



Ayushman Bhava: Launch of the Campaign

Why in News?

On September 13, 2023, President Draupadi Murmu virtually launched the Ayushman Bhava campaign from Rashtrapati Bhavan. Uttar Pradesh Deputy CM Brajesh Pathak launched it in the state.

Key Points

- The most important aspect of this campaign, which will run between September 17 and October 2, is the effort to make villages Ayushman.
- Treatment of each identified patient will be started, which will include testing for everything from TB, cancer to diabetes and hypertension. Hundred percent regular vaccination of village children will be ensured.
- Through Ayushman card, they will get the facility of free treatment up to Rs 5 lakh annually. With the creation of Abha ID, the need for people to keep old records of their treatment and tests will be eliminated.
- Principal Secretary Medical and Health Partha Sarthi Sen Sharma said that apart from diabetes and hypertension, screening of oral, breast and cervical cancer will be done so that treatment of such patients can be started. And out of every thousand people, 30 people will be tested for TB.

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आयुष्मान भव: अभियान

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