



## ABSTRACT

Establishment - Digital Communication Centre for Health Education at Directorate of Public Health and Preventive Medicine Office, Chennai - Under Tamil Nadu Innovation Initiative(TANII) 2018-2019 – Administrative and Financial sanction accorded – Orders – Issued.

### HEALTH AND FAMILY WELFARE (P1) DEPARTMENT

G.O.(D).No.1061

Dated: 25.06.2019

Vihari, Aani-10

Thiruvalluvar Aandu – 2050.

Read :

From the Director of Public Health and Preventive Medicine, Letter No.51337/EPI/S1/2018, dated 24.01.2019.

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#### ORDER :

The Director of Public Health and Preventive Medicine in his letter read above has sent a proposal recommended by State Planning Commission under Tamil Nadu Innovation Initiative(TANII) (Second Round) 2018-2019 as follows:-

##### **a) Introduction:-**

Communication is a process that leads to desired changes in human behavior and informed individual and community participation to achieve predetermined goals. In recent years, communication has developed into an interdisciplinary science drawing richly from social sciences. Communication and education are interwoven.

Health education is a process aimed at encouraging people to want to be healthy, to know how to stay healthy, to do what they can individually and collectively to maintain health and to seek help when needed. The primary function of health education is to provide scientific knowledge or information to people about health problems. People rarely seek such information although they have a right to know the facts about health and diseases. Health education is the foundation of a preventive health care system.

##### **b) Rationale:-**

Health education is one of the most cost-effective interventions. A large number of diseases could be prevented with little or no medical intervention if people were adequately informed and encouraged to take necessary precautions in time.

Currently, the state is facing major challenges from the emerging and re-emerging infectious diseases due to globalisation. Also, the mortality and morbidity caused by Non-Communicable diseases is a major threat to the people. All these diseases can be prevented and controlled by proper health education. For example, mosquito-borne diseases could be easily controlled by proper water storage and solid waste management techniques. Majority of the Non-Communicable diseases could be addressed by diet and physical activity. Hence, the Information, Education and Communication component plays a major role in the prevention and control of diseases. Through this project various IEC materials like

Handbills, posters, pamphlets, Banners and audio clips will be prepared at this directorate and disseminated to all parts of the state.

**c) Challenges and Gaps in the Existing System:-**

The Directorate has no Digital Communication Centre for Health education system currently. It also causes delay in the communication of the health education materials especially during the emergency situations like Floods, Cyclone and other diseases like Dengue fever, Zika viral disease, Nipah Virus fever, Ebola, etc., The absence of such centre also leads to compromise of quality of Health education materials prepared.

**d) Objective of the proposed project:-**

- To establish a "Digital Communication centre for Health Education" at Directorate of Public Health and Preventive Medicine office.

**f) Expected benefits:-**

- The centre will help to prepare the IEC materials at stipulated time period with good quality and communicate at the required time
- The Health education process will encourage people to adopt and sustain health promoting lifestyle and practices.

**g) Sustainability:-**

This proposal involves a one-time expenditure on civil infrastructure and computers with software. The recurrent costs related to manpower and hardware can be met out from National Health Mission funds.

**Breakup details of the project:-**

S.No	Component	Total Cost (Lakhs)
<b>1</b>	<b>Establishment of Digital Communication Centre</b>	
1.1	Civil Infrastructure: Aquatics(Sound proof material) – cost per Square feet including labour, fabrics, glass work	24.6
1.2	Cabling, Furniture, Rack table	1
<b>2</b>	<b>Audio Equipment</b>	
2.1	Sound card	2.5
2.2	Recording Mike	1
2.3	Lapel Mikes	0.5
2.4	Speakers	2
<b>3</b>	<b>Computer and software requirement</b>	
3.1	Desktop computer (Audio and video editing)	10
3.2	Software support	2
<b>4</b>	<b>Salary (Recurring Cost)</b>	
4.1	Web Designer (On hiring basis) (0.6 Lakh per year for three years)	1.8
4.2	Sound Engineer (On hiring basis) Rs.500/hour * 450 hours/3years (0.75 Lakh for three years)	2.25
	<b>Total</b>	<b>47.65</b>

2) He has requested the Government to sanction of sum of Rs.47.65 lakhs for establishing Digital Communication Centre for Health Education at Directorate of Public Health and Preventive Medicine Office, Chennai.

3) After detailed examination, the Government have decided to accept the proposal of the Director of Public Health and Preventive Medicine recommended under Tamil Nadu Innovation Initiative(TANII) 2018-2019 (Second Round) and grant sanction of sum of Rs.47.65 lakhs (Rupees forty seven lakh and sixty five thousands only) for establishing Digital Communication Centre for Health Education at Directorate of Public Health and Preventive Medicine Office, Chennai, as detailed below:-

**It is Approved For the year 2018-2019, Amount Sanctioned in Budget Estimate(BE) 2019-2020**

Sl. No.	Description	Amount (Rs. in lakhs)
(i)	2210 06 001 AN 33 PPSS 04 Contract Payment (DPC 2210 06 001 AN 3345)	1.35
(ii)	376 Computer and Accessories 01 Purchase (DPC 2210 06 001 AN 7618)	43.60
<b>Total</b>		<b>44.95</b>

**For the year 2019-2020**

Sl. No.	Description	Amount (Rs. in lakhs)
(i)	2210 06 001 AN 33 PPSS 04 Contract Payment (DPC 2210 06 001 AN 3345)	1.35
<b>Total</b>		<b>1.35</b>

**For the year 2020-2021**

Sl. No.	Description	Amount (Rs. in lakhs)
(i)	2210 06 001 AN 33 PPSS 04 Contract Payment (DPC 2210 06 001 AN 3345)	1.35
<b>Total</b>		<b>1.35</b>

4) The amount sanctioned in para 3 above shall be met from the State innovation fund and debited to the following head of account.

“2210–Medical and Public Health–06 Public Health– 001 Direction and Administration – State’s Expenditure – AN Digital Communication Centre for Health Education under State Innovation Fund.

“333 Payments for Professional and Special Services – 04 Contract Payment – Rs.1.35 lakhs” (DPC 2210 06 001 AN 33 45) (Old) (DPC 2210-06-001-AN 33304 (IFHRMS)

“376 Computer and accessories – 01 Purchase – Rs.43.60 lakhs” (DPC 2210 06 001 AN 76 18) (Old) (DPC 2210 06001 AN 37601 (IFHRMS)

The above expenditure shall be adjusted by deducting under the following head of account:-

"2210-Medical and Public Health-06 Public Health - 902. Deduct Amount met from State Innovation Fund - State's Expenditure-JA. Deduct - Amount met from State Innovation Fund-330. Inter-Account Transfers"  
01 Inter-Account - Transfers (DPC: 2210-06-902-JA-33001)

By contra debiting from,

"J. Reserve Fund - (b) Reserve Funds not bearing Interest - 8229-00. Development and Welfare Funds - 200. Other Development and Welfare Funds - Budget Estimate(BE). State Innovation Fund" (DPC 8229-00-200 BE-0006) (Outgo)

5) Necessary additional funds will be provided in Revised Estimate/Final Modified Appropriation 2019-2020. However, this expenditure shall be brought to the notice of the legislature by Specific Inclusion in the Supplementary Estimates 2019-2020. Pending provision of funds in the Revised Estimate 2019-2020. Pending provision of funds in the Revised Estimate 2019-2020, the Director, Public Health and Preventive Medicine, is authorized to incur the amount sanctioned in par 3 above. The Director, Public Health and Preventive Medicine, is requested to send draft explanatory notes for Supplementary Estimates 2019-2020 to Government in Finance (BG-I) Department and also to include the expenditure while sending the budget proposals for Revised Estimate/Final Modified Appropriation 2019-2020 to Government in Finance (Health-I) Department without fail.

6) This order issues with the concurrence of the Finance Department vide its U.O.No.16489/Health-I/2019 dated 20.06.2019 and ASL No.486 (Four hundred and eighty Six).

(BY ORDER OF THE GOVERNOR)

Dr. BEELA RAJESH  
SECRETARY TO GOVERNMENT

To

The Director of Public Health and Preventive Medicine, Chennai-600 006.  
The Principal Account General, Chennai-600 035.  
✓The Pay and Accounts Officer, (South), Chennai-600 015.

Copy to:-

The Planning Development and Special Initiatives Department, Chennai-600 009.  
The State Planning Commission, Chepauk, Chennai-600 005.  
The Finance(Health-I/BG - II)/BG-I) Department, Chennai-600 009.  
The Health and Family Welfare (Data cell), Chennai-600 009.  
Stock File / Spare Copy.

//FORWARDED BY ORDER//

*S.A.*  
02.07.2019  
SECTION OFFICER

V.S.  
2.7.19