

APPENDIX-IIICHANGE IN THE SYMBOL OF FAMILY PLANNING

In order to spread not only the message of family planning but also of the family welfare, department of Health and Family Planning, Government of India as well as State Governments have decided to change the traditional well known symbol of red inverted equilateral triangle and in place of it a new symbol, as shown has been adopted by the concerned department.

As we have already seen that family planning is not only a means of birth control but it is a means of achieving welfare of family. The family planning programme coincides with family welfare activity. The traditional red inverted equilateral triangle gave stress on maximum three children with three years interval between the children but it did not indicate any meaning of family welfare. Hence the concerned department thought over to change the traditional symbol and introduced a meaningful new symbol of family welfare.

The new symbol is framed within inverted equilateral triangle with slight changes in the colour.



At the lower portion of the triangle the traditional red coloured inverted small equilateral triangle is kept as it was. Above this small red triangle a symbol of small baby girl is shown in black colour, which means that one daughter in a family would also be a happy family. Above this small baby girl wife and husband are shown in white colour on yellow background and in between them a symbol of happy life is shown in the form of small flower.

The new symbol has indirectly reduced the number of children from three to one. In order to spread the message of family welfare, government has already prepared the new posters with new symbols and pasted them in some of the villages.