

NATIONAL RURAL HEALTH MISSION: A KERALA SCENARIO

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ABSTRACT

Various attempts have been initiated by the Government of India to provide health information literacy among rural population. With the objective of providing more effective, accessible, affordable, accountable and reliable health care, National Rural Health Mission was launched in India on 17th June 2005. The Mission aims in achieving Health indicators like Infant Mortality Rate (IMR), Maternal Mortality Ratio (MMR) and Total Fertility Rate (TFR) within 7 years (2005- 2012). But, NRHM gained momentum in Kerala only by the end of 2006. The brand name for NRHM in Kerala is “Arogya Keralam” with the slogan “Healthy Kerala, Wealthy Kerala”. The total fertility rate of Kerala is 1.9, IMR is 13 and MMR is 110, which is lower than national average.

Methodology

Secondary data was used in this study to analyse the programmes and impact of NRHM in Kerala.

Objectives

1. To assess the programmes of NRHM initiated in the State of Kerala.
2. To analyse the impact of NRHM in Kerala.

Findings

As part of NRHM, maternity benefits were given to rural/SC/ST women under the Janani Suraksha Yojana, initiated immunization programmes, Accredited Social Health Activists (ASHAs) were appointed in the wards of local bodies, Community Health Centres were upgraded and Junior Public Health Nurses were appointed in each ward for better health service delivery. Palliative care is being linked with NRHM programme in Kerala. The Palliative Care Programmes, the e-banking initiatives, drug procurement and distribution system and utilization of ASHAs have done appreciable contribution in the rural health scenario of Kerala. Also, The second Common Review Mission (CRM) of NRHM has conducted a preliminary assessment by choosing the two districts, Thiruvananthapuram and Wayanad.