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

LOK SABHA
UNSTARRED QUESTION NO. 2099
TO BE ANSWERED ON 15TH DECEMBER, 2023

LOW ENROLLMENT RATE UNDER AB-PMJAY

2099.   DR. A. CHELLAKUMAR:

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

(a) whether the Government is taking steps to address the issue of low enrollment rates among the groups targeted under Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY);

(b) if so, the details thereof;

(c) whether the Government plans to improve the targeted performance under the Yojana; and

(d) if so, the details thereof?

ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE
(PROF. S. P. SINGH BAGHEL)

(a) to (d): Under Ayushman Bharat -Pradhan Mantri Jan Arogya Yojana (AB-PMJAY), all the eligible beneficiary families are covered since inception of the scheme in the States/UTs. The absence of Ayushman card does not hinder any eligible individual from taking treatment under the scheme. Ayushman cards are issued as a token of entitlement and empowerment. Since, the nature of the scheme is demand-driven, beneficiaries generally create Ayushman cards when they are in need of any medical treatment.

Massive Ayushman card creation drive across the country is undertaken in tandem with the States. As on 12.12.2023, 28.1 crore Ayushman cards have been created. The details of initiatives taken under the scheme to saturate the enrollment under AB-PMJAY are as under:

   i.   Ayushman Bhava: Ayushman Bhava, launched by Hon′ble President, Smt. Droupadi Murmu, on 12.09.2023, is an initiative that is aimed at ensuring the saturation of various healthcare schemes at the village level, ultimately reaching the end beneficiaries. This initiative encompasses a series of interventions, including ′Aapke Dwar Ayushman 3.0′,

'Ayushman Sabhas', 'Ayushman Melas', and the ultimate goal of elevating villages to the status of 'Ayushman Gram'.

ii.   Ayushman App: An Android based 'Ayushman App' has been developed using latest technology that provides for modes of authentication i.e. face-auth, OTP, IRIS, and fingerprint for creation of Ayushman card.

iii.   Aapke Dwar Ayushman: ADA 3.0 has been launched on 17.09.2023 as part of Ayushman Bhava campaign, wherein self-verification feature for beneficiaries through Ayushman App has been enabled.

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