

BCC/IEC Activity Report 2012-13

B.10 Strengthening BCC/IEC Bureaus

To implement BCC activities effectively as envisaged in the PIP, state realizes the need to strengthen IEC/BCC bureaus in the state at SPMSU level as well as in the districts at DPMSU levels. It was proposed to strengthen the Bureaus by equipping them with a good storage and distribution systems for IEC tools, archiving system and a reference library.

Equipments purchased as a part of Strengthening BCC/IEC Bureau

Particulars	Quantity	Destination Points
Desktop PC	15	SPMSU-2, Tvm, Klm, Alpza, Pta, Ktym, Ekml, Idky, Thsr, Plkd, Mlpm, Kzkd, Wynd, Knr,
Laptop PC	13	SPMSU-10, Mass Media Wing-DHS-2, Ksgd
UPS	4	SPMSU
Scanner	15	SPMSU-3, Tvm, Klm, Alpza, Pta, Ktym, Ekml, Idky, Thsr, Plkd, Mlpm, Wynd, Knr,
Printer	14	SPMSU-3, Klm, Alpza, Ktym, Ekml, Idky, Thsr, Plkd, Mlpm, Kzkd, Wynd, Knr,
Digital Camera	5	Tvm, Klm, Idky, Knr, Mlpm
LCD TV	2	BCC/IEC Wing
DVD Player	3	SPMSU, Pta
PAS	5	Tvm, Klm, Pta, Ekml, Ksgd,
Audio Recorder	2	Plkd, DHS
Headphone and codeless mike	1	Kzkd
Amplifier-250 Watts	3	Mass Media Wing- DHS, Kzkd
Goosneck Microphone	3	Mass Media Wing- DHS, Kzkd
Mike stand Model	5	Mass Media Wing- DHS, Kzkd
Microphone Model	3	Mass Media wing-DHS
LCD Projector	9	SPMSU, Mass Media Wing-DHS, Tvm, Klm, Alpza, Idky, Ekml, Ksgd

Books Procured as a part of resource library strengthening

Purchased books from Jones & Bartlett India Pvt Ltd

1. Maternal and Child Health
2. Nutrition Decisions, Eat Smart, Move More
3. Public Health Leadership
4. Women's Global Health and Human Rights

B.10.2.1: IEC/BCC activities for MH

Activities being planned under MH

Interpersonal communication	Mid Media/Local Media	Mass Media(State level/district level)
Household level <ul style="list-style-type: none"> • Home visits by ASHA for need based counseling (IPC tools and leaflets for community) • PNC visits by ASHA for infant monitoring and New Born Care Village level/community level <ul style="list-style-type: none"> • WHND for ANC/PNC service provision • Monthly group meetings by ASHA/JPHN Facility level <ul style="list-style-type: none"> • Counseling of pregnant women by JPHN/MO • Showing MH promotion, Normal delivery promotion films in ANC corners of hospitals 	Village level <ul style="list-style-type: none"> • Small hoardings/wall painting • Notice boards of panchayat • Folk arts Facility level <ul style="list-style-type: none"> • Hoardings/wall painting • Standard treatment protocols charts at various facility level • Safe motherhood booklet 	<ul style="list-style-type: none"> • Newspaper advertisement • TV& Radio spots on JSSK and other issues related to MH like Normal delivery promotion • Media sensitization meets on material and new born care on the occasion of special days- safe motherhood day

Activities carried out

Mass Media (state level)

Campaign theme	Mass Media Channel	No. of channels/dailies / theatres /buses hired	No. of Seconds/space hired	No of days hired	Month/ Date of Campaign
Breastfeedin	TV	8	1000 per channel	5 days	Aug 01-05

g	FM	10	1470 seconds per station	7 days	Aug 01-07
	Dailies	3	1 QP display ad	1 day	Aug 01-07
JSSK/Normal Delivery promotion	TV	17	1200 sec per channel- 30 sec spot	10 days	Sep 2012
	Dailies	16	2 quarter page ads	2 days	Sep 2012
	FM/AIR	7	1500 sec per channel- 30 sec spot	10 days	Sep 2012
	Theatre	153 theatres	3 spots per day of 30 sec duration	2 weeks	Sep 2012
Normal Delivery Promotion	TV	14	840 seconds	14	Dec 12
	Dailies	16	1 quarter page b&w advt	1	Dec 12
	FM	12	3150 seconds each in 6 Pvt FM and 6 AIR FMs	15	Dec 12
	Theatre	153 theatres	3 spots per day of 30 sec duration	2 weeks	Dec 12

Outdoor Hoardings hired for one month and the following messages related to MH displayed

Sl No	District	JSSK	Normal Delivery
1	Tvm	Pangappara	General Hospital,Karamana
2	Klm		Thattamala
3	Alpza		Kuthiyathodu
4	Pta		Podiyadi
5	Ktym		Kanjikkuzhy
6	Idky	Thodupuzha	
7	Ekln	Muvattupuzha	South Bridge,Airport Exit
8	Thsr	KSRTC	Chettiyangadi
9	Plkd	Alathoor	
10	Mlpm	Kuttippuram	
11	Kzkd	Nadakkavu	
12	Wynd	Mananthavady	
13	Knr	Caltex Junction	
14	Ksgd	Kanjangad	

Mid media campaign -Magic shows on JSSK and Normal Delivery promotion

12.02.2013 to 22.03.2013

Districts	No. of shows performed
Trivandrum	6
Kollam	6
Pathanamthitta	4
Kottayam	6
Alapuzha	6
Idukki	6
Ernakulam	6
Thrissur	6
Palakkad	6
Malappuram	6
Kozhikkode	6
Wayanad	4
Kannur	6
Kasaragode	4
Total	78

District level activities

Name of the activity	Total Numbers	Target audience	No. of participants
Street Play	Mlpm-14 ,Klm-32	General Public	5000
Sensitization workshop on Maternal Health and new programmes like JSSK, JSY	Mlpm-4 ,Alpza-10,Ktym-5,Idky-7	PRI Members,General public	1,420
Sensitization workshop for AWW/Kudumbasree CDS/ADS on Maternal Health and new programmes like JSSK, JSY	Mlpm-15 ,Alpza-13,Idky-7	AWW/Kudumbasree ADS/CDS	2,700
Sensitization for reducing the percentage of C section and promoting AN Registration	Ktym-15	Elected representatives and Kudumbasree leaders	1,500
Wall painting on JSSK, JSY and other maternal health	Mlpm-4 ,Wynd-5	General Public	

IEC Poster & Leaflet preparation	Mlpm - Poster 7000, Leaflet 10000, Ktym-Poster-500, Leaflet-500		
Hoardings on JSSK in Major delivery points	Mlpm-7, Alpza-7, Klm-1	General Public	
Display board on JSSK at all CHCs	Mlpm-22, Alpza-65, Klm-18, Ktym-81	General Public	
Sensitization on consequences of Early marriage & teenage pregnancy, Male nutrition			
Exhibition	Alpza-5, Ksgd-1, Wynd-1, Idky-1		2000
Folk Campaign	Ksgd-12		
Women's Day celebration	Ksgd-1		500
Breast Feeding Week Observance	Alpza-7, Klm-25, Ktym-16, Wynd-10		3,200
Street Drama	Klm-10		2000
Normal Delivery Campaign	Klm-1		1000
Seminar	Wynd-1		

B.10.2.2: BCC/IEC activities for CH

Activities being planned under CH campaigns

Interpersonal communication	Mid Media/Local Media	Mass Media(State level/district level)
Household level <ul style="list-style-type: none"> Home visits by ASHA for need based counseling (IPC tools and leaflets for community) Follow up visits by ASHA for Immunization monitoring Village level/community level <ul style="list-style-type: none"> WHND for Immunization, other service provision Monthly group meetings by ASHA/JPHN Facility level <ul style="list-style-type: none"> Counseling of mothers by JPHN Showing CH promotion films in gynaec wards of hospitals 	Village level <ul style="list-style-type: none"> Small hoardings/wall painting Notice boards of panchayat Folk arts Facility level <ul style="list-style-type: none"> Hoardings/wall painting Standard treatment protocols charts at various facility level New born care charts 	<ul style="list-style-type: none"> Newspaper advertisement TV& Radio spots on issues related to newborn care, child health Media sensitization meets on Child health on important days- new born care week, immunization day

Mass Media- state level activities

Immunization promotion	TV	14	1680 seconds	14	Nov 12 and Jan 13
	Dailies	16	1 quarter page b&w advt	1	Nov 12
	FM	12	3150 seconds each in 6 Pvt FM and 6 AIR FMs	15	Nov 12
	Theatre	153 theatres	3 spots per day of 30 sec duration	2 weeks	Nov 12 and Jan 13

Mid Media campaign- state level Ventriloquism (Kitty shows) on Immunisation Feb 18- 28, 2013

Districts	No. of shows performed
Trivandrum	6
Kollam	6
Pathanamthitta	4
Kottayam	6
Alapuzha	6
Idukki	6
Ernakulam	6
Total	40

District level activities

Name of the activity	Total Numbers	Target audience	No. of participants
Immunization month Observance			
Awareness Ralley	Mlpm-16	General public,mothers & students	1000
Seminar	Mlpm-16	General public,mothers & students	750
Sensitization programme		General public,mothers & students	1500

New Born care week Observance			
Workshop	Mlpm-1	School of nursing KMH Manjeri in association with IAP Malappuram chapter	120
Folk Campaign	Alpza-13	general public, pregnant ladies, children etc.	
Poster	Ksgd-10000	general public, pregnant ladies, children etc.	
Exhibition	Ksgd-2	School children	
Display boards	Klm-245,Ktym-81		
Wall Painting	Ktym-10	Women especially mothers	
Seminar	Wynd-6	General public	1500
Puppet show	Wynd-3	General public	
Leaflet	Wynd-5000	General public	

B.10.2.3: BCC/IEC activities on FP

Activities being planned under FP campaigns

Interpersonal communication	Mid Media/Local Media	Mass Media(State level/district level)
Household level <ul style="list-style-type: none"> • Identification of clients for spacing and limiting by ASHA 	<ul style="list-style-type: none"> • Hoardings/wall painting at district and SDH levels • Posters on basket of contraceptive choices 	<ul style="list-style-type: none"> • Newspaper advertisement • TV& Radio spots on issues related FP
Village level/community level <ul style="list-style-type: none"> • WHND –counseling of pregnant women by JPHN • Monthly group meetings by ASHA/JPHN as per monthly themes 	<ul style="list-style-type: none"> • Use of Folk arts Facility level <ul style="list-style-type: none"> • Dissemination of contraceptive manuals updates 	<ul style="list-style-type: none"> • Print media(press ads and articles) are planned to highlight benefits of birth spacing as and NSV as a part of celebration fo WPD
Facility level <ul style="list-style-type: none"> • Counseling of pregnant women on PFP during ANC, delivery and PNC visits by JPHN • Showing FP promotion films in post partum wards 	Celebrating world population day to promote concept of spacing and increasing male participating in family planning Advocacy activities in all 14 districts (participation of	

of hospitals

PRIs, school teachers, community leaders, health functionaries, ASHAs, women and youth group and eligible families to be ensured)

Wide publicity on spacing and male participation in family planning related messages through mass media including print and audio visuals

Other community mobilization activities like exhibitions rallies poster competitions are proposed

Mass Media activities-state level

NSV	Dailies	16	1 quarter page b&w advt	1	Jan 13
	FM	12	3150 seconds each in 6 Pvt FM and 6 AIR FM	15	Jan 13

Outdoor Hoardings hired for one month and the following theme on Family Planning displayed

Sl No	District	NSV
1	Tvm	Kesavadasapuram
2	Klm	Kavanadu
3	Alpza	Alpy. Railway Station
4	Pta	Ranny
5	Ktym	Kodimatha
6	Idky	Adimala
7	Eklm	Pathadippalam
8	Thsr	Chattukulam
9	Plkd	BPL Junction
10	Mlpm	Pullikkal
11	Kzkd	Cheruvannoor
12	Wynd	Muttill Town
13	Knr	Payyannur

14	Ksgd	Kalikkadavu
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Mid Media campaign –state level

Puppet shows on NSV: 21.01.2013 to 14.02.2013

Districts	No. of shows performed
Trivandrum	6
Kollam	6
Pathanamthitta	4
Kottayam	6
Alapuzha	6
Idukki	6
Ernakulam	6
Thrissur	6
Palakkad	6
Malappuram	6
Kozhikkode	6
Wayanad	4
Kannur	6
Kasaragode	4
Total	78

District level activities

Name of the activity	Total Numbers	Target audience	No. of participants
Seminar	Mlpm-14,Alpza-6	General Public, Mothers group, Students, Health staff, ASHA/AWW/ Kudumbasree etc.,	
Ralley	Mlpm-14	General Public, Mothers group, Students, Health staff, ASHA/AWW/ Kudumbasree etc.,	
Essay writing competition	Mlpm-14		
Debate	Mlpm-14		
Drawing competition	Mlpm-14		
Puppet show	Mlpm-14	General Population especially male category	
Workshop	Mlpm-14	HS,LHS and Dist. Programme officers	

Award for NSV Promotion	Mlpm-14	Field staff	
Ventriloquism	Alpza-41	General public	
Exhibition	Klm-1	General public	
Leaflet	Ktym-8000	General public	

B.10.2.4: BCC/IEC activities on ARSH

Activities planned under ARSH		
Interpersonal communication	Mid Media/Local Media	Mass Media(State level/district level)
<p>Menstrual Hygiene and intervention of non-school going girls</p> <ul style="list-style-type: none"> • Monthly meetings by ASHA for Non-school going girls • Monthly meetings at adolescent clubs of anganawadi centres <p>Village level/community level</p> <ul style="list-style-type: none"> • Monthly meetings in schools by JPHNs to talk about adolescent issues <p>AFHS clinics</p> <ul style="list-style-type: none"> • Counseling and advice on ARSH issues in privacy • Provision of reading materials 	<p>Facility level</p> <ul style="list-style-type: none"> • Wall hanging charts as teaching aid during awareness sessions 	<ul style="list-style-type: none"> • Newspaper advertisement for adolescent service demand generation • TV& Radio spots on issues related to adolescents • Take away materials for adolescents at AFHS clinics, AWCs

Mass Media activities- state level

WIFS	Channels	14	630 seconds in each channel	7	Phase1: 22.02.2013-28.02.2013 Phase 11 :02.03.2013-08.03.2013
	Dailies	15	1 Quarter page & Half page (B&W) adv	2	23.02.2013 & 25.02.2013
	Bus panel advertisement	170	Back panel	1 month	15.02.2013 - 15.03.2013

Outdoor Hoardings hired for one month and the following messages on ARSH displayed

Sl No	District	WIFS
1	Tvm	East Fort, PMG
2	Klm	Chinnakada
3	Alpza	Chengannoor
4	Pta	Kozhencherry
5	Ktym	Baker Junction
6	Idky	Achankavala
7	Eklm	North Bridge
8	Thsr	Mannuthy
9	Plkd	Chandranagar
10	Mlpm	Edappal
11	Kzkd	Eranjippalam
12	Wynd	Sulthanbathery
13	Knr	Thaliparambyu
14	Ksgd	Nilamel

District level activities

Name of the activity	Total Numbers	Target audience	No. of participants
IEC Display boards	Mlpm-6		
Seminar	Alpza-10		
Quiz competition	Alpza-1	Students	
Folk show on Nutrition	Alpza-40	General public	
Awareness programme through community radio	Klm-2	General public	
Brochure	Klm-50000	Students, General public	
Posters	Ktym-500		
Leaflet	Ktym-1000		
Booklet	Wynd-3000		
Printing of Child Protection - Time table card card	Idky-1.5 lakhs		
Kitty Show	Idky-33		

B.102.5: Other activities

Dengue	TV	14	720 sec per	6 days	29.10.12
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Control			channel- 30 sec spot		
	FM	7	1260 sec per channel in 4 pvt and 900 each in AIR FM- 30 sec spot	6	29.10.12
	Dailies	14	2 Quarter page display ad	2	31.10.12 01.11.12
	Hoardings		12x 8 size – 6 Nos 10x 8 ft size- 8 Nos 15x10 ft – 6 Nos 6x8 ft- 20		
	Banners		6x4ft – 250 nos		
DISHA	FM Channels	7	900 seconds in each channel	5days	07.03.2013- 11.03.2013
	Dailies	15	1 Quarter page (B&W) adv	2	08.03.2013
BHOOMIKA	Bus panel advertisement	170	Back panel	1 month	05.02.2013 - 05.03.2013

Advertisement release & Exhibitions				
	Sponsorships	<ol style="list-style-type: none"> 1. DECERTO 2012, Lourdes Matha College Of Science And Technology 2. Dyuthi-International Conference- financial support 3. Deceased Organ Transplantation - Promotional Activities by NGOs - Donor Willingness forms 4. Cult A Way – SCT College of 	5	

		Engineering		
	Advertisement release		70	
	Exhibitions	<ol style="list-style-type: none"> 1. Participated in the 'Thiruvananthapuram Book Fair 2012' organized by Kerala State Institute of Children's Literature, in association with Kerala Sahithya Academi. 2. Ananthapuri Fest, Mega Shopping Carnival from Nov. 16th - 26th 2012 at Chandrasekharan Nair Stadium 3. 15 day Expo titled 'GKSF - Kerala Kaumudi New Year Fest' during January 9, 2013 to Januray 24, 2012 at Kananakkunnu Palace Grounds 4. IDD Cell – Health Exhibition 2013 at Jawahar Balabhavan, Trivandrum 	3	

Printing works done

Item printed	No. of copies printed
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IUCD Reference Manual for Medical Officers	1500
IUCD Reference Manual for Nursing Personnel	1500
Postpartum IUCD Facilitators Guide	250
Postpartum IUCD Reference Manual	1500
Manuals on Standards for Female and Male Sterilization Services	1500
Manual on Standard Operating Procedures for Sterilization Services in Camps	1500
Quality Assurance Manual for Sterilization Services	1500
Poster	200000
Name slips	600000
Wall Calendar	60000
Leaflet	30 lakhs
Maternal Death Review format	2000
Poster on Dengue prevention	8000
MCP card	6.5 lakhs
ASHA Flip chart	30000
IUCD card	1.25 lakhs
JSSK poster	50000
JSSK leaflet	1000000

Sl.No.	Activity	Target	Achieved	Total No. of participants
Trainings				
1.	BCC Training for JPHNs/JHIs – District Level	29 batches comprising 30 participants in each batch.	23 batches (Details Attached)	489
2.	BCC Training for Medical Officers	3 batches comprising 30 participants in each batch.	3 batches	58
3.	BCC Training at Sambhodhi		8 Junior Consultants were sent to attend the Training Programme	8
4.	National Institute of Health & Family Welfare (NHFW) an apex Institute under the Ministry of Health & Family Welfare - Training on Prevetion of Human Trafficking & Violence against Women & Children		3 GBVM Counsellors were sent to attend the Training programme	3
WHND & WHSNC (Till February 2013)				
	Districts	WHND	WHSNC	
1.	Trivandrum	9693	11168	Total no. of WHND held during the period April 2012 – February 2013
2.	Kollam	14174	14980	
3.	Kottayam	10662	6732	
4.	Pathanamthitta	9708	8893	
5.	Alappuzha	11330	10019	
6.	Ernakulam	14603	9243	

7.	Thrissur	17211	13964	: 165758
8.	Palakkad	17587	13334	Total no. of
9.	Kozhikode	12180	4627	WHSNC held
10.	Kannur	10388	8906	during the
11.	Malappuram	18514	13817	period April
12.	Idukki	6601	7471	2012 –
13.	Wayanad	4800	6126	February 2013
14.	Kasaragod	8307	6267	: 135547

Special Days Observation

4	World Population Day
	Activity updating reports on sterilization during the period across the State was furnished to GoI
	District Level Observation of the Day, Awareness generation Seminars, IEC/BCC Development were carried out
	Activity reports were put together and documented for future reference

Sn.	Districts	Number of blocks	Service Delivery During the "Population Stabilization Fortnight"		
			Female Sterilization	Male Sterilization	IUCD Insertions
			During The Day	During The Day	During The Day
1	Alappuzha		320	95	268
2	Idukki		195	20	131
3	Kannur		27	11	0
4	Kasaragod		99	11	0
5	Kottayam		49	27	0
6	Kozhikode		419	13	279

	7	Pathanamthitta		109	6	261
	8	Thrissur		95	17	334
	9	Kollam		505	41	327
	10	Malappuram		231	6	96
	11	Palakkad		119	16	489
	12	Ernakulam		22	25	6
	13	Wayanad		0	41	0
	14	Trivandrum		66	0	31
		TOTAL	0	2256	329	2222
5	Breastfeeding Week observance					
	Documented the activity carried out as part of WBW, and furnished the same along with the photo documentation to GOI and BPNI			Got into the Best Organization Category and awarded with a memento & certificate from BPNI		
	District Level Inaugurations & Awareness Seminars were triggered.					
	Traced Organizations/institutions/Compa					

<p>nies that give ample accommodation for breastfeeding and recreational activities for children.</p>			
	<p style="text-align: center;">Programmes & Districts</p> <ol style="list-style-type: none"> 1. State Level Inauguration & Kavyanjali 2. District Level Inauguration & Kaviyarangu - Thrissur 3. Poetry Competition - Pathanamthitta 4. Amma Madhurm – Kaviyarangu - Pathanamthitta 5. Policy Level Intervention : Advocacy 6. Award for Eastern Condiments Company - Idukki 7. Healthy Child Competition -Kannur 8. Best Mother & Best Baby Contest - Ernakulam 9. Television, Radio & Newspaper: Advertisements 10. Video – Audio Spots at Health Institutions 11. Awareness Seminar - Malappuram 12. Streetplay – Malappuram 13. District Level Inauguration - Kannur 14. Seminar 15. Special Cookery Show – Kannur 16. Awareness Class – Idukki 17. District Level Inauguration & Seminar- Wayanad 18. Decoration of Breastfeeding Corner 19. Poster on Breastfeeding 20. Industries Identification – Data Sheet – Thrissur 21. District Level Inauguration & Awareness Class - Kozhikode 22. Quiz Competition – Kozhikode 23. Awareness Classes – Kozhikode 24. Folk Programme – Kottayam 25. Block Level Inauguration & Advocacy Meeting 26. Awareness Class – Kottayam 		<p style="text-align: right;">No.of Participant</p> <p style="text-align: right;">52</p> <p style="text-align: right;">41</p> <p style="text-align: right;">17</p> <p style="text-align: right;">58</p> <p style="text-align: right;">150</p> <p style="text-align: right;">15</p> <p style="text-align: right;">13</p> <p style="text-align: right;">57</p> <p style="text-align: right;">200</p> <p style="text-align: right;">76</p> <p style="text-align: right;">76</p> <p style="text-align: right;">33</p> <p style="text-align: right;">150</p> <p style="text-align: right;">78</p> <p style="text-align: right;">43</p> <p style="text-align: right;">52</p> <p style="text-align: right;">109</p> <p style="text-align: right;">200</p> <p style="text-align: right;">25</p> <p style="text-align: right;">46</p>

27.	Awareness Class – Kollam	38
28.	Awareness Programme in 7 Institutions – Trivandrum	461
29.	Awareness Programme	128
30.	NGO Programmes	250
31.	Awareness Programme at THQH Thripunithura in association with Inner Wheel Club of Greater Cochin – Ernakulam	32
32.	Breastfeeding Week observance at W & C Mattancherry – Quiz Competition	41
33.	Nutritional needs of lactating mothers – Awareness class - W & C Mattancherry	41
34.	Awareness Class & Quiz Competition – General Hospital Muvattupuzha	62
35.	Awareness Programmes – 4 Nos.- District Hospital Aluva	102
36.	Awareness Programme – THQH North Paravur	36
37.	Awareness Seminar – THQH Fort Kochi	54
38.	Health Education Class – THQH Kothamangalam	60
39.	Seminar – THQH Perumbavur	50
40.	Awareness Classes – 6 Nos.-THQH Ankamali	124
41.	Awareness Classes – 3 Nos. THQH Piravom	46
42.	Awareness Class – General Hospital, Ernakulam	38
43.	District level valedictory function of Breastfeeding Week Observance at Red Cross Hall, General Hospital, Ernakulam Demonstration of preparation of nutritious food, Exhibition etc.	200
44.	District Level Inauguration – Alappuzha	43
45.	Awareness Seminar	51
46.	District Level Inauguration & Awareness Seminar – Palakkad	100
47.	Survey & Awareness Classes – Palakkad	960

District level activities

Name of the activity	Total Numbers	Target audience	No. of participants
Journal Printing	Mlpm-1 journal of 1000 copies	General public	

Orientation workshop on NRHM - RCH Components	Mlpm-30	Newly joined Doctors in Health Services Dept.	
Video documentation on Mid media folk	Mlpm-1	General public	
Printing of Pamphlets	Mlpm-2000 copies	General public	
IEC Boards	Mlpm-20	General public	
Orientation workshop in Colleges on GBVM	Mlpm-5	College students	
awareness to sonologist on declining sex ratio	Alpza-1	Sonologist/Gyn aecologist	
seminar on declining sex ratio	Alpza-2	Kudumbasree workers	200
Exhibition	Idky-1		
Digital album of IEC activities	Idky-1		
Womens day celebrations	Kannur		
Health Check up camp for all police officials in kannur	Kannur-1		3000

Expenditure- provisional

B.10	BCC / IEC	708.83		752.51	106
B.10.1	Strengthening and development of BCC Strategy	26.80	Lumpsum	34.50	129
B.10.2.1	For MH	160.16		185.09	116
B.10.2.2	For CH	156.72		164.20	105
B.10.2.3	For FP	145.06		125.00	86
B.10.2.4	For ARSH	135.59		129.34	95
B.10.2.5	Others	84.50		114.38	135