

**E-HEALTH AND PUBLIC COMMUNICATION BY ASHA WORKERS: A STUDY
ON UNDERSTANDING THE FEASIBILITY OF E-HEALTH SERVICES IN
NAIHATI MUNICIPALITY**

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ABSTRACT

This research paper is an attempt to explore the present scenario of the E-health system under Naihati Municipality and dissect the communication procedure adopted by healthcare functionaries. Word of mouth communication with the help of Accredited Social Health Activist (ASHA) workers goes a long way in the realization of the objectives of healthcare functionaries. There are Government as well as private healthcare providers under the Municipality. The National Health Mission (NHM) and the Integrated Child Development Scheme are some of the few programmes aimed at ensuring health and wellbeing to women and children of the country, is also operating in the Municipality where its frontline caregivers are none but womenfolk like ANMs, ASHAs, and *Anganwadi* workers. This study deals with the programmes that the Municipality has taken and how much they are ready for adopting of E-health schemes and what response the officials receive from the public. In fine, this research paper is a commentary on the public perception regarding the health communication system in Naihati Municipality.

Key Words: *E-Health, Public Communication, Naihati Municipality, ASHA Workers*

Introduction:

In the United Nations International Telecommunication Union's ICT (Information and Communication Technology) Index 2012¹, India is placed in a 134th position in the World. In both public and private sectors, India has introduced ICT for better, easier and clear transactions. Visible transformations are noticeable in all spheres of the society with the Digital India programme launched by the honorable Prime Minister of India. E-governance is one of the initiatives among them. E-health is a relatively recent healthcare practice supported