

डॉ. विनोद कोतवाल

अपर सचिव

Dr. Vinod Kotwal

Additional Secretary



सत्यमेव जयते

भारत सरकार

स्वास्थ्य एवं परिवार कल्याण मंत्रालय

निर्माण भवन, नई दिल्ली-110011

Government of India

Ministry of Health & Family Welfare

Nirman Bhawan, New Delhi-110011

D.O.No.Z.28015/06/2025-MEP.

9th September, 2025

Dear Sir,

Health and empowerment of women is central to the progress of our families, communities, and the nation at large and to fulfil the vision of Viksit Bharat@2047. In this context, the Ministry of Health & Family Welfare is launching the health Abhiyaan — “Swasth Nari, Sashakt Parivar Abhiyaan” from 17th September to 2nd October 2025, culminating on Gandhi Jayanti. The Abhiyaan will be undertaken in close convergence with Poshan Maah being observed by Ministry of Women and Child Development and will be inaugurated nationally by the Hon’ble PM at Indore, Madhya Pradesh.

2. As a part of this Abhiyaan, health camps will be organized across the nation where various health services including specialist services will be provided to women. These will be organized in States and Union Territories at Ayushman Arogya Mandirs (AAMs), Community Health Centres (CHCs), and other healthcare facilities across the country. Key activities to be organized during the fortnight include:

(i) **Women’s Health Screening:**

- Screening for Hypertension and Diabetes
- Screening for Oral Cancer, Breast Cancer, and Cervical Cancer
- Anaemia screening and counselling for adolescent girls and women
- Tuberculosis screening for vulnerable women
- Sick Cell Disease (SCD) screening, distribution of SCD Cards and counselling in tribal areas
- Specialist services such as Gynaecologist, Eye Specialist, ENT Specialist, Dermatologist, Psychiatrist, Dental Surgeon etc. may be mobilized from Medical Colleges, District Hospitals (DH)/CHC, PHCs, including support from District Residency Programme doctors.

(ii) **Maternal and Child Care:**

- Antenatal Care (ANC) check-ups, with counselling and Mother and Child Protection (MCP) cards distribution
- Immunization services covering vaccine doses for children

(iii) **Awareness and Behaviour Change:**

- Sessions on menstrual hygiene and nutrition for women including adolescent girls
- Abhiyaan through SHGs, PRIs etc. on reducing cooking oil consumption by 10%
- Nutrition counselling and wellness sessions

- (iv) **Nikshay Mitra Enrolment Drive:** A focused effort to expand the pool of "Nikshay Mitras" may be undertaken during the fortnight, to encourage participation of individuals, institutions, and organizations in adopting TB patients and supporting the Jan Andolan against TB. "MY Bharat" volunteers can be mobilized and other measures may be taken for enrolment of "Nikshay Mitras" so that together we can achieve the goal of TB Mukht Bharat.
- (v) **Blood Donation Camps** will be organized in association with organizations such as the Indian Red Cross Society, Akhil Bhartiya Terapanth Yuvak Parishad, etc. It may be mentioned that 1st October is National Voluntary Blood Donation Day (NVBDD). A National Mega Voluntary Blood Donation Drive is also planned from 17th September 2025 to 02nd October 2025. One lakh units of blood are proposed to be collected through Blood donation camps. Blood donors are also proposed to be registered during this drive. Blood donation pledge will also be facilitated through *MyGov*.
- (vi) Hospitals & Clinics in private sector should also be engaged during this drive to conduct Health Camps for women during the Abhiyaan. Their contribution will help increase the reach of the Abhiyaan.
3. Convergence of "Swasth Nari Sashakt Parivar" Abhiyaan with "Poshan Maah" of Ministry of Women & Child Development has been planned as it offers excellent opportunity to amplify impact by jointly addressing maternal, adolescent and child nutrition.
4. The success of this Jan Abhiyan depends on participation of all and in this context, the strong network of medical colleges in the country can play a vital role in **organizing health camps for women in their medical colleges /attached hospitals and/or assisting the Health Camps by States/UTs in the vicinity of their medical college.** A portal will be available for capturing the efforts of respective medical college.
5. I request your kind support in:
- Issue suitable instructions to medical colleges about the importance of this Abhiyaan and encouraging them to actively participate in the Abhiyaan.
 - Nominating Nodal Officer for coordinating with MoHFW
 - Deployment of officials for support in execution of this Abhiyaan and close coordination with medical colleges.
 - Facilitating support in implementation of Abhiyaan activities across States and Districts
 - Facilitating dissemination of Abhiyaan messages through your various social platforms for active participation.

6. The Abhiyaan presents a unique opportunity to strengthen Women's health & nutrition and thereby empower families & communities. For more details, the Nodal Officer of NMC may get in touch with Shri Harsh Mangla, Director (NHM I) in MoH&FW. His contact details are – Office landline 23061333, Mobile 08084980808 & email ID harsh.mangla@ias.nic.in.

Yours sincerely,



(Vinod Kotwal)

Dr Abhijat Sheth,
Chairman,
National Medical Commission,
Pocket No.14, Sector-8,
Dwarka Phase-I,
New Delhi-110077.



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



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
Government of India
Ministry of Health & Family Welfare

D.O.Z.28015/61/2025-NHM-I
Dated: 17th October, 2025

Dear Colleague,

Focusing on the advancement of women's health as a fundamental pillar for fostering healthier families and stronger communities, the Ministry of Health and Family Welfare organized the "Swasth Nari, Sashakt Parivaar Abhiyaan" from 17th September to 2nd October 2025 in convergence with *Poshan Maah* to promote preventive health, fitness, and nutrition. This nationwide initiative placed special emphasis on adolescent health, child nutrition, and preventive screening. The Abhiyaan aimed to promote early detection of health conditions, enhance access to essential healthcare services, and encourage the adoption of healthier and sustainable lifestyles thereby advancing the vision of a Swasth Nari leading to a Sashakt Parivaar.

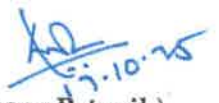
The Ministry of Health and Family Welfare extends its sincere appreciation to your esteemed medical college for its active participation and steadfast commitment in ensuring the successful implementation of the Abhiyaan. Your institution played an instrumental role in this collective endeavour by mobilizing faculty members, resident doctors, and students to lead and support extensive outreach initiatives, screening programs, and health awareness campaigns advancing access to quality healthcare services at the grassroots level.

Under this Abhiyaan, over **19.71 lakh health camps**, including **1.72 lakh specialist camps**, were organized nationwide benefiting more than **11.01 crore individuals**, including those served through Central institutions, medical colleges, and private organizations. The impressive outcomes achieved in such a short time reflect the exemplary dedication, professionalism, and community engagement demonstrated by your institution and its medical fraternity.

These achievements reflect the strength of academic and administrative collaboration in advancing public health. The Ministry deeply appreciates your leadership and coordinated efforts in achieving the goals of this transformative campaign which has significantly advanced women's health and contributed to the national vision of *Swasth Nari, Sashakt Parivaar*, and *Viksit Bharat 2047*.

With regards.

Yours sincerely,


(Aradhana Patnaik)

To

Dean of Medical Colleges (As per List Attached)



Netaji Subhas Medical College & Hospital, Amhara, Bihta, Patna
OFFICE OF THE PRINCIPAL



Ref. No: *NSMCH/PRI/426/2025*

Date: *17/09/2025*

OFFICE ORDER

Launch of "Swasth Nari, Sashakt Parivar Abhiyaan"

The Ministry of Health & Family Welfare is launching the Health Abhiyaan "Swasth Nari, Sashakt Parivar Abhiyaan" from 17th September to 2nd October 2025.

A Health Camp will be organized in our hospital premises, offering the following services free of cost to women and children:

- Screening: NCDs, Tuberculosis, Anaemia, Sickle Cell Disease
- ANC Check-ups & Immunization
- Nutrition & Menstrual Hygiene Awareness
- Mental Health Counselling
- POSHAN Activities & Lifestyle Awareness
- Blood Donation Drive
- PM-JAY Card Services & AYUSH Services

Following departments are directed to make the necessary arrangements for successful execution of the abhiyaan:

1. OBS & Gynae
2. General Medicine
3. Community Medicine
4. Psychiatry
5. Paediatrics
6. Blood Bank
7. TB & Chest
8. Pathology
9. Biochemistry
10. Dietician
11. Administration (PM JAY Card Services)

Instructions for Departments:

- Clinical departments to arrange OPD services: BMI, BP, RBS, Routine Check-ups, Consultations
- Pathology Department to collect samples for CBC, PAP Smear

Important Notice:

All the above HoDs/Acting HoDs are requested to supervise the necessary arrangement and ensure the successful conduct of the event.


Principal
Netaji Subhas Medical College & Hospital
Patna



Netaji Subhas Medical College & Hospital, Amhara, Bihta, Patna
OFFICE OF THE PRINCIPAL



Ref. No:

Date:

For any query or assistance please contact:

Nodal Officer : Dr. Shailata Prisi, Assistant Professor, Biochemistry,
NSMCH, Mob: 7903593242

CO-Nodal Officer : Dr. Dr Ranendra Pratap Singh, Assistant Professor,
Pathology, NSMCH, Mob: 9643307769

Sd/-
Principal
NSMCH, Bihta

Copy to: MD Office, Medical Superintendent, Medical Director, Jt. Director, Dean, Sub-Dean (A&R), Sub- Dean(Admin), Head of all Depts, LAB Director/Prof-in-charge & Manager, Students' Affairs, Registrar, Examination Cell, Administrator (Hospital), NS, DNS, Dietician, Blood Bank, IT-Section, Guard File.

Sh. Arun
17/9/2025
Principal

NSMCH, Bihta

Principal

Netaji Subhas Medical College & Hospital
Amhara Bihta Patna

SNSP Standard Operating Procedure (SOP) No. 2

To be used by MoHFW (Central) institutions, State institutions (Medical Colleges), Other ministry institutions, Private institutions and DH facilities

Portal:

Swasth Nari, Sashakt Parivar Abhiyaan – **Event Planning**

Portal Link: <https://campaign.mohfw.gov.in/snsipa/>

Purpose:

The portal enables different level of users to plan and manage events efficiently **between 17th September and 2nd October**, ensuring timely service delivery, coordination of specialists and capturing the dignitaries gracing the occasion.

Pre-requisites:

Active login credentials, shall be required. The login credentials will be shared on the mentioned email id.

Procedure: Private Institutions, MoHFW (Central) institutions, State institutions (Medical Colleges) and Other Ministry institutions and DH facilities

- Login using credentials (for regular camp events)
- Navigate to the Event Planning module
- Click Add New Event and enter details (event date, location, specialists, dignitaries and other details)
- Submit to register the event
- Manage events using View, Edit, or Delete. (*Editing/deletion disabled after the event date*)
- Use the Dashboard Menu to view summary of various planning indicators

Note: All the planning can also be done using the portal for which the link is shared above.

All the planning information and health camp information will be made available on the same portal through dashboard

Summary Report

SwasthNariSashaktParivarAbhiyaan

Venue: Netaji Subhas Medical College and Hospital, Bihar, Patna

Duration: 17th September – 2nd October 2025

Launched under aegis of Ministry of Health and Family Welfare (MoHFW)

The event was organised under guidance of the Principal and the key officials coordinating the event were -

1. Nodal officer: Dr. Shailata Prisi, &
2. Co- Nodal officer: Dr Ranendra Pratap Singh

Services Provided:

1. OPD and Counselling services of specialist nature in broad specialities of modern medicine,
2. Blood donation camp
3. Awareness regarding government run Jan Aushadhi Yojana, Ayushman Yojana and Vridhha Samman Yojana.

Updated snapshot:

- Total OPD Footfall: 453 patients (across 12 active days)
- Total Immunisations: 105 doses
- Blood Donation: 09 units
- Average Daily Footfall: ~38 patients
- Average Daily Immunisation: ~9 doses

Introduction

It was notified to us under letter no, File No. CDN-20011/288/2025-Coordination- NMC and D.O.No. Z.28015/06/2025-MEP received from the office of MoHFW and further through letter no NSMCH/PRI/426/2025 from office of Principal, NSMCH, Bihta regarding participation in National Program of Swasth Nari Sashakt Parivar Abhiyaan, being conducted by Ministry of Health and Family Welfare The initiative, launched under the Ministry of Health and Family Welfare, was aimed at promoting women's health, family well-being and community empowerment through preventive and curative healthcare services.

Also having received an SOP for the conduct of the program, and with permission of the Principal, NSMCH, Swasth Nari Sashakt Parivar Abhiyaan was successfully organized at Netaji Subhas Medical College and Hospital from 17th September to 2nd October 2025. Falling under the category of Private medical college with tertiary care setup, specialist consultation services and medical tests were provided as follows.

Shailata

Ans

Inauguration

- The programme was virtually inaugurated by the Hon'ble Prime Minister Mr. Narendra Modi on 17th September 2025.
- The event was projected live on a large screen in our reception hospital's reception area and was attended by hospital doctors, nursing staff, interns, students, and patients, marking a collective commitment towards women's health and family welfare.

Key Activities

Throughout the campaign period, a series of healthcare activities were conducted free of cost for the community:

- **Specialist OPD Services:** Free consultations and preventive clinical checkup by medical specialists in following disciplines to all enrolled.
 - General Medicine
 - General Surgery
 - Obstetrics and Gynaecology
 - Paediatrics
 - Dentistry
 - Dermatology
 - Psychiatry
 - Otorhinolaryngology
- **Screening Camps:**
 - Non-Communicable Diseases (NCDs) e.g.
 - PAP screening for cervical Cancer
 - Hypertension screening
 - Screening for Malnutrition and developmental defects in children
 - Screening for Diabetes Mellitus
 - Anemia detection
- **Maternal and Child Health Services:**
 - Antenatal Care (ANC) check-ups
 - Immunisation drives for children and mothers
- **Blood Donation Camp:** Organized on 29th September, with enthusiastic participation from students, staff, and the local community.
- **And other services viz Nutritionist consultation, Awareness regarding Ayushman Bharat and Jan Aushadhi** through direct communication with all visitors.



Impact

Daily report were submitted to the portal provided by our designated nodal officer and the supervising ministry and all the data (except photos and videos) recorded in hard copy as well (now available with Registrar's Office).

A snap shot of the impact as measured at our end is follows:

OPD Footfall & Immunisation

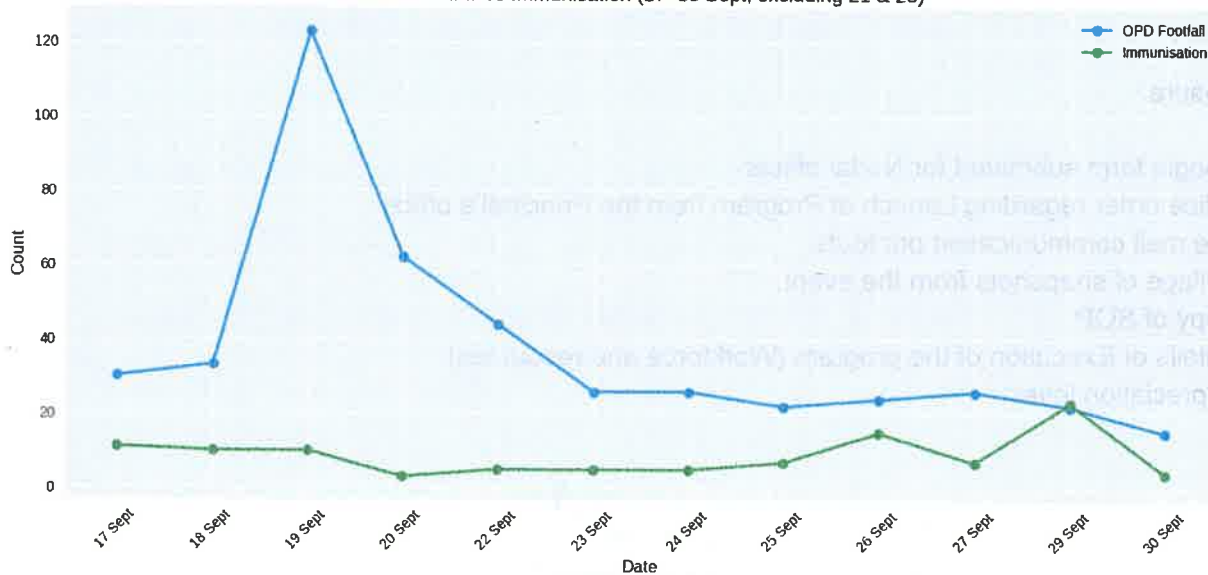
Date OPD Footfall Immunisation

17 Sept	30	11
18 Sept	33	10
19 Sept	123	10
20 Sept	62	3
22 Sept	44	5
23 Sept	26	5
24 Sept	26	5
25 Sept	22	7
26 Sept	24	15
27 Sept	26	7
29 Sept	22	23
30 Sept	15	4

Total 453 105

Average/day 37.8 8.8

OPD Footfall vs Immunisation (17-30 Sept, excluding 21 & 28)



Shailb

[Signature]

Analysis of Trends

The data reveals distinct patterns in service utilization during the campaign. OPD footfall showed a sharp peak on 19th September (123 patients), likely reflecting heightened awareness and turnout immediately after the inauguration. Subsequent days maintained a steady flow of 20–40 patients, indicating consistent community engagement. Immunisation services, while modest on most days, recorded a significant surge on 29th September (23 doses), coinciding with the blood donation camp and increased outreach activities.

It is important to note that the campaign period overlapped with Durga Pooja celebrations, a major festival widely observed by the public. This festive season naturally impacted daily attendance, as community members were engaged in cultural and religious activities. Despite this, the hospital maintained steady participation, demonstrating the community's commitment to health even during festive times.

Conclusion

The Swasth Nari Sashakt Parivar Abhiyaan at Netaji Subhas Medical College and Hospital not only delivered essential healthcare services but also demonstrated adaptability to the cultural rhythms of the community. Conducted during the festive period of Durga Pooja, when public participation is often influenced by celebrations, the campaign still achieved meaningful outreach and impact. This reflects the resilience of both the healthcare system and the community's commitment to well-being. By aligning health initiatives with cultural contexts, the programme underscored a vital message: Healthy women build strong families, and strong families build a healthier nation.

Enclosure:

1. Google form submitted for Nodal officer
2. Office order regarding Launch of Program from the Principal's office
3. The mail communication printouts.
4. Collage of snapshots from the event.
5. Copy of SOP
6. Details of Execution of the program (Workforce and resources)
7. Appreciation letter



Details of Execution of the program

❖ Departments involved

1. General Medicine – Consultation services
2. General Surgery - Consultation services
3. Obs and Gynae - Consultation services and Minor / Daycare procedures
4. Paediatrics - Consultation services
5. Dermatology - Consultation services
6. ENT - Consultation services
7. Psychiatry - Consultation services and counselling
8. Department of PSM – Awareness drive and manpower for front desk
9. Hospital Administration – Camp Site management and provision of medicines for distribution
10. Registrar's Office – Logistics, Merchandise and Equipments
11. Nursing Department – manpower for Midwifery and support in consultation/ screening

❖ Responsible Individuals involved in the conduction of Program:

1. Dr. Shailata Prisi, Assistant Professor, Biochemistry, Nodal Officer
2. Dr. Ranendra Pratap Singh, Assistant Professor, Pathology, Co-Nodal Officer
3. Mr. Sanjay Kumar, Registrar Office and Nodal point for communications
4. Mr. Suraj Kumar, Hospital Manager on Duty
5. HODs of the respective Departments
6. Dr. Shivendra Kumar, In charge Blood Bank
7. Mr. Aditya, Media and Photography

❖ List of Interns on Duty at Reception Desk (also responsible for Counselling)

1. Shilpi Kunari
2. Lavanya Kashyap
3. Simran Kumari
4. Kanchan Kumari

❖ List of Items and Consumables Procured:

1. Standee (Numbers) - 7
2. Banner (Numbers) - 2
3. Pamphlets (Numbers) - 7000

Shailata

OS

Details of Execution of the Program

Department Involvement

1. General Medicine - Consultation services
2. General Surgery - Consultation services
3. Obstetrics and Gynecology - Consultation services
4. Pediatrics - Consultation services
5. Dermatology - Consultation services
6. ENT - Consultation services
7. Psychiatry - Consultation services and counseling
8. Department of Pathology - Assessment of the final report for final case
9. Hospital Administration - Coordination and supervision of the program for the duration of the program
10. Registrar's Office - Logistics, scheduling and coordination
11. Nursing Department - Follow-up for delivery and a report in consultation with the Registrar

Responsible Individuals involved in the execution of the Program

1. Dr. Shalita Patel, Assistant Professor, Obstetrics and Gynecology, Registrar's Office
2. Dr. Ramesh Patel, Assistant Professor, Pathology, Registrar's Office
3. Mr. Satish Kumar, Registrar's Office and Hospital Administration
4. Mr. Satish Kumar, Hospital Manager on Duty
5. HODs of the respective departments
6. Dr. Shalita Patel, Registrar's Office and Hospital Administration
7. Mr. Satish Kumar, Registrar's Office and Hospital Administration

List of Officers on Duty at Reception Desk (also responsible for Counseling)

1. Satish Kumar
2. Satish Kumar
3. Satish Kumar
4. Satish Kumar

List of Books and Journals Received

1. Obstetrics (Number) - 1
2. Obstetrics (Number) - 2
3. Obstetrics (Number) - 3