



# Governor Launches 'Ayushman Bhava' Campaign

## Why in News?

On September 13, 2023, the country's President Draupadi Murmu launched the visionary health program 'Ayushman Bhava' campaign online to make access to health services accessible across the country. Through this virtual program, Jharkhand Governor CP Radhakrishnan launched this campaign at Audrey House in the capital Ranchi.

## Key Points

- The 'Ayushman Bhava' program is a comprehensive initiative to ensure effective implementation of various health schemes run at the national level to reach every beneficiary.
- The objective of this campaign is to ensure access to health services to the people.
- This initiative is an effort to take health benefits to the people at the last resort through awareness campaigns, medical camps and inclusive strategies. With this campaign, even the marginalized people will be able to get quality health care. It will also promote equity in health services.
- It is known that 'Pradhanmantri Jan Arogya Yojana' launched by the Prime Minister is the world's largest health protection scheme, which provides medical coverage up to Rs 5 lakh.
- Under this scheme, a campaign is being started from September 17, 2023, through which Ayushman cards will be given to all the remaining eligible beneficiaries under the PM-JAY scheme. It will be ensured that no beneficiary is left out.
- On this occasion, Health Minister Banna Gupta said that till now 1 crore 22 lakh people have got the benefit of Ayushman Yojana, but the target of the state government is to provide the benefit of this scheme to 2 crore 69 lakh people.
- The Health Minister said that the Ayushman Bhava campaign is a wonderful initiative of the government. This campaign will run from September 17 to October 2, 2023.
- Under this program, lakhs of families will get necessary medical facilities. With this, people will also get insurance coverage for treatment. Its objective is to save families from the burden of heavy medical expenses.
- Additional Chief Secretary of Health Department, Arun Kumar Singh gave detailed information about 'Ayushman Bhava'. 'Ayushman Aapke Dwar 3.0', Ayushman Sabha, Ayushman Fair and Ayushman Gram are the main pillars of the programme.
- Ayushman Mela will be organized by Ayushman Bharat at Health and Wellness Centers (AB-HWC).
- At the same time, Ayushman Sabha, a village-level campaign will be run under the leadership of Village Health, Sanitation and Nutrition Committee to ensure the benefits of all the health schemes of the Central and State Governments to the beneficiaries.
- Apart from this it will focus on awareness about the importance of Pradhan Mantri Jan Arogya Yojana (PMJAY), Health Insurance Scheme Card and Ayushman Bharat Health Account (ABHA) number.
- These Gram Sabhas will also help in creating awareness about child health issues, vaccination, nutrition and anemia. This will promote social accountability of health.
- The fourth pillar, Ayushman Gram, is envisaged to cover 100% coverage of PMJAY card distribution, ABHA ID generation, vaccination coverage and testing of Non-communicable diseases.
- Villages that successfully complete all the health schemes will be awarded the title of 'Ayushman Gram' and given a certificate.
- In the program, institutions performing excellently in the field of health, people donating blood more than five times and excellent performance in HWC were honored.



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