

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

**LOK SABHA  
UNSTARRED QUESTION NO. 1095  
TO BE ANSWERED ON 08<sup>TH</sup> FEBRUARY, 2019**

**AYUSHMAN CARDS**

**1095. SHRI MANSUKHBHAI DHANJIBHAI VASAVA:  
SHRI RAM TAHAL CHOUDHARY:**

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

- (a) whether it is a fact that the Government has distributed/is distributing Ayushman Bharat cards;
- (b) if so, the number of Ayushman Bharat cards distributed so far; and
- (c) the steps taken by the Government to make common people aware about the features of Ayushman Bharat?

**ANSWER  
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND  
FAMILY WELFARE  
(SHRI ASHWINI KUMAR CHOUBEY)**

(a) & (b): Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) is an entitlement-based scheme. The beneficiaries are identified from the Socio Economic Caste Census database as per the identified criteria and are issued e-cards upon verification. As on 04.02.2019, 1.20 crore beneficiaries have been issued e-cards.

(c): In order to spread awareness about AB-PMJAY, a comprehensive media and outreach strategy has been developed, which inter-alia includes use of print media, electronic media, social media platforms, traditional media, IEC materials, and outdoor activities. Training in this regard has been imparted to officials in charge of IEC activities in State health Agencies in the month of November, 2018.

The steps taken by the Government to make common people aware about the features of Health and Wellness Centres under Ayushman Bharat are at annexure.

## Annexure

### **Steps taken by the Government to make common people aware about the features of Health and Wellness Centres**

- ò The Ayushman Bharat Operational guidelines for Comprehensive Primary Health Care through HWCs specify the following activities to make common people aware of the care delivered through Health and Wellness Centres-
  - The **Family Health Folders** are being given to ASHAs. The ASHA uses Family Health Folders and Community Based Assessment Checklist to undertake population enumeration and assessment of all individuals aged 30 years and above through home visits. As part of this activity ASHA builds community awareness on life style modification and mobilizes families to avail screening services at the HWC closest to the family.
  - ASHAs with the support of Village Health Sanitation and Nutrition Committee are expected to play a critical role in delivery of comprehensive primary health care services by demand generation for HWCs. The operational guidelines have also specified awareness building through community-based health promotion/IEC activities such as campaigns, distribution of print materials, through folk programs/nukkad natak, rallies etc.
  - It is also compulsory for all the Health and Wellness Centres to prominently display services provided to the patients as citizen's charter for community awareness.
- ò For easy recognition by the community, MoHFW has also shared with states Design Manual for the façade of HWC to plan for customized branding for HWC. Videos on Health and Wellness Centres component of Ayushman Bharat have been developed and several states are also developing context specific IEC material for the same.