

Outreach of contraceptives

1721. SHRI VIJAY GOEL: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) the initiatives taken by the Ministry to increase the outreach of contraceptives in remote areas;
- (b) the number of beneficiaries of these initiatives;
- (c) the steps taken by the Ministry to spread awareness about the family planning;
- (d) the amount allocated for awareness campaigns in last three years; and
- (e) the amount spent by the Ministry on these campaigns in last three years?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI ASHWINI KUMAR CHOUBEY): (a) The initiatives taken by the Ministry to increase the outreach of contraceptives in remote areas are given in the Statement-I (*See below*).

(b) Number of beneficiaries of the programmes in 2018-19 is given in the Statement-II (*See below*).

(c) Key initiatives launched by the Government to spread awareness about Family Planning are as follows:—

- (i) 360 degree media campaign - The first phase of the campaign was launched in 2016 and the present second phase comprising TV Commercials, posters and hoardings, and a dedicated website on Family Planning was launched in 2017;
- (ii) World Population Day and fortnight as well as Vasectomy Fortnight are observed every year to boost awareness across all States/UTs.
- (iii) Promotional activities like Saas bahu sammelans, Nayi Pehel Kits, Mobile publicity vans, and advocacy meetings are undertaken to increase awareness in high fertility, Mission Parivar Vikas districts.

(d) Amount allocated for awareness campaigns in last three years is ₹ 48,690.40 lakh.

(e) Amount spent by the Ministry on these campaigns in last three years is ₹ 21,812.90 lakh.

Statement-I

Initiatives taken by the Government to increase outreach of Family Planning Programme in remote areas

1. Mission Parivar Vikas - The Government has launched Mission Parivar Vikas for substantially increasing access to contraceptives and family planning services in 146 high fertility districts with Total Fertility Rate (TFR) of 3 and above in seven high focus States. These districts are from the States of Uttar Pradesh, Bihar, Rajasthan, Madhya Pradesh, Chhattisgarh, Jharkhand and Assam.
2. Clinical Outreach Teams (COT) Scheme - The scheme has been launched in 146 Mission Parivar Vikas districts for providing Family Planning services through mobile teams from accredited organisations in far-flung, underserved and geographically difficult areas.
3. Scheme for Home Delivery of Contraceptives by ASHAs - Under the scheme, ASHAs deliver contraceptives at doorstep of beneficiaries.
4. Sterilization and IUCD Fixed Day Services - to reach beneficiaries close to their homes.
5. Scheme for ASHAs to Ensure Spacing in Births - Under the Scheme, ASHAs counsel beneficiaries on adoption of family planning methods to ensure spacing in births.
6. Scheme for provision of Pregnancy Testing Kits in the drug kits of ASHAs for use in communities.
7. Counseling on family planning and availability of contraceptives in Village Health Sanitation and Nutrition Day.
8. Family Planning Logistic Management and Information System (FP-LMIS): FP-LMIS is a web based, mobile app based, SMS based application designed to streamline the supply of family planning commodities from National to ASHA level.

Statement-II*Beneficiaries of Family Planning Programme in 2018-19*

Sl. No.	Type of Services	Achievement
1.	Total Sterilization	35,42,434
2.	Total Condom Users	45,89,857
3.	Total IUCD Insertions	56,56,904
4.	OCP Users	34,18,850

Source: HMIS.

Promotion of generic medicines

†1722. SHRI HARNATH SINGH YADAV: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Indian Medical Council Act provides for every registered doctor to prescribe medicines under generic names;

(b) if so, the details thereof;

(c) whether Government is aware that Government and private doctors discourage patients from using generic medicines and do not prescribe generic medicines; and

(d) if so, whether Government has any effective plan for increasing the use of generic medicines?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI ASHWINI KUMAR CHOUBEY): (a) to (c) Clause 1.5 of Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002 prescribes that every physician should prescribe drugs with generic names legibly and preferably in capital letters and he/she shall ensure that there is a rational prescription and use of drug. Further, Medical Council of India has issued Circular dated 21.04.2017 *vide* which all the Registered Medical Practitioners have been directed to comply with the aforesaid provisions. The MCI or the appropriate State Medical Councils have been empowered to take disciplinary action against a doctor for violation of the

†Original notice of the question was received in Hindi.