



JSK-National Helpline

On Reproductive and Sexual Health, Family Planning and Infant Health

TOLL FREE NUMBER: **1800-11-6555**

Jansankhya Sthirata Kosh has initiated a first of its kind National Helpline in India on Reproductive, Sexual Health, Family Planning and Infant and Child Health etc., using the services of a BPO, Sparsh BPO Services.

Objective of the National Helpline:

Medical experts have found that in India there is a huge gap in information related to reproductive, sexual health especially among the adolescents, about to be married and newly married couples.

The National Helpline initiated by JSK aims to fill this gap by providing easy access and availability of reliable information on reproductive, sexual health, contraception, pregnancy, infant and child health and related issues.

People are initially shy about visiting medical facilities and need guidance to address concerns like contraception, safe abortion, emergency contraception, sexually transmitted diseases and reproductive tract infections. There are also many who are not sure if they need to go to a doctor at all as each visit to doctor costs money.

The National Helpline service caters mainly to this section of the population, to provide reliable, confidential information. The service however does not substitute for the services of a qualified doctor.

Topics Included Under the National Helpline Service:

- Sexual and Reproductive Health
- Puberty
- Reproductive health concerns in females
- Cancers and growths of the reproductive tract
- Breast related problems
- Reproductive health concerns in males
- Sexual health concerns in males

- Sexually Transmitted Infections including HIV/AIDS
- Contraception
- Infertility
- Pregnancy
- Abortion and MTP Act
- Child Health
- Care of normal new born infant
- Common neonatal problems
- New-born and child feeding
- Care of young child
- Childhood problems

Preparation of the Specialized Software:

A Question Bank of 893 questions on Reproductive, Sexual and Infant & Child Health has been prepared with the help of doctors from leading medical institutes who gave their time pro bono.

- Maulana Azad Medical College, New Delhi
- All India Institute Of Medical Sciences , , New Delhi
- St. Stephens Medical Hospital, New Delhi
- Lady Hardinge Medical College , New Delhi
- Kalawati Saran Children Hospital , New Delhi

The question bank has been updated recently with help of Dr. Suneela Garg & her team of Maulana Azad Medical College New Delhi.

All details are available on JSK's website **www.jsk.gov.in** under FAQs on Reproductive and Sexual Health.

Professional Training for Helpline Executives:

The Call Centre Agents have been recruited by the BPO under the JSK specified criteria.

While soft skill training to the Call Centre agents has been provided by the BPO, technical training on the topics was given to by doctors from St.

Stephens Hospital, Delhi followed by Maulana Azad Medical College. Training of the agents is an ongoing process.

Qualified and trained executives are manning with Helpline:

S.N.	Particular	No.
1.	Doctor (Female)	1
2.	Team Leader	1
3.	Supervisor	2
4.	Executives	15

Progress of National Helpline:

Total Calls offered 7,10,039 till 31st March, 2013

