

Ministry of Ayush Joins Prime Minister's "Swasth Nari Sashakt Parivar Abhiyaan" to Promote Women's Health & WellBeing

Nationwide campaign to strengthen screening, maternal health services, lifestyle counselling, yoga and Ayush-based interventions for women

States, UTs, Self-Help Groups and institutions to mobilize communities for holistic women's healthcare

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Ministry of Ayush is participating in the *Swasth Nari Sashakt Parivar Abhiyaan*, a national health campaign being launched by the Ministry of Health and Family Welfare. In collaboration with State and Union Territory (UT) administrations, Ayush research institutions, educational institutions, industries and private sector, associations, NGOs, and cooperative societies, the Ministry will organize a series of activities focusing on women's health promotion and screening for various ailments.

This 16-day campaign will feature Health check-ups and screening camps for non-communicable diseases (NCDs), cancers, anaemia, tuberculosis, and sickle cell disease; Maternal and child healthcare services; Awareness programs on nutrition and hygiene and voluntary blood donation drive to support public health efforts. Treatment modalities through Ayush for Anaemia, NCD, Poly Cystic Ovarian Disease (PCOD) among women and children is also focused under the campaign.

This national health campaign will focus on women's health and empowerment through dedicated kiosks for lifestyle counselling, yoga sessions, and "*Prakriti Pareekshan*". States and Union Territories will organize awareness camps in schools, radio and television programs, as well as social media campaigns to reach a wider audience. Home remedies and nutrition kits will be distributed among the public, while the health benefits of common medicinal plants and herbal teas for women's well-being will be highlighted through various activities. The campaign also emphasizes countering corporate burnout through Ayurveda-inspired wellness programs and Yoga-based mindfulness practices.

Self-Help Groups at the Panchayat level will conduct awareness rallies and pledge-taking events to mobilize communities. The campaign will ensure comprehensive women's healthcare—from pregnancy to palliative care—with daily Ayush health tips on topics such as *Anaemia-Free Women*, *Fit Mother*, *Stress-Free Women*, *Herbal Nutrition*, and *Bone Health* shared on social media to help women address their health concerns effectively.

SWASTH NARI SASHAKT PARIVAR ABHIYAAN

17th September to 2nd October 2025



Prime Minister Narendra Modi

"Resolved to Serve,
Nation first the Inspiration...75 years"

#SwasthNariSashaktParivar

Changing the Health Landscape of the Nation - Countrywide Medical and Health Camps, Inauguration of the 8th Rashtriya Poshan Maah, & Distribution of Maternity Benefits under Pradhan Mantri Mantru Vandana Yojana

Campaign Activities

Provision of Medical Check-up and Health Services for Women

- ENT, Eye, Blood Pressure, Blood Sugar and Dental check-up
- Cancer-Oral/Breast/Cervical
- Immunization Services
- Antenatal Checkup for Pregnant Women
- Anemia level
- Telemanas facilities
- Tuberculosis (TB) Checkup
- Sickle Cell Anemia
- Special Consultation

Maintaining Healthy Lifestyle and Wellness Components

- Reducing Obesity with 10% reduction of Sugar and Edible Oil
- Promotion of Local and Regional food
- Early Childhood Care and Infant & Young Child Feeding Practices
- Promotion of Menstrual Hygiene and Nutrition
- Distribution of Take Home Ration (THR)

Easing access to Health Care Services

- Mother & Child Protection (MCP) Card
- Pradhan Mantri Matru Vandana Yojana enrollment
- Ayushman Vaya Vandana Card
- Sickle Cell Card
- Registration of beneficiaries in Poshan Tracker

Active Participation of Citizen

- Blood Donation Camps
- Nikshay Mitra Volunteer Registration
- Organ Donor Registration

**Swasth Nari Shashkt Parivar,
Yahi hai Viksit Bharat ka Aadhaar**

Women and Children may contact their nearest Ayushman Arogya Mandir, Community Health Centre, or Anganwadi Centre to avail these services

MV/GS/SG

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