

Government of West Bengal
Directorate of Health Services
State Family Welfare Bureau
Swasthya Bhavan : A-wing, 3rd Floor
GN-29, Sector-V, Salt Lake City: Kolkata : 700 091

No. H/SFWB/11M-03-2011/3043(26)

Dated ..04..07.. 2014

To
The Chief Medical Officer of Health(All)
The District Family Welfare Officer , Kolkata.

Subj: Observance of World Population Day on 11th July 2014.

Madam/Sir,

Please refer to memo no H/SFWB/11M-03-2011/3006(26) issued from the end of Commissioner, Family Welfare & Mission Director : NHM on 27.06.2014 , wherein it was decided that World Population Day 2014 and Population Stabilization Fortnight ,2014 will be celebrated throughout the State over a period of one month in two phases i.e.

- 1) Mobilization Fortnight from 27th June to 10th July 2014.
- 2) Population Stabilization Fortnight from 11th July to 24th July 2014.

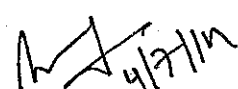
Detailed guidelines for organizing the functions at the districts and block level , as is received from the Secretary, Department of Health & Family Welfare , MOHFW, GOI, is enclosed for your kind perusal.

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

District wise fund allocation is enclosed for proper utilization and to make the programme successful.

You are requested to convey all concerned officers to prepare the action plan for organizing the programme smoothly and efficiently.

Yours faithfully,


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

No. H/SFWB/11M-03-2011/3063(26)/1(16)

Dated ..04..07.. 2014

Copy forwarded for information to the :

1. Sri C K Mishra : Addl. Secretary , Ministry of Health & Family Welfare , GOI.
2. Dr S K Sikdar, Dy. Commissioner, In-Charge , FP Division , MOH&FW, GOI.
3. Commissioner (FW) & Mission Director : NHM, GOWB.
4. Director of Health Services & eo Secretary , GOWB
5. Director of Medical Education & eo Secretary, GOWB.
6. The District Magistrate District.
7. Joint Secretary (FW), GOWB.
8. Director Finance : NHM
9. Jt. Director of Health Services (IEC) & SMEIO,WB: He is requested to organize State level programmes along with media activities on 11th July 2014.
10. OSD & Jt. DHS(FW)
11. Dy. Director of Health Services (FW)
12. Dy. Secretary (IT) : for uploading in Website.
13. All Officers of State Family Welfare Bureau.
14. Consultant (PCP) : West Bengal.
15. Sr. PA to the Principal Secretary , Dptt. of Health & Family Welfare.
16. Dy. Chief Medical Officer of Health III (All)

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

Like previous four years, Govt. Of West Bengal has decided to celebrate the World Population Day, 2014, over a period of one month in two phases i.e.

- I. Mobilization Fortnight (**Dampatti Sampark Pakhwada**) from 27th June to 10th July, 2014
- II. Population Fortnight (**Janasankhya Sthirita Pakhwada**) from 11th July to 24th July, 2014. It may also be called as : **Family Health Mela** fortnight

It is suggested that during the Population Stabilizing Fortnight i.e. from 11th July to 24th July, 2014, Family Health Mela may be organized in each district, one in each Parliamentary Constituency within the district as well as at Block headquarters where the following activities are to be carried out :-

1. Film Show.
2. Poster advocating the need of population stabilization.
3. Stalls for counseling.
4. Use of contraceptives and other spacing method.
5. Needs for delay in marriage & first child birth

Along with —

Special Health Camp may be set up to provide free checkup and family planning services such as:

1. Tubectomy
2. Vasectomy
3. IUCD insertion
4. Distribution of OCP & CC.

Theme of the function of this year 2014-

“Niyojit Parivar, Khushiyan Aapar”

“পরিকল্পিত পরিবার খুশি অ-পা-র”

As per micro plan the following activities are to be taken in the mobilization fortnight :-

1. Updating of eligible couple survey Register by ANMs & ASHA of each district so that the target couples could be identified & sensitized them to attend Family Health Mela Fortnight in Block for Family Planning Services.
2. Awareness generation.
3. IEC on various FP methods / services as well as their availability at various facilities.

Activities on Population Fortnight should include:-

1. Exhibition of Family Planning methods.
2. Other RCH Activities and HIV/AIDS could also be associated.
3. Counselling of clients on the basket of choices.
4. Banners and Posters at prominent places & all Health Facilities.
5. Leaflets distribution in every village.
6. Mobile publicity van may be arranged at Block levels and will work from village to village for spreading message of Family Planning. It could be one ANM or "satisfied couple" on the advantages of practicing Family Planning.
7. Family Planning services:- i.e. **NSV** Operation, Tubectomy Operation, Insertion of IUCD & Distribution of OP & CC.

All the activities to be conducted as Block PHC/RH/SGH/District Hospital/all PP Units at district and Sub Division Hospital

Role of Collectors :-

1. May ensure the presence of local Hon'ble Member of Parliaments (Lok Sabha and Rajya Sabha), MLCs, Sabhadipati and Members of the Zilla Parishad, Mayors and Chairpersons of the Corporations and Corporation Members and other elected representatives belonging to the district in the Health Melas to be organised at the district level or may have one in each Parliamentary constituency, if possible.
2. May be asked to provide funding through District Health & Family Welfare Society for media activity through newspapers, radio and local cable TV.
3. Nehru Yuvak Kendras to be enlisted for mobilizing young people from the villages.
4. They may mobilize eligible couple to participate in the Mela and ensure good gathering.
5. They may instruct all ANMs / Health Workers and ASHA s in the district for the same.

The mobilization and promotional activities could be carried out all throughout the fortnight and suggestive activities are as follows :-

Activities :-

State Level	Advocacy from Chief Minister / Health Minister / followed by rally on WPD on 11.7.2014	1	
District Level	Health Mela (duration – one day on 11 th July, 2014)	1 (or co terminus with every MP constituency)	Mobile publicity vans daily to cover all villages of the district.
Block Level	Nukkad Natak - daily in various Panchayats	Mobile publicity vans daily to cover ten villages.	
ANM/ASHA mobilization	All gathered at district Mela on 11 th July, 2014	On 10 th July, 2014 (at all PHCs) for briefing	

Guidelines W.P.D. – 2014

Guidelines of Population Stabilisation Fortnight (services Delivery Fortnight) 11th-24th July 2014:-

As the DH, PP Unit, BPHC, RH, SGH, SDH having the OT facilities designated specially for FP services and will organize the Family Health Mela —

1. Teams should be dedicated for the above designated centers for the whole fortnight.
2. If the blocks do not have enough surgeons or providers in place they should arrange from the other blocks of the district.
3. If enough surgeons/MOs are not available in the districts, then two or more blocks could be pooled together, but the efforts should be made that the cumulative targets for the blocks may be achieved in the fortnight.
4. The numbers suggested are tentative and teams should strive to attain more in case of more capacity and case load.
5. Two best performing districts and four blocks and best performing personnel may be felicitated at the state level.

Estimated case load per facility (for the State with TFR < 2.1) :-

Sl. No.	Family Planning Services	District Level (District Hospital & PPU)					Total performance per Dist Hos. in the fortnight
		Surgeons/ MOs	Staff Nurses/ANMs	Supporting staff	Cases Expected		
					Per day	Per fortnight	
1.	Sterilization						225
	Tubectomy	1	2	1	10	10 x15	150
	Vasectomy	1	1	1	5	5x15	75
2.	IUCD	1 MO	2	-	10	10 x 15	150
3.	Counselling	To be done by a dedicated counsellor.					

Sl. No.	Family Planning Services	Block Level (BPHC/RH/SGH/SDH)					Total performance per Dist Hos. in the fortnight
		Surgeons/ MOs	Staff Nurses/ANMs	Supporting staff	Cases Expected		
					Per day	Per fortnight	
1.	Sterilization						120
	Tubectomy	1	2	1	7	7 x15	105
	Vasectomy	1	1	1	1	1 x15	15
2.	IUCD	1 MO	2	-	7	7 x 15	105
3.	Counselling	To be done by a dedicated counsellor.					

N.B.:- Manpower, Case Load and Performance per facility of all PP Units (*except District Hospital PP Units*) are same as that of Block Level

Fund for the activities of the WPD 2014 –2015, for the district head quarter @ Rs. 50,000/- (Rupees Fifty thousand) only per unit including seven health district. For Block @ Rs. 25,000/- (Rupees Twenty Five thousand) & PP Unit @ Rs. 20,000/- (Rupees Twenty thousand) only per unit.

Rural Hospital where there is PP Unit will utilize Rs. 20,000.00 only and that has not been calculated in the calculation of PP Unit.

Unit wise break-up of fund-

Activity	Fund proposed at Block (Rs.)	Fund proposed at PP Unit Level (Rs.)	Fund proposed at District Level (Rs.)
Rally	3000.00	3000.00	5000.00
IEC with Mobile publicity van daily to cover 10 villages, POL, Banner etc. (tableau for Dist.)	13000.00	10000.00	40000.00
Stall	6000.00	5000.00	-
Contingency	3000.00	2000.00	5000.00
Total Cost :	25,000.00	20,000.00	50,000.00

Details of the fund district wise on the basis of the unit is herein after –

• **Fund Proposed to district for the purpose of WPD 2014**

Sl. No.	District	Fund for District HQ @50,000/-	No. of Block	fund for block @25,000/-	No. of PP Unit	fund for PP Unit @20,000/-	Total Fund for the District
1	Cooch Behar	50000	12	300000	3	60000	410000
2	Jalpaiguri	50000	13	325000	4	80000	455000
3	Darjeeling	50000	12	300000	5	100000	450000
4	Malda	50000	15	375000	1	20000	445000
5	U. Dinajpur	50000	9	225000	2	40000	315000
6	D. Dinnajpur	50000	8	200000	2	40000	290000
7	Murshidabad	50000	26	650000	4	80000	780000
8	Nadia	50000	17	425000	3	60000	535000
9	N 24 Pgs	50000	12	300000	4	80000	430000
10	Basirhat	50000	10	250000	-	0	300000
11	S 24 Pgs	50000	16	400000	3	60000	510000
12	Diamond harbour	50000	13	325000	-	0	375000
13	Howrah	50000	14	350000	3	60000	460000
14	Hooghly	50000	18	450000	4	80000	580000

Sl. No.	District	Fund for District HQ @50,000/-	No. of Block	fund for block @25,000/-	No. of PP Unit	fund for PP Unit @20,000/-	Total Fund for the District
15	Burdwan	50000	22	550000	5	100000	700000
16	Asansol	50000	9	225000	-	0	275000
17	Birbhum	50000	11	275000	3	60000	385000
18	Rampurhat	50000	8	200000	-	0	250000
19	Bankura	50000	16	400000	2	40000	490000
20	Bishnupur	50000	6	150000	-	0	200000
21	Purulia	50000	20	500000	1	20000	570000
22	Paschim Medinipur	50000	21	525000	4	80000	655000
23	Jhargram	50000	8	200000	-	0	250000
24	Purba Medinipur	50000	14	350000	2	40000	440000
25	Nandigram	50000	11	275000	-	0	325000
26	Kolkata	50000	0	0	4	80000	130000
Total		1300000	341	8525000	59	1180000	11005000

District Health & Family Welfare Samity will release the fund to all blocks and the CMOHs of the concerned health districts.