the National Girl Child Day on 24th January 2022 to be observed at State and District level. A day long programme to be organized with Mass Rally, various competitions among School and College students and awareness meeting.

Fund proposed: Rs. 21.50 lakhs

District Operational Guideline (2021-22)

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
34	63235.29	Rs 21,50,000	21.50

District wise Break Up:

Sl. No	Activities	Unit	Unit cost	Total Amount (In Lakhs)
1	State HQ Level	1	5.00	5.00
2	District level	33	0.50	16.50
Total		34		21.50

Sl. No.	Districts	Total Cost	Total cost (Rs. in lakhs)
1	Baksa	50,000.00	0.50
2	Barpeta	50,000.00	0.50
3	Biswanath	50,000.00	0.50
4	Bongaigaon	50,000.00	0.50
5	Cachar	50,000.00	0.50
6	Charaideo	50,000.00	0.50
7	Chirang	50,000.00	0.50
8	Darrang	50,000.00	0.50
9	Dhemaji	50,000.00	0.50
10	Dhubri	50,000.00	0.50
11	Dibrugarh	50,000.00	0.50
12	Dima Hasao	50,000.00	0.50
13	Goalpara	50,000.00	0.50
14	Golaghat	50,000.00	0.50
15	Hailakandi	50,000.00	0.50
16	Hojai	50,000.00	0.50
17	Jorhat	50,000.00	0.50
18	Kamrup M	50,000.00	0.50
19	Kamrup R	50,000.00	0.50
20	Karbi Anglong	50,000.00	0.50
21	Karimganj	50,000.00	0.50
22	Kokrajhar	50,000.00	0.50
23	Lakhimpur	50,000.00	0.50
24	Majuli	50,000.00	0.50
25	Marigaon	50,000.00	0.50
26	Nagaon	50,000.00	0.50
27	Nalbari	50,000.00	0.50
28	Sibsagar	50,000.00	0.50
29	Sonitpur	50,000.00	0.50
30	South Salmara	50,000.00	0.50
31	Tinsukia	50,000.00	0.50
32	Udalguri	50,000.00	0.50

Sl. No.	Districts	Total Cost	Total cost (Rs. in lakhs)
33	West Karbianglong	50,000.00	0.50
34	State HQ	5,00,000.00	5.00
Grand Total		21,50,000.00	21.50

FMR Code : 11.14 – IEC/BCC Activities under NIDDCP

FMR Code New/Old :11.1.7/11.14.1

Activity Head/ Component: Health Education & Publicity for NIDDCP

Activity Owner:

At State Level: SPO/SPM/SME

At District Level: Jt. DHS/ DME

Total Approved Fund: Rs 12.00 lakh

Total fund approved for State: Rs 5.65 lakhs

Total fund approved for Districts: Rs 6.35 lakhs

Name of the activity:

- District level Global IDD Programme
- Tally Sheet (Salt Testing Format) for ASHA
- On national Nutrition week(1-7 sept.)Collaboration programme with Food & Nutrition Board,Assam, Department of Woman and Child development, GOI(Participants will be Teachers, C.D.P.O, N.G.Os etc.)
- Development of IEC material Paper advertisement
- State level Global IDD Programme.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
34	Rs. 35,294.12	Rs. 12,00,000	12.00

District wise budget break up

Sl. No.	Districts	Activity Wise		Total Amount	Total Amount in Lakhs
		Tally Sheet	Celebration of GIDDP Day		
1	Baksa	0	15000	15000	0.15
2	Barpeta	0	25000	25000	0.25
3	Biswanath	0	15000	15000	0.15
4	Bongaigaon	0	15000	15000	0.15
5	Cachar	0	15000	15000	0.15
6	Charaideo	0	15000	15000	0.15
7	Chirang	0	15000	15000	0.15

Sl. No.	Districts	Activity Wise		Total Amount	Total Amount in Lakhs
		Tally Sheet	Celebration of GIDDP Day		
8	Darrang	0	25000	25000	0.25
9	Dhemaji	0	15000	15000	0.15
10	Dhubri	0	25000	25000	0.25
11	Dibrugarh	0	25000	25000	0.25
12	Dima Hasao	0	15000	15000	0.15
13	Goalpara	0	25000	25000	0.25
14	Golaghat	0	15000	15000	0.15
15	Hailakandi	0	15000	15000	0.15
16	Hojai	0	15000	15000	0.15
17	Jorhat	0	25000	25000	0.25
18	Kamrup M	0	15000	15000	0.15
19	Kamrup R	0	25000	25000	0.25
20	Karbi Anglong	0	25000	25000	0.25
21	Karimganj	0	15000	15000	0.15
22	Kokrajhar	0	25000	25000	0.25
23	Lakhimpur	0	25000	25000	0.25
24	Majuli	0	15000	15000	0.15
25	Marigaon	0	15000	15000	0.15
26	Nagaon	0	25000	25000	0.25
27	Nalbari	0	25000	25000	0.25
28	Sibsagar	0	25000	25000	0.25
29	Sonitpur	0	15000	15000	0.15
30	South Salmara	0	15000	15000	0.15
31	Tinsukia	0	25000	25000	0.25
32	Udalguri	0	15000	15000	0.15
33	West Karbianglong	0	15000	15000	0.15
34	State HQ	30,000	535000	565000	5.65
Grand Total		30,000	1170,000	12,00,000	12.00

FMR Code New/Old :11.2.1/11.1

Activity Head/ Component:

Development of State Communication strategy (comprising of district plans)

Activity Owner: SME at State Level

Total approved fund: Rs 0.20 lakh

This is a State Level Activity

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

1. One state level IEC-BCC Orientation workshop will be conducted to orient the district level officials towards the priority issues of NHM and method of communication and its effectiveness in Health Sector. 2 Resource Persons @ Rs 10,000 per resource person = Rs. 20,000

No of Unit	Cost per unit	Total cost	Total cost (Rs. in lakhs)
1	20,000	20,000.00	0.20

FMR Code : 11.10 – IEC/BCC Activities under Blood Services & Disorders

FMR Code New/Old: 11.2.2/11.10.1

Activity Head/ Component:IEC/BCC activities under Blood services & disorders

Activity owner: SME/SNO at the State Level

DME/DME In-charge at the District Level

Total fund approved: Rs 11.32 lakhs

Total fund approved for Districts: Rs 11.32 lakhs

Name of the Activity: Community level awareness on Blood Disorders

- Hoarding in All District Hospitals about the various facilities provided for Blood Disorders
- Leaflets SC wise on Blood Disorders and where to avail the government services related to it

Whether new/ continued:New

Justification:

It is seen that the community especially in the rural areas people are not aware about the various blood disorders prevalent in the society. Through this activity it is also proposed to create awareness at the grassroots level on the various health interventions that the Government is providing free of cost and also the services provided in our blood banks will also be highlighted.

Deliverables:

- Increase in awareness of Blood related disorders
- Increase in Awareness of Government facilities provided for blood disorders

Funding proposed: Rs. 11.32

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
4746	238.57	Rs. 11,32,300	11.32

District wise break up:

SI No	District	DH/MC	Sub centers	Rate of Hoardings	50 leaflets per SC @2 RS	Total	Grand Total in Lakhs
1	Baksa	1	157	20,000	15,700	35,700	0.357
2	Barpeta	1	264	20,000	26,400	46,400	0.464
3	Biswanath	1	141	20,000	14,100	34,100	0.341
4	Bongaigaon	1	108	20,000	10,800	30,800	0.308
5	Cachar	1	270	20,000	27,000	47,000	0.47
6	Charaideo	1	70	20,000	7,000	27,000	0.27
7	Chirang	1	87	20,000	8,700	28,700	0.287
8	Darrang	1	176	20,000	17,600	37,600	0.376
9	Dhemaji	1	98	20,000	9,800	29,800	0.298
10	Dhubri	1	187	20,000	18,700	38,700	0.387
11	Dibrugarh	1	234	20,000	23,400	43,400	0.434
12	Dima Hasao	1	76	20,000	7,600	27,600	0.276
13	Goalpara	1	155	20,000	15,500	35,500	0.355
14	Golaghat	1	143	20,000	14,300	34,300	0.343
15	Hailakandi	1	107	20,000	10,700	30,700	0.307
16	Hojai	1	94	20,000	9,400	29,400	0.294
17	Jorhat	1	110	20,000	11,000	31,000	0.31
18	Kamrup M	1	51	20,000	5,100	25,100	0.251
19	Kamrup R	1	280	20,000	28,000	48,000	0.48
20	Karbi Anglong	1	104	20,000	10,400	30,400	0.304
21	Karimganj	1	231	20,000	23,100	43,100	0.431
22	Kokrajhar	1	162	20,000	16,200	36,200	0.362
23	Lakhimpur	1	157	20,000	15,700	35,700	0.357
24	Majuli	1	34	20,000	3,400	23,400	0.234
25	Marigaon	1	122	20,000	12,200	32,200	0.322
26	Nagaon	1	258	20,000	25,800	45,800	0.458
27	Nalbari	1	122	20,000	12,200	32,200	0.322
28	Sibsagar	1	150	20,000	15,000	35,000	0.35
29	Sonitpur	1	148	20,000	14,800	34,800	0.348
30	South Salmara	1	51	20,000	5,100	25,100	0.251
31	Tinsukia	1	166	20,000	16,600	36,600	0.366
32	Udalguri	1	150	20,000	15,000	35,000	0.35
33	West Karbianglong	1	50	20,000	5,000	25,000	0.25
Grand Total		33	4713	6,60,000	4,71,300	11,32,300	11.32

FMR Code New/Old :11.2.5/11.24.4.5

Activity Head/ Component: IEC Activity under NQAP, LaQshya, Kayakalp & Mera-Aspataal

Activity owner: SME/Consultant Quality at the State Level

DME/DME In-charge at the District Level

Total fund approved: Rs 18 lakhs

Total fund approved for districts: Rs 18 lakhs

Name of the activity: IEC Activity under NQAP, LaQshya, Kayakalp & Mera-Aspataal (Signages- Approach road, Departmental, Directional and other facility level signage's)

A budget of **Rs 18.00 Lakhs**@ Rs 30000* 60 facilities is proposed for IEC campaigns on NQAS, Kayakalp & Infection control, display of outcome indicators, signages etc in 60 non laQshya targeted facilities which will also be taken up for NQAS subsequently.

FMR Code	Activities	Unit cost in Rs	Target facilities	Total proposal
11.24.4.5	IEC campaigns on NQAS, LAQSHYA, Kayakalp, Infection control practices, display of outcome indicators department wise, signages	30,000	60	Rs 18.00

District wise break up

SI No	HI	District	Amount
1	Jalah CHC	Baksa	120000
2	Boroma Model		
3	Goreswar Model		
4	Tamulpur CHC		
5	Baghmara	Barpeta	150000
6	Majgaon		
7	Bhuladoba		
8	Mandia Model		
9	Bhabanipur CHC		
10	Kuwaripuriukh Model	Darrang	90000
11	Duni Model		
12	Deomornoi CHC		
13	Lezai Kalkhowa Model	Dibrugarh	60000
14	Chabua Model		
15	Begenagor CHC	Dhemaji	90000
16	Jonai CHC		
17	Jonai BPHC		
18	Maibang	Dima Hasao	30000
19	Bogribari Model	Dhubri	60000
20	Motejhar Model		
21	Hatsingimari SDCH	South Salmara	30000
22	Sarupathar CHC	Golaghat	30000
23	Ambari Bazar	Goalpara	90000
24	Matia Model		
25	Mornoi CHC		
26	Algapur CHC	Hailakandi	60000
27	Mohonpur CHC		

SI No	HI	District	Amount
28	Nakachari	Jorhat	120000
29	Borholla CHC		
30	Bhogamukh		
31	Kalogaon		
32	Kamalabari CHC	Majuli	60000
33	Jengrai CHC	Karup M	30000
34	Khetri CHC		
35	Bamunigaon Model	Kamrup R	120000
36	Rangia Model		
37	Chaygaon CHC		
38	Kamalpur CHC		
39	Hamren CHC	Karbi Anglong	30000
40	West Karbi Anglong CHC	West Karbi Anglong	30000
41	MGM Kachuadam	Karimganj	30000
42	Gosaigaon CHC	Kokrajhar	30000
43	Narayan pur CHC	Lakhimpur	60000
44	Dhalpur CHC		
45	Bhurbandha	Morigaon	60000
46	Moirabari		
47	Tihu Fru	Nalbari	90000
48	Bornordi Model		
49	Belsor Model		
50	Rantholi CHC	Nagaon	90000
51	Rupohi Model		
52	Barapujia BPHC		
53	Hojai FRU	Hojai	30000
54	Amuguri CHC	Sivsagar	60000
55	Khelua BPHC		
56	Sapekheti Model	Charaidew	30000
57	Dhekiajuli CHC	Sonitpur	60000
58	Jamuguri CHC		
59	Gohpur CHC	Biswanath Chariali	30000
60	Khoirabari CHC	Udalguri	30000
Grand Total			1800000

Following type of signages will be put up at the facility level

SI	Particulars
1	Signage for Approach road,
2	Signage for directions
3	Departmental Signages
4	Signages for fire exit
5	Signages for Six Cleans
6	Signages for 7 Rs
7	Signage for BMW

SI	Particulars
8	Signage for Needle stick injury at every nursing station
9	Signages for Handwashing(6 Steps and 5 moments)
10	White board at every department for Outcome Indicators and common for KPIs
11	SOPs of Fire safety Plan(Committee members and exit plan should be displayed
12	Signages for Infection control practices(Chlorine solution, autoclaving method, 3 bucket mopping)
13	Signages for 7 trays in LR
14	Signages on high alert drugs for LR and SNCU
15	Signages for Accident and Emergency Room
16	Signages on Service provision for Laboratory/Radiology
17	Name of doctors and nurses on duty signages
18	Imp no like ambulance, blood bank, police and referral centre to be displayed
19	Display of Patients rights and responsibilities
20	Display of the process of grievance redressal near the complaint box
21	Display of FREE DRUGs and DIAGNOSTIC services
22	Timings of OPD/lab/pharmacy to be displayed
23	Relevant IECs of individual programs to be displayed
24	Visitors policy to be displayed at relevant points

FMR Code New/Old: 11.2.6/11.24.4.7

Activity Head/ Component:

IEC/BCC- Free Diagnostic Service Initiative (Pathology & Radiology)

Activity owner: SME/ Programme Executive at the State Level

DME/ DME In-charges in the districts

Total Fund approved: Rs 37.56 lakhs

Total fund approved at the State: Rs 10 lakh

Total fund approved at the District: Rs 27.56 lakh

Name of the activity:

Mass Awareness Campaign on Free Diagnostics and Laboratory Services with the aim for reducing OOPE and a complaint mechanism (helpline number 104) to address the grievances-

- Promotions through Electronic and Print Media of the various Free Diagnostic Services provided by the government
- Promotions through Social Media on the services provided
- Posters, pamphlets, banners and inserts (with OPD card and reports)
- Standees at the health facility on the various facilities provided, and in case of any issues patients can reach out to the facility administrator in case of unavailability of tests through the service provider and a complaint/helpline number to register their grievances
- Display of laboratory timings at the health facilities (in OPD, outside laboratory and at registration counter for laboratory).

Whether new/ continued: New

Justification:

It is essential to actively promote the Free Diagnostics (CT Scan, X-ray and Laboratory) services through Service Provider and in-house mode in order to ensure wide acceptance of services available free of cost for the public thereby reducing the OOPE of the poor families. For creating awareness and promotion through multiple channels at the District (health facilities) and the State level also.

Deliverables:

- Reducing the OOPE of the poor families
- Mass awareness of the public about the various facilities provided by the government

No of Unit	Cost per unit	Total cost	Total cost (Rs. in lakhs)
1226	3063.83	37,56,250	37.56

Districtwise level break-up

Sl No	District	List of HI till PHC level	Leaflets @1000 pieces per center @Rs 1	Standeeds at the HI @1000 per	White Board @ Rs 250 per	Total cost	Total cost in Lakhs
1	Baksa	45	45000	45000	11250	101250	1.01
2	Barpeta	60	60000	60000	15000	135000	1.35
3	Biswanath	29	29000	29000	7250	65250	0.65
4	Bongaigaon	34	34000	34000	8500	76500	0.77
5	Cachar	39	39000	39000	9750	87750	0.88
6	Charaideo	21	21000	21000	5250	47250	0.47
7	Chirang	29	29000	29000	7250	65250	0.65
8	Darrang	41	41000	41000	10250	92250	0.92
9	Dhemaji	29	29000	29000	7250	65250	0.65
10	Dhubri	42	42000	42000	10500	94500	0.95
11	Dibrugarh	41	41000	41000	10250	92250	0.92
12	Dima Hasao	16	16000	16000	4000	36000	0.36
13	Goalpara	45	45000	45000	11250	101250	1.01
14	Golaghat	49	49000	49000	12250	110250	1.10
15	Hailakandi	18	18000	18000	4500	40500	0.41
16	Hojai	12	12000	12000	3000	27000	0.27
17	Jorhat	41	41000	41000	10250	92250	0.92
18	Kamrup M	49	49000	49000	12250	110250	1.10
19	Kamrup R	79	79000	79000	19750	177750	1.78
20	Karbi Anglong	30	30000	30000	7500	67500	0.68
21	Karimganj	37	37000	37000	9250	83250	0.83
22	Kokrajhar	49	49000	49000	12250	110250	1.10

Sl No	District	List of HI till PHC level	Leaflets @1000 pieces per center @Rs 1	Standees at the HI @1000 per	White Board @ Rs 250 per	Total cost	Total cost in Lakhs
23	Lakhimpur	38	38000	38000	9500	85500	0.86
24	Majuli	9	9000	9000	2250	20250	0.20
25	Marigaon	41	41000	41000	10250	92250	0.92
26	Nagaon	86	86000	86000	21500	193500	1.94
27	Nalbari	56	56000	56000	14000	126000	1.26
28	Sibsagar	30	30000	30000	7500	67500	0.68
29	Sonitpur	37	37000	37000	9250	83250	0.83
30	South Salmara	10	10000	10000	2500	22500	0.23
31	Tinsukia	31	31000	31000	7750	69750	0.70
32	Udalguri	32	32000	32000	8000	71000	0.71
33	West Karbianglong	20	20000	20000	5000	45000	0.45
Grand Total		1225	1225000	1225000	306250	2756250	27.56

FMR Code : 11.24 – Other IEC/BCC Activities

FMR Code New/Old : 11.2.7/11.3

Activity Head/Component: Targeting naturally occurring gathering of people Transit Message

Activity owner:

At State Level: SME

At the district level: DME/ DME In-charges

Total amount approved: Rs 46.20 Lakhs

Activity Plan:

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

-Information on the flagship programs, behavioral messages etc will be displayed in the panel, auto rickshaw, van, taxis, rickshaw panel etc. Other emergency activity can be done by the districts using this medium.

Messages to be covered through this medium

-CM's free diagnostic scheme, MMU, NCD screening, JSSK, JSY, PMSMA, Wage Compensation schemes for TG PW, Tobacco control, Mental health, Adolescent Health, Menstrual Hygiene, MAA Complimentary feeding, Family Planning, Diarrhea Control, Deworming, 104, 108, 102, RBSK, RKSK, JE, Dengue etc.

Budget Breakup:

Activity	No of Units	Cost Per Unit	Total Cost	Total cost in entire activity (in lakhs)
Transit Message Service	154 blocks	Rs 30,000	46,20,000	Rs. 46.20 Lakhs

District wise breakup

Sl. No.	Districts	Nos. of blocks	Unit Cost @30000	Total cost (Rs. in lakhs)
1	Baksa	6	180000	1.80
2	Barpeta	7	210000	2.10
3	Biswanath	3	90000	0.90
4	Bongaigaon	4	120000	1.20
5	Cachar	8	240000	2.40
6	Charaideo	2	60000	0.60
7	Chirang	2	60000	0.60
8	Darrang	4	120000	1.20
9	Dhemaji	5	150000	1.50
10	Dhubri	5	150000	1.50
11	Dibrugarh	6	180000	1.80
12	Dima Hasao	3	90000	0.90
13	Goalpara	5	150000	1.50
14	Golaghat	5	150000	1.50
15	Hailakandi	4	120000	1.20
16	Hojai	2	60000	0.60
17	Jorhat	6	180000	1.80
18	Kamrup M	5	150000	1.50
19	Kamrup R	12	360000	3.60
20	Karbi Anglong	4	120000	1.20
21	Karimganj	5	150000	1.50
22	Kokrajhar	4	120000	1.20
23	Lakhimpur	6	180000	1.80
24	Majuli	1	30000	0.30
25	Marigaon	3	90000	0.90
26	Nagaon	9	270000	2.70
27	Nalbari	4	120000	1.20
28	Sibsagar	6	180000	1.80
29	Sonitpur	4	120000	1.20
30	South Salmara	2	60000	0.60
31	Tinsukia	4	120000	1.20

Sl. No.	Districts	Nos. of blocks	Unit Cost @30000	Total cost (Rs. in lakhs)
32	Udalguri	3	90000	0.90
33	West Karbianglong	4	120000	1.20
34	State HQ	1	30000	0.30
Grand Total		154	4620000	46.20

FMR Code New/Old: 11.2.7/11.3

Activity Head/ Component: Health Mela

Activity owner: SME at the State Level

DME/DME In-charge at the districts

Total Approved amount: Rs 27.00 lakhs

Name of the activity: Health Mela

Activity Plan:

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.

Funding proposed: Rs. 27.00 lakhs

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
135	Rs. 20,000	Rs. 27,00,000.00	Rs 27.00

Sl. No.	Districts	Nos. of units	Unit Cost @20000	Total cost (Rs. in lakhs)
1	Baksa	4	80000	0.80
2	Barpeta	4	80000	0.80
3	Biswanath	1	20000	0.20

Sl. No.	Districts	Nos. of units	Unit Cost @20000	Total cost (Rs. in lakhs)
4	Bongaigaon	4	80000	0.80
5	Cachar	6	120000	1.20
6	Charaideo	1	20000	0.20
7	Chirang	2	40000	0.40
8	Darrang	4	80000	0.80
9	Dhemaji	4	80000	0.80
10	Dhubri	5	100000	1.00
11	Dibrugarh	8	160000	1.60
12	Dima Hasao	4	80000	0.80
13	Goalpara	5	100000	1.00
14	Golaghat	5	100000	1.00
15	Hailakandi	5	100000	1.00
16	Hojai	1	20000	0.20
17	Jorhat	6	120000	1.20
18	Kamrup M	5	100000	1.00
19	Kamrup R	8	160000	1.60
20	Karbi Anglong	4	80000	0.80
21	Karimganj	5	100000	1.00
22	Kokrajhar	4	80000	0.80
23	Lakhimpur	6	120000	1.20
24	Majuli	1	20000	0.20
25	Marigaon	4	80000	0.80
26	Nagaon	4	80000	0.80
27	Nalbari	4	80000	0.80
28	Sibsagar	6	120000	1.20
29	Sonitpur	5	100000	1.00
30	South Salmara	1	20000	0.20
31	Tinsukia	4	80000	0.80
32	Udalguri	4	80000	0.80
33	West Karbianglong	1	20000	0.20
Grand Total		135	2700000	27.00

FMR Code new/Old: 11.2.7/11.24.2

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

Owner of the activity: SME

Approved fund: Rs 30.72 lakhs

This activity will be done at the State Level

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

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.

FMR Code : 11.15 – IEC/BCC Activities under NVBDCP

FMR Code New/Old: 11.3.1/11.15.1

Name of the Activity: IEC / BCC under Malaria

Activity owner:

At State Level: SPO NVBDCP/ IEC BCC Consultant NVBDCP/SME

At District: DMO/DVBDCP/DME

Total Fund approved: Rs 40 lakhs

Total Fund approved for State: Rs 18.12 lakhs

Total Fund approved for Districts: Rs 21.88 lakhs

For IEC/BCC on Malaria during the Malaria season of 6 months broad publicity to create awareness about signs and symptoms of Malaria, preventive measures, control measures, availability of diagnostics and free treatment in health facilities and regarding Community Volunteers (ASHA)s has been planned through TV, Radio, FM, Radio centers ,News Paper , displaying Banners , distributing pamphlets and Posters and erecting Hoardings .

Anti- Malaria Month in June' 2021: It has also been planned to observe Anti- Malaria Month in June' 2021 at District level.

Anti Malaria Day: It has also been planned to observe Anti- Malaria Day at Block level.

Justification: To create awareness about signs and symptoms of Malaria, Importance of Early Diagnosis, prompt and complete treatment, Availability of Diagnostic and free and good quality treatment in Health facilities and also Provision of Drugs at free of Cost.

District Operational Guideline (2021-22)

TARGET Group:- General public, Patients ,Community Leaders,/Peoples Representatives, SHGs ,NGOs Community Volunteers, Traditional Healers People practicing other system of Medicine . There should be at least 20-25 people in the meeting.

PLACE:-The meeting should be organized at the Village Level. This can be organized in the Community Hall/Centre, or any other important place in the community.

DURATION AND FRQUENCY:-The meeting can be organized once in the Anti- Malaria Month in June and should last for 1 to 2 Hours. The participants may be provided small refreshment (Tea /Snacks) as provided from the Fund.

HEALTH COMMUNICATION MATERIALS:-

- Banners and Posters
- Poster on Malaria, JE, Dengue, Filaria, Chikungunya & other Vector Borne Diseases.
- Pamphlets, Flip Chart, Mike, Exhibition Material, CD, and Pen drive with Players with Information Materials. Audio Visual Help with Screen.
- Publicity through Print and Electronic Media at the State Level

Funding proposed: Rs. 40.00 lakhs

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
154	Rs. 25,974.03	Rs. 40,00,000	40.00

District wise budget breakup

Sl. No.	District	No of Health Blocks	Amount proposed for Leaflet	Amount proposed for Banner	Amount proposed for Poster	Amount Proposed for Anti Malaria Day @ 1400/ Block	Amount proposed for Hoarding @20000 rs per	Amount Proposed for Anti Malaria Month @ Rs.10000/ Districts	Total Amount (Rs)	Total Amount in lakhs
1	Baksa	6	15000	10000	10000	8400	40000	10000	93400	0.93
2	Barpeta	7	10000	10000	5000	9800	20000	10000	64800	0.65
3	Biswanath	3	5000	5000	3000	4200	20000	10000	47200	0.47
4	Bongaigaon	4	10000	10000	7000	5600	20000	10000	62600	0.63
5	Cachar	8	10000	10000	7000	11200	20000	10000	68200	0.68
6	Charaideo	2	5000	5000	3000	2800	20000	10000	45800	0.46
7	Chirang	2	15000	10000	7000	2800	20000	10000	64800	0.65
8	Darrang	4	10000	10000	7000	5600	20000	10000	62600	0.63
9	Dhemaji	5	10000	10000	7000	7000	20000	10000	64000	0.64
10	Dhubri	5	10000	10000	7000	7000	20000	10000	64000	0.64
11	Dibrugarh	6	15000	10000	7000	8400	20000	10000	70400	0.70
12	Dima Hasao	3	15000	10000	7000	4200	20000	10000	66200	0.66
13	Goalpara	5	10000	10000	7000	7000	20000	10000	64000	0.64
14	Golaghat	5	10000	10000	7000	7000	20000	10000	64000	0.64
15	Hailakandi	4	10000	10000	7000	5600	20000	10000	62600	0.63

Sl. No.	District	No of Health Blocks	Amount proposed for Leaflet	Amount proposed for Banner	Amount proposed for Poster	Amount Proposed for Anti Malaria Day @ 1400/Block	Amount proposed for Hoarding @20000 rs per	Amount Proposed for Anti Malaria Month @ Rs.10000/Districts	Total Amount (Rs)	Total Amount in lakhs
16	Hojai	2	5000	5000	3000	2800	20000	10000	45800	0.46
17	Jorhat	6	10000	10000	7000	8400	20000	10000	65400	0.65
18	Kamrup Metro	5	10000	10000	10000	7000	50000	10000	97000	0.97
19	Kamrup Rural	12	15000	10000	10000	16800	20000	10000	81800	0.82
20	KarbiAnglong	4	15000	10000	7000	5600	20000	10000	67600	0.68
21	Karimganj	5	10000	10000	7000	7000	20000	10000	64000	0.64
22	Kokrajhar	4	15000	10000	7000	5600	20000	10000	67600	0.68
23	Lakhimpur	6	10000	10000	7000	8400	20000	10000	65400	0.65
24	Majuli	1	5000	5000	3000	1400	20000	10000	44400	0.44
25	Morigaon	3	10000	10000	7000	4200	20000	10000	61200	0.61
26	Nagaon	9	10000	10000	7000	12600	20000	10000	69600	0.70
27	Nalbari	4	15000	10000	7000	5600	20000	10000	67600	0.68
28	Sivasagar	6	10000	10000	7000	8400	20000	10000	65400	0.65
29	Sonitpur	4	15000	10000	3000	5600	20000	10000	63600	0.64
30	South Salamara	2	5000	5000	3000	2800	20000	10000	45800	0.46
31	Tinsukia	4	10000	10000	7000	5600	20000	10000	62600	0.63
32	Udalguri	3	25000	10000	10000	4200	50000	10000	109200	1.09
33	West KarbiAnglong West	4	25000	10000	7000	5600	20000	10000	77600	0.78
State HQ		0	100000	13800	0	0	1000000	700000	1812800	18.12
Total		153	480000	318800	217000	214200	1740000	1030000	4000000	40.00

FMR Code New/Old: 11.3.1/11.15.2

Name of the Activity: IEC/BCC for Social mobilization (Dengue and Chikungunya)

Activity owner:

At State Level: SPO NVBDCP/ IEC BCC Consultant NVBDCP/SME

At District: DMO/DVBDCP/DME

Total Fund approved: Rs 25 lakhs

Total Fund approved for State: Rs 4.43 lakhs

Total Fund approved for Districts: Rs 20.57 lakhs

For IEC/BCC on Dengue to create awareness about signs and symptoms of Dengue ,source reduction, preventive measures, control measures, availability of diagnostic and free treatment in health facilities and regarding Community Volunteers (ASHA)s has been planned through TV, Radio FM,

District Operational Guideline (2021-22)

Radio centres ,News Paper , displaying Banners , distributing pamphlets and Posters and erecting Hoardings .

Justification: To create awareness about signs and symptoms of Dengue Diseases, preventive measures, source reduction, control measures, availability of diagnostic and free treatment in health facilities regarding Community Volunteers (ASHA)s.

Anti- Dengue Month: It has also been planned to observe Anti- Dengue Month at Rs.15000 per district

Observation of National Dengue Day 2021 in all the districts

State Level Activity: Awareness through Electronic, Print Media and Social Media

District Activity:

A. Community Message Dissemination Session,

B. School Education Programme,

C. Miking

D. Hoardings

E. Posters

Funding proposed: Rs. 25.00 lakhs

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
34	Rs. 73529.41	Rs. 25,00,000	25.00

Sl. No.	District	Amount proposed for Leaflet	Amount proposed for Banner	Amount proposed for Poster	Amount proposed for hoarding	Observation of National Dengue day	Anti Dengue Month observation Districts	Total Amount	Total Amount in lakhs
1	Baksa	10000	7000	5000	20000	10000	15000	67000	0.67
2	Barpeta	10000	7000	5000	20000	10000	15000	67000	0.67
3	Biswanath	5000	3000	5000	10000	5000	8000	36000	0.36
4	Bongaigaon	10000	7000	5000	20000	10000	15000	67000	0.67
5	Cachar	10000	7000	5000	20000	10000	15000	67000	0.67
6	Charaideo	5000	3000	5000	10000	5000	8000	36000	0.36
7	Chirang	10000	7000	5000	20000	10000	15000	67000	0.67
8	Darrang	10000	7000	5000	20000	10000	15000	67000	0.67
9	Dhemaji	10000	7000	5000	20000	10000	15000	67000	0.67
10	Dhubri	10000	7000	5000	20000	10000	15000	67000	0.67

District Operational Guideline (2021-22)

Sl. No.	District	Amount proposed for Leaflet	Amount proposed for Banner	Amount proposed for Poster	Amount proposed for hoarding	Observation of National Dengue day	Anti Dengue Month observation Districts	Total Amount	Total Amount in lakhs
11	Dibrugarh	10000	7000	5000	20000	10000	15000	67000	0.67
12	Dima Hasao	10000	7000	5000	20000	10000	15000	67000	0.67
13	Goalpara	10000	7000	5000	20000	10000	15000	67000	0.67
14	Golaghat	10000	7000	5000	20000	10000	15000	67000	0.67
15	Hailakandi	10000	7000	5000	20000	10000	15000	67000	0.67
16	Hojai	5000	3000	5000	10000	5000	8000	36000	0.36
17	Jorhat	7000	7000	5000	20000	10000	15000	64000	0.64
18	Kamrup Metro	15000	7000	5000	60000	10000	15000	112000	1.12
19	Kamrup Rural	10000	7000	5000	20000	10000	15000	67000	0.67
20	KarbiAnglong	10000	7000	5000	20000	10000	15000	67000	0.67
21	Karimganj	10000	7000	5000	20000	10000	15000	67000	0.67
22	Kokrajhar	10000	7000	5000	20000	10000	15000	67000	0.67
23	Lakhimpur	10000	7000	5000	20000	10000	15000	67000	0.67
24	Majuli	5000	3000	5000	10000	5000	8000	36000	0.36
25	Morigaon	10000	7000	5000	20000	10000	15000	67000	0.67
26	Nagoan	10000	7000	5000	20000	10000	15000	67000	0.67
27	Nalbari	10000	7000	5000	20000	10000	15000	67000	0.67
28	Sivasagar	10000	7000	5000	10000	10000	15000	57000	0.57
29	Sonitpur	10000	7000	5000	20000	10000	15000	67000	0.67
30	South Salmara	5000	3000	5000	10000	5000	8000	36000	0.36
31	Tinsukia	10000	7000	5000	20000	10000	15000	67000	0.67
32	Udalguri	10000	7000	5000	20000	10000	15000	67000	0.67
33	West KarbiAnglong West	5000	3000	5000	10000	5000	8000	36000	0.36
State HQ					43000	200000	200000	443000	4.43
Total		322000	237000	185000	670000	500000	653000	25,00,000	25

FMR Code New/Old: 11.3.1/11.15.3

Name of the Activity: IEC/BCC specific to J.E. in endemic areas

Activity owner:

At State Level: SPO NVBDCP/ IEC BCC Consultant NVBDCP/SME

At District: DMO/DVBDCP/DME

Total Fund approved: Rs 50 lakhs

Total Fund approved for State: Rs 28.39 lakhs

Total Fund approved for Districts: Rs 21.61 lakhs

Justification: It is observed that reports of JE start coming in as early as in the month of April. Time is of essence to check the spread of JE and early intervention through testing and proper treatment which is provided free of Cost by the Government. It is essential that mass awareness is created through mass media platforms and community visits on signs, symptoms, early testing and treatment by visiting the health facilities. It is crucial that before any outbreak occurs people are well aware about the critical actions to be taken.

The following topics will also be covered through the mass awareness drive by our Health Workers- Importance of Early Diagnosis and prompt treatment, availability of Diagnostic and free and good quality treatment in Health Facilities, Provision of Drugs at free of Cost. Importance of Vector Control Measures i.e. use of Insecticide Treated Bed Nets etc

State Level Activity: Mass awareness campaign on signs, symptoms, early testing and treatment by visiting the health facilities through Electronic, Print and Social Media from April onwards

District Activity:

For IEC/BCC the following activities will be carried out:-

1. Street Plays
2. Miking at all the districts
3. Leaflet/posters distribution
4. Hoarding at strategic locations with High Visibility
5. IPC by frontline workers on signs, symptoms, dos and don'ts etc

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
34	1,47,058.82	Rs. 50,00,000	50.00

District wise budget breakup

Sl No.	District	No of Street play proposed @Rs.3000	Amount	No of Miking	Amount @2500 rs per	Amount proposed for Leaflet	Amount proposed for Poster	Amount Proposed for Hoarding @20000	Total Amount	Total Amount In Lakhs)
1	Barpeta	5	15000	7	17500	10000	7000	20000	69500	0.70
2	Baska	5	15000	7	17500	10000	10000	20000	72500	0.73
3	Biswanath	3	9000	3	7500	5000	3000	20000	44500	0.45
4	Bongaigaon	5	15000	7	17500	10000	7000	20000	69500	0.70
5	Cachar	5	15000	7	17500	10000	7000	20000	69500	0.70
6	Charaideo	3	9000	3	7500	5000	3000	20000	44500	0.45
7	Chirang	5	15000	7	17500	10000	7000	20000	69500	0.70
8	Darrang	5	15000	7	17500	10000	7000	20000	69500	0.70
9	Dhemaji	5	15000	7	17500	10000	7000	20000	69500	0.70
10	Dhubri	5	15000	7	17500	10000	7000	20000	69500	0.70
11	Dibrugarh	5	15000	7	17500	10000	10000	20000	72500	0.73
12	Dima Hasao	3	9000	7	17500	10000	7000	20000	63500	0.64
13	Goalpara	5	15000	7	17500	10000	7000	20000	69500	0.70
14	Golaghat	5	15000	7	17500	10000	7000	20000	69500	0.70
15	Hailakandi	3	9000	7	17500	10000	7000	20000	63500	0.64
16	Hojai	3	9000	7	17500	5000	3000	10000	44500	0.45
17	Jorhat	5	15000	7	17500	10000	7000	20000	69500	0.70
18	Kamrup Metro	5	15000	7	17500	10000	10000	20000	72500	0.73
19	Kamrup Rural	5	15000	7	17500	10000	7000	20000	69500	0.70
20	KarbiAnglong	5	15000	7	17500	10000	7000	20000	69500	0.70
21	Karimganj	5	15000	7	17500	10000	7000	20000	69500	0.70
22	Kokrajhar	5	15000	7	17500	10000	7000	20000	69500	0.70
23	Lakhimpur	5	15000	7	17500	10000	7000	20000	69500	0.70
24	Majuli	5	15000	3	7500	5000	3000	10000	40500	0.41
25	Morigaon	10	30000	7	17500	10000	7000	20000	84500	0.85
26	Nagoan	5	15000	7	17500	10000	7000	20000	69500	0.70
27	Nalbari	5	15000	7	17500	10000	7000	20000	69500	0.70
28	Sivasagar	5	15000	7	17500	10000	7000	20000	69500	0.70
29	Sonitpur	5	15000	7	17500	10000	7000	20000	69500	0.70
30	South Salmara	3	9000	3	7500	5000	3000	10000	34500	0.35
31	Tinsukia	5	15000	7	17500	10000	7000	20000	69500	0.70
32	Udalguri	5	15000	7	17500	10000	10000	20000	72500	0.73
33	West KarbiAnglong	5	15000	3	7500	5000	7000	10000	44500	0.45
State HQ		Mass Media & Media Mix							2855500	28.39
Total		158	474000	211	527500	300000	223000	620000	5000000	50

FMR Code : 11.16 – IEC/BCC Activities under NLEP

FMR Code New/Old: 11.3.2/11.16.1

Name of the Head: IEC / BCC under NLEP

Activity owner:

At State Level: SPO/SME

At District: DLC/DME

Total Fund approved: Rs 10 lakhs

Total Fund approved for State: Rs 3.10 lakhs

Total Fund approved for Districts: Rs 6.90 lakhs

Objectives of IEC :-

- To develop communication material vis-à-vis the target audiences and deliver effectively.
- To complement and support the detection and treatment services being provided free of cost through the General Health Care System which is available all Govt. Health Institution.
- To remove stigma associated with leprosy and prevent discrimination against leprosy affected persons.
- To specifically cover beneficiaries, health providers, influencers and the masses.

IEC under NLEP has been decentralized to the States/ UTs who will make their own plan and implement same. Central Leprosy Division will provide broad guidelines with allotted budget to the States/ UTs, who will have the flexibility to allocate cost to districts as per local **Priority areas** and **Target groups** to be attended through –

- Mass Media –TV, Radio and press in local languages.
- Outdoor Media - Hoardings, Bus panels, Wall paintings, posters, Rallies including Banners.
- Rural Media - IPC meetings, School talks/quiz, Folk media, Exhibitions and Health Melas.
- Advocacy - Meetings with ZilaParishad, MahilaMandals, NGOs etc.

Interpersonal Communication (IPC) through the health staff involving communities, Panchayat leaders and NGO through advocacy workshops will remain the focused approach.

Priority Areas:

- Low literacy rates in general with low female literacy rates in particular.
- Tribal population
- High Endemic districts (ANCDR >10/100,000 pop.).
- Urban areas with problem of migration.

Target groups:

- Women from the areas where literacy rate is low.
 - School children
 - Population groups residing in remote inaccessible areas and tribal population.
 - Migratory population.
 - People living in urban slums.
- **Anti-Leprosy Fortnight (30th Jan, 2022 – 13th Feb, 2022) termed as ‘SPARSH LEPROSY AWARENESS CAMPAIGN’ (SLAC):**

In connection with the Martyrdom day of the “Father of the Nation”, Mahatma Gandhi on 30th January, Anti-Leprosy day has been observed spanning up to a fortnight termed as ‘SPARSH LEPROSY AWARENESS CAMPAIGN (SLAC)’, will be carried out along with other State of India for the above mentioned period with the objective of creating public awareness through various NLEP activities (IEC / BCC), such as, folk shows, school quiz, street play, formation of Gram Sabha etc.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
34	29,411.76	10,00,000	10.00

District wise break-up:

Sl No.	District	Observation of Anti Leprosy Day/ SLA Campaign	Total in lakhs
1	Barpeta	20000	0.2
2	Baska	20000	0.2
3	Biswanath	20000	0.2
4	Bongaigaon	20000	0.2
5	Cachar	20000	0.2
6	Charaideo	20000	0.2
7	Chirang	20000	0.2
8	Darrang	20000	0.2
9	Dhemaji	20000	0.2
10	Dhubri	20000	0.2
11	Dibrugarh	30000	0.3
12	Dima Hasao	20000	0.2
13	Goalpara	20000	0.2
14	Golaghat	20000	0.2
15	Hailakandi	20000	0.2
16	Hojai	20000	0.2
17	Jorhat	20000	0.2
18	Kamrup Metro	20000	0.2
19	Kamrup Rural	20000	0.2
20	KarbiAnglong	20000	0.2
21	Karimganj	20000	0.2
22	Kokrajhar	20000	0.2
23	Lakhimpur	20000	0.2
24	Majuli	20000	0.2
25	Morigaon	20000	0.2
26	Nagoan	20000	0.2
27	Nalbari	20000	0.2
28	Sivasagar	30000	0.3
29	Sonitpur	20000	0.2
30	South Salmara	20000	0.2
31	Tinsukia	30000	0.3
32	Udalguri	20000	0.2

Sl No.	District	Observation of Anti Leprosy Day/ SLA Campaign	Total in lakhs
33	West KarbiAnglong	20000	0.2
State HQ		310000	3.1
Total		1000000	10

FMR Code : 11.17 – IEC/BCC Activities under NTEP

F.M.R. Code New/Old : 11.3.3/11.17.1

Activity: IEC/BCC activities under NTEP

Activity owner:

At State Level: SPO& ACSM/SME

At District: DTO & PPM Coordinator/DME/DME In-charges

Total Fund approved: Rs 77.55 lakhs

Total Fund approved for State: Rs 25 lakhs

Total Fund approved for Districts: Rs 50.55 lakhs

Budget Proposed:

Total Budget 2021-22 (In Lacs)	
District Level	50.55
State Level	25.00
Grand Total	75.55

Description:

Advocacy Communication & Social Mobilization (ACSM) in NTEP is to enhance and sustained TB elimination efforts by organizing IEC/BCC activities to improve case detection, treatment adherence, combating stigma and discrimination while empowering people affected by TB. This year objective of ACSM activities will not only to reach unreached public sector TB patients but also private TB patients including provide support to Active Case Findings campaigns.

Private Sector Engagement in NTEP and working with TB champions (cured TB patients) will be on high priority for the year 2021-22.

Priority Areas at State Level:

- Liaoning with National, State, district and sub-district level stakeholders (JEET, World Vision, ABITA, ESI, Railways, Army, CRPF, IMA and other NGO partners)
- Mass Media engagement: Print, Radio including Television.
- Social Media: Use strategically Facebook and Twitter for spreading awareness on TB.
- ACSM capacity building of PPM and STS for NTEP new inclusions (Branding of new logo and name).
- Enhanced supervision and monitoring.

Priority Areas at District Level:

District Operational Guideline (2021-22)

- Focused on Inter-personal Communication (IPC) through Patients Provider Interaction Meeting for public, private and MDR-TB patients.
- Combating stigma and discrimination spreading awareness on Community Awareness Meeting, School Meeting and Mike Publicity.
- Visibility of the new NTEP messages through Wall Writing, Hoarding.

World TB Day 24th March: It is a state wise special campaign on TB through rallies, meeting and media publicity.

Active Case Finding (ACF): During ACF campaign the staff will be focusing on spreading awareness by distributing leaflets, conducting mike publicity.

JEET: This partner organization will work with private doctors, laboratories and pharmacy association in selected districts. This organization has been deployed by Central TB Division to support the state.

State Level				
Activity	FMR Owner		Details	Amount (Lacs)
Television Advertisements	SPO	ASCM Officer	30	5.00
Radio/FM Advertisement	SPO	ASCM Officer	30	5.00
Print Advertisement	SPO	ASCM Officer	3	10.00
World TB Day	SPO	ASCM Officer	1	5.00
Total				25.00

District wise ACSM Budget 21-22 FMR. (11.17.1)

District	FMR		Patient Provider meetings	Total Budget (@500 per meeting)	Community meeting	Total Budget (@2000 per meeting)	School Meeting (@2000)	Total Budget	Outdoor Publicity									
	FMR Owner	Prime owner							Wall Writing	Total	Hoardings	Total	Miking activities	Total	World TB Day	Budget	Total	Total (in lacs)
Baksa	DTO	PPM	30	15000	10	20000	10	20000	10	20000	2	20000	20	20000	1	40000	155000	1.55
Barpeta	DTO	PPM	30	15000	20	40000	10	20000	10	20000	2	20000	20	20000	1	60000	195000	1.95
Bongaigaon	DTO	PPM	20	10000	20	40000	10	20000	10	20000	2	20000	20	20000	1	40000	170000	1.7
Biswanath	DTO	PPM	10	5000	10	20000	10	20000	10	20000	2	20000	10	10000	1	20000	115000	1.15
Cachar	DTO	PPM	30	15000	20	40000	10	20000	10	20000	2	20000	20	20000	1	60000	195000	1.95
Chirang	DTO	PPM	20	10000	10	20000	10	20000	10	20000	2	20000	20	20000	1	40000	150000	1.5
Darrang	DTO	PPM	20	10000	10	20000	10	20000	10	20000	2	20000	20	20000	1	40000	150000	1.5
Dhemaji	DTO	PPM	20	10000	10	20000	10	20000	10	20000	2	20000	20	20000	1	40000	150000	1.5
Dhubri	DTO	PPM	30	15000	20	40000	10	20000	10	20000	2	20000	20	20000	1	60000	195000	1.95
Dibrugarh	DTO	PPM	30	15000	20	40000	10	20000	10	20000	2	20000	20	20000	1	60000	195000	1.95
Dima Hasao	DTO	PPM	10	5000	10	20000	10	20000	10	20000	2	20000	20	20000	1	40000	145000	1.45
Goalpara	DTO	PPM	20	10000	10	20000	10	20000	10	20000	2	20000	20	20000	1	40000	150000	1.5
Golaghat	DTO	PPM	30	15000	10	20000	10	20000	10	20000	2	20000	20	20000	1	40000	155000	1.55
Hailakandi	DTO	PPM	20	10000	10	20000	10	20000	10	20000	2	20000	20	20000	1	40000	150000	1.5
Hojai	DTO	PPM	10	5000	10	20000	10	20000	10	20000	2	20000	10	10000	1	20000	115000	1.15
Jorhat	DTO	PPM	50	25000	20	40000	10	20000	10	20000	2	20000	20	20000	1	60000	205000	2.05
Kamrup	DTO	PPM	30	15000	20	40000	10	20000	10	20000	2	20000	20	20000	1	60000	195000	1.95
Kamrup-Metro	DTO	PPM	30	15000	20	40000	10	20000	10	20000	2	20000	20	20000	1	60000	195000	1.95
KarbiAnglong	DTO	PPM	20	10000	20	40000	10	20000	10	20000	2	20000	20	20000	1	40000	170000	1.7
Karimganj	DTO	PPM	20	10000	20	40000	10	20000	10	20000	2	20000	20	20000	1	40000	170000	1.7
Kokrajhar	DTO	PPM	30	15000	20	40000	10	20000	10	20000	2	20000	20	20000	1	60000	195000	1.95
Lakhimpur	DTO	PPM	30	15000	20	40000	10	20000	10	20000	2	20000	20	20000	1	60000	195000	1.95
Majuli	DTO	PPM	10	5000	10	20000	10	20000	10	20000	2	20000	10	10000	1	20000	115000	1.15

District Operational Guideline (2021-22)

District	FMR		Patient Provider meetings	Total Budget (@500 per meeting)	Community meeting	Total Budget (@2000 per meeting)	School Meeting (@2000)	Total Budget	Outdoor Publicity									
	FMR Owner	Prime owner							Wall Writing	Total	Hoardings	Total	Miking activities	Total	World TB Day	Budget	Total	Total (in lacs)
Marigaon	DTO	PPM	20	10000	10	20000	10	20000	10	20000	2	20000	20	20000	1	40000	150000	1.5
Nagaon	DTO	PPM	30	15000	20	40000	10	20000	10	20000	2	20000	20	20000	1	60000	195000	1.95
Nalbari	DTO	PPM	20	10000	10	20000	10	20000	10	20000	2	20000	20	20000	1	40000	150000	1.5
Sibsagar	DTO	PPM	30	15000	20	40000	10	20000	10	20000	2	20000	20	20000	1	60000	195000	1.95
Sonitpur	DTO	PPM	30	15000	20	40000	10	20000	10	20000	2	20000	20	20000	1	60000	195000	1.95
Tinsukia	DTO	PPM	30	15000	20	40000	10	20000	10	20000	2	20000	20	20000	1	60000	195000	1.95
Udalguri	DTO	PPM	20	10000	10	20000	10	20000	10	20000	2	20000	20	20000	1	40000	150000	1.5
Total			730	365000	460	920000	300	600000	300	600000	60	600000	570	570000	30	1400000	5055000	50.55

ACSM Activities Guideline		
Activity	Guideline	Target Audience
Patients Provider Interaction Meeting	Rs. 500 per meeting	New and Old TB Patients & Families
Community Awareness Meeting	Rs. 2000 per meeting	Women and Youth groups, Tea Garden workers, PRI members, NGOs and high risks groups
School Meeting	Rs. 2000 per meeting	For school students
Mike Publicity	Rs. 1000 per activity	These are tools of outdoor publicity and objective is spread awareness and visibility of the programme.
Wall Writing	Rs. 2000 per activity	
Hoarding	Rs. 10000 per activity	
World TB Day	As per CTD direction (will receive before World TB Day) and budget allocated as per ROP ACSM	Campaign

FMR Code New/Old: 11.3.3/11.17.2

Name of the Activity: IEC Under 'TB Harega Desh Jeetega' Campaign

Activity owner:

At State Level: SPO& ACSM/SME

At District: DTO & PPM Coordinator/DME/DME In-charges

Total Fund approved: Rs 10 lakhs

Total Fund approved for Districts: Rs 10 lakhs

Description:

TB Harega Desh Jeetega' Campaign is a new campaign launched by Central TB Division to use innovation for enhanced TB elimination efforts. These below mentioned Assam selected districts will organize a mega district level sports competition by involving TB Champions (cured TB patients) and other stakeholders at District (HQ) with the slogan that ' A TB Champion can lead a normal life even play sports'. TB Harega and Desh Jeetega Campaign is showcase TB champions to reduce stigma and get wider publicity by involving mass media.

TB Harega Desh Jeetega' Campaign 2021-22					
FMR Code: 11.17.2					
District/ State	FMR Owner	Prime Owner	Budget Approvals	Total (in lacs)	Activity
Baksa	DTO	PPM Coordinator	100000	1	Sports Competition involving TB Champions and other stakeholders at District (HQ)
Bongaigaon	DTO	PPM Coordinator	100000	1	
Chirang	DTO	PPM Coordinator	100000	1	
Dhemaji	DTO	PPM Coordinator	100000	1	
Goalpara	DTO	PPM Coordinator	100000	1	
Kokrajhar	DTO	PPM Coordinator	100000	1	
Lakhimpur	DTO	PPM Coordinator	100000	1	
Majuli	DTO	PPM Coordinator	100000	1	
Morigaon	DTO	PPM Coordinator	100000	1	
Tinsukia	DTO	PPM Coordinator	100000	1	
Total				10	

FMR Code New/Old :11.3.4/11.24.4.1

Activity Proposed: IEC/BCC under NRCP

Activity owner: SNO/SME

Approved amount: Rs 10 lakhs

This is a State level activity

Name of the Activity: Animal awareness and DO's AND Don'ts in the event of animal bites

Justification:Creation of IEC Material as per local needs (Printing, IEC sports, Community Activities. Awareness and Do's and don'ts in the event of animal bite)

FMR Code New/Old :11.3.5/11.24.4.6

Activity Head/ Component:IEC under Programme for Prevention and Control of Leptospirosis

Activity owner: SNO/SME

Approved amount: Rs 5 lakhs

This is a State level activity

Name of the activity:

- Creation of IEC material as per local needs (printing , IEC spots , community activities) at State HQ
- Creation of IEC material as per local needs (installation of hoardings)

F.M.R. Code New/OLD: 11.3.6/11.24.4.3

Name of Activity: IEC/BCC under NVHCP

Activity owner:

At State Level: SPO/SME

At District: DME/DME In-charges

Total Fund approved: Rs 34 lakhs

Total Fund approved for State: Rs 14.34 lakhs

Total Fund approved for Districts: Rs 19.66 lakhs

Activity planned:

- To develop communication material vis-a-vis the target audiences and deliver effectively.
- Awareness generation regarding prevention and checking transmission of Hepatitis
- To compliment and support the detection and treatment services being provided through the General Health Care System which is available at selected Govt. Health Institutions.

IEC/BCC activities to be done through:

- Mass Media –TV, Radio and press in local languages.
- Outdoor Media - Hoardings, Bus panels, Wall paintings, posters, Rallies including Banners.
- Rural Media - IPC meetings, School talks/quiz, Folk media, Exhibitions and Health Melas.
- Interpersonal Communication (IPC) through the health staff involving communities

World Hepatitis Day is commemorated on 28th July every year for creating public awareness on Hepatitis through various advocacy activities such as:

- Rally, Miking activities in all the blocks of the districts. The content from a radio jingle provided by the centre which has been translated into Assamese is to be played.
- Poster for awareness on hepatitis to be displayed in all the health institutions of the districts
- Half page newspaper ad for awareness on hepatitis to be printed in local newspapers.
- Radio jingle to be played in All India Radio.

New FMR	Old FMR	Particulars	Unit of measure	Unit cost (Rs.)	Quantity/ target	Budget (Lakhs)
11.3.6	11.24.4.3	IEC under NVHCP	No. of districts	59,575.76	33	19.66
			State level	14,34,000	1	14.34
Total						34.00

District wise break up

SI No.	District	Nos. of Blocks	Miking prior to WHD @2000	100 Banners at High Visibility Areas @250 per	One Hoarding @ Rs 20000	Launch of World Hepatitis Day	Total	Total in Lakhs
1	Barpeta	6	12000	25000	20000	5000	62000	0.62
2	Baska	7	14000	25000	20000	5000	64000	0.64
3	Biswanath	3	6000	25000	20000	5000	56000	0.56
4	Bongaigaon	4	8000	25000	20000	5000	58000	0.58
5	Cachar	8	16000	25000	20000	5000	66000	0.66
6	Charaideo	2	4000	25000	20000	5000	54000	0.54
7	Chirang	2	4000	25000	20000	5000	54000	0.54
8	Darrang	4	8000	25000	20000	5000	58000	0.58
9	Dhemaji	5	10000	25000	20000	5000	60000	0.60
10	Dhubri	5	10000	25000	20000	5000	60000	0.60
11	Dibrugarh	6	12000	25000	20000	5000	62000	0.62
12	Dima Hasao	3	6000	25000	20000	5000	56000	0.56
13	Goalpara	5	10000	25000	20000	5000	60000	0.60
14	Golaghat	5	10000	25000	20000	5000	60000	0.60
15	Hailakandi	4	8000	25000	20000	5000	58000	0.58
16	Hojai	2	4000	25000	20000	5000	54000	0.54
17	Jorhat	6	12000	25000	20000	5000	62000	0.62
18	Kamrup Metro	5	10000	25000	20000	15000	70000	0.70
19	Kamrup Rural	12	24000	25000	20000	5000	74000	0.74
20	KarbiAnglong	4	8000	25000	20000	5000	58000	0.58
21	Karimganj	5	10000	25000	20000	5000	60000	0.60
22	Kokrajhar	4	8000	25000	20000	5000	58000	0.58
23	Lakhimpur	6	12000	25000	20000	5000	62000	0.62
24	Majuli	1	2000	25000	20000	5000	52000	0.52
25	Morigaon	3	6000	25000	20000	5000	56000	0.56
26	Nagoan	9	18000	25000	20000	5000	68000	0.68
27	Nalbari	4	8000	25000	20000	5000	58000	0.58
28	Sivasagar	6	12000	25000	20000	5000	62000	0.62
29	Sonitpur	4	8000	25000	20000	5000	58000	0.58
30	South Salmara	2	4000	25000	20000	5000	54000	0.54
31	Tinsukia	4	8000	25000	20000	5000	58000	0.58
32	Udalguri	3	6000	25000	20000	5000	56000	0.56
33	West KarbiAnglong	4	8000	25000	20000	5000	58000	0.58
Total		153	306000	825000	660000	175000	1966000	19.66

FMR Code : 11.18 – IEC/BCC Activities under NPCB**FMR Code New/Old :11.4.1/11.18.1**

Activity: IEC-BCC plan for NPCB& VI, Assam.

Activity owner: SME/SPO NPCB at State level

At District level: DME/ DPM NPCB

Approved amount: Rs 10.00 lakhs

Activity 1: Awareness communication through Posters/Banners at Health Institutions on Glucoma, Eye Donation & Diabetic Retinopathy.

Activity 2: Hoarding / Wall paintings /Rally/Banner/ Radio Talk/ TV Add/News Paper Add & Writeup.

Every year from 25th August to 8th September Eye Donation Fortnight celebration is observed in India. Eye Donation is very important part of NPCB so we may concentrate more on Eye Donation throughout the year even through Eye Donation Fortnight Awareness rally. Hoardings at Health Institutions, Wall paintings and banners with message on the importance of Eye Donation.

No of Units	Cost per unit	Total Cost	Total cost (Rs. in lakhs)
34	29,411.76	Rs. 10,00,000	10.00

District wise break up including 6 nos. of New Districts:-

Sl. No.	Districts	Posters/Banners at HI on Glucoma, Eye Donation, Diabetic Retinopathy	Eye Donation Fortnight Awareness Hoarding / Wall paintings / Rally / refreshments / Banner /	Total Fund approved	Total amount in Lakhs
1	Baksa	5,000.00	10,000.00	15,000.00	0.15
2	Barpeta	5,000.00	10,000.00	15,000.00	0.15
3	Bongaigaon	5,000.00	10,000.00	15,000.00	0.15
4	Cachar	5,000.00	10,000.00	15,000.00	0.15
5	Chirang	5,000.00	10,000.00	15,000.00	0.15
6	Darrang	5,000.00	10,000.00	15,000.00	0.15
7	Dhemaji	5,000.00	10,000.00	15,000.00	0.15
8	Dhubri	5,000.00	10,000.00	15,000.00	0.15
9	Dibrugarh	5,000.00	10,000.00	15,000.00	0.15
10	DimaHasao	5,000.00	10,000.00	15,000.00	0.15
11	Goalpara	5,000.00	10,000.00	15,000.00	0.15
12	Golaghat	5,000.00	10,000.00	15,000.00	0.15

Sl. No.	Districts	Posters/Banners at HI on Glucoma, Eye Donation, Diabetic Retinopathy	Eye Donation Fortnight Awareness Hoarding / Wall paintings / Rally / refreshments / Banner /	Total Fund approved	Total amount in Lakhs
13	Hailakandi	5,000.00	10,000.00	15,000.00	0.15
14	Jorhat	5,000.00	10,000.00	15,000.00	0.15
15	Kamrup Metro	5,000.00	10,000.00	15,000.00	0.15
16	Kamrup Rural	5,000.00	10,000.00	15,000.00	0.15
17	KarbiAnglong	5,000.00	10,000.00	15,000.00	0.15
18	Karimganj	5,000.00	10,000.00	15,000.00	0.15
19	Kokrajhar	5,000.00	10,000.00	15,000.00	0.15
20	Lakhimpur	5,000.00	10,000.00	15,000.00	0.15
21	Morigaon	5,000.00	10,000.00	15,000.00	0.15
22	Nagaon	5,000.00	10,000.00	15,000.00	0.15
23	Nalbari	5,000.00	10,000.00	15,000.00	0.15
24	Sivasagar	5,000.00	10,000.00	15,000.00	0.15
25	Sonitpur	5,000.00	10,000.00	15,000.00	0.15
26	Tinsukia	5,000.00	10,000.00	15,000.00	0.15
27	Udalguri	5,000.00	10,000.00	15,000.00	0.15
28	Biswanath Chariali	5,000.00	10,000.00	15,000.00	0.15
29	Chairaideo	5,000.00	10,000.00	15,000.00	0.15
30	Hojai	5,000.00	10,000.00	15,000.00	0.15
31	Majuli	5,000.00	10,000.00	15,000.00	0.15
32	South Salmara	5,000.00	10,000.00	15,000.00	0.15
33	West Karbi – Anglong	5,000.00	10,000.00	15,000.00	0.15
District Total		1,65,000.00	3,30,000.00	4,95,000.00	4.95
State Total				5,05,000.00	5.05
Total					10.00

FMR Code New/old: 11.4.2/11.19.1

Activity Proposed: Continued Activity under Mental Health –Annexure for IEC/BCC

Activity owner: SME/SPO NMHP/SPM at State level

At District level: DME/ DPO NMHP

Approved amount: Rs 15.00 lakhs

Name of the Activity: Translation of IEC material and distribution

Justification: Continued Activity: Under NMHP (State Level) for

1. Developing and Providing IEC Materials to the districts

2. Developing small handy booklet for CHO (Basic Mental Health booklet)
3. Developing small handy booklet on basic Mental Health for School/College Teachers
4. Developing mass media activities
5. Celebration of Special Mental Health Days at State Level.

Fund Proposed:

Name of the Activity	No. of Dist.	Unit Cost in 21-22 (Rs. in Lakhs)	Total
Translation of IEC material and distribution	1 (State HQ)	15.00	15.00

FMR Code New/Old: 11.4.2/11.19.2

Activity Proposed:Continued Activity under Mental Health –Annexure for IEC/BCC

Activity owner: SME/SPO NMHP/SPM at State level

At District level: DME/ DPO NMHP

Approved amount: Rs 28.25 lakhs

Name of the Activity: Awareness generation activities in the community, schools, workplaces with community involvement

Justification: Continued Activity: Under NMHP (District Level) for-

1. Awareness generation at district level **special focused on Suicide Prevention and Depression** among community people through different activities namely street plays, meeting with general people, home visit with interactive sessions with family members, development and execution of informative short documentary on mental health to end the stigma.
2. Development and exhibitions of posters, hoardings, Videos on Mental Health etc, publishing of different activities conducted under NMHP at different districts in local newspapers, magazines, news channels etc.
3. Celebration of Special Days like World Schizophrenia Day, Mental Health Awareness Week, World Suicide Prevention Day, World Mental Health Day etc.

Fund Proposed:

1. Proposed @ **Rs. 1.00 Lakhs** per district for **7 aspirational districts** (Baksa, Barpeta, Darrang, Dhubri, Hailakandi, Goalpara& Udalguri).
2. Proposed @ **Rs. 0.85 Lakhs** per district for **9 districts** (Cachar, Dibrugarh, Kamrup M, Kamrup R, Karimganj, Nagaon, Sonitpur, Tinsukia& Sivsagar.)

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3. Proposed @ **Rs. 0.80 Lakhs** per district for **17 districts** (Bongaigaon, Biswanath, Chirang, Charaideo, Dima Hasao, Dhemaji, Golaghat, Hojai, Jorhat, Kokrajhar, Karbi Anglong, West Karbi Anglong, Lakhimpur, South Salmara, Majuli, Morigaon & Nalbari

District wise budget breakup for Awareness generation activities under **FMR Code- 11.4.2:**

Sl.No.	District/ State HQ	Phy. Target	Allocated Fund (Rs. In Lakhs)
1	Baksa	1	1
2	Barpeta	1	1
3	Bongaigaon	1	0.8
4	Biswanath	1	0.8
5	Cachar	1	0.85
6	Charaideo	1	0.8
7	Chirang	1	0.8
8	Darrang	1	1
9	Dhemaji	1	0.8
10	Dhubri	1	1
11	Dibrugarh	1	0.85
12	DimaHasao	1	0.8
13	Goalpara	1	1
14	Golaghat	1	0.8
15	Hailakandi	1	1
16	Hojai	1	0.8
17	Jorhat	1	0.8
18	Kamrup (M)	1	0.85
19	Kamrup (R)	1	0.85
20	Karimganj	1	0.85
21	Karbi Anglong	1	0.8
22	West Karbi Anglong	1	0.8
23	Kokrajhar	1	0.8
24	Lakhimpur	1	0.8
25	Majuli	1	0.8
26	Morigaon	1	0.8
27	Nalbari	1	0.8
28	Nagaon	1	0.85
29	Sivasagar	1	0.85
30	Sonitpur	1	0.85
31	South Salmara	1	0.8
32	Tinsukia	1	0.85
33	Udalguri	1	1
Total for 33 district			28.25

FMR Code New/Old: 11.4.2/11.19.3

Activity Proposed: Newly proposed Activity under Mental Health –Annexure for IEC/BCC

Activity owner: SME/SPO NMHP/SPM at State level

Approved budget: Rs 15 lakh

This is a State Level Activity

Name of the Activity:

Newly proposed IEC through Print and Electronic Media (Any other IEC/BCC activities)

Justification: Continued Activity: Under NMHP (State Level) for

1. TV ad on various theme of Mental Health
2. Making and telecasting of short video clip on Suicide Prevention, Depression and other common mental health issues.
3. Ad on newspaper, magazines and Radio regarding special Mental Health Day (World Mental Health Day, Schizophrenia Day, Epilepsy Day etc.

a. Fund Proposed: 15.00 Lakh

Name of the Activity	No. of Dist.	Unit Cost in 21-22 (Rs. in Lakhs)	Total
Any other IEC/BCC activities (Print & Electronic Media)	1	15.00	15.00

F.M.R. Code New/Old: 11.4.3/11.20.1

Name of Activity: IPC, Group activities and mass media for NPHCE (IEC/BCC Activities under NPHCE)

Activity owner: SME/SPO NCD at State level

Budget against Activity: Rs. 5.00 Lakhs

This is a State Level Activity

Justification for Activity:

The Budget under this activity will be utilized for publishing news on various Health Issues and Services available under National Programme for Health Care of the Elderly.

Activity	Unit of measure	No of Units	Per Unit cost (in Lakh)	Budget (in lakhs)
Print Media for NPHCE Programme	Average	1	5,00,000.00	5.00

F.M.R. Code New/Old: 11.4.3/11.20.2

Name of Activity: Celebration of days-i.e International Day for older persons(IEC/BCC Activities under NPHCE)

Activity owner: SME/SPO NCD at State level

DME/ DPO (NCD)/DPC

Budget approved: Rs. 9.90 Lakhs

Activity outlined:

The fund under this FMR Code is proposed for observing international day of older person at District level. Camps will be organised at District Level for awareness on various health issues and screening camp for Diabetes & Hypertension.

The detailed activities along with the estimated budget are detailed below:

Sl. No.	Component	Unit cost (in Rs)	Qty	Total (In Rs.)
1	Banner	500.00	2	1,000.00
2	Miking in local Area	2,500.00		2,500.00
3	Tent & sitting arrangement	4,000.00		4,000.00
4	Food cost for staff (Breakfast, lunch, tea, water bottle etc.,)	4,500.00		4,500.00
5	Miscellaneous & contingencies (prescription pad, pen, miscellaneous etc)	3,000.00		3,000.00
Total for 1 camp				15,000.00
Total for 2 camp				30,000.00

District wise Budget break up:

Sl. No.	District/ State HQ	Phy. Target	Budget for 1 camp @Rs 15000	Amount in lakhs
1	Baksa	2	30000	0.3
2	Barpeta	2	30000	0.3
3	Bongaigaon	2	30000	0.3
4	Biswanath	2	30000	0.3
5	Cachar	2	30000	0.3
6	Charaideo	2	30000	0.3
7	Chirang	2	30000	0.3
8	Darrang	2	30000	0.3
9	Dhemaji	2	30000	0.3
10	Dhubri	2	30000	0.3
11	Dibrugarh	2	30000	0.3
12	DimaHasao	2	30000	0.3

Sl. No.	District/ State HQ	Phy. Target	Budget for 1 camp @Rs 15000	Amount in lakhs
13	Goalpara	2	30000	0.3
14	Golaghat	2	30000	0.3
15	Hailakandi	2	30000	0.3
16	Hojai	2	30000	0.3
17	Jorhat	2	30000	0.3
18	Kamrup (M)	2	30000	0.3
19	Kamrup (R)	2	30000	0.3
20	Karimganj	2	30000	0.3
21	Karbi Anglong	2	30000	0.3
22	West Karbi Anglong	2	30000	0.3
23	Kokrajhar	2	30000	0.3
24	Lakhimpur	2	30000	0.3
25	Majuli	2	30000	0.3
26	Morigaon	2	30000	0.3
27	Nalbari	2	30000	0.3
28	Nagaon	2	30000	0.3
29	Sivasagar	2	30000	0.3
30	Sonitpur	2	30000	0.3
31	South Salmara	2	30000	0.3
32	Tinsukia	2	30000	0.3
33	Udalguri	2	30000	0.3
Total for 33 district			990000	9.9

FMR 11.21.1 – IEC/BCC activities under NTCP

FMR Code New/Old:-11.4.4/11.21.1

Name of the activity:-IEC/BCC for NTCP

Activity owner: **SME/SNO NTCP at State level**
DPO/DME at district level

Total fund approved for districts: Rs 50.00 lakhs

Activity outline: IEC activities to be undertaken at the districts level are as follows:

1. Commemoration of World No Tobacco Day, 2021- It is universally celebrated for awareness among the mass community as Anti Tobacco day.
2. Development of IEC materials like printing of information booklet, leaflet, handbook etc- Reading materials for knowledge on harmful effects of tobacco.
3. Posters, standees, banners : To raise Public awareness on dangerous consequence of tobacco use.

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4. Street play- Greater mass awareness of general public.

- A. Rs 2,00,000 for 13 Districts- Bongaigaon, Dhemaji, Dibrugarh, Golaghat, Jorhat, Kamrup (M), Kamrup Rural, Morigaon, Nagaon, Nalbari, Tinsukia, Hailakandi, Karimganj (2,00,000*13= 26,00,000/-).
- B. Rs 1,50,000 for 8 districts-Barpeta, Cachar, Darrang, Dhubri, Goalpara, Sonitpur, Sivsagar, Lakhimpur, (1,50,000*8= 12,00,000/-)
- C. Rs 1,00,000 for 6 districts - Baksa, Chirang, Dima Hasao, Karbi anglong, Kokrajhar, Udalguri). (1,00,000*6=6,00,000).
- D. Rs 1,00,000 for 6 districts - Biswanath, Charaideo,Hojai,Majuli, South Salmara Mankachar, West Karbi Anglong. (1,00,000*6=6,00,000).

Total Fund Approved (A+B+C+D) = Rs 50.00 lakhs

District wise budget breakup:

Sl. No.	District/ State HQ	Phy. Target	Total fund approved	Amount in lakhs
1	Baksa	1	100000	1
2	Barpeta	1	150000	1.5
3	Bongaigaon	1	200000	2
4	Biswanath	1	100000	1
5	Cachar	1	150000	1.5
6	Charaideo	1	100000	1
7	Chirang	1	100000	1
8	Darrang	1	150000	1.5
9	Dhemaji	1	200000	2
10	Dhubri	1	150000	1.5
11	Dibrugarh	1	200000	2
12	DimaHasao	1	100000	1
13	Goalpara	1	150000	1.5
14	Golaghat	1	200000	2
15	Hailakandi	1	200000	2
16	Hojai	1	100000	1
17	Jorhat	1	200000	2
18	Kamrup (M)	1	200000	2
19	Kamrup (R)	1	200000	2
20	Karimganj	1	200000	2
21	Karbi Anglong	1	100000	1
22	West Karbi Anglong	1	100000	1
23	Kokrajhar	1	100000	1

Sl. No.	District/ State HQ	Phy. Target	Total fund approved	Amount in lakhs
24	Lakhimpur	1	150000	1.5
25	Majuli	1	100000	1
26	Morigaon	1	200000	2
27	Nalbari	1	200000	2
28	Nagaon	1	200000	2
29	Sivasagar	1	150000	1.5
30	Sonitpur	1	150000	1.5
31	South Salmara	1	1,00,000	1
32	Tinsukia	1	2,00,000	2
33	Udalguri	1	1,00,000	1
Total for 33 district			50,00,000	50.00

FMR Code New/Old:-11.4.4/11.21.1

Name of the activity:-IEC/BCC for NTCP

Activity owner: SME/SNO NTCP at State level

Total Fund approved for State HQ- Rs 30 lakhs

This is a state level activity

Activity outlined: IEC activities to be undertaken at State Level are as follows:

1. Commemoration of World No Tobacco Day, 2020.
2. Development of IEC materials like printing of information booklet, posters, standees, banners, Canopy stand & Signature IEC Campaign in all major events.
3. Advertisement in newspaper, Scrolls in TV, broadcast in Radio etc, - Greater mass awareness of general public.

F.M.R. Code New/Old- 11.4.5/11.22.1

Name of the Activity: IEC/BCC for State NCD Cell (NPCDCS)

Activity owner: SPO NCD/SME at State level

Budget approved: Rs. 20.00 Lakhs

This is a State level activity

Activity outlined:

This fund is proposed for conducting awareness camp, re-orientation meeting, celebration of health days, launching of new activities under this programme at state level.

This fund will be utilized for various IEC activities for NCD Programme like:

1. Celebration of Health Days (World Cancer Day, World Hypertension Day, World Heart Day, World Diabetes Day etc.)
2. Advertisement in Newspaper on health Days (World Cancer Day, World Hypertension Day, World Heart Day, World Diabetes Day etc.)
3. Advertisement in Magazines.
4. Awareness and Screening camp on NCD
5. Orientation meeting on NCD
6. Launching of new activities under this programme.

Budget break up						
FMR	Activity	Unit of measure	No. of units	Unit cost (in Rs.)	Budget (in Rs.)	Budget (in lakhs)
11.4.5	IEC/BCC for State NCD Cell (NPCDCS)	Average	1	20,00,000.00	20,00,000.00	20.00

F.M.R. Code New/Old: 11.4.5/11.22.2

Name of the Activity- IEC/BCC for District NCD Cell

Activity owner: SPO NCD/SME at State level

DME/DPC at the District level

Budget approved: Rs. 33.00 Lakhs

Activity outlined: Fund approved for IEC/BCC activities under NPCDCS programme for various activities i.e. making and display of Poster, Banner, Rally and Health Camp on Health days, awareness and screening camp on NCD's etc., for 33 Districts @ 1.00 Lakhs per district.

Budget break up						
FMR	Activity	Unit of measure	No. of units	Unit cost (in Rs.)	Budget (in Rs.)	Budget (in lakhs)
11.4.5	IEC/BCC for District NCD Cell (NPCDCS)	District	33	1,00,000.00	33,00,000.00	33.00

Details of IEC Plan for District:

Sl No.	Activity details	Item type	Item to be used at	Unit cost (Estimated)	Quantity	Total Amount (In Rs.)
1	School Rally/Public Rally on Health Days (World Cancer Day, World Hypertension Day, World Heart Day, World Diabetes Day etc.)	Rally	on Health Days	7500.00	8	60,000.00

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Sl No.	Activity details	Item type	Item to be used at	Unit cost (Estimated)	Quantity	Total Amount (In Rs.)
2	Health Camp on Health days (World Cancer Day, World Hypertension Day ,World Heart Day ,World Diabetes Day etc.) at each Block PHC (Awareness and screening camp on NCD's)		at Block	5000.00	8	40,000.00
Total Cost						1,00,000.00

District wise budget breakup

Sl. No.	District	Phy. Target	Total fund approved	Amount in lakhs
1	Baksa	1	100000	1
2	Barpeta	1	100000	1
3	Bongaigaon	1	100000	1
4	Biswanath	1	100000	1
5	Cachar	1	100000	1
6	Charaideo	1	100000	1
7	Chirang	1	100000	1
8	Darrang	1	100000	1
9	Dhemaji	1	100000	1
10	Dhubri	1	100000	1
11	Dibrugarh	1	100000	1
12	DimaHasao	1	100000	1
13	Goalpara	1	100000	1
14	Golaghat	1	100000	1
15	Hailakandi	1	100000	1
16	Hojai	1	100000	1
17	Jorhat	1	100000	1
18	Kamrup (M)	1	100000	1
19	Kamrup (R)	1	100000	1
20	Karimganj	1	100000	1
21	Karbi Anglong	1	100000	1
22	West Karbi Anglong	1	100000	1
23	Kokrajhar	1	100000	1
24	Lakhimpur	1	100000	1
25	Majuli	1	100000	1
26	Morigaon	1	100000	1

District Operational Guideline (2021-22)

Sl. No.	District	Phy. Target	Total fund approved	Amount in lakhs
27	Nalbari	1	100000	1
28	Nagaon	1	100000	1
29	Sivasagar	1	100000	1
30	Sonitpur	1	100000	1
31	South Salmara	1	100000	1
32	Tinsukia	1	100000	1
33	Udalguri	1	100000	1
Total for 33 district			33,00,000	33.00

FMR CodeNew/Old: 11.4.6/11.24.4.2

Activity: Continued Activity under Oral Health –Annexure for IEC/BCC under NOHP

Activity owner: SME/ SPO NOHP at State level
DME/DNO at the District level

Budget approved: Rs. 16.60 Lakhs

Name of the Activity: IEC/BCC under NOHP

Continued Activity: Under NOHP (State Level & District Level) for

1. Developing IEC materials and printing and distribution (Leaflets, standee, posters etc.) to sensitize Medical Officers, ASHA Workers, Community Nurses and other Health Staffs along with common people about Oral health.
2. Celebration of World Oral Health Day at State and District Level.
3. Advertisement at print media like newspapers/magazine to be done by State Head Quarter

Fund Approved:

Sl. No.	FMR Code	Name of the Activity	No. of Dist.	Unit Cost in 21-22 (Rs. in Lakhs)	Total
1	11.4.6	IEC/BCC under NOHP	33 Districts	0.20	6.60
			State HQ	10.00	10.00
Total Fund Proposed					16.60

District wise budget breakup:

Sl.No.	District/ State HQ	Phy. Target	Allocated Fund (Rs. In Lakhs)
1	Baksa	1	0.2
2	Barpeta	1	0.2
3	Bongaigaon	1	0.2
4	Biswanath	1	0.2
5	Cachar	1	0.2
6	Charaideo	1	0.2
7	Chirang	1	0.2
8	Darrang	1	0.2
9	Dhemaji	1	0.2
10	Dhubri	1	0.2
11	Dibrugarh	1	0.2
12	DimaHasao	1	0.2
13	Goalpara	1	0.2
14	Golaghat	1	0.2
15	Hailakandi	1	0.2
16	Hojai	1	0.2
17	Jorhat	1	0.2
18	Kamrup (M)	1	0.2
19	Kamrup (R)	1	0.2
20	Karimganj	1	0.2
21	Karbi Anglong	1	0.2
22	West Karbi Anglong	1	0.2
23	Kokrajhar	1	0.2
24	Lakhimpur	1	0.2
25	Majuli	1	0.2
26	Morigaon	1	0.2
27	Nalbari	1	0.2
28	Nagaon	1	0.2
29	Sivasagar	1	0.2
30	Sonitpur	1	0.2
31	South Salmara	1	0.2
32	Tinsukia	1	0.2
33	Udalguri	1	0.2
Total for 33 district			6.6
State HQ			10
Total Budget			16.6

FMR Code New/Old: 11.4.7/11.24.4.4

Name of the Activity: IEC on Climate Sensitive Diseases at State level – Air pollution, Heat and other relevant Climate Sensitive diseases

Activity owner: SME/ SNO at State level
DME at the District level

Budget approved: Rs. 13.60 Lakhs

Budget approved for State HQ: Rs 2.38 lakh

Budget approved for district: 11.22 lakh

Budget break up:

The expenditure will be incurred for mass awareness through print, electronic and social media on climate related disease and how to care as per the climate with special focus on the vulnerable groups like children, old people, patients etc. The state headquarter will develop innovative IEC materials on Air Pollution and Human Health.

Sl. No	Activities	unit	Unit cost	Total Amount (In Lakhs)
1	Advertisement through Newspaper/Local TV (English/Assamese/Bengali/Hindi)	1	2,38,000	2.38
2	Banner, Poster	33	34,000	11.22
Total				13.60

District wise budget breakup

Sl. No.	District	Phy. Target	Total fund approved	Amount in lakhs
1	Baksa	1	34000	0.34
2	Barpeta	1	34000	0.34
3	Bongaigaon	1	34000	0.34
4	Biswanath	1	34000	0.34
5	Cachar	1	34000	0.34
6	Charaideo	1	34000	0.34
7	Chirang	1	34000	0.34
8	Darrang	1	34000	0.34
9	Dhemaji	1	34000	0.34
10	Dhubri	1	34000	0.34
11	Dibrugarh	1	34000	0.34

District Operational Guideline (2021-22)

Sl. No.	District	Phy. Target	Total fund approved	Amount in lakhs
12	DimaHasao	1	34000	0.34
13	Goalpara	1	34000	0.34
14	Golaghat	1	34000	0.34
15	Hailakandi	1	34000	0.34
16	Hojai	1	34000	0.34
17	Jorhat	1	34000	0.34
18	Kamrup (M)	1	34000	0.34
19	Kamrup (R)	1	34000	0.34
20	Karimganj	1	34000	0.34
21	Karbi Anglong	1	34000	0.34
22	West Karbi Anglong	1	34000	0.34
23	Kokrajhar	1	34000	0.34
24	Lakhimpur	1	34000	0.34
25	Majuli	1	34000	0.34
26	Morigaon	1	34000	0.34
27	Nalbari	1	34000	0.34
28	Nagaon	1	34000	0.34
29	Sivasagar	1	34000	0.34
30	Sonitpur	1	34000	0.34
31	South Salmara	1	34000	0.34
32	Tinsukia	1	34000	0.34
33	Udalguri	1	34000	0.34
Total for 33 district			1122000	11.22

FMR Code New/Old: 11.4.8/11.24.4.8

Name of the activity: IEC/BCC - National Dialysis Programme (Haemodialysis and Peritoneal Dialysis)

Activity owner: SPO/SME

Budget: Rs. 5.00 (in Lakhs)

This is a State level activity

Activity outlined:

The Budget under this activity will be utilized for publishing news on facilities related to free Hemodialysis services under Pradhan Mantra National Dialysis Programme (PMNDP). The news on free hemodialysis services will be published on regular basis in the news paper for community awareness on free services related to hemodialysis under Pradhan Mantra National Dialysis Programme (PMNDP).

These IEC activity is expected to increase the availing of the services by the patients.

FMR Code	Activity	Quantity/ Target	Budget required (Rs.)	Budget proposed (Rs. In Lakhs)
11.4.8	Print Media for PMNDP	1	5,00,000.00	5.00

FMR Code New/Old: 11.4.9/11.11.1

Name of the Activity: IEC/BCC activities under NPPCD

Activity owner: SME/SPO NPPCD at the State level

Total budget approved: -Rs 10.00 Lakhs

This is a state level activity

Budget break up:

IEC Activity at State level.

(i) World Hearing Day Public Meeting every year on 3rd March: Rs 1,00,000/-

(ii) Print media: Rs 6,00,000/-for newspaper advertisement on World hearing Day (3rd March) in local Dailies.

(iii) Documentary on Prevention and Control @ Rs 3,00,000/-

FMR code New/Old: 11.4.9/11.11.2

Name of the Activity: IEC/BCC for District under NPPCD

Activity owner: SME/ SPO NPPCD at the State level

DME/DNO at the District level

Budget approved: Rs 31.680 Lakhs (@ 0.96 lakhs per district for 33 districts)

(i) World Hearing Day (WHD). Activities – Public Awareness meeting, Ear screening camp, Rally , Art Competition , 10 Nos of Gram Sabhas at panchayat level as a part of National Hearing Awareness Campaign(NHAC) @ Rs 60,000/- ,

(ii) 12 Nos Ear Screening cum awareness Camp at Primary School level in Collaboration with RBSK @ Rs 36,000/-

Sl. No	Activities	Unit	Unit cost	Total Amount (In Lakhs)	Remarks
1	District level	33	0.96	31.68	Ongoing

District wise budget breakup

Sl. No.	District	Phy. Target	Total fund approved	Amount in lakhs
1	Baksa	1	96000	0.96
2	Barpeta	1	96000	0.96
3	Bongaigaon	1	96000	0.96
4	Biswanath	1	96000	0.96
5	Cachar	1	96000	0.96
6	Charaideo	1	96000	0.96
7	Chirang	1	96000	0.96
8	Darrang	1	96000	0.96
9	Dhemaji	1	96000	0.96
10	Dhubri	1	96000	0.96
11	Dibrugarh	1	96000	0.96
12	DimaHasao	1	96000	0.96
13	Goalpara	1	96000	0.96
14	Golaghat	1	96000	0.96
15	Hailakandi	1	96000	0.96
16	Hojai	1	96000	0.96
17	Jorhat	1	96000	0.96
18	Kamrup (M)	1	96000	0.96
19	Kamrup (R)	1	96000	0.96
20	Karimganj	1	96000	0.96
21	Karbi Anglong	1	96000	0.96
22	West Karbi Anglong	1	96000	0.96
23	Kokrajhar	1	96000	0.96
24	Lakhimpur	1	96000	0.96
25	Majuli	1	96000	0.96

Sl. No.	District	Phy. Target	Total fund approved	Amount in lakhs
26	Morigaon	1	96000	0.96
27	Nalbari	1	96000	0.96
28	Nagaon	1	96000	0.96
29	Sivasagar	1	96000	0.96
30	Sonitpur	1	96000	0.96
31	South Salmara	1	96000	0.96
32	Tinsukia	1	96000	0.96
33	Udalguri	1	96000	0.96
Total for 33 district			3168000	31.68

FMR 11.13 – IEC/BCC activities under NPPCF

FMR Code New/Old:-11.4.11/11.13.1

Name of the activity:Health Education & Publicity for NPPCF

Activity owner: SNO NPPCF/SME at State level

DNO/DME

Total Approved amount: **Rs. 21.00 lakhs,**

Total approved for State: Rs 3.50 lakhs

Total approved for Districts: Rs 17.50 lakhs

- Printing of IEC materials, display of hoardings etc. in the affected areas.
- Awareness programme at the affected areas. (Group discussion/ interaction with the affected people).
- One State level co ordination meeting with line department and one state level review meeting is most essential in a year.
- The district level programmes are proposed to create mass awareness among the population of affected areas.

Activities	State	Nagoan	Karbi-Anglong	Kamrup (R)	Nalbari	Dhubri	Karimganj	Udalguri
Health Education & Publicity for NPPCF	3.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50

State level IEC

Sl. No.	Activities	Amount	Remarks
1.	Awareness programme cum review meeting for NPPCF district cells at state level.	Rs. 1.50 lakhs	By State NPPCF Cell.
2.	State level Co-ordination meeting with line department.	Rs. 1.00 lakhs	
3.	Advertisement of through Magazines/Souviner	Rs. 1.00 lakhs	
Total		Rs. 3.50 lakhs	

District level IEC budget for 7 nos. of districts(Dhubri, Kamrup(R), Karbi Anglong, Nagaon, karimganj, Nalbari & Udalguri)

Sl. No.	Activities per district	Amount	Remarks
1.	Awareness programme as per district wise plan (street play, school programme, working with NGO's etc.)	Rs. 0.80 lakhs	1. 5 nos. Street play @ 6000/- x 5= Rs. 30,000/- 2. School Programme = 10 nos. x @ 5000/- = Rs. 50,000/-
2.	Focus Group discussion at affected area @1000/- per discussion total 10 nos. of discussion should be held	Rs. 0.10 lakhs	DNO/ DSC NPPCF
3.	Printing of IEC materials (leaflets/ Booklets, Poster , Health corner board in the school etc.)	Rs. 1.10 lakhs	DNO/DME
4.	Development of Hoardings, Wall painting at PHE/ CHC/FRC in affected district and printing installation of health corner board at school.	Rs. 0.50 lakh	DNO/DME
Total		Rs. 2.50 lakhs	

FMR U.11.2 – IEC/BCC activities under NUHM

FMR Code:-U.11.2

Name of the activity:-IEC activities under Health & Wellness Center (H&WC)

Activity owner:

At State level –SME, NHM / Consultant, NUHM

At District level – DME/District Urban Health Coordinator, NUHM

Total approved budget: Rs 76.79 lakhs

Total approved for State: Rs 67.90 lakhs

Total approved for Districts: Rs 8.89 lakhs

Activity Planned: In order to strengthen the IEC BCC activities **Street play** to be undertaken on the following issues in slum areas with the help of MAS members:

Issues: Promoting correct behavior, H&WC services, Life style diseases or need base.

Proper strategic plan should be made by the DUHC/ DME of the concern district among the officials and associated members for the National Urban Health Mission to successfully organized the street play.

District Budget Break up:

Sl.No	District	No. of UPHC/CHC	Street Play	
			Unit cost(Rs)	Total Cost(Rs)
1	Bongaigaon	1	3000	3000
2	Cachar	1		3000
3	Dibrugarh	2		6000
4	Dhubri	1		3000
5	Goalpara	1		3000
6	Jorhat	3		9000
7	Kamrup Metro	36		1,08,000
8	Karbi Anglong	1		3000
9	Karimganj	1		3000
10	Lakhimpur	1		3000
11	Nagaon	3		9000
12	Sibsagar	2		6000
13	Sonitpur	1		3000
14	Tinsukia	2		6000
TOTAL				1,68,000

Activity:-IEC activities for Health & Wellness centre(H&WC)
FMR Code U.11.2

Activity owner

- At State level –SME, NHM/Consultant, NUHM
- At District level – DME/District Urban Health Coordinator, NUHM

Plan: District will do outdoor publicity on NUHM through the means of Installation of Retro Vinyl Board, Sun pack Sheet ,Leaflet, Poster, Banner. Theme of publicity will be NUHM framework, H&WC Services, Japanese Encephalitis, Dengue, cleanliness and sanitation, Safe Sex, Family Planning and other program based IEC etc.

1. Installation of Retro Vinyl Board at prominently visible location nearby Urban Health Facility under NUHM.
2. Sunpack sheets are cost effective IEC tool for dissemination of short information. The Sunpack sheet will also be an effective campaign tool for delivering short information like family planning, Slogan for Behavior Change Communication on cleanliness, Sanitation etc. Proposed size of sunpack sheet is 15 x 15 inch multicolor.

A. Budget Break up:

Sl.No	District	No. of UPHC/CHC	Retro Vinyl Board		
			Unit cost(Rs)	No of Units	Total Cost(Rs)
1	Bongaigaon	1	2500	5	12,500.00
2	Cachar	1		5	12,500.00
3	Dibrugarh	2		10	25,000.00
4	Dhubri	1		5	12,500.00
5	Goalpara	1		5	12,500.00
6	Jorhat	3		15	37,500.00
7	Kamrup Metro	36		180	4,50,000.00
8	Karbi Anglong	1		5	12,500.00
9	Karimganj	1		5	12,500.00
10	Lakhimpur	1		5	12,500.00
11	Nagaon	3		15	37,500.00
12	Sibsagar	2		10	25,000.00
13	Sonitpur	1		5	12,500.00
14	Tinsukia	2		10	25,000.00
TOTAL				280	7,00,000.00

B. Budget break up:

Sl.No	District	No. of UPHC/CHC	Sun pack sheet		
			Unit cost(Rs)	No of Units	Total Cost(Rs)
1	Bongaigaon	1	75	5	375.00
2	Cachar	1		5	375.00
3	Dibrugarh	2		10	750.00
4	Dhubri	1		5	375.00
5	Goalpara	1		5	375.00
6	Jorhat	3		15	1,125.00
7	Kamrup Metro	36		180	13,500.00
8	Karbi Anglong	1		5	375.00
9	Karimganj	1		5	375.00
10	Lakhimpur	1		5	375.00

Sl.No	District	No. of UPHC/CHC	Sun pack sheet		
			Unit cost(Rs)	No of Units	Total Cost(Rs)
11	Nagaon	3		15	1,125.00
12	Sibsagar	2		10	750.00
13	Sonitpur	1		5	375.00
14	Tinsukia	2		10	750.00
TOTAL				280	21,000.00

Thank You
