

STRATEGY FOR NATIONAL CAMPAIGN

The National Campaign would involve:

- **Three Tier Workshop at National, State and District levels**
 - **The National Workshop would be held on November 5 and 6, 2007 at India Islamic Cultural Centre, New Delhi.**
 - Theme of Workshop: **Homoeopathy for Healthy Mother and Happy Child**
 - The Workshop would then be conducted at **State levels** by the State Health Societies and further at **District levels** by the District Health Societies.

- **Multimedia Campaign**
 - I.E. and C. material (for the Professional and common man): Brochures, Posters, Handouts, Leaflets, Audio/ videocassettes / CDs, etc.
 - Advertisements – Electronic and Print media (Newspapers, Magazines particularly Health Magazines, Magazines related to Homoeopathy and Women Magazines)
 - Videos films
 - Web pages on Mother and Child care

 - Interaction with Experts
 - Newsletter on Mother and Child Care
 - Reference manual and Handbooks for the Practitioners and Resource persons

- **Other strategies**
 - Preparation of Homoeopathic Kit for Management of Health problems of Mother and Child
 - Exhibitions(s)

CORE GROUP

- **Chief Patrons**
 - Hon'ble Union Minister of Health and Family Welfare
 - Hon'ble Minister of State and Family Welfare.

- **Patrons**
 - Secretary (AYUSH)
 - Joint Secretary (AYUSH)

- **Coordination**
 - Advisor (Homoeopathy)
 - Deputy Advisors (Homoeopathy)
 - Director (AYUSH)

- **Organizing Secretary**
 - Director (CCRH)