



Deputy Commissioner
Kangra at Dharamshala
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Bairwa
Deputy Director of
School Education (Sec)
17 SEP 2025
Diary No. 7547
Kangra at Dharamshala

Dated ..15th Sept. 2025

Subject: Organization of various activities under Swasth Nari Sashakt Parivar Campaign w. e. f. 17th September, 2025 – 2nd October 2025.

Sir/Madam,

A state-wide campaign, "Swasth Nari, Sashakt Parivar Abhiyaan", is scheduled from 17th September - 2nd October, 2025. This initiative aims to improve women's health and hygiene, enhance coverage of antenatal care and immunization services and screen women for non-communicable diseases like hypertension, diabetes and cancer. The 15 day campaign should be implemented around four key strategies: intensification of services at Ayushman Arogya Mandirs, specialist health camps, blood donation camps, and observance of PMSMA days to ensure maximum outreach and coverage of women and children. Details as per Annex 1.

Roles and responsibilities of line department are given below

S. No	Line Department	Expected role/ Support
1	Commissioner, Dharamshala & Palampur, Urban Development	give directions to mobilize the female ward members to utilize the screening services in the campaign
2	Executive Officers: Municipal Committee-Nurpur, Kangra, Nagrota (B) and Nagar Parishad – Dehra, Jwalamukhi, Jawali & Baijnath-Paprola	give directions to mobilize the female ward members to utilize the screening services in the campaign.
3	Principal, Dr. RPGMC&H, Tanda	Providing specialists to camps at Adarsh Swasthya Sanathan in the district Kangra Services in college as per letter.
4	Deputy Director Higher Education, Kangra at Dharamshala	mobilize the female school teachers and staff to utilize the anemia and other screening services.
5	The District Panchayat Officer, Kangra at Dharamshala	Mobilize the female PRI members to utilize the screening services in the campaign.
6	Food Commissioner (FSSAI)	Organize health pledges- Organize mass pledge session led by SHGs for 10% oil & sugar reduction
7	District Co-ordinator (HPSBY)	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 and ABHA ID for women
8	The District Project Officer (ICDS), Women and Child Development	AWW and Anganwadi helpers, should undergo screening at the nearest PHC.

Hemraj Bairwa
(Hemraj Bairwa)

Office of the Deputy Director of School Education (Secondary),
Kangra at Dharamshala.

Endst. No. EDN-KGR (Misc.) 2024

Dated: Dharamshala

Sept, 2025

Deputy Director of
School Education (Sec)
22 SEP 2025
Dispatch No. 10339-41
Kangra at Dharamshala

Copy forwarded to:-

1. The Deputy Commissioner, Kangra at Dharamshala, for information please.
2. All the Principal/Headmaster of GSSSs/GHSs of Distt. Kangra for further necessary compliance as per above direction to participate above said competition under intimation to this office.
3. I.T. incharge (internal) to upload this on website.
4. Guard file.

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Kangra at Dharamshala

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Hemraj Bairwa, IAS

Annexure - 1

A comprehensive screening for Non-Communicable Diseases (NCDs) including anaemia, hypertension, blood pressure, sugar for diabetes, oral cancer and breast cancer will be conducted at all institutions. These institutions will be registered in the institution registration module shared by the Government of India. All clients availing services during this period will be registered in the SNSP application at the health facility. Daily monitoring of the same will be done by the State/District team under the chairpersonship of the worthy Secretary (Health) to the GoHP.

Specialist Health Camps

- Specialist health camps will be conducted in all Adarsh SwasthyaSansthan of the district every day for 15 days. A target of 100 female clients per day has been set for each facility during the campaign period. Hence it is expected that at least 1500 females will be screened in each Adarsh SwasthyaSansthan during the campaign.
- The District Nodal Officer shall ensure the uploading of all the details of all these camps along with dates should be entered in the Camp Registration Module by 13th September, 2025.
- The local representatives and other dignitaries may be invited in these camps.
- The health services to be provided during the campaign attached as Annexure --- '1'.
- All clients approaching these centres every day will be registered in the SNSP application. In case of challenges in online entry of the client, the details can be entered in the register and a picture of Aadhar Card of the client should be kept so that the same can be uploaded on offline mode.
- The daily progress of the camp on various health indicators should be reported on the concerned portals i.e. RCH/UWIN/NCD and AAM portal as per the indicators prescribed for this campaign.
- The required specialists should be mobilized through Medical Colleges, DH, CH, CHC. The BMOs should also encourage participation of private hospitals, FOGSI and IMA.

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 Mukta Bharat)

PHC Screening

- Under the intensification of services at PHC, priority should be given to screening of women for NCDs, including diabetes, hypertension, anaemia (Hb testing), ANC, immunization, TB screening, oral cancer and breast cancer. In addition, ASHA, AWW, Anganwadi helpers, Female Health Workers, Female Health Supervisors, CHOs, female school teachers & female staff, PRI women members and female ward members of urban bodies should undergo screening at the nearest PHC.
- Each PHC will have a target of 100 female clients screenings per day for 15 days for all the Blocks. Screening number will cumulative of screening done at PHC and associated Health Sub-Centre and Health Wellness Centre.
- All clients approaching these centres every day will be registered in the SNSP application. In case of challenges in online entry of the client, the details can be

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entered in the register and a picture of Aadhar Card of the client should be kept so that the same can be uploaded on offline mode.

- The daily progress of the camp on various health indicators should be reported on the concerned portals i.e. RCH/UWIN/NCD and AAM portal as per the indicators prescribed for this campaign.

Blood Donation Camp

Blood donation camps will be organized by Blood Banks across the state. The following activities are expected in the camp:

- All the Blood banks and registered NGOs should be involved in the campaign to conduct donor registration (Registration of all participants) and medical screening.
- Collect blood safely under sterile conditions as per NACO/MoHFW guidelines.
- May involve People's Representatives in inaugurating the camp, encouraging donors, and distributing certificates 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 to the State Monitoring team

Diagnostic Testing

• Krsnaa Diagnostic and all Government labs will conduct HB and Blood Sugar testing for approximately 7 lakh population of women and children within 15 days. It should be ensured that all these clients are registered in the SNSP application. The daily reporting should be ensured to the State Monitoring Team.

• All clients approaching these centres every day will be registered in the SNSP application. In case of challenges in online entry of the client, the details can be entered in the register and a picture of Aadhar Card of the client should be kept so that the same can be uploaded on offline mode.

• The facility In-charge shall ensure optimum use of indoor labs during the campaign.

Medical College Targets

• Medical colleges will cover a target of 10,000 clients in 15 days for providing services on the lines of Specialist Camps. The health services to be provided during the campaign are attached as Annexure —'1'.

• All clients approaching these centres every day will be registered in the SNSP application. In case of challenges in online entry of the client, the details can be entered in the register and a picture of Aadhar Card of the client should be kept so that the same can be uploaded on offline mode.

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- The daily progress of the camp on various health indicators should be reported on the concerned portals i.e RCH/ UWIN/ NCD and AAM portal as per the indicators prescribed for this campaign.
- They should coordinate with the CMOs and utilize their existing staff for conduction of these activities.

Screening through RBSK teams

- The RBSK teams should conduct Hb testing for all girls in Government Senior Secondary Schools, with a minimum target of one school per day.
- To strengthen capacity, each team should be provided with an additional Hb meter (in addition to the existing one), enabling two testing points per school.
- All clients approaching these centres every day will be registered in the SNSP application. In case of challenges in online entry of the client, the details can be entered in the register and a picture of Aadhar Card of the client should be kept so that the same can be uploaded on offline mode.

Saturation of Immunization services

- A special immunization drive should be undertaken focusing on left-out and drop-out children under 5 years, especially in urban, pen-urban, high risk areas and disaster affected area. Efforts should target zero-dose children under 1 year (to receive Penta-1) and unvaccinated children for MR-1 and MR-2.

Screening on PMSMA days

- PMSMA would be celebrated on 19th September and 1st October, 2025 in addition to 27th September during the campaign for ANC services. It should be ensured that HIV and Syphilis testing of all the pregnant women is done during this period.
- The reporting should be done on PMSMA portal.
- All clients approaching these centres every day will be registered in the SNSP application. In case of challenges in online entry of the client, the details can be entered in the register and a picture of Aadhar Card of the client should be kept so that the same can be uploaded on offline mode.
- There shall be a daily monitoring and analysis of all the dashboards given by Gol. Centres not achieving targets will be shortlisted by 1:00pm the next day and the concerned by the Worthy Secretary Health on daily basis.
- The daily information should be ensured to be uploaded on the same day.

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2. The Executive Officers: Municipal Committee-Nurpur, Kangra, Nagrota (B) and Nagar Parishad – Dehra, Jwalamukhi, Jawali & Baijnath-Paprola
3. The Principal, Dr. RPGMC&H, Tanda

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4. The Deputy Director Higher Education, Kangra at Dharamshala.
5. The District Panchayat Officer, Kangra at Dharamshala.
6. The Food Commissioner (FSSAI)
7. The District Co-ordinator (HPSBY)
8. The Distt. Programme Officer (WCD) Dharamshala.


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