# Swasth Nari Campaign – A Shift in Approach to Women's Health

> **Mains:** *GS II – Welfare Schemes for Vulnerable Sections of the population by the Centre and States and the Performance of these Schemes.*

## Why in News?

*Recently, India has received three Guinness World Records titles under the nationwide Swasth Nari, Sashakt Parivar Abhiyaan (SNSPA), marked by unprecedented coordination, mass mobilisation, and efficient digital use.*

## What is Swasth Nari campaign?

- **Swasth Nari campaign** – The "Swasth Nari, Sashakt Parivar" (Healthy Woman, Empowered Family) campaign was a nationwide health initiative in India launched by Prime Ministry of Health and Family Welfare on September 17, 2025, to run until October 2, 2025.
- **Significance** – It was celebrated as a large-scale "Jan Andolan" (mass movement) involving various government ministries, medical colleges, and community organizations.

## What are the Key objectives and activities?

- **Health and nutrition improvement** – The core goal was to improve the health of women and children through comprehensive services.
- **Health screenings** – It included extensive screening for non-communicable diseases such as breast and cervical cancer, anemia, diabetes, hypertension, and TB.
- **Health camps** – The campaign organized numerous health camps at various government facilities, providing preventive, promotive, and curative services.
- **Awareness and counselling** – Health camps also offered counseling on nutrition, menstrual hygiene, mental health, and lifestyle choices.
- **Community participation** – The initiative encouraged broad community involvement, with over 20 ministries, medical colleges, and private organizations participating.
- The campaign's massive community mobilisation that involved more than 5 lakh Panchayat representatives, 1.14 crore students, 94 lakh Self-Help Group members, and 5 lakh other community members
- **Digital integration –** Beneficiaries were enrolled in digital health services like the ABHA and encouraged to use online platforms for health pledges and information.

**What are the Digital turns in women's healthcare?**

- **Foundation –** India's journey towards digitising women's healthcare began in earnest in the mid-2000s, marking a shift from manual, paper-based record system to data-driven health governance utilising digital tracking systems.
- **Varied technologies** – India has deployed diverse technologies, including Interactive Voice Response Systems (IVRS), SMS, telemedicine, and mobile health applications, to strengthen maternal healthcare.
- Notably, these choices have been shaped by the targeted population's socioeconomic status and literacy levels.
- **The Mother and Child Tracking System (MCTS)** – It was launched in 2009, represented the first systematic attempt to create digital registries for pregnant women and children, aiming to track immunisation schedules and antenatal care visits.
- This evolved into the Reproductive and Child Health (RCH) portal, which consolidated multiple vertical programmes into an integrated digital platform.
- **The Kilkari mobile health programme** – This was rolled out in 2016 as a part of the Digital India Initiative, delivers 72 weekly automated voice messages in Hindi to those women registered in the RCH portal.
- The programme now reaches over 29 million women across 18 states and union territories.
- **eSanjeevani telemedicine platform** – It was integrated into the public system, has delivered over 100 million consultations since 2020.
- Government data suggests that women constitute the majority of beneficiaries, with more than half of consultations pertaining to female patients.
- **National Digital Health Mission in 2020** – It was later rebranded as the Ayushman Bharat Digital Mission (ABDM) – marked an acceleration toward a comprehensive health data infrastructure.
- The COVID-19 pandemic functioned as a catalyst, normalising telemedicine, digital health records, and mobile health applications.
- **Co-WIN platform** – It demonstrated the state's capacity for mass digital health coordination.
- These infrastructures have since been efficiently utilised for women's health initiatives, as evidenced by the recent SNSPA campaign.

**How Digitisation has yielded measurable improvements in certain dimensions of healthcare delivery?**

- **Improve immunisation coverage** – Studies on the mMitra voice message service for maternal health indicate that digital tracking systems have improved immunisation coverage.
    - mMitra has enabled automated reminders and reducing dropout rates between vaccine doses, apart from aiding doctor consultations for bleeding and promoting institutional child delivery.
- **Increased home visits** – Research proves that mobile health applications used by frontline health workers have increased antenatal home visits by 15.7% and postnatal visits by 12%, while facilitating health education and systematic screening.
- The ability to generate real-time data on service delivery gaps has enhanced

administrative visibility, potentially enabling more responsive resource allocation.
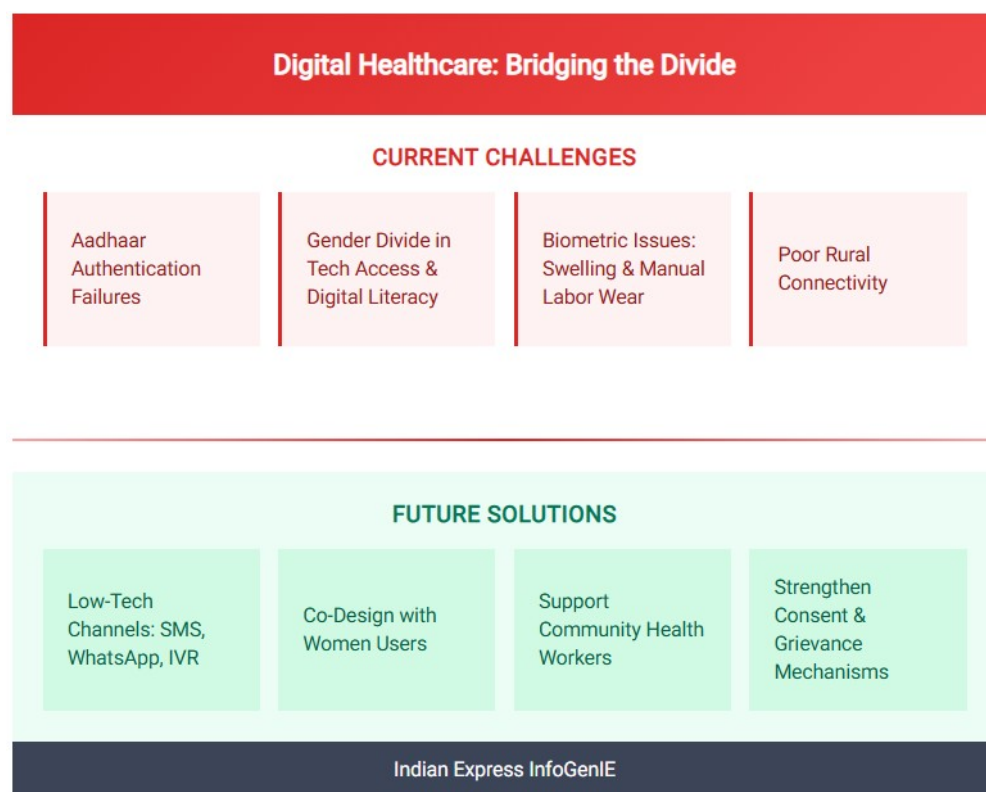


## What lies ahead?

- State-level initiatives like Haryana's proposal to assign unique "pregnancy IDs" linked to the RCH portal may help illustrate the importance of integrating technology in medical care.
- Although the initiative aims at improving monitoring of sex-selective abortion and ensuring maternal healthcare benefits, it also illustrates how digital infrastructures can be deployed both to protect and to discipline women's reproductive lives.
- Nonetheless, a more progressive trajectory could be possible if digitisation is reframed through an inclusive approach that takes into account the intersectional vulnerabilities of women in India.
- This requires prioritising low-tech, multilingual channels (SMS, WhatsApp Chatbots & IVR) co-designed with women users; strengthening enforceable consent, grievance and redress mechanisms.
- The digital tools need to be used to support rather than replace community health workers, enabling ASHAs to leverage data for advocacy and claim-making, not just reporting.
- Digitisation can advance women's health only when it redistributes power, protects autonomy, and actively mitigates the inequalities it risks entrenching.
- An imperative now made tangible by initiatives like the Swasth Nari, Sashakt Parivar Abhiyaan, signalling India's readiness to translate scale into sustained structural transformation.

## Reference

[The Indian Express| Swasth Nari Campaign](#)