

through press releases issued by Ministry of Health and Family Welfare. The situation is being monitored regularly.

Practice of taking commission for prescribing medicines

†1245. SHRIMATI BIMLA KASHYAP SOOD: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether it is a fact that malpractice of taking commission by prescribing expensive medicines to patients in hospitals of the country is flourishing rampantly as a result of which the common man is facing problems;

(b) if so, the details of strict steps being taken by Government to curb the practice of commission taking;

(c) whether it is also a fact that malpractice of taking commission is going on for a long time in Himachal Pradesh also but the State Government is silent upon it; and

(d) if so, the details thereof and details of strict steps being taken by Government?

THE MINISTER OF HEALTH AND FAMILY WELFARE (SHRI JAGAT PRAKASH NADDA): (a) to (d) Health is a State subject and no such information is maintained centrally. In so far as three Central Government hospitals located in Delhi viz. Safdarjung Hospital, Dr. RML hospital and Lady Hardinge and Medical College and Associated hospitals are concerned, no such case of taking commission by doctors for prescribing expensive medicines have been reported. Doctors are being regularly issued instructions to prescribe generic drugs from the hospital formulary.

Initiatives for healthy living

1246. SHRI BASWARAJ PATIL: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state the steps taken by the Ministry to fulfil needs — “Prevention is better than cure”, good food habits, daily life habits bring good life — and what is the impact?

THE MINISTER OF HEALTH AND FAMILY WELFARE (SHRI JAGAT PRAKASH NADDA): To inculcate awareness about good habits, daily habits etc. the Ministry has laid emphasis on preventive health through expansive and targeted campaigns. The information on important steps taken by the Ministry is given in the Statement (*See below*).

†Original notice of the question was received in Hindi.

Behaviour change is a long drawn process and health is influenced by several social, cultural and economic factors, which take time for the impact to be realised on ground. However, some of the significant achievements noteworthy in this regard are Polio eradication, Maternal Mortality Ratio (MMR) declined from 301 per 1,00,000 live births in 2001-03 to 167 in 2013*, the Infant Mortality Rate (IMR) also witnessed a decline from 68 in 2000 to 40 in 2013*.

*As per Registrar General of India - Sample Registration System (RGI SRS-2013).

Statement

Information on important steps taken by the Ministry

- The Ministry of Health and Family Welfare has undertaken awareness campaigns for routine Immunisations, Maternal Health, Family Planning, Adolescent Health, etc. Many new programmes such as Inactivated Polio Vaccine (IPV), Hepatitis - B as well as seasonal outbreaks such as Dengue and Seasonal Influenza (H1N1) have been drawn up. The Ministry has taken up a 360 degree communication approach, which includes focussed activities through various media such as electronic, print, social media, out of home, Melas, etc.
- For preventive action, vaccination is provided to the children under the Universal Immunization Programme (UIP), to prevent childhood Tuberculosis, Diphtheria, Pertussis, Tetanus, Polio, Measles, Hepatitis-B, Meningitis and Pneumonia due to Haemophilus Influenza type B at national level and Japanese Encephalitis vaccine at sub national level. In addition, pregnant women are also given vaccination against tetanus.
- Reproductive and Child Health (RCH) programme is a comprehensive flagship programme, under the umbrella of the National Health Mission (NHM), to deliver the RCH targets for reduction of maternal and infant mortality and total fertility rates. Important components of the RCH programme include Maternal Health, Child Health, Nutrition, Family Planning, Adolescent Health (AH), etc.
- National Programmes under National Health Mission: The National Vector Borne Diseases Control Programme (NVBDCP) is an umbrella programme for prevention and control of vector borne diseases viz. Malaria, Japanese Encephalitis (JE), Dengue, Chikungunya, Kala-azar and Lymphatic Filariasis.
- The Ministry's overall strategy includes focuses on preventive care and changing daily life habits. 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. The objective is also to encourage build-up of health seeking behaviour among the masses in line with the focus on promotive and preventive health.

- The Ministry rolls out TV and radio spots, print advertisements and out of home activities in coordination with Directorate of Advertising and Visual Publicity (DAVP), Prasar Bharti (DD and AIR) for better visibility and more effectiveness. Ministry of Health and Family Welfare (MoHFW) has also partnered with Directorate of Field Publicity under M/o Information and Broadcasting for mid-media and Inter-personal Communication (IPC) activities in 184 high focus districts especially on health intervention schemes under the Reproductive, Maternal, Newborn, Child and Adolescent Health (RMNCH+A) umbrella. The Ministry participates in the India International Trade Fair (IITF) every year organised at Pragati Maidan, New Delhi. The theme of last year (2015's) was 'Prevention is better than cure'. It covered various preventive measures undertaken at the personal, community and at the Government level. The focus of the pavilion was on preventive healthcare across the various spectrum of healthcare including child and maternal health, family planning and adolescent health, communicable and non-communicable diseases. The Ministry also engages Song and Drama division of M/o I & B which helps create awareness on various health issues.
- As AIR and DD have a larger and better rural connect, and many schemes and policies of MoHFW are disseminated more in the rural areas of the country, they are an integral part of the Ministry's roll out strategy for enhanced visibility and reach.
- The Ministry also harnesses the potential of Social Media with its Twitter handle having more than 1,85,000 followers. Its YouTube channel houses various health and schemes related videos with its viewing graph regularly moving upwards. The website is regularly updated with information on Ministry's initiatives.
- The Ministry also sponsors and participates in various Melas and reaches out directly to the local masses by means of distribution of pamphlets, display of banners, LCD displays of various preventive and other health schemes of the Ministry. Some of the Melas in which MoHFW participated include AROGYA Mela of M/o Ayush in December, 2015, 21st International Conference on the Theme: Integrated Health Care Systems, Diabetes, Cardiology, Oncology and Mental Health in January, 2016.