

Government of West Bengal  
Department of Health & Family Welfare  
Swasthya Bhavan, 3<sup>rd</sup> Floor, A-Wing  
GN-29, Sector-V, Salt Lake, Kolkata-700 091

Memo No.- H/SFWB/11M-03-2011/30.06(26)

Dated: 27.06.2014

To  
The Chief Medical Officer of Health (all Districts)  
The District Family Welfare Officer- Kolkata

Sub:- Observation of World Population Day on 11th July, 2014

As decided in the Orientation and Dissemination Workshop on FP 2020 held on 19.06.2014 at Gateway, the World Population Day, 2014 and Population Stabilization Fortnight, 2014 will be celebrated throughout the State in the Block and Districts level over a period of one month in two phases i.e.

- i) Mobilization Fortnight from 27th June to 10th July, 2014
- ii) Population Stabilization Fortnight from 11th July to 24th July, 2014

to generate awareness among the people on population stabilization issues and bring back the focus on Family Planning.

Hon'ble Members of Parliament and Legislative Assembly, members of Panchyati Raj institutions and Urban Local bodies, Health Care Workers and Civil Society Members should be fully involved in various activities undertaken during this period.

The theme of the program will be –

**“Niyojit Parivar, Khushiyan Aapar”**  
**“পরিকল্পিত পরিবার খুশি অ-পা-র”**

Detailed micro-plan & Guidelines for organizing the World Population Day, 2014 and Population Stabilization Fortnight [Service Delivery fortnight] from 11-07-2014 to 24-07-2014 along with details of the fund allocation will be send shortly.

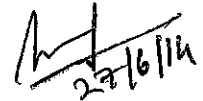
You are requested to direct the concerned Officers to start mobilization fortnight from 27.06.14 and prepare the action plan for organizing the whole program and make the program successful.

  
Commissioner (FW)  
&

Mission Director -NHM  
Government of West Bengal

Copy forwarded for information to –

- 1) Dr. S. K. Sikdar, Dy. Commissioner, In-Charge in Family Planning Division, Ministry of H & FW, Govt. of India
- 2) The Director of Health Services & Ex. Officio Secretary, Deptt. of H & FW, WB
- 3) The Director of Medical Education, Deptt. of H & FW, WB
- 4) The District Magistrate, .....
- 5) The Jt. Secretary (FW), Deptt. of H & FW, WB
- 6) The State Family Welfare Officer & Jt. DHS(FW), WB
- 7) The CF & JD, State Family Welfare Bureau, WB
- 8) The OSD & Jt. Director of Health Services (FW), WB
- 9) The SMEIO & Jt. DHS, WB–He is requested organize State level programmes alongwith media activities on World Population Day, 2014 on (11th July, 2014)
- 10) The Dy. Director of Health Services (FW), WB
- 11) The Dy Secretary (IT) - For uploading in Website
- 12) All Officers, SFWB, Swasthya Bhawan, Kolkata.
- 13) The Consultant (Population Control Programme), WB
- 14) The Sr. P.A. to the Principal Secretary, Deptt. of Health & Family Welfare

  
27/6/14

State Family Welfare Officer  
&  
Jt. Director of Health Services (FW)  
West Bengal