

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**RAJYA SABHA
UNSTARRED QUESTION NO.3121
TO BE ANSWERED ON 28TH MARCH, 2023**

**GUIDELINES OF AYUSHMAN BHARAT-HEALTH AND WELLNESS CENTRE
SCHEME**

3121 SHRI SUSHIL KUMAR MODI:

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) the details of the guidelines of Ayushman Bharat-Health and Wellness Centre Scheme and provisions of the Memorandum of Understanding (MoU) that the Punjab Government has failed to comply with;
- (b) whether the Punjab Government has furnished a response to the Union Government's official communication in this regard;
- (c) whether any other States have been found to be in non-compliance of the scheme's guidelines, if so, the details of such violations;
- (d) whether Government is planning on stopping funds under the scheme for Punjab and other states; and
- (e) if so, the rationale and criteria for doing so?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY
WELFARE
(DR. BHARATI PRAVIN PAWAR)**

(a) to (e) : Guidelines of Ayushman Bharat-Health and Wellness Centre Scheme and their branding scheme are in public domain at the following links:

- I. <https://ab-hwc.nhp.gov.in/download/document/45a4ab64b74ab124cfd853ec9a0127e4.pdf>
- II. <https://ab-hwc.nhp.gov.in/download/document/cdc59be4f64be9217515d5c5cf618da9.pdf>

As per Memorandum of Understanding (MoU) signed between the MoHFW and the State of Punjab under National Health Mission (NHM) framework, state Government has not complied with the following provisions of the MoU:-

- Clause 10.3- The State shall ensure that the implementation of the programme/activities envisaged under the Mission is as per the Framework of Implementation of NHM and other guidelines provided by Ministry of Health and Family Welfare.
- Clause 10.10- The State Government shall adhere to all the existing manuals, guidelines, instructions and circulars issued in connection with implementation of the NHM, which are not contrary to the provisions of this MOU.

In response to the Central Government's official communication, Hon'ble Minister of Health & Family Welfare, Government of Punjab, vide letter dated 04th March, 2023, has requested that a hybrid /fused model of branding incorporating the branding guidelines issued by Government of India and the branding developed by the State be permitted for the HWCs and at least 03 months may be permitted to the state to undertake this exercise.

Principal Secretary (H&FW), Government of Punjab, vide letter dated 06th March, 2023, has informed that the matter of branding of Health and Wellness Centers as per the design manual of National Health Mission for HWCs is under active consideration of the Government of Punjab.

Further release of NHM funds to Punjab is linked to the progress to be demonstrated on this issue by the state. States/UTs are mandated for branding as per the prescribed NHM guidelines. MoHFW closely monitors the progress with all the States/UTs. Any instance of deviations that come to the notice of this Ministry are taken up with the respective State Government to ensure compliance.
