

## Customary Obstructions in achieving the Goals of Family Welfare Programmes in Rural India: A Case Study

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### Abstract

There has been a growing realization in recent times to improve the family welfare programmes in India. The present study is one such attempt to understand the emerging issues and related barriers in the functioning of family welfare programme in rural India. The study mainly focuses on the hurdles faced by the health functionaries and health workers in the provision of diffusion of health and family welfare programmes and services in India. The Family Welfare Programme in India has experienced significant growth and adaptation over the past half century since its inception in 1951. During this period, financial investments in the programme have substantially increased and service delivery points have significantly expanded. Over the decades, there has been a substantial increase in family welfare programmes in India. The direction, emphasis and strategies of the Family Welfare Programme have changed over time. However, meeting the family planning needs of considerable proportions of women and men and improving the quality of family planning services continue to be a challenge, especially in rural India. The fruits of the flagship programme have not yet percolated to the rural heartlands, which continue to strain the minds of the policy makers.

This paper reviews and synthesises evidence from field surveys and studies conducted in Chandauli district of Uttar Pradesh, where pace of rural development is slow and affected by Naxal problems. The paper also discusses some of the barriers that hinders the success of the programme and sheds light on new initiatives to address these, and assesses their impact if any.