



ज्ञान-विज्ञान विमुक्तये

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सचिव

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विश्वविद्यालय अनुदान आयोग
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

D.O.No. 2-43/2025(CPP-II)(C.170534)

25 भाद्रपद, 1947/16th September, 2025

Subject: Observance of "Swasth Nari, Sashakt Parivar Abhiyaan" - A Nationwide Women's Health Drive-reg.

आदरणीय महोदया/महोदय,

As you are aware, Women's health and empowerment are key to advancing families, communities, and the nation, aligning with the Vision of Viksit Bharat@2047. To support this, the Ministry of Health & Family Welfare is launching the "Swasth Nari, Sashakt Parivar Abhiyaan" from 17th September to 2nd October 2025, ending on Gandhi Jayanti. This campaign will run alongside Poshan Maah by the Ministry of Women and Child Development and will be nationally inaugurated by the Hon'ble Prime Minister in Indore, Madhya Pradesh.

During the Abhiyaan, health camps offering various services, including specialist care, will be held nationwide at Ayushman Arogya Mandirs, Community Health Centres, and other healthcare facilities. States and Union Territories have been requested to organize these camps. Key activities will take place throughout the fortnight, which 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
- Sickle Cell Disease (SCD) screening, distribution of SCD Cards and counselling in tribal areas

(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 Mukh 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.

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It is also mentioned that Ministry of Women & Child Development's annual "Poshan Maah" in September coincides with this Abhiyaan. Their convergence enhances impact by jointly addressing maternal, adolescent, and child nutrition.

The Abhiyaan presents a unique opportunity to strengthen Women's health & nutrition and thereby empower families & communities. With the whole hearted support of all, quality execution and wide impact of this Jan Abhiyaan can be ensured.

To achieve the above, the support and active cooperation of all Higher Education Institutions are solicited for the following:

- a) Facilitating Dissemination of Abhiyaan messages through HEI's platform for active participation.
- b) Mobilization of students in Higher Education Institutions for registration as Nikshay Mitras, and also the blood donation drive.

For any further information regarding the campaign Shri Harsh Mangia, Director (NHM I) at DoHFW may be contacted. His contact details are as under:
(011)-23061333 (Landline); 8084980808 (Mobile); or email at harsh.mangla@ias.nic.in.

All HEIs are requested to take all possible measures to ensure the success of the Abhiyaan.

सादर,

भवदीय,


(मनिष जोशी)

सेवा में,

सभी विश्वविद्यालयों के कुलपति।
सभी महाविद्यालयों के प्राचार्य।