

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

**LOK SABHA
UNSTARRED QUESTION NO. 1115
TO BE ANSWERED ON 08.12.2023**

‘AYUSHMAN BHAV’ CAMPAIGN

**1115. SHRI HEMANT TUKARAM GODSE:
SHRI KOMATI REDDY VENKAT REDDY:
SHRIMATI HEMA MALINI:
SHRI Y.S. AVINASH REDDY:
SHRI SRIDHAR KOTAGIRI:
SHRI MANNE SRINIVAS REDDY:**

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

- (a) whether the Government has initiated the ‘Ayushman Bhav’ campaign which aims to provide healthcare services to every village and town in the country and proposes to provide a comprehensive nationwide healthcare coverage of healthcare services;
- (b) whether the Government has launched Ayushman Apke Dwar 3.0 program enabling eligible beneficiaries enrolled under PMJAY scheme to download their health card on their own and if so, the details thereof;
- (c) the present status of the campaign along with the funds sanctioned/spent, State/village/district/townwise and response received so far;
- (d) the number of doctors/patients who took part in such programs till date and beneficiaries listed and shortcomings identified so far;
- (e) the number of Ayushman Cards issued to the beneficiaries, State/UT-wise; and
- (f) the details of other measures taken to ensure healthcare accessibility to the poor and downtrodden?

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

(a) to (f): Ayushman Bhav Campaign was launched by Hon’ble President of India on 13th September, 2023. Ayushman Bhav Campaign is envisaged to saturate selected health care services in every village/ town in line with the commitment of Hon’ble Prime Minister to ensure reach to the last mile and enable access to health care services to everyone in the society.

‘Ayushman Bhav’ campaign involves a set of interventions that include following:

(i) ‘Ayushman - Apke Dwar 3.0’ includes achieving Ayushman card saturation at the individual level, printing and distributing Ayushman cards to Field Level Workers for further delivery, and launching a nationwide Ayushman card delivery campaign. The campaign involves collaboration with health, Panchayati Raj, and rural development departments, seeking the support of ASHA workers, Front Line Workers (FLW) and Self-Help Groups.

Key activities includes:

- ✓ preparing state-wise beneficiary databases
- ✓ setting saturation targets
- ✓ publishing beneficiary names
- ✓ engaging FLWs and Fair Price Shops (FPS) for card creation, and
- ✓ conducting massive IEC campaigns.

NHA has launched Ayushman Apke Dwar (AAD) 3.0 on 17th September 2023 as part of Aysuhman Bhava campaign, wherein self-verification feature for beneficiaries through Ayushman App has been enabled. Android based ‘Ayushman App’ has been launched by National Health Authority, which has been developed using latest technology and provided different modes of authentication i.e. face-auth, OTP, IRIS, and fingerprint for Ayushman Card creation. This ensures that any mobile device can be used for Ayushman card creation.

(ii) AB-HWCs Health Melas, organized at Ayushman Arogya Mandir (erstwhile AB-HWCs) from September 17, 2023, serve as platforms for health services, awareness, and community engagement. The objectives include early diagnosis, building awareness, bridging gaps in Health IDs issuance, population-based screenings, routine immunization, and follow-up for PM-JAY beneficiaries. Total Health Mela organized are 9.96 lakh, total footfall recorded these Mela is 705.69 lakh, Wellness/Yoga/Meditation session are 6.81 lakh, no. of people who received free drugs are 468.81 lakh, no. of people who received free diagnostics services are 372.61 lakh and total 7 types of screening done are 1377.06 lakh.

(iii) Weekly Health Melas are also organized by Medical Colleges at the Community health centres (CHCs), in rotation, to ensure increased access to specialist services like Obstetrics and Gynaecology, Paediatrics, Surgery, ENT, Eye and Psychiatric etc. at every block to ensure continuum of care. Total CHC health mela reported from 17th September to till now is 26793, total patients registered are 110.64 Lakh, no. of patients who consulted special OPD are 34.59 lakh, major surgeries done are 26675 and minor surgeries done are 94433.

As per the operational guidelines of Ayushman Bhav Campaign, the Front-Line Workers (FLWs) are paid incentive by National Health Authority for creation of Ayushman cards under Ayushman Apke Dwar 3.0. Further, untied funds are utilized for organizing Ayushman Melas. Moreover, States/UTs mobilize additional resources through Panchayati Raj Institutions (PRIs)/ Urban Local Bodies (ULBs)/local NGOs/ Corporate Social Responsibilities (CSR funds)/ Members of Parliament Local Area Development Scheme (MPLADS) funds etc.

The details of Ayushman Card (PMJAY card) and ABHA ID card issued under Ayushman Bhav Campaign as reported on 28.11.2023 is at **Annexure**.

The various health programmes implemented by the Government of India under NHM includes operationalisation of Ayushman Arogya Mandir erstwhile Ayushman Bharat-Health and Wellness Centres (AB-HWCs) by transforming the existing Sub Centres and Primary Health Centre, support for engaging of health human resource on contractual basis, National Ambulance Services, Mobile Medical Units, ASHAs, Infrastructure strengthening, 24 x 7 Services and First Referral facilities, Mera Aspataal, Kayakalp Award Scheme, Prime Minister's National Dialysis Programme, National Quality Assurance Standards implementation and related Activities, LaQshya Certification, Biomedical Equipment Maintenance and Management Programme, Free Diagnostics Service Initiative and Free Drugs Service Initiative. Further, initiatives such as Mission Parivar Vikas, Adolescent Friendly Health Clinics (AFHCs), Weekly Iron Folic Acid Supplementation (WIFS), Menstrual Hygiene Scheme, Facility Based Newborn Care (FBNC), Home Based Newborn Care Program, Social Awareness and Actions to Neutralize Pneumonia Successfully (SAANS), Home Based Care for Young Child (HBYC), Rashtriya Bal Swasthya Karyakram (RBSK), Rashtriya Kishor Swasthya Karyakram (RKSK), Early Childhood Development (ECD), Comprehensive Abortion Care (CAC), Anemia Mukh Bharat (AMB) strategy, Pradhan Mantri TB Mukh Bharat Abhiyaan (PMTBMBA), Nutrition Rehabilitation Centre (NRC) program and Universal Immunization programme.

Annexure

State-wise details of Ayushman Cards and ABHA Cards created during Ayushman Bhav campaign

Sr. no	State Name	Ayushman Card Created	ABHA ID Created
1	Andaman & Nicobar Island	3352	5740
2	Andhra Pradesh	2008598	560016
3	Arunachal Pradesh	21593	68014
4	Assam	103400	126227
5	Bihar	272901	206388
6	Chandigarh	6099	17234
7	Chhattisgarh	57645	43790
8	Delhi	0	214137
9	Goa	22297	57666
10	Gujarat	1809370	4099525
11	Haryana	1075026	708019
12	Himachal Pradesh	23238	2172385
13	Jammu & Kashmir	42793	1149192
14	Jharkhand	242603	125661
15	Karnataka	847673	662106
16	Kerala	226056	651869
17	Ladakh	38020	12935
18	Lakshadweep	483	8611
19	Madhya Pradesh	148903	584558
20	Maharashtra	6645039	5069269
21	Manipur	2068	11837
22	Meghalaya	23938	92599
23	Mizoram	25969	49313
24	Nagaland	28272	25859
25	Odisha	0	433099
26	Puducherry	13276	56038
27	Punjab	207775	1999674
28	Rajasthan	16096	888450
29	Sikkim	2816	36249
30	Tamilnadu	380680	761101
31	Telangana	970030	3609511
32	DD & DNH	457	7173
33	Tripura	24997	16181
34	Uttar Pradesh	14578010	554235
35	Uttarakhand	154558	10314553
36	West Bengal	0	178063
	Total	3,00,24,031	3,55,77,277