



राज्य स्वास्थ्य समिति, बिहार



सुहर्ष भगत, भा०प्र०से०
कार्यपालक निदेशक

पत्रांक: SHSB/AO Cell/07/2025/.....4633

सेवा में,

सभी जिला पदाधिकारी
सभी सिविल सर्जन

पटना, दिनांक 12/09/2025

विषय: "स्वस्थ नारी सशक्त परिवार अभियान" के सुचारू संचालन हेतु विस्तृत दिशा-निर्देश के संबंध में।

प्रसंग: भारत सरकार, स्वास्थ्य एवं परिवार कल्याण मंत्रालय के पत्र संख्या D.O No.Z-28015/61/2025-NHM-1 दिनांक 11.09.2025

महाशय,

उपर्युक्त विषय एवं प्रासंगिक पत्र के संबंध में कहना है कि जिलों में दिनांक 17.09.2025 से 02.10.2025 तक "स्वस्थ नारी सशक्त परिवार अभियान" के तहत आयोजित किये जा रहे स्वास्थ्य शिविर के संबंध में सचिव, स्वास्थ्य विभाग, बिहार के पत्रांक 94(HS), दिनांक 11.09.2025 एवं पत्रांक 95(HS) दिनांक 11.09.2025 द्वारा समुचित निदेश दिये गये हैं। उक्त के क्रम में अपर सचिव एवं मिशन निदेशक (रा.स्वा.मि.) के पत्रांक D.O No.Z-28015/61/2025-NHM-1 दिनांक 11.09.2025 के द्वारा स्वास्थ्य संस्थान पर आयोजित होने वाले स्वास्थ्य शिविरों में विभिन्न गतिविधियों/सेवाओं के संबंध में विस्तृत दिशा-निर्देश प्राप्त हुआ है।

2. अतः भारत सरकार से प्राप्त उक्त पत्र की प्रति संलग्न करते हुये अनुरोध है कि "स्वस्थ नारी सशक्त परिवार अभियान" के तहत आयोजित किये जा रहे स्वास्थ्य शिविर के संबंध में पूर्व में प्रेषित स्वास्थ्य विभागीय पत्रों एवं भारत सरकार के प्रासंगिक पत्र में उल्लेखित दिशा-निर्देश के अनुसरण में समुचित कार्रवाई की जाय।

अनुलग्नक: यथोक्त।

विश्वासभाजन

(सुहर्ष भगत) 12/09/25





राज्य स्वास्थ्य समिति, बिहार



सुहर्ष भगत, भा०प्र०से०
कार्यपालक निदेशक

पत्रांक: SHSB/AO Cell/07/2025/.....

सेवा में,
सभी जिला पदाधिकारी
सभी सिविल सर्जन

पटना, दिनांक

विषय: "स्वस्थ नारी सशक्त परिवार अभियान" के सुचारू संचालन हेतु विस्तृत दिशा-निर्देश के संबंध में।

प्रसंग: भारत सरकार, स्वास्थ्य एवं परिवार कल्याण मंत्रालय के पत्र संख्या D.O No.Z-28015/61/2025-NHM-1 दिनांक 11.09.2025

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अनुलग्नक: यथोक्त।

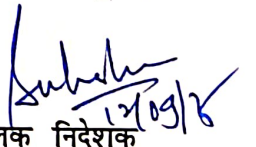
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ह०/-
(सुहर्ष भगत)

ज्ञापक: SHSB/AO Cell/07/2025/4633.....

पटना, दिनांक...12/09/2025

प्रतिलिपि :

- सचिव, स्वास्थ्य विभाग, बिहार, पटना को कृपया सूचनार्थ।
- निदेशक, IGIMS, पटना को सूचनार्थ एवं आवश्यक कार्रवाई हेतु प्रेषित।
- सभी नोडल पदाधिकारी/राज्य कार्यक्रम पदाधिकारी-राज्य स्वास्थ्य समिति, बिहार को सूचनार्थ एवं आवश्यक कार्रवाई हेतु प्रेषित।


कार्यपालक निदेशक



आराधना पटनायक, भा.प्र.से.
अपर सचिव एवं मिशन निदेशक (रा.स्वा.मि.)
Aradhana Patnaik, IAS
Additional Secretary & Mission Director (NHM)

D.O. No.: Z.28015/61/2025-NHM-I
Dated 11th September 2025

Dear Sir / Madam,

Health and empowerment of women is central to the progress of our families, communities, and the nation at large. In this context, the Ministry of Health & Family Welfare is launching a nationwide health campaign – **“Swasth Nari, Sashakt Parivar Abhiyaan”** from 17th September to 2nd October 2025, culminating on Gandhi Jayanti. The campaign will be undertaken in close convergence with **Poshan Maah** being observed by Ministry of Women and Child Development & will be inaugurated nationally by the Hon’ble PM from Madhya Pradesh.

2. The objective of the campaign is to ensure saturation of various health services for women and children especially targeting the missing cases. As part of this campaign, health camps offering essential and specialist services for women will be conducted nationwide at Ayushman Arogya Mandirs (AAMs), Community Health Centres (CHCs), and other public health facilities across the country. Key activities to be organized during the fortnight include:

- **Intensive Screening of women for Non-Communicable Diseases (NCDs)** like Hypertension, Diabetes, Oral, Breast, and Cervical cancer
- **Tuberculosis screening** for vulnerable women and enrollment of Nikshay Mitras
- **Screening for anemia** for adolescent girls & women
- **Sickle Cell Disease screening**, Genetic counselling card distribution and counselling services for women in tribal areas
- **Antenatal Care (ANC) checkups** for pregnant women including testing for haemoglobin level, counselling on nutrition & care during pregnancy and distribution of Mother and Child Protection (MCP) cards
- **Immunization services** for children and pregnant women
- **Awareness sessions** on menstrual hygiene, nutrition and mental health issues
- **Campaign on reduction in consumption of oil and sugar**
- **Nutrition Promotion/ POSHAN** through Poshan Aahar, Annaprashan, and diet counselling in collaboration with MoWCD and SHGs
- **Blood Donation Drive**
- **Under PM-JAY**, enrolment and distribution of **PM-JAY e-cards** and **ABHA Card services**

3. The effective implementation and overall success of this campaign is contingent upon the proactive engagement and seamless coordination by the States/UTs. In this regard, detailed guidelines for organizing **“Swasth Nari, Sashakt Parivar Abhiyan”** is enclosed herewith. Main actions required for organizing camps are given below in brief:

For 17th September

- i. Organize an event with large participation of public where Hon'ble Governors/ Chief Ministers/Lt Governor/Administrators/ State Minister of Health/ State Minister of WCD/ Other council Ministers will virtually participate in the National launch event. After the launch event is over, health camp shall also be organized at same venue.
- ii. Specialist camps to be organized at selected health facilities :
 - at PHC & above facilities by specialist doctors
 - at SHC by Medical Officers
- iii. All Health care facilities to be connected through webcast of the national event.

For 18th September onwards:

- i. Specialists camps on any one day (as per preplanned calendar) on remaining facilities which are not covered on 17th September.
- ii. Routine health camps with intensified activities to be organized at all days at all health facilities.

4. I request all the States/UTs to take following actions to effectively implement the campaign and achieve its objectives of promoting health awareness and services:
 - Plan for the launch event and ensure comprehensive planning of camps at all public health facilities for the campaign duration and update the schedule in campaign dashboard by 13th September 2025. URL for the planning purposes is <https://campaign.mohfw.gov.in/snsipa/>. An SoP has also been shared in this regard.
 - Ensure dignitaries' participation and coordinate their presence including location selected for two-way video connect. Locations to be shared through google sheet with MoHFW by 12th September 2025.
 - A google sheet has been shared with the states for filling the choice of location for Lok Sabha and Rajya Sabha Members of Parliament, at their convenient dates for participation in health camps from 17th Sept 2025 to 02nd October 2025. District Nodal officers to be appointed for each Hon'ble MP by 12th September 2025.
 - Publicize camp through community mobilization and adequate IEC publicity efforts to maximize beneficiary turnout from 14th Sept till Camp date. The SOP for IEC events is enclosed.
 - Plan & arrange logistics for all the health stalls/kiosks to be set up during the launch event & campaign period by 14th Sep 2025
 - Arrange IEC materials (banners, posters, flip charts) as per MoHFW approved template. (The banner would be provided by MoHFW and to be customized at state level and used at facility level)

- Coordinate with State health Institutions, Medical Colleges in your state for organizing camps convergence and resource sharing.
 - Coordinate with various state line ministries for interdepartmental convergence during the campaign period.
 - Coordinate with line ministries of Govt of India & support the camps at hospitals under Defence, Railways, ESIC etc.
 - Private sector institutions have also been requested to participate in the campaign. They have also been requested to provide support to State Govt. during the campaign. You are requested to coordinate with State level medical association like IMA, FOGSI etc. for proper coordination.
 - Appoint nodal officers for monitoring and coordination at State/District/Facility levels for various activities such as reporting on dashboard, photo/video upload, social media posts etc.
 - Beneficiaries to attend the camps with their Aadhaar Card or ABHA ID to facilitate smooth registration on the app.
5. Govt. of India has appointed nodal officers for each state/UT for proper coordination.
6. For organizing the Swasth Nari Sashakt Parivar Abhiyan health camps, the NHM Budget approved for Ayushman Arogya Shivirs and IEC may be utilized. Funds may also be sourced in convergence with other departments as well.
7. Your leadership at the State/UT level will be pivotal in translating the objectives of this campaign into meaningful health outcomes for women, children, and families. Let us collectively harness this opportunity to create lasting impact and reaffirm our commitment to building a **Viksit Bharat@ 2047**.
8. We look forward to your proactive engagement and continued support in making this Jan Abhiyan a resounding success.

Encl : As Above.

With regards.

Yours sincerely,


(Aradhana Patnaik)

To

Additional Chief Secretary/Principal Secretary/ Secretary (H&FW)/(Medical Education) of all the States/UTs

Swasth Nari, Sashakt Parivar Abhiyaan

Healthy Women, Empowered Families

Guidelines for Health Camps during 17th September 2025 to 2nd October 2025

I. INTRODUCTION

A Healthy Woman is foundation of a healthy family and a healthy family is the foundation of strong Prosperous Nation. As primary caregivers and decision-makers in household food choices, women are uniquely positioned to lead this change—through healthier cooking, portion control, family-based physical activity, and regular health check-ups. A healthy woman builds a healthy family, a healthy family strengthens society, and together they shape a Sashakt Parivar and a Viksit Bharat. Based on this Principle with the Hon'ble PM's call for Poshan, Fitness & Preventive Health, MoHFW is launching '**Swasth Nari, Sashakt Parivar Abhiyaan**' in convergence with **Poshan Maah**.

This National Campaign focusses on the Health & Nutrition of Women, Adolescent Girls and Children aiming to strengthen early detection, access to essential health services & empower families to adopt healthy life styles to deliver essential services at the last mile, strengthen early detection and prevention, and empower women and families to adopt healthier lifestyles for a stronger, healthier India.

Another critical pillar of health security is blood donation, a lifesaving act essential for trauma care, surgeries, cancer treatment, and management of various hemoglobinopathies (blood disorders) like thalassemia and sickle cell disease.

'**Swasth Nari, Sashakt Parivar Abhiyaan**' will be organized at Ayushman Arogya Mandirs (AAMs) , Community Health Centres (CHCs) and District Hospitals (DH) across the country scheduled from 17th September to 2nd October 2025, with a focused approach to address the specific healthcare needs of women and children. The campaign will reinforce the government's vision of a Healthy, Empowered, and Viksit Bharat by 2047.

The campaign will be launched by **Hon'ble Prime Minister of India** on 17th September 2025, at the national event at Madhya Pradesh, in the presence of Union Minister of Health & Family Welfare, Chief Minister and other State Dignitaries.

Besides the national level launch, the event will be virtually launched in each States/UTs with live telecast/webcast of national launch event at State, districts, DH, CHC & AAM. Hon'ble Chief Ministers, Governors, State Ministers and Members of Parliament will join the event virtually from respective States/ District. The launch event shall be organized at a place where Health camp will also be organized after the launch event is over. Detail of Health Kiosks/Stalls for providing health services is placed as Annexure I.

II. HEALTH CAMPS AT AYUSHMAN AROGYA MANDIR (AAM-SHC), AAM-PHC, UPHC-AAM, CHCs and DH

Objectives

- Provide women-centric, preventive, promotive, and curative health services at community level.
- Strengthen screening, early detection, and treatment linkage for NCDs, anaemia, TB, sickle cell disease.
- Promote maternal, child, and adolescent health through ANC, immunization, nutrition, menstrual hygiene and lifestyle awareness activities.
- Mobilize communities for healthy lifestyle practices with special focus on obesity, nutrition, and blood donation.
- Engage People's Representatives (MLAs, MPs, PRI leaders, ward members) as visible champions to mobilise communities, felicitate donors, and highlight government commitment.

Campaign activities

The Abhiyaan will commence with a one-day national level launch showcasing health stalls and health camps across the country from 17 September to 2nd October 2025. The Major activities under the campaign are outlined below, with key logistics and material required (as detailed in annexure III):

1. **Screening of women for Non-Communicable Diseases (NCDs)** like Hypertension, Diabetes, and management by Medical Officers/ Specialists. Conduct screening for oral, breast, and cervical cancer using visual inspections, examinations and referrals for confirmatory tests at higher centres.
2. **Tuberculosis screening** for vulnerable women
3. **Screening for anaemia** for adolescent girls & women and **counselling services**
4. **Sickle Cell Disease screening**, Genetic counselling card distribution and counselling services for women in tribal areas
5. **Antenatal Care (ANC) checkups** for pregnant women including testing for haemoglobin level, counselling on nutrition & care during pregnancy and distribution of Mother and Child Protection (MCP) cards
6. **Immunization services** for children and pregnant women as per due list.
7. **Awareness sessions on menstrual hygiene and nutrition** for adolescent girls and women
8. **Awareness on mental health issues & counselling**
9. **Campaign on reduction in consumption of oil and sugar** through women Self Help Groups (SHG) and women representatives of Panchayati Raj Institutions (PRI)
10. **Nutrition Promotion/ POSHAN** through Poshan Aahar, Annaprashan, and diet counselling in collaboration with MoWCD and SHGs.
11. **Blood Donation Drive** to organize voluntary blood donation camps at all Blood banks in country, ensuring safe collection and new donor registration
12. **Under PM-JAY**, enrolment and distribution of PM-JAY e-cards, card verification, and grievance redressal through a help desk.

13. **Ayushman & ABHA Card Services** with enrolment and distribution of Ayushman Vaya Vandana and ABHA cards and awareness on entitlements.
14. **Enrollment of Nikshay Mitra Volunteers:** Register and engage volunteers to support TB patients with nutrition kits, counselling, and livelihood linkages through pledge ceremonies and community mobilization at health camps.
15. **IEC & Community Engagement:** Folk activities, health pledges, cultural programmes, and testimonies to promote women's health and voluntary blood donation, with People's Representatives participating in inaugurations and community interactions.
16. **AYUSH Services:** Conduct wellness sessions with yoga, Ayurveda, and herbal remedies, promoting women's health through demonstrations and counselling at health kiosks and camps.

By bringing preventive, promotive, and comprehensive healthcare closer to women, this campaign seeks to ensure healthier women, empowered families, and a stronger nation.

During camp days, States/UTs to utilize this opportunity to ensure that the aforementioned activities are also extended for ASHAs, Anganwadi Workers, Women members of Self Help Groups, and representatives of Panchayati Raj Institutions

III. (A) CAMPS AT AYUSHMAN AROGYA MANDIR – SUB HEALTH CENTRES (AAM-SHC)

Services to be provided by the Medical Officer at AAM-SHC on any one day (Specialist Camp) during the campaign period. On remaining days, intensified services to be provided by AAM team during the campaign from 17th September till 2nd October.

a. Services to be provided at AAM-SHC

Health Camp Day

- **NCD Screening for left out targeted women population:**
 - Screening for Hypertension, Diabetes, Oral Cancer, Breast Cancer, Cervical Cancer
 - Special referral desk for suspected/ complicated cases → AAM-PHC/ CHC/ DH
- **Maternal & Child Health Drives as per due list:**
 - High-risk ANC identification and referral.
 - Intensified immunisation (catch-up for left outs/ dropouts).
 - Early child development checks & referral
- **Anaemia & Menstrual Hygiene Campaigns:**
 - Hb testing drives for women & adolescents.
 - Counselling on iron-rich diet.
 - Free sanitary pad distribution & menstrual hygiene counselling (with SHGs).
- **TB & Sickle Cell:**
 - TB screening drive for vulnerable women
 - Sputum sample collection with transport to CHCs/ DH
 - Enrolment of Nikshay Mitras
 - Sickle Cell screening (in identified areas) and genetic counselling card distribution
- **Awareness activities for mental health**
- **Nutrition & Poshan Activities (with MoWCD/ SHGs):**
 - Annaprashan ceremonies for infants (6 months).

- POSHAN recipe demonstration stalls.
- **Ayushman Bharat Schemes:**
 - ABHA ID generation/Ayushman Vay Vandana Card Enrolment & Distribution
- **IEC & Community Engagement:**
 - Folk songs, street plays, health pledges
 - Involve PRI members, SHGs, NSS/NCC
 - Recognise ASHAs, blood donors, and beneficiaries giving testimonies

Intensified Routine Services on other days

- **Maternal & Child Health (MCH):**
 - Antenatal Care (BP, weight, Hb, foetal heart sound with fetoscope)
 - Postnatal Care (PNC checks)
 - Immunisation
 - MCP card distribution & updating
- **Non-Communicable Diseases (NCD):**
 - BP and blood sugar screening
 - Oral health, breast self-exam, and basic cervical screening awareness.
 - Follow-up of known HTN/ Diabetes cases with medicine refills (if supplied).
- **Anaemia & Nutrition:**
 - Hb screening with hemoglobinometer
 - IFA & Calcium supplementation.
 - Growth monitoring of children <5 years.
 - Nutrition counselling (balanced diet, Poshan tips).
- **Communicable Diseases:**
 - Awareness for TB.
 - Sputum collection for presumptive TB.
 - Referral for fever, malaria, diarrhoea, etc.
- **Family Planning & Reproductive Health:**
 - Distribution of OCPs, condoms, ECPs.
 - Counselling on spacing methods.
- **Other Routine Tasks:**
 - ABHA card enrolment (ongoing activity)
 - PM-JAY card verification (help desk if linked)
 - Health education sessions (handwashing, ORS use, menstrual hygiene)
- **AYUSH Wellness**
 - Yoga and lifestyle counselling where available
 - Facilities must ensure proper cleanliness and biomedical waste management.

- **Reporting of Camp Progress**
 - Daily photos (5 photos) of HD quality and One short video (30 seconds to 1 minute) of HD quality to be shared by the facilities with the state nodal officer.
 - State nodal officer to verify the received photos and video.
 - After verification, the state nodal officer to upload the video on the MoHFW dashboard.

b. Pre-launch activities (to be completed by 13th September 2025) & community mobilization strategies

- Prepare a calendar of camps with timeline in consultation with PHC and Block Health Team/ Nodal from 17th Sept to 2nd Oct
- Fill the dashboard with calendar of health camps planned for all days and facilities. All Medical officers must be tagged in advance and well informed about the calendar to avoid absenteeism.
- Coordinate for Dignitaries Participation - DO letters have been issued from Hon'ble Union Minister for Health & Family Welfare to Hon'ble Governor/ Lieutenant Governor/ Administrator/ Chief Minister/ State ministers for Health/Member of Parliament and Council ministers. State teams to contact the dignitaries and coordinate for their participation. State/District nodal officers to be nominated to coordinate with the dignitaries. Selected locations will be connected via 2-way visual connectivity mode.
- Publicise camp through community mobilization and adequate publicity efforts
- Invite dignitaries/local People's Representatives and other departments and take locations of participation in Health camps.
- Nodal officers to be appointed for each MP and Council Minister from Gol as well as other dignitaries to coordinate their participation.
- Coordinate with private sector hospitals to organize free camps in their units. MoHFW has requested their associations at National level.
- Prepare logistics and ensure adequate supplies: BP apparatus, glucometer, Hb meters, IFA/ Calcium, Vaccines, Cold Chain equipment, Registers etc.
- Arrange IEC materials (banners, posters, flip charts) as per MoHFW approved template. (The banner would be provided by MoHFW and to be customized at state level and used at facility level)
- **Mobilisation Strategy (Starts 6–8 Days Before)**
 - **ASHAs & AWWs:**
 - Door-to-door mobilisation, especially for ANC women, NCD patients, adolescents.
 - Use **CBAC forms** to identify at-risk adults for camp referral.
 - **PRI & SHGs:**
 - Involve village panchayat leaders, SHGs, and women's groups to announce camps.
 - SHG meetings used as mobilisation platforms (nutrition, menstrual hygiene).
 - **Schools & Anganwadis:**
 - Teachers to mobilise adolescents for Hb testing & awareness.
 - Anganwadi centres line-list malnourished children & mothers.
 - **Local Media & Traditional Channels:**
 - Wall writings and loudspeaker announcements.
 - WhatsApp groups of PRIs, SHGs, youth clubs.
 - Folk songs and Nukkad natak.
 - **Attraction Points**
 - Free Supplies: IFA, calcium, sanitary pads, ORS Packets/ Zinc tablets, nutrition demo meals.
 - Cards & Entitlements: ABHA ID, PM-JAY enrolment, Ayushman Vaya Vandana – draws people for tangible benefits.

- Cultural Activities: Folk songs, street plays, health pledges, quiz for adolescents.
- Recognition: Felicitation of ASHAs, AAWs, SHGs in public gatherings.
- Enrolment of Nikshay Mitra Volunteers: Register and engage volunteers to support TB patients with nutrition kits, counselling, and livelihood linkages through pledge ceremonies and community mobilization at health camps
- Utilizing MY Bharat / NSS volunteers.

c. Activities to be conducted on the camp day

- Team Involved: MO (PHC), CHO, ASHAs and MPWs/ ANMs, SHGs and AWWs
- National Launch Day - Facilities will attend the national launch day function through webcast. At AAM-SHC the inauguration of camp can be done by MP/ MLAs/ Sarpanch/ Any local PRI leaders
- Registration desk: Registration of all participants will be done by CHO through **Registration App** to be provided by MoHFW. People have to be encouraged to attend camps with Aadhar card / ABHA ID so that registration in APP may be done smoothly. In case it is not possible to capture details through App then, register with required fields has to be maintained to ensure that genuine reporting of participants is done at higher level. The details of these participants has to be mandatorily uploaded on the MoHFW portal.
- Engage Public Representatives in inaugurating camp and handing MCP and other types of cards.
- IEC activities: Nutrition counselling, menstrual hygiene demo, SHG talks.
- Organise camp areas into clearly marked service corners to avoid crowding and make the camp attractive:
 - Registration & Token Desk
 - NCD & Cancer Screening Desk
 - ANC/ PNC & Immunisation Desk
 - Anaemia & Adolescent Health Desk
 - TB & Communicable Disease Desk
 - Nutrition & Poshan Stall (SHGs)
 - Ayushman/ ABHA/ PM-JAY Desk
 - Sick cell Desk and outreach through MMU (in Tribal States)
 - IEC & Cultural Activity Zone
- The daily progress of the camp on various health indicators should be reported on the concerned portals i.e RCH/ UWIN/ NCD/ SCD and AAM portal as per the indicators prescribed for this campaign. SOP for reporting the camps on MoHFW Dashboard shall be conveyed to States/UTs.
- **Pledges:**
 - Organize health pledges- Organize mass pledge session led by SHGs for 10% oil & sugar reduction
 - Organize a visible pledge-taking by all existing Nikshay Mitras present (TB Mukht Bharat)

III. (B) Services to be provided at specialist camps (PHC / CHC / DH)

Health Camp Day

PHC Level

- Cancer Screening (Oral/ Breast/ Cervical).
- High-risk ANC + Family Planning.
- Adolescent Health & Menstrual Hygiene.
- Elderly & NCD Intensified Day.
- Sickle Cell Screening & Card Distribution (Tribal areas).
- Immunisation intensified with mobilization of all the left outs
- Nutrition & Poshan Demo
- TB Screening & enrollment of Nikshay Mitras

CHC Level

- Multi-specialty OPDs (Medicine, Gynae, Paediatrics).
- Dental/ ENT/ Eye screening.
- Anaemia & Adolescent Health drives.
- Blood Donation Day (every 3rd or 4th day).
- Mental Health Counselling
- Cancer + NCD Mega Screening.

DH Level

- Specialty OPDs (Oncology, Ortho, Surgery, Psychiatry, Dermatology).
- Surgical camps (Cataract, Dental extraction, Gynaecology).
- Advanced diagnostics (Mammography, ECG, and Colposcopy).
- Blood Donation + Palliative care day.

Specialist Services to be provided

- Obstetrics and gynaecology
 - Antenatal and postnatal check-ups (BP, weight, basic exam, nutrition & supplement counselling, breastfeeding support) & consultation by specialist
 - Assessment of menstrual problems, family planning counselling, contraceptive provision (pills, condoms, injectables).
 - Diagnosis/treatment of common vaginal infections & STIs; basic cervical (VIA) and breast examination for cancer screening.
 - Awareness on safe pregnancy, hygiene, nutrition, contraception, and self-care practices.
- Paediatrics
 - Growth monitoring (weight, height, head circumference), developmental milestone checks, nutritional assessment and consultation by specialist
 - Diagnosis and treatment of common conditions like fever, respiratory infections, diarrhoea, skin problems, and anaemia
 - Immunization review (checking vaccination status), deworming, vitamin supplementation (e.g., Vitamin A, iron, folic acid)
 - Guidance for parents on breastfeeding, complementary feeding, hygiene, accident prevention, and early danger signs
- Dermatologist

- Diagnose and manage skin infections, common skin conditions like eczema, psoriasis, etc.
- Facilitate referral linkages for patients requiring advanced testing or procedures
- Psychiatrist
 - Conduct mental health screenings for common conditions like depression, anxiety, substance use and stress-related issues using simple questionnaires or interviews
 - Counsel patients for mental health issues and link with TeleMANAS or refer as required
- ENT and Audiology
 - Diagnose and manage common ENT concerns like ASOM/ CSOM/ DNS / Tonsillitis and other common ENT infections.
 - Support oral cancer screening and linkages for confirmation.
 - Minor procedure like syringing or foreign body removal
- Ophthalmologist
 - Diagnose and manage common eye infections and conditions like cataract, Vitamin A deficiency, conjunctivitis, etc.
 - Facilitate referral linkages for patients requiring surgical interventions
- Minor surgical camps
 - Diagnose and support medical management of common surgical conditions like varicosities, pain abdomen, etc.
 - Facilitate referral linkages for patients requiring surgical interventions
- Dental Surgeon
 - Management of common oral conditions like gingivitis, dental caries, periodontitis, etc.
 - Screening for oral cancers and identification of patients requiring dentures, root canals etc.
 - Facilitate referral linkages for patients requiring dental procedures
 - Oral cancer screening.

a. Pre-launch activities (to be completed by 13th September 2025) & community mobilization strategies

- Prepare a calendar of camps with timeline in consultation with the District Health Society and the Medical College (where available).
- Fill the dashboard with calendar of health camps planned for all days and facilities. All Specialists and Medical officers must be tagged in advance and well informed to avoid absenteeism.
- Publicise the camp through community mobilization and adequate publicity efforts
- Invite dignitaries/local People's Representatives and other departments and take locations of participation in Health camps.
- Nodal officers to be appointed for each MP and Council Minister from GoI as well as other dignitaries to coordinate their participation.
- Coordination with Central Government and State government Health Institutions – provide necessary support to organize similar event and specialist health camps.

- Coordination with Line Departments of Govt. of India - hospitals under Defence, Railways, ESIC etc. to hold camps
- Coordination with Private sector - coordinate with the State representatives of various association & private hospitals to organize free camps
- Prepare logistics for service areas: NCDs, ANC, immunisation, anaemia, nutrition, TB, sickle cell disease, Ayushman/ ABHA enrolment, PM-JAY help desk, and IEC activities.
- Arrange adequate staff, equipment, consumables, and IEC material.
- Prepare designated areas for registration, screening, donation, refreshments, and rest.
- Arrange IEC materials (banners, posters, flip charts) as per MoHFW approved template (The banner would be provided by MoHFW and to be customized at state level and used at facility level)
- In case a Medical College is attached, coordinate with the Dean or HOD Community Medicine/ PSM to depute specialists and interns for the camp. Gynaecologist, Paediatrician, Eye Specialist, ENT Specialist, Dental Surgeon, Dermatologist, Psychiatrist, etc. shall be mobilized from Medical Colleges, District Hospitals (DH), including support from District Residency Programme doctors.
- Blood Donation Specific
 - Fix dates with DHS and identify a licensed blood bank partner (Government/ Medical College/ Red Cross).
 - Mobilise donors through ASHAs, PRIs, SHGs, RWAs, NSS/ NCC, NGOs, and community leaders.
- **Community mobilization**
 - ASHAs/ AWWs: Daily mobilisation (door-to-door).
 - PRIs/ SHGs: Announcements, public pledges, mobilisation of women & elderly.
 - Schools/ Colleges: NSS/ NCC for street plays, adolescent day mobilization.
 - Ayushman School Health Ambassadors will be involved
 - People's Representatives: People's Representatives by formally inviting them to the camp, sharing IEC materials for wider mobilisation, and requesting them to motivate SHGs, youth groups, and community networks.
 - Interns from medical colleges, if present, may be engaged for community mobilisation through street plays and awareness campaigns.
 - Felicitation of ASHAs, Volunteers, PRIs, SHGs etc.
 - Enrollment of Nikshay Mitra Volunteers: Register and engage volunteers to support TB patients with nutrition kits, counselling, and livelihood linkages through pledge ceremonies and community mobilization at health camps
 - Pledges- Organize mass pledge session led by SHGs for 10% oil/sugar reduction
 - MY Bharat and NSS Volunteers.

b. Activities to be conducted on the camp day

- Team Involved - Specialists, MO, Staff Nurse, MPW/ ANMs, TB Volunteers, ASHAs and SHGs
- Launch Day - Facilities will attend the national launch day through webcast.
- At AAM-PHC/ CHC/ DH the inauguration of camp will be done by MP/ MLAs/ Any local leaders

- Registration desk: Registration of all participants through Registration module to be provided by MoHFW. People have to be encouraged to attend camps with Aadhar cards (voluntarily) so that registration in APP may be done. Alternatively, a register with basic detail has to be maintained to ensure that genuine reporting of participants is done at higher level.
- Provide clearly marked service areas with a smooth flow of beneficiaries.
- Conduct NCD, cancer, anaemia, TB, and SCD screening, ANC check-ups, immunisation, and nutrition counselling.
- Operate a TB corner for symptom screening, sputum collection, X-ray vans (where available), and Nikshay Mitra enrolment.
- Set up PM-JAY desks for card enrolment, distribution, verification, and grievance redressal.
- Carry out Ayushman Vaya Vandana and ABHA card enrolment.
- Engage People's Representatives in inaugurating the camp, addressing the community, handing over MCP cards, and felicitating donors and frontline workers.
- Conduct IEC and cultural activities, pledges, and testimonies to raise awareness.
- Separate service areas for each activity.
- Volunteers to support smooth beneficiary flow.
- **Medical College Support:** Faculty, residents, or interns to assist in **specialist consultations, screenings, and blood donation supervision.**
- **Safety Measures:** Ensure **ambulance access, fire safety, and biomedical waste storage.**
- Blood donation to follow **NACO & MoHFW guidelines.** Specific activities are as follows
 - Conduct donor registration (Registration of all participants) and medical screening by blood bank staff.
 - Collect blood safely under sterile conditions as per NACO/ MoHFW guidelines.
 - Provide refreshments and ensure observation of donors after donation. Involve People's Representatives in inaugurating the camp, encouraging donors, and distributing certificates of appreciation.
 - Recognise donors with certificates/tokens of appreciation
 - Transfer collected units to the blood bank and update data on e-RaktKosh.
 - Pledge on MyGov portal
 - Publicly acknowledge donors, volunteers, partners, and People's Representatives through local media and social media.
 - Submit report with data and photographs

- **Reporting of Camp Progress**

- Daily photos (5 photos) of HD quality and One short video (30 seconds to 1 minute) of HD quality to be shared by the facilities with the state nodal officer.
- State nodal officer to verify the received photos and video.
- After verification, the state nodal officer to upload the video on the MoHFW dashboard.

IV. ROLES AND RESPONSIBILITIES OF STAKEHOLDERS

1. Roles and Responsibilities of Implementing team members

Overall mentoring shall be provided by ACS/Secretary (Health) in the State/ UT and CMOs in each District for coordination and other necessary arrangements. Health Camps shall be planned in a way that adequate Teleconsultation hubs should be available for convenient connections with the Spokes.

WCD and other line department officials should also be involved at all level event.

- Chairman of JAS at the Ayushman Arogya Mandir shall take the lead under the guidance of Block Health Officer/ Taluk Health Officer
- VHSNC/ MAS and JAS members shall proactively mobilize people for the mela from their villages or locality.
- CHO and PHC Medical Officer shall be responsible for implementing the health camps with the support of JAS members, PRI members and community.
- It is recommended that ASHAs should undertake intensive CBAC assessments in a campaign mode prior to the scheduled Health Camps and inform about the camp to each household in her area. ASHAs should also mobilize women and adolescents to avail the services in masses.
- Necessary medicines, diagnostics and supplies should be arranged through the respective AAM well in advance
- Community based Youth groups and CBOs can be leveraged for the mobilization and spreading awareness.
- Each facility shall conduct Health camp with all its prescribed component on any one day in the campaign period. However, on remaining days, the routine activities shall be provided in intensified manner. The ASHAs/ANMs shall conduct outreach and ensure that minimum 50-100 women avail the services at AAM SHC each day and 100-150 women at AAM PHC per day during this period. The no. of Health camps as per prescribed components expected are mentioned in Annexure II.

2. People's Representatives (MPs, MLAs, PRI Leaders, Ward Members)

- Lend political and social visibility by inaugurating DH/SDH/CHC/AM PHC/AAM SHC camps and blood donation drives.
- Mobilise communities by motivating SHGs, youth groups, RWAs, and other local organisations to participate.
- Endorse the importance of women's health, TB elimination, nutrition, and voluntary blood donation through public addresses.
- Felicitate blood donors, beneficiaries, and frontline workers to strengthen motivation.
- Ensure accountability by monitoring service delivery and reinforcing government commitment at the community level.

3. District Health Society (DHS)

- Approve and coordinate DH/SDH/CHC/PHC camp dates and service package.
- Arrange collaboration with medical colleges, licensed blood banks, and other partners.

- Provide required logistics, medical supplies, IEC material, and reporting formats.
- Consolidate all camps reports and share with State and MoHFW.
- Ensure financial provisions under NHM and relevant programme heads.

4. Community Health Centres (DH/ SDH/ CHC/ PHC)

- Act as the nodal implementing site for camps.
- Plan service delivery stalls, allocate staff, and prepare logistics at least two weeks before the camp.
- Designate a Nodal Officer for overall coordination, documentation, and reporting.
- Ensure infection control, biomedical waste management, and emergency preparedness.
- Upload data daily on HMIS, Nikshay, PM-JAY, and e-RaktKosh portals.

5. Medical Colleges (wherever available)

- Provide specialist doctors for cancer screening, obstetric and gynaecological consultations, and NCD management.
- Extend support through associated blood banks for safe blood collection, storage, and transport.
- Facilitate diagnostics (X-ray vans, pathology services) for TB and other conditions.
- Provide technical guidance and on-site supervision for quality assurance.

6. Licensed Blood Banks (Government, Medical College, Red Cross, Others)

- Partner with Health care facilities in vicinity to set up voluntary blood donation camps.
- Conduct donor registration, medical screening, and safe collection under NACO/MoHFW guidelines.
- Ensure proper transport and storage of blood units and update **e-RaktKosh**.
- Provide trained staff, consumables, and emergency management.

7. Frontline Health Workers (ASHAs, ANMs, AWWs)

- Mobilise households and motivate women, adolescents, and families to attend camps.
- Spread awareness about ANC, immunisation, nutrition, menstrual hygiene, TB, and blood donation.
- Support registration desks and guide beneficiaries at camp venues.
- Conduct follow-up visits for screened or referred patients.

8. Self-Help Groups (SHGs), Youth Clubs, NSS/ NCC, RWAs, NGOs, and Civil Society

- Assist in mobilising local communities and ensuring high participation.
- Provide volunteers for crowd management, IEC dissemination, and donor motivation.
- Support cultural activities, pledges, and testimonies to reinforce health messages.
- Act as champions of voluntary blood donation and nutrition campaigns in their communities.

9. Central government institutions

- States must ensure convergence with various central government hospitals run by central line ministries like, AIIIMs, ESIC, Defence and railway hospitals.

10. Roles of Line Ministries for State-level Coordination (Annexure IV)

- Strong convergence between MoHFW and other line ministries is critical and the institutions and workforce under other departments play a vital role in mobilisation, service delivery, and community engagement during the health camps.
- Role of various line ministries enclosed at Annexure IV

11. Private sector

- Private sector organizations and professional bodies (IMA, FOGSI, IAP, NATHEALTH, etc.) can be engaged. Govt. of India has already sensitized them on these aspects.
- CSR and diagnostics partnerships can be leveraged wherever possible.

12. Media and Communication Partners

- Disseminate success stories and highlight the participation of People's Representatives and community members.
- Promote IEC campaigns through local radio, press, and social media.
- Publicise camp outcomes to encourage sustained community engagement.

V. Communication and IEC

- Distribute standard IEC kits to all the participating facilities. States to localize content in vernacular.
- Radio jingles, and local FM to be run daily with campaign material. Community radio can also be used.
- Social media: unified hashtag ([#SwasthNariSashaktParivar](#)), daily content calendar and rapid response for misinformation.
- Press facilitation: Daily press note templates and designated media focal points at state / district level.

VI. DISSEMINATION PLAN

Effective dissemination of information is the cornerstone of ensuring maximum reach and participation. Since the initiative directly addresses women's health and family well-being, it requires a multi-layered communication strategy that is inclusive, accessible, and culturally relevant. The approach combines traditional, digital, and inter-personal channels to engage diverse population groups across urban, semi-urban, and rural areas.

The various modes to be adopted for dissemination of camp activity are as follows:

- **Government Platforms**
 - Campaign promotion via PIB, AAM handles, and Ministry of Women & Child Development handles.
 - Interactive content: polls, infographics, FAQs through various digital modes like facebook, twitter, Instagram.
- **Social Media Campaign**

- Hashtags: **#SwasthNariSashaktParivar**
- Instagram reels, YouTube shorts, and Facebook live sessions with doctors.
- WhatsApp groups of ASHA & CHO to be leveraged for quick dissemination
- **Mobile Technology**
- SMS alerts through state health departments and telecom tie-ups.
- **Community-Level Interventions**
 - Panchayat announcements, Gram Sabha briefings.
 - Engagement of sarpanches and ward members for credibility. Mass Media Outreach
- **Print Media**
 - Press releases on launch of event, pre-event announcements to create awareness for camp day, during the event publishing of event highlights, and success stories in national and regional newspapers.
- **Electronic Media (TV & Radio)**
 - Promotional spots on Doordarshan, regional channels, and FM stations.
 - Jingles in. all famous radio & FM.
 - Expert discussions, talk shows & testimonials.
 - Community radio broadcasts in rural areas.
- **Digital & Social Media Engagement**
 - Announcements during religious gatherings.
 - Endorsements by local faith leaders.
 - Mobilization through SHGs, MAS, JAS & AWW networks.
- **On-Ground Publicity**
 - Posters and banners at PHCs, CHCs, ration shops, schools, bus stands.
 - Pamphlets & flyers, through ASHAs/ ANMs.
 - Miking through mobile vans/ Garbage vans in villages and towns.
 - Loudspeaker announcements at markets and weekly haats.
 - Nukkad Nataks
- **Inter-Personal Communication**
 - Door-to-door visits by ASHAs, ANMs, and Anganwadi workers.
 - Focused counselling for marginalized and tribal populations.
 - Puppet shows, folk songs, street plays during village gatherings.
- **Government & Administrative Leverage**
 - Circulars and directives to all District Collectors / DMs / departments for coordinated action.
 - Integration of camp messages in schemes of Women & Child Development, Education, Rural Development, and Panchayati Raj.
 - Appeals by MPs, MLAs, and local leaders in public gatherings.
 - Special mentions in community events and political meetings.

VII. Reporting and Dashboard

- All the camps planned in this campaign have to be entered on the dashboard. The URL to be used for health facilities is **<https://campaign.mohfw.gov.in/snsipa/>** which is already shared with the states. The camps with visit of Specialists and MOs as well as daily routine camps shall be filled in this URL. The details captured on this for all camps shall be perused at State as well as National Level.
- There will a registration module/APP which shall be provided by the Ministry to states for entering basic details of each visitor attending these camps. The no. enrolled in this APP shall be used for reporting purpose. In case of facilities finding difficult to use APP due to geographical and technical issues, register shall be maintained to capture participants basic detail.
- All facilities must report daily to the unified MoHFW dashboard.
- Mandatory fields and guidance
 - Facility ID
 - Geo tagged photographs (max. 5) and 30 – 60 sec. video clip (To be uploaded by state nodal officer on MoHFW dashboard).
 - Total footfall (Disaggregated by sex, age group – to be captured through MoHFW App)
 - Services provided (ANC, Immunization, NCD, Hb test, TB screening and SCD tests) – will be uploaded on respective portals which will be integrated with MoHFW through APIs)
 - PMJAY / ABHA enrolments
 - Blood donation and Pledge (e-RaktKosh and MyGov Platform)
 - Nikshay Mitra enrolment through Nikshay Portal
- Central nodal officers from MoHFW have been appointed for each State & UT for reviewing the preparedness at State and to monitor the progress (Annexure V).

VIII. Roles and Responsibilities of nodal officers

- State Nodal Officer – Single point contact, ensure state level readiness, supplies, media and daily reporting
- District Nodal Officer – District Master Plan, camp supervision, verification, consolidation to state dashboard.
- Facility Nodal officer – Camp Execution, data entry and photo upload.
- Blood bank nodal – Donor mobilization, safe collection and e-RaktKosh entry and pledge on MyGov platform

IX. LAUNCH EVENT – 17th September 2025

The campaign will be inaugurated through a national-level launch event on 17th September 2025 at Madhya Pradesh.

For 17th September

- Organize an mega health camp with large participation of public where Hon'ble Governors/ Chief Ministers/Lt Governor/Administrators/ State Minister of Health/ State

Minister of WCD/ Other council Ministers will virtually participate in the National launch event.

- Specialist camps to be organized at selected health facilities :
 - at PHC & above facilities by specialist doctors
 - at SHC by Medical Officers
- Routine health camps with intensified activities to be organized at all other facilities.
- The webcast of the national event will be viewed by all the health facilities (link will be shared).
- The selected venues where dignitaries will participate will be connected to the national event through a separate two way video link. Adequate arrangement has to be done for same.
- State/District Nodal officers to coordinate with the dignitaries for their participation.
- Health kiosk will be set up to provide women centric services to beneficiaries as per Annexure I. State to arrange logistics & other resources as per annexure III.
- Registration of all the camps (including launch events), participation number and uploading of photos/videos in central dashboard to be ensured by the State Nodal officer same day.

Health Kiosk

S.N.	Kiosk	Activities
Registration Desk		
1	Maternal Health Services	- ANC Check-up (HB, BP, weight) - Awareness & Counselling (Safe pregnancy, high risk, schemes JSY, JSSK, PMSMA) - MCP card distribution - High-risk pregnancy identification & referral
2	Immunization and Child Health services	- Immunisation services and awareness - Growth monitoring - Infant & Young Child Feeding (IYCF) counselling - HBNC & HBYC kit demo - RBSK screening & referral - Cold chain equipments
3	POSHAN	- Balanced diet counselling - Nutrition plate model & food basket demo - Annaprashan - Cooking demo/healthy recipes
4	Adolescent Health (Anemia and Menstrual hygiene)	- Hb testing - Provision of IFA supplements - Deworming awareness & distribution - Counselling on anaemia prevention - Awareness on menstrual hygiene
5	Non-communicable diseases (NCDs) & Wellness	- Measurement of BP & Blood Sugar - BMI check - Wellness - Awareness, Counselling and Activity - for healthy lifestyle
6	Cancer Screening	- Oral Cavity check - Breast self-exam demonstration - VIA kit showcasing - Awareness & Counselling on cervical, oral & breast cancers
7	National Sickle Cell Anemia Screening	- Sickle cell testing - Pre-marital counselling - Counselling for disease management - Genetic counselling card distribution (In 5 major States implementing Sickle Cell Program)
8	Eyes, ENT, Dental, and geriatric care	- Screening Services for eyes, ear and dental ailment - Counselling on diet, exercise, fall prevention, and healthy ageing
9	Tuberculosis Screening	- TB screening - Demonstration of AI enabled X-ray - Ni-Kshay Poshan kit distribution - Facility for enrolment of Nikshay Mitra - Interaction with Patient & TB Vijeta and Awareness on TB prevention & treatment
10	Mental health	Awareness & Counselling

In
Convergence
with WCD

S.N.	Kiosk	Activities
11	AB-PMJAY & Vay Vandana Card	● Distribution of Ayushman Bharat – PM-JAY e-cards & Ayushman Vay Vandana cards to women/ elderly women ● Live card printing/ enrolment desk, IEC material on entitlements ● ABHA ID for women
12	Organ and Blood Donation	● Blood Donor registration on e-Raktkosh Portal ● Pre-screening of donors ● Awareness on safe blood and organ donation ● Pledge on My Gov Portal
13	Eat Right Campaign	● Campaign on 10% reduction in consumption of oil & sugar
14	AYUSH Services	● Health Consultation ● Prakriti Parikshan ● Counselling for healthy diet & lifestyle ● Yoga demonstration

Note:

- Registration desk shall be put up before stalls to register each participant through Registration APP
- Each kiosk should be managed by women health/WCD professionals with required equipment.

Annexure II

Number of health camps to be organised as per protocol at various levels during the above period are as below. Rest days routine activities to be provided in intensified manner.

State/ UT	SHC	PHC	UPHC	USHC	CHC
Andaman & Nicobar Islands	96	22	0	5	4
Andhra Pradesh	10,032	1,144	369	191	175
Arunachal Pradesh	297	112	5	1	57
Assam	3,356	950	55	105	221
Bihar	8,481	1,215	141	328	312
Chandigarh	0	0	29	19	2
Chhattisgarh	4,494	754	59	187	184
Delhi	0	0	60	9	0
DNH&DD	77	12	0	5	1
Goa	139	58	4	2	6
Gujarat	7,730	1,483	431	705	382
Haryana	2,053	400	107	165	155
Himachal Pradesh	1,382	501	21	19	107
Jammu & Kashmir	1,875	676	47	40	83
Jharkhand	2,955	257	77	135	197
Karnataka	6,532	2,161	367	681	214
Kerala	5,146	853	102	307	231
Ladakh	288	32	1	0	7
Lakswadeep	0	6	0	0	3
Madhya Pradesh	9,894	1,321	140	428	348
Maharashtra	8,487	1,913	797	1,040	448
Manipur	294	86	11	14	17
Meghalaya	430	116	19	29	28
Mizoram	286	58	9	18	9
Nagaland	333	95	8	0	26
Odisha	5,428	1,263	116	132	386
Puducherry	61	24	21	17	4
Punjab	2,448	361	98	63	163
Rajasthan	7,135	2,174	292	249	834
Sikkim	149	24	2	9	2
Tamil Nadu	5,208	1,421	460	708	427
Telangana	3,233	645	243	503	89
Tripura	888	109	10	56	21
Uttar Pradesh	17,592	2,606	721	1,172	958
Uttarakhand	1,522	500	37	0	82
West Bengal	11,053	906	478	465	350
Total	1,29,374	24,258	5,337	7,807	6533

Logistics Required – HEALTH KIOSK

S.N.	Kiosk	Key Logistics/ Materials Needed (Indicative)
	Registration Desk	Stationery Items,IT System
1	Maternal Health Services	Hb test kits, BP machine, weighing machine, stethoscope, MCP cards, urine test kits, counselling IEC charts, iron & calcium tablets, ORS
2	Immunization and Child Health services	Vaccines (as per UIP), cold chain equipment (ice packs, vaccine carriers), syringes, diluents, immunization register, MCP cards, cotton swabs, safe disposal boxes
3	POSHAN	Nutrition Campaign/ POSHAN - Display charts (balanced diet, local nutrition practices), recipe demo kits (utensils, ingredients), IEC booklets, SHG handouts. Oil & Sugar Reduction Campaign (via SHGs & PRI) - Posters, banners, SHG recipe demo kits, leaflets, charts on ill-effects of high sugar/oil, megaphone/sound system for community meetings.
4	Adolescent Health (Anemia and Menstrual hygiene)	Haemoglobin meters (Hemocue/ Sahli's), lancets, strips / reagents, cotton / swabs, iron & folic acid tablets (IFA), counselling IEC leaflets, reporting register For menstrual hygiene: IEC posters/charts, flipbooks, pad samples (for demonstration), recipe demonstration materials, pamphlets in local language
5	Non-communicable diseases (NCDs) & Wellness	BP apparatus, stethoscope, glucometer, glucose strips, weighing machine, stadiometer, basic OPD register/forms, referral slips
6	Cancer Screening	Oral examination tools (tongue depressors, torches), gloves, cotton swabs, antiseptic solutions, screening forms, referral slips, posters/leaflets on cancer awareness, self-examination guides.
7	National Sickle Cell Anemia Screening	Test kits (rapid diagnostic kits where available), record/registers, sickle cell cards for positives, counselling leaflets in local language
8	Eyes, ENT, Dental, and geriatric care	Snellen/Vision chart for visual acuity testing,torche, Tuning forks, Tongue depressors, mouth mirror, probe / explorer, Digital BP apparatus, Glucometer with strips, Weighing scale, Stethoscope
9	Tuberculosis Screening	TB Screening - Sputum collection cups, sputum transport boxes, referral forms, masks/gloves, IEC posters on TB symptoms, CBNAAT linkages Enrollment of Nikshay Mitra Volunteers - Register and engage volunteers to support TB patients with nutrition kits, counselling, and livelihood linkages through pledge ceremonies and community mobilization at health camps.
10	Mental health	Screening Tools,leaflet

S.N.	Kiosk	Key Logistics/ Materials Needed (Indicative)
11	AB-PMJAY & Vay Vandana Card	Laptops/ Tablets with internet, banners/ posters on scheme benefits, help desk setup (tables, chairs, signage), grievance redressal forms, training guidelines.
12	Organ and Blood Donation and	Donor cards, blood collection kits, storage bags, refreshments for donors (biscuits/fruit juice), IEC banners, list of eligible donors, medical officer on duty
13	Eat Right Campaign	Video films, IEC posters/charts, pamphlets in local language
14	AYUSH Services	IEC posters/charts, flipbooks, pamphlets in local language

Role of Line ministries - Healthcare Institutions and workforce

- **Ministry of Women & Child Development (WCD):** Through Anganwadi centres and Poshan Abhiyaan platforms, WCD will support mobilisation of women and adolescent girls for anaemia screening, nutrition counselling, and menstrual hygiene awareness. Anganwadi Workers under WCD will also play an active role in recipe demonstrations, Poshan activities, and pledge campaigns for oil and sugar reduction.
- **Ministry of Rural Development (MoRD/ NRLM):** The SHG network under NRLM will be engaged to mobilise women for participation in health camps, TB awareness drives, and nutrition demonstrations. These groups will also act as local champions for healthy lifestyle pledges, including the 10% oil reduction campaign.
- **Ministry of Panchayati Raj:** Panchayati Raj Institutions (PRIs), particularly women representatives, will be instrumental in mobilising communities, endorsing health pledges, and providing visibility to the campaign at the grassroots level. PRIs will also help facilitate community meetings and Gram Sabha announcements to ensure mass participation.
- **Ministry of Education:** Schools and colleges will mobilise adolescent girls for Hb testing, menstrual hygiene sessions, and nutrition awareness. Teachers and school health ambassadors will be engaged for counselling activities and ensuring maximum attendance in adolescent health drives.
- **Ministry of Social Justice & Empowerment:** Through its elderly and vulnerable group networks, the Ministry will support mobilisation of senior citizens for Vaya Vandana enrolment, anaemia screening, and counselling services. Special outreach for differently-abled women will also be facilitated.
- **Ministry of Tribal Affairs:** In tribal areas, the Ministry will ensure mobilisation for sickle cell screening and distribution of sickle cell cards, leveraging its institutions and tribal welfare workforce to reach marginalised populations.
- **Ministry of Youth Affairs & Sports:** Youth volunteers will assist in organising awareness campaigns, blood donation drives, and community mobilisation. NSS/NCC cadets will support IEC dissemination, crowd management, and cultural activities like street plays and health pledges.
- **Ministry of Home Affairs (Police & Traffic Police):** Local police will support security, law and order, and crowd management at camp sites. Traffic police will facilitate smooth traffic flow and parking management around large health camp venues. Both will ensure safe participation of women and vulnerable groups.
- **Food Safety and Standards Authority of India (FSSAI):** FSSAI will conduct awareness drives on safe food, healthy diets, and the role of fortified and locally available nutritious foods. It will also collaborate on campaigns to promote reduced oil and sugar consumption as part of obesity prevention.

- **National Health Authority (NHA):** NHA will facilitate awareness and enrolment under PM-JAY, ABHA, and ABDM. It will support clinics and camps in setting up **PM-JAY help desks**, guiding beneficiaries on entitlements, cashless services, and grievance redressal. NHA's digital health platforms will also help strengthen linkages between camps, hospitals, and community health centres.

Annexure V

Sr.	State	Name of Nodal Officer		Designation
1	Andhra Pradesh	Shri	Kiran Gopal Vaska	Joint Secretary
2	Arunachal Pradesh	Shri	Vaibhav Ghalme	Director
3	Assam	Dr.	Ashish Chakraborty	Deputy Commissioner
4	Bihar	Shri Dr	Saroj Kumar Ranjan Kumar	Director Advisor NHSRC
5	Chhattisgarh	Dr	Rajiv Pathni	Advisor NHSRC
6	Goa	Shri	Phool Chandra Prasad	Joint Secretary
7	Gujarat	Shri	Vijay Nehra	Joint Secretary
8	Haryana	Ms.	Vandana Jain	Joint Secretary
9	Himachal Pradesh	Dr.	Govind Bansal	Director
10	Jharkhand	Dr.	Sunil Kumar Barnwal	CEO, NHA
11	Karnataka	Shri	Nikhil Gajraj	Joint Secretary
12	Kerala	Dr.	Madan Gopal	Advisor NHSRC
13	Madhya Pradesh	Shri	Saurabh Jain	Joint Secretary
14	Maharashtra	Ms.	Jyoti Yadav	Joint Secretary
15	Manipur	Shri	Elangbam Robert Singh	Joint Secretary
16	Meghalaya	Ms.	V. Hekali Zhimomi	Additional Secretary
17	Mizoram	Dr.	Indranil Das	Director
18	Nagaland	Shri	Rajender Singh	Joint Secretary
19	Odisha	Dr.	Vinod Kotwal	Additional Secretary
20	Punjab	Dr.	Manashvi Kumar	Joint Secretary
21	Rajasthan	Ms. Ms.	Roli Singh Mona Gupta	Additional Secretary Advisor NHSRC
22	Sikkim	Shri	Lalit Wadhwa	Advisor (Cost)
23	Tamil Nadu	Ms.	Meera Srivastava	Joint Secretary
24	Telangana	Dr.	Indu Grewal	Add. Commissioner
25	Tripura	Dr.	Sushil Vimal	Deputy Commissioner
26	Uttar Pradesh	Ms.	Akanksha Ranjan	Deputy Secretary
27	Uttarakhand	Dr.	Pawan Kumar	Add. Commissioner
28	West Bengal	Shri	Sanjay Mehrishi	Joint Secretary
29	Andaman & Nicobar	Ms.	Shalaka Kujur	Director
30	Chandigarh	Dr.	Gurinder Bir Singh	Advisor NHSRC
31	DD & DNH	Ms.	Indrani Kaushal	Sr. Economic Advisor
32	Delhi	Ms.	Ankita Mishra Bundela	Joint Secretary
33	Jammu & Kashmir	Dr.	Shobhna Gupta	Deputy Commissioner
34	Ladakh	Dr.	Padmini Kashyap	Deputy Commissioner
35	Lakshadweep	Ms.	Priyadarshika Srivastava	Director
36	Puducherry	Shri	Ghulam Mustafa	Joint Secretary