

TARGET GROUP (PPP)

➡ Policy and Opinion makers:

- Related Ministries and Departments of Govt. of India (H and FW, WandCD, Panchayati Raj, Rural Development, Telecom etc.),
- Related committees of Parliament
- Planning Commission
- Doordarshan and A.I.R.

- Department of AYUSH (Central Government)
- State Health and Family Welfare Departments
- Mission Directors of NRHM
- Department of ISM and H (State Government)
- State Health Societies and District Health Societies

➡ Professionals:

- Allopathic Physicians
- Homoeopathic Physicians
- Physicians from other systems of Medicine
- Apex Institutes doing work for MandCH

➡ People (Masses)

- Three Tier Panchayati Raj Institutions (at District, Block and Village level)
- NGOs and Corporate Houses
- Social Scientists
- Community Groups