

services, thereby enabling multitudes of women to carry out financial and non-financial transactions. Electronic KYC (eKYC) is being used for opening of Basic Savings Bank Deposit accounts under Pradhan Mantri Jan Dhan Yojana. As a result, more accounts have been opened by women (51.46%) under PMJDY than by men, with about 14.45 crore women opening accounts.

Further, using Aadhaar on micro ATMs operated on the Aadhaar enabled Payment System (AePS) by Bank Mitras, women are now accessing banking services nearer home and depositing withdrawing and transferring money from their accounts.

Additionally, accounts opened under Pradhan Mantri Jan Dhan Yojana also provide the facility of overdraft of up to ₹ 5,000 after six months of satisfactory performance of savings/credit history to only one account in a household preferably to a women member of the household. This helps overcome the barrier women have traditionally faced in accessing credit as they often lacked formal credit histories despite being the custodians of household savings.

#### **Prevention of water-borne diseases**

2993. SHRI TIRUCHI SIVA: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) the details of the number of waterborne diseases prevalent in the country; and
- (b) the steps being taken by Government to ensure control and prevention of such diseases, particularly in the monsoon season?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI ANUPRIYA PATEL): (a) Diseases such as Cholera, Acute Diarrhoeal Diseases (Dysentery and Diarrhea), Enteric Fever (Typhoid) and Viral Hepatitis A & E are caused by consumption of contaminated drinking water.

(b) Provision of safe drinking water and health services falls within the ambit of the State/UT Governments. However, the Government of India has taken steps both for facilitating availability of safe drinking water as also for ensuring effective surveillance of outbreaks of such diseases and their prevention and management.

As informed by the Ministry of Drinking Water and Sanitation, all States have been informed to commission surface water based piped water supply schemes in all habitations as a long term sustainable solution. However, since these projects have a long gestation period (say 3-5 years) and the rural people cannot be put to the risk of consuming contaminated water, all States have also been advised to install community water purification plants. This has been done with the objective of providing 8-10 litres of safe water per capita per day for drinking and cooking purposes only.

Besides, the Ministry of Health and Family Welfare, through its Integrated Disease Surveillance Programme, helps the States/UTs to effectively detect and respond to disease outbreaks including water borne diseases by providing additional manpower, strengthening of laboratories, Information and Communication Technology (ICT) equipment and funds. The National Centre for Disease Control (NCDC) also helps the States/UTs through surveillance, investigation, laboratory and other facilities. It also helps States in capacity building through training and developmental activities.

Health System Strengthening support being given to the State Governments under National Health Mission (NHM) also enhances capacity of the Health Institutions, up to the district level, to treat and manage water borne diseases.

### **Misleading drug advertisements**

2994. DR. PRADEEP KUMAR BALMUCHU: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether it is a fact that in recent days, misleading drug advertisements are becoming rampant, if so, the details thereof;

(b) whether it is also a fact that Government has advised the State Governments to keep a restraint on such advertisements, if so, the details thereof; and

(c) the action taken directly by Government to stop such misleading advertisers before it has advised the States to take a stringent action against those misleading advertisers?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI FAGGAN SINGH KULASTE): (a) to (c) Advertisements concerning drugs are regulated under the provisions of Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 which is administered by the State Governments. Advertising Standards Council of India (ASCI) has informed the Ministry of Information and Broadcasting that some channels carried out some objectionable advertisements that made unsubstantiated claims and also violated provisions of Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954. Accordingly, an advisory was issued by the Ministry of Information and Broadcasting advising all TV channels not to telecast advertisements which were found to be violating provisions of the Cable Television Networks Rules, 1994; ASCI Code and also Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954. The sale and distribution of drugs in the country are regulated under the provisions of the Drugs and Cosmetics Act, 1940 and Rules, 1945 thereunder by the State Licensing Authorities (SLAs) through a system of inspection and licensing. The SLAs are empowered to take action against the manufacturers for violation of any provisions of the conditions of License.