



INFORMATION, EDUCATION AND COMMUNICATION (IEC) GUIDEBOOK FOR SHAs

**AYUSHMAN BHARAT-PRADHAN MANTRI JAN AROGYA YOJANA
(PM-JAY)**

NATIONAL HEALTH AGENCY (NHA)

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Preface

National Health Agency
Ministry of Health and Family Welfare
Government of India



Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (PM-JAY) was launched by Hon'ble Prime Minister on September 23, 2018. PM-JAY provides a cover of up to Rs.5 lakh per family per year, for secondary and tertiary care hospitalization for over 10.74 crore vulnerable families (approximately 50 crore beneficiaries), in cashless and paperless manner, at public and empanelled private hospitals.

The success of PM-JAY, the world's largest healthcare scheme, is critically dependent on effective communication that should reach the last mile beneficiary. It is not only important to communicate the features of the scheme to the beneficiaries, but it is also important to keep them updated on the processes involved in availing the benefits. A strong community outreach at State level is key for ensuring effective implementation of PM-JAY. In this journey towards achieving universal health coverage, it is important to keep the general audience continuously updated about various milestones of PM-JAY. The role of communication is also to alert people of misleading information about the scheme and communicate correct information effectively.

With this spirit, the National Health Agency (NHA) is sharing the 'PM-JAY Information, Education and Communication (IEC) Guidebook for SHAs' with all the State Health Agencies (SHAs).

We sincerely hope that all the State/UTs participating in PM-JAY will use these guidelines to strengthen the IEC about PM-JAY.

Dr. Indu Bhushan
Chief Executive Officer
National Health Agency

Acronyms

ASHA	Accredited Social Health Activist
CSC	Common Service Centre
DGM	Deputy General Manager
FLW	Front Line Workers
IEC	Information, Education and Communication
IVR	Interactive Voice Response
MoHFW	Ministry of Health and Family Welfare
NHA	National Health Agency
PMAM	Pradhan Mantri Arogya Mitra
PM-JAY	Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana
PM	Prime Minister
PMO	Prime Minister's Office
RSBY	Rashtriya Swasthya Bima Yojana
SECC	Socio Economic Caste Census
SHA	State Health Agency
SMS	Short Message Service
UHC	Universal Health Coverage
UT	Union Territories

Section I: Purpose of this document

One of the key elements to the success of Ayushman Bharat- Pradhan Mantri Jan Arogya Yojana (PM-JAY) is the effective implementation of the Information, Education and Communication (IEC) strategy. This guidebook is created for the use of personnel responsible for IEC at State Health Agency (SHA) who are designing IEC strategy, creating content and rolling out the IEC plan. The key purpose of this IEC guidebook is to:

1. Ensure that the role of IEC is clearly understood by the SHAs and other stakeholders.
2. Function as a guide to design and roll out effective IEC campaign for PM-JAY.
3. Assist in ensuring that the IEC guidelines are consistently and appropriately applied to various IEC activities.
4. Help ensure a consistent visual identity for PM-JAY across the country, to maintain uniformity and create recall value of PM-JAY.

Section II: Overview of PM-JAY and role of IEC

1. Mission of PM-JAY

PM-JAY aims to reduce the financial burden on poor and vulnerable groups arising out of catastrophic hospital episodes and ensure their access to quality health services. PM-JAY is the world's largest healthcare scheme, and it seeks to accelerate India's progress towards achievement of Universal Health Coverage (UHC).

2. Key features of PM-JAY

- a. Provides hospitalisation cover of up to Rs. 5,00,000 per entitled family per year.
- b. More than 10.74 crore poor and vulnerable families (approximately 50 crore beneficiaries) covered across the country.
- c. Entitlement based scheme. No formal enrolment process is required.
- d. Poor, deprived rural families and identified occupational category of urban workers' families as per the latest Socio-Economic Caste Census (SECC) 2011 data, both rural and urban will be covered. In addition, all enrolled families under Rashtriya Swasthaya Bima Yojana (RSBY) that do not feature in the targeted groups as per SECC data will be included as well. Details of the beneficiary categories is given in Annexure 1.
- e. No cap on family size and age of members. All members of designated families get coverage; specifically, girl child and senior citizens.
- f. Covers secondary and tertiary care hospitalization.
- g. Free treatment available at all public and empanelled private hospitals.
- h. Cashless and paperless access to quality health care services.
- i. Benefits of national portability. Eligible beneficiaries can avail services across India.
- j. 1,350 medical packages covering surgery, medical and day care treatments, cost of medicines and diagnostics.
- k. All pre-existing diseases covered.
- l. To check eligibility, beneficiaries can contact the helpline (14555/1800111565), visit nearest Common Service Centres (CSC) or logon to <https://mera.pmjay.gov.in>. This can also be checked at empanelled hospitals.

3. Role of Information, Education and Communication (IEC)

The role of IEC is to:

- a. Understand the various target audiences for PM-JAY, and their attitudes and perceptions towards PM-JAY.
- b. Drive awareness and educate the target audience about PM-JAY, by disseminating accurate information.
- c. Develop communication based on key insights, so that it drives changes in attitudes and behaviour.
- d. Create user friendly IEC material, select relevant communication channels and roll out messages at appropriate time; to maximize reach and impact amongst the target audiences.

Section III: Responsibilities of NHA and SHA related to IEC activities

1. Responsibilities of NHA related to IEC activities

The National Health Agency (NHA) is constituted for focused approach and effective implementation of PM-JAY. NHA provides overall vision and stewardship for design, roll-out, implementation and management of PM-JAY in alliance with State governments. Regarding IEC, the responsibilities of NHA are:

a. Design and implement the national level IEC strategy

- i. NHA has a dedicated IEC department that is responsible for designing the IEC strategy to communicate with the primary audience (beneficiaries), secondary audience such as Pradhan Mantri Arogya Mitras (PMAM), Front Line Workers (FLWs), empanelled hospitals, Government departments, people at the local level, etc. and others such as general public at large, media etc. It is this team's responsibility to inform the target audiences about the features of the scheme, processes involved in availing the benefits, motivate general public to participate in spreading the word about the scheme and promote awareness through digital and social media.
- ii. NHA will use media vehicles such as national TV channels, national newspapers, radio, social media channels such as Facebook, Twitter and NHA's website to implement the national IEC plan.

b. Develop guidelines and policies

- i. NHA is responsible for periodically developing relevant IEC guidelines.

c. Create IEC material

- i. NHA is responsible for creation of IEC material that will be used at National and State level. These will be developed by a creative agency, selected through a competitive bid process.

d. Monitor IEC strategy

- i. NHA will monitor the implementation of the IEC plans in the States through various monitoring and evaluation mechanisms.

e. Provide IEC capacity building to SHAs

- i. NHA is responsible for supporting the SHAs by sharing IEC material created at National level, providing guidance to design and roll out the IEC plans.
- ii. NHA will also endeavour to promote state level best practices through knowledge sharing amongst the SHAs.

2. Responsibilities of SHA related to IEC activities

All key functions related to delivery of services under PM-JAY will be performed by the SHA. Promoting PM-JAY at State level is key to the successful roll out of the scheme. Regarding IEC, the responsibilities of SHA are:

a. Recruit/assign an IEC team for the State

- i. SHA will constitute an IEC cell and will recruit/assign required IEC staff. It is recommended to have at least one IEC manager and one IEC officer (for large States/Category B States) who will work on design and implementation of State level IEC strategy.

b. Design and implement the IEC plans at State level

- i. SHA will lay down the IEC objectives and identify relevant target audiences to promote PM-JAY.
- ii. SHA will design a comprehensive IEC plan that reaches the target audiences. This will be implemented through respective government departments and agency partners.
- iii. SHA will work with District Nodal Officer and his team including District Programme Coordinator and District Grievance Manager to coordinate and implement the IEC plan at the district level.

c. Adapt and create State level IEC material

- i. SHA will adapt IEC material created by NHA for use at State level.
- ii. SHA will create IEC material at State level for various activities.
- iii. SHA will follow the IEC guidelines as given by NHA, whilst developing State level IEC material.

d. Coordinate with NHA IEC team for guidance and support

- i. SHA will reach out to the officials at NHA for strategic support and guidance in designing the creatives, communication plan, and for challenges that may be faced while implementing the plan.

e. Monitor and evaluate IEC plans

- i. SHA will put together robust monitoring mechanisms in place to track the implementation of the IEC plan.

Annexure 2 gives details of the structure and composition of the IEC Department.

Section IV: Guidelines on designing the IEC plan

This section provides guidelines to the SHAs on the various steps in designing an IEC plan:

1. Understand the on-ground situation and data analysis

- a. Before commencing the designing of an IEC plan, it is important for SHAs to first understand the on-ground situation and analyse existing data.
- b. The team needs to look at the secondary data that is available, understand on-ground opportunities or issues. For example, in a district, get details on the number of beneficiaries as per SECC database, number of FLWs, number of CSC etc.

2. Lay down the IEC objectives

- a. The IEC objectives are to be based on the overall need and focus of the scheme. Based on the requirements of the scheme, the communication objectives are to be written.
- b. For example, increase the awareness of the benefits of the scheme with the beneficiaries; increase the number of beneficiaries who have checked their eligibility; increase the number of beneficiaries who are aware of the empanelled hospitals in their area that they can access.

3. Formulate the IEC strategy

Formulating the IEC strategy involves various steps:

a. Define the Target Audience

- i. The SHAs must first define and understand their target audience. The target audience can be sub-grouped into primary audience, secondary audience and others.
- ii. The primary target audience is the beneficiaries; the secondary audiences are those who are working with the SHAs in implementing the scheme, such as PMAM, FLWs, empanelled hospitals, CSCs, Government departments, people at the local level etc. Secondary target audience are general public at large, media, etc.

b. Work out the key message

- i. Based on the communication objectives, the SHAs needs to develop the message that is to be communicated to the target audience.
- ii. It is recommended to keep the message simple and focused, and hence do not have multiple messages in one communication, as it will confuse the audience.
- iii. The messages could be any of the following: Features of PM-JAY, process of availing benefits, how to check eligibility, list of hospitals empanelled in particular geography, hospital packages covered etc.
- iv. The messages should also counter misleading and false information.

c. Draw up the timelines for the communication

- i. Based on the requirement of the scheme, the SHAs need to state the time period in which the message will be communicated, and for how long. i.e. a start date and end date. For example, start in November and continue for three months, etc.

d. List down the place and medium of communication

- i. One of the important elements of the strategy is to finalize where the activities will take place and how the message will reach the target audiences. This could be a physical place or a digital place.

Digital place could be a website, or social media platforms etc. Physical places could be hospitals, haats, market place, panchayats, government offices, public spaces, etc.

- ii. The medium of communication could be mass media such as press, radio etc.; out of home advertising such as hoardings, bus shelters etc.; or public engagement activities such as haats, panchayat meets, etc.
- iii. SMS, WhatsApp, Twitter, Facebook, website, automated Interactive Voice Response (IVR) services can be used to communicate with the audience via mobile phones, since it is a fast, individualised and interactive medium to communicate with the audiences.
- iv. List of illustrative IEC activities to be carried out by SHAs is given in Annexure 3.

4. Work out a detailed implementation plan

- a. Based on the IEC strategy, a detailed implementation plan is to be worked out by the SHAs.
- b. The activities can be prioritized based on importance of the activities and overall budget.
- c. SHAs need to estimate the cost of the activities that is planned, and ensure adequate budget allocation for implementing these activities.
- d. The final IEC plan will include the details on number of people who will see the communication (Reach), how often will they see it (Frequency), at what cost (Budget).

5. Measure the effectiveness of communication plan, and make changes, as relevant

- a. Periodical review of the IEC plan is recommended. It will help to monitor the effectiveness of the plan, and also implement changes, as required.

Section V: Branding guidelines

1. What is Branding?

Branding means creating a unique name and image for a product or an organization. The purpose of branding is to help the target audience understand what you are offering and how you are unique (as compared to others). Branding is an essential element of communication, as it creates a common and easily recognizable visual identifier which the audiences can relate to and recall, and it cuts across different languages. People will associate the scheme with this visual identity.

2. Brand logos to be used

For the implementation of PM-JAY, the various national brand logos and state specific logos to be used by the SHAs are:

a. Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PM-JAY) logo

In English:



In Hindi:



The PM-JAY logo has been crafted with the vision of ensuring good health for every Indian. The green elements visually represent a huge rambling tree, which depicts the goodness of nature as well as its power to bestow the gift of health to humankind. The illustration of a man sitting in yoga mudra is the beneficiary. The saffron shade encompassing his frame goes to the era when the science of medicine was born. The encircling arc portrays the care, and efforts of this scheme in providing a comprehensive health coverage to the entitled beneficiaries.



b. National Health Agency logo

In English:



In Hindi:



'National Health Agency' should be written on the Right Hand Side of the Ashoka Emblem. It should not be written below the Ashoka emblem.

c. Ministry of Health and Family Welfare (MoHFW) Logo

English (both options can be used)



Hindi (both options can be used):


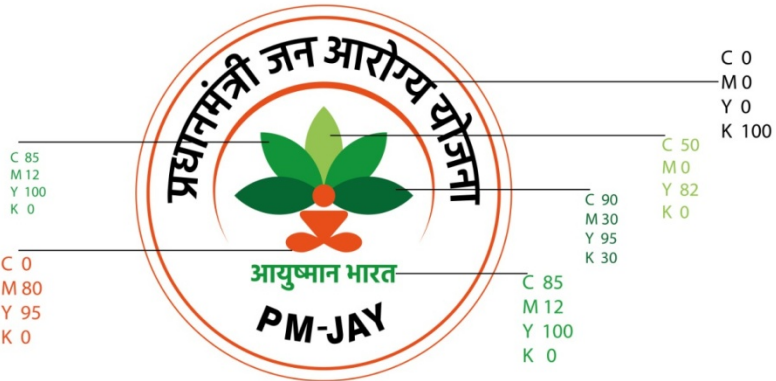


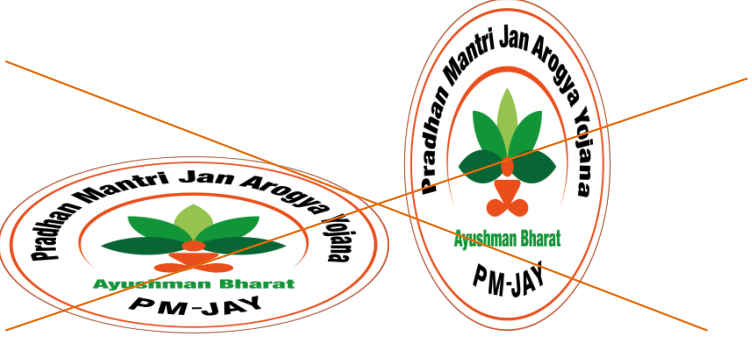



d. State government/SHA logos, State scheme logos






Various States will have State government/SHA logos and also State scheme logos which will be used at the state level.

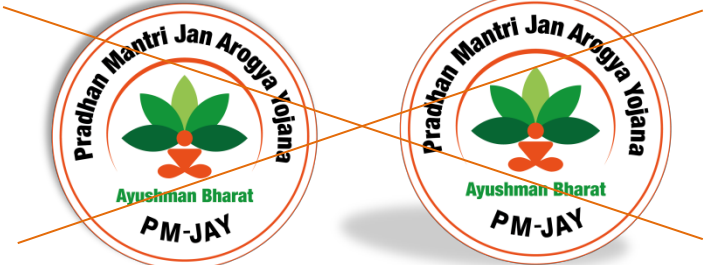
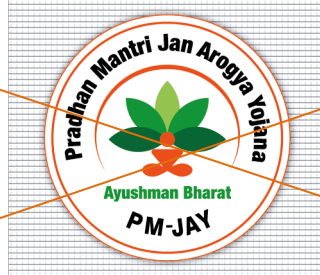
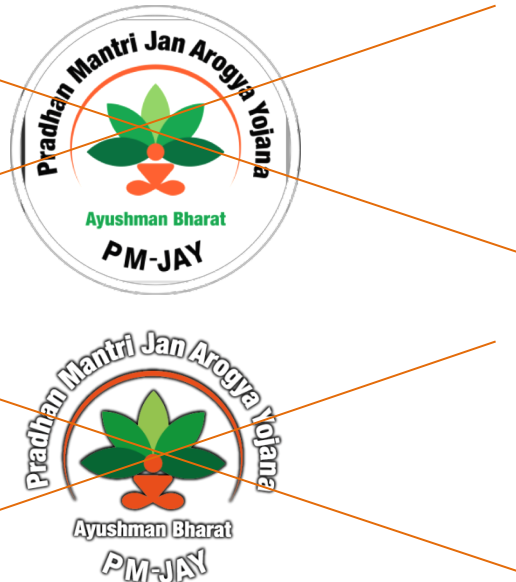
3. Guidelines for visual representation of logos

- a. The points given below are to be followed by SHAs whilst using brand logos. These points apply to any logo that is used at National and State level. In the table below, PM-JAY logo has been used as an example for visual representation of the guidelines.

	Dos and Don'ts for visual representation of logos	Example (using PM-JAY logo as an example)
i.	Use the logo in the original proportions	
ii.	Use the specified colours. Use the Cyan, Magenta, Yellow, and Black (CMYK) ratios as specified for each of the logos	 <p>Note: The colour of NHA logo is black (K 100). Do not recolour it with any other colour</p>

iii.	Do not stretch or condense the logo	
iv.	Do not redraw the logo. It will be difficult to match the official specifications	
v.	Do not rotate the logo	
vi.	Do not add outline of any other colour to the logo	

vii.	Do not use the logo in reverse	
viii.	Do not use the logo against a dark background	
ix.	Do not use logo against any background which reduces distinct and clear visual presence of the logo	
x.	Do not make the logo hollow	
xi.	Do not fill colour in the logo	

<p>xii.</p>	<p>Do not add drop shadow to the logo</p>	
<p>xiii.</p>	<p>Do not use the logo against any kind of gradient, texture</p>	
<p>xiv.</p>	<p>Do not add special effects such as bevel or emboss to the logo</p>	

SHAs may request the artwork files of MoHFW, NHA and PM-JAY logos from Mr. Imran Ali Khan, Deputy General Manager (DGM) Communications at NHA, via email imranmohfw@gmail.com.

4. Guidelines for placement of brand logos

This section covers details of how the brand logos are to be placed in various materials.

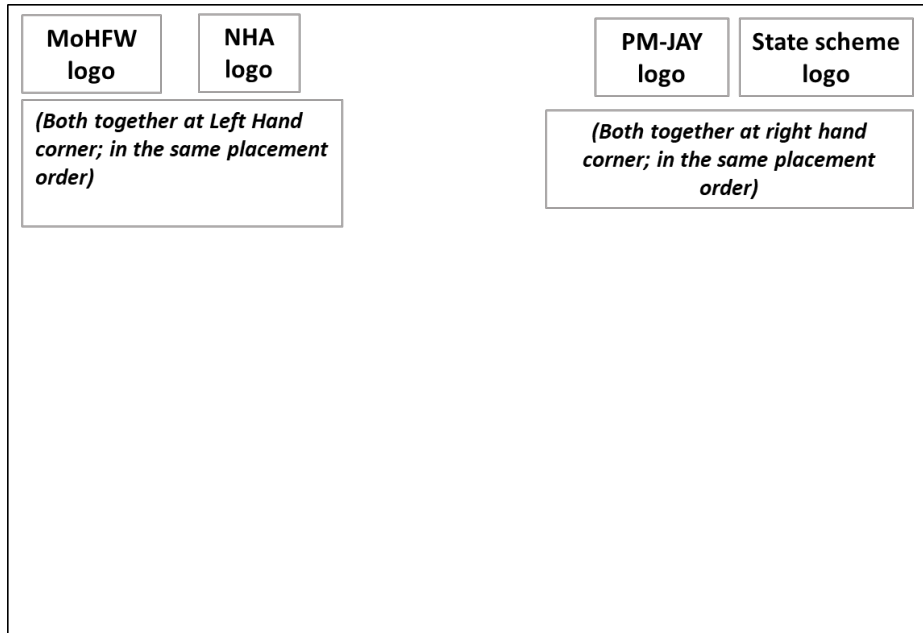
a. Placement of logos in all IEC materials

- i. All the communication sent by the States will have the following logos: logo of Government of India (MoHFW), NHA, PM-JAY, State Government Scheme. If the State has a State government/ SHA logo, it can also be included.
- ii. Since PM-JAY is a national scheme, name of national scheme will be followed by the name of the State scheme. For example, for Mukhya Mantri Swashtya Bima Yojana, it should be PM-JAY-MSBY.
- iii. The logos of MoHFW, NHA, PM-JAY should be in one language – all 3 logos should be in English or all 3 logos should be in Hindi.
- iv. PM-JAY logo can be translated in regional languages, as required.
- v. The size and fonts of logos for Government of India, NHA, PM-JAY and State logos will be the same.
- vi. Name of any political party should not be placed in the IEC materials.
- vii. All the logos will be placed at the top only. The placement of the logos is illustrated in the section below.

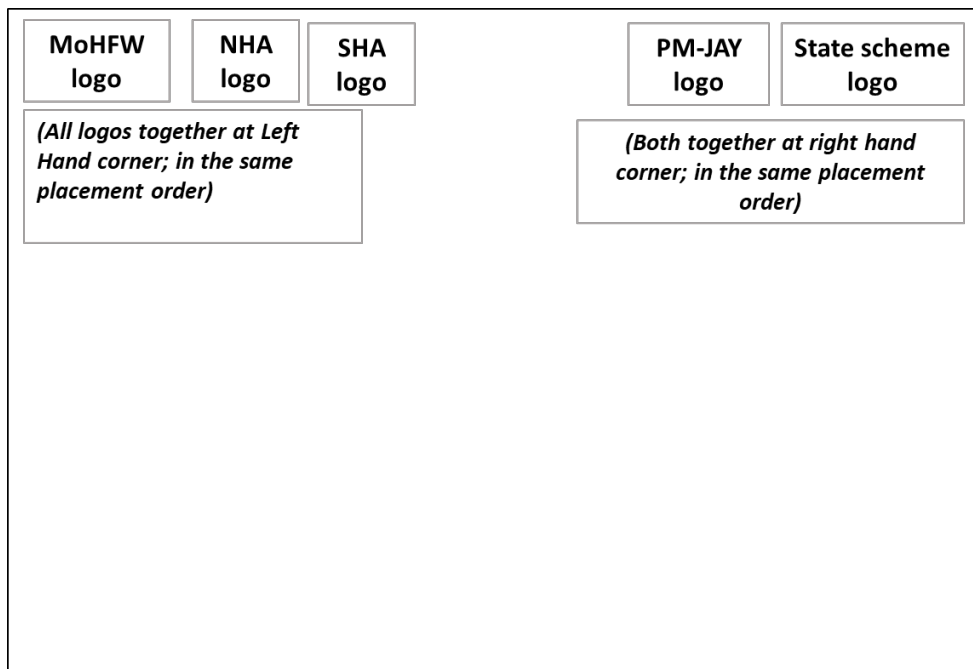
b. Placement of logos on the E-card fascia that will be provided to the beneficiaries:

- i. The e-card will have logos of Government of India (MoHFW), NHA, PM-JAY and State Scheme.
- ii. It will mention the names of both PM-JAY and State Scheme.
- iii. Toll Free Number of PM-JAY (14555/1800111565) and State scheme (if any) will be mentioned.
- iv. Size and fonts of the logos for Government of India, NHA, PM-JAY and State logos will be the same.
- v. The 3 logos of MoHFW, NHA, PM-JAY must be in one language – all 3 logos should be in English or all 3 logos should be in Hindi. It should preferably be in Hindi.

- c. **Illustrative template for placement of the logos in all material (including IEC material and e-cards):**
The placement of the logos will be as per the template given below:



If the State government/ SHA logo is to be inserted, it should be on the right-hand side of the NHA logo as shown below.



5. Guidelines for permission to use brand logos

a. The use of NHA and PM-JAY logos will be allowed without any prior permission for:

- i. All establishments, offices and officers of NHA, Government of India.
- ii. All Central Government Ministries/Departments and Departments of State.
- iii. State Governments/UT Administrations, SHAs for use in scheme related activities.
- iv. Indian Embassies/Missions abroad, for events and publicity materials that promote the scheme and are sponsored/supported by the Embassies/Missions.

b. Private and non-government organizations may be allowed the use of NHA and PM-JAY logos, based on prior approval of the NHA, for events that:

- i. Have financial support or sponsorship extended by PM-JAY.
- ii. Are for a specified period, and promote PM-JAY.

c. Private and non-government organizations may be allowed the use of NHA and PM-JAY logos, based on prior approval of the NHA, for programmes on electronic media

Requests received from private and non-government organizations for use of NHA and PM-JAY logos for programmes on electronic media, such as debates, discussions or any other, would be considered on merit of each case, keeping in view the following:

- i. Nature of the programme
- ii. Profile and track record of the producers of the programme
- iii. The target audience
- iv. Content of the programme, specially inclusion of healthcare and insurance related content.
- v. Extent to which the programme would help in increasing awareness of PM-JAY.

d. Permission accorded by NHA, Government of India, for use of NHA and PM-JAY logos would be subject to the right of NHA to withdraw permission for use of NHA and PM-JAY logos. For usage permission of MoHFW logo, please follow the standard MoHFW guidelines.

e. These guidelines will supersede all earlier guidelines issued on the subject; and all permissions for use of the logo granted earlier which do not conform to these guidelines will stand cancelled.

Section VI: Guidelines on usage and development of IEC materials

This section provides guidelines on:

1. Usage of IEC material developed so far by NHA.
2. Creation of new IEC material by SHAs.

1. Guidelines on usage of IEC material developed so far by NHA

The IEC team at NHA has developed a bank of audio-visual, print and digital IEC material. The SHAs can use these developed IEC materials as follows:

- a. This bank of IEC material can be downloaded and used as is. The audio-visual and print materials are uploaded on the website: <https://www.abnhpm.gov.in/iec-materials>. For digital materials, the links are website: www.pmjay.gov.in, Twitter: @AyushmanNHA, Facebook: @AyushmanBharatGOI.
- b. The SHAs can translate these materials in regional languages.
 - i. The artwork open files for all the print materials are available on the website: <https://www.abnhpm.gov.in/iec-materials>. SHAs can use these files and translate the text in regional languages.
 - ii. If the SHAs need high resolution files of the audio-visual materials for dubbing in regional languages, they should contact Mr. Imran Ali Khan, DGM Communications at NHA, via email imranmohfw@gmail.com.
- c. Except for translating the text, the SHAs cannot change any of the elements of the creatives. i.e. no changes can be made in the colours, photographs used, placement of the visuals, the placement of the text and logos, etc.
- d. Whilst translating the text, the font type and colour needs to remain the same, and the placement of the text also cannot be changed.
- e. The size/length of these creatives can be adapted.
- f. The visual references of existing IEC material are given in Annexure 4.
- g. The IEC material should be utilized in effective manner during various activities. Mock ups of how the IEC material can be displayed at various locations and events are given in Annexure 5. These mock ups are indicative. SHAs can use these IEC materials as deemed fit for activities at the State level.
- h. New IEC material created for PM-JAY by the NHA IEC team will be periodically uploaded on the same link. <https://www.abnhpm.gov.in/iec-materials>.

2. Guidelines on creation of new IEC material by SHAs

- a. **Given below are the points that SHAs need to keep in consideration whilst developing new audio-visual, print creatives for the scheme:**
 - i. For any IEC material, SHAs should use pictures or videos of real beneficiaries only, and not models. It is recommended that the photograph or videos of a beneficiary family (and not individuals) should be used. SHAs need to take written consent before the pictures or videos of the beneficiary family are used in any IEC material. NHA IEC team has taken consent of the beneficiary family whose photograph has been used in the national creatives.

- ii. Photographs or video shots of only empanelled government and private hospitals should be used, if required.
- iii. Logo placement guidelines as given in the earlier section should to be followed.
- iv. At the bottom (or end) of the creatives, the helpline number, links to website, Facebook, and Twitter of NHA and SHA have to be mentioned. The details of NHA are as follows: helpline no 14555/1800111565, website: pmjay.gov.in, Twitter: @AyushmanNHA, Facebook: @AyushmanBharatGOI.
- v. 'Bimar na rahega ab lachaar, Bimari ka hoga muft upchaar' will be used as PM-JAY tagline in all creatives. It can be translated in regional languages.
- vi. Blue background design or orange and green background design (as given in Appendix 3) are recommended for use. This will aid in creating synergies across the country and hence increase the recall of the scheme.
- vii. It is recommended that the following key features of PM-JAY should be communicated in the creatives:
 - In Hindi: विश्व की सब से बड़ी स्वास्थ्य योजना PM-JAY से बनेगा भारत 'आयुष्मान' . (English translation: World's largest healthcare scheme PM-JAY will make India 'Ayushman').
 - In Hindi: 10 करोड़ से अधिक चयनित परिवारों, 50 करोड़ से अधिक व्यक्तियों को लाभ मिलेगा. (English translation: Benefits to over 10 crore poor and vulnerable families, and more than 50 crore beneficiaries across the country).
 - In Hindi: प्रतिवर्ष प्रति परिवार 5 लाख रुपये तक का स्वास्थ्य लाभ. (English translation: Annual healthcare benefits of up to Rs 5 lakhs for every entitled family).
 - In Hindi: सरकारी या सूचीबद्ध निजी अस्पताल में स्वास्थ्य सुविधाओं का लाभ. (English translation: Access to healthcare services in all government and empanelled private hospitals).
- viii. The above lines can be translated in regional languages.

b. Given below are the points that SHAs need to keep in consideration whilst developing new creatives for digital media and mobile communication:

Digital media includes Twitter, Facebook, website. Other communication via mobile phones includes SMS, WhatsApp, automated Interactive Voice Response (IVR) services, etc.

- i. All the points given in section 2.a. above have to be followed whilst developing new creatives for digital media and communication via mobile phones.
- ii. News items and updates can be customized in the format of WhatsApp, SMS, Twitter.
- iii. Create relevant WhatsApp groups at local level. Create State level, district level WhatsApp groups of PMAMs, ASHAs, FLWs, other State groups, to communicate relevant scheme related information.
- iv. Post relevant news, attach articles, videos. Use stories from empanelled hospitals, PMAMs, beneficiaries, trainings, workshops, share news, benefits of the scheme etc.
- v. All the write ups and IEC material available on the website www.pmjay.gov.in can be shared through SMS, WhatsApp, Twitter.
- vi. Create State level Twitter handle and share the ongoing activities/updates related to PM-JAY.
- vii. Using 'Ayushman' in the handle. For example, Madhya Pradesh to use 'AyushmanMP'.

- viii. Follow and tag PM-JAY in all the social media updates: Twitter: @AyushmanNHA, Facebook: @AyushmanBharatGOI.
- ix. Always retweet the tweets posted by NHA and MoHFW on State Twitter handles. Stories of empanelled hospitals, PMAMs, beneficiary stories, trainings and workshops, share news, benefits of the scheme can also be retweeted.
- x. Keep the message short and crisp. The span of attention of the users is very short. Example “We are pleased to announce the launch of #AyushmanBharat” can be written as “Pleased to announce the launch of #AyushmanBharat”.
- xi. Follow the guidelines for Twitter. Do not use more than 280 characters and size of attached video should not exceed 512MB or should not be more than 2 minutes long.
- xii. On WhatsApp the video cannot exceed more than 16MB or 90 seconds
- xiii. Mention/tag the appropriate account.
- xiv. Always verify the legitimacy of the account by going to their profile & checking that they have posted within a reasonable time period or have a verified blue tick. This is very important.
- xv. Follow the Data Privacy Policy of NHA. Do not reveal name, personal information about any other individuals, beneficiary or yourself.
- xvi. Refrain from using the WhatsApp group for topics not related to PM-JAY.
- xvii. Do not infringe on copyrights.
- xviii. Tagging stakeholders: Always tag stakeholders based on their level of seniority:
 - PMO (@PMOIndia)
 - PM (@narendramodi)
 - Ministry of Health (@MoHFW_INDIA)
 - Minister of Health - Shri. JP Nadda (@JPNadda)
 - Niti Aayog (@NITIAayog)
 - CEO of NITI Aayog - Mr. Amitabh Kant (@Amitabhk87)
 - CEO of Ayushman Bharat - Dr. Indu Bhushan (@iBhushan)
 - Dy CEO of Ayushman Bharat- Dr. Dinesh Arora (@drdineshias)
 - Other relevant State stakeholders depending on the subject
 - Other States e.g. @AyushmanManipur, @AyushmanBihar
- xix. Hashtags should not have special characters. Take care of the spellings. Don't spam posts with hashtags and avoid over-tagging a single post or adding them to every word. List of hashtags that can be used in social media posts are:
 - #AyushmanBharat
 - #PMJAY
 - #SwasthaBharat
 - #HealthcareForAll
 - #ArogyaMitras
- xx. Samples of messages that can be used for digital media and mobile communication are given in Annexure 6 as reference.

Annexure 1: Details of beneficiary categories

The categories in rural and urban that will be covered under PM-JAY are as follows:

For Rural:

- Total deprived Households targeted for PM-JAY who belong to one of the six deprivation criteria amongst D1, D2, D3, D4, D5 and D7:
 - a. Only one room with kuccha walls and kuccha roof (D1)
 - b. No adult member between age 16 to 59 (D2)
 - c. Female headed households with no adult male member between age 16 to 59 (D3)
 - d. Disabled member and no able-bodied adult member (D4)
 - e. Scheduled Caste/Scheduled Tribe households (D5)
 - f. Landless households deriving major part of their income from manual casual labour (D7)
- Automatically included:
 - a. Households without shelter
 - b. Destitute/ living on alms
 - c. Manual scavenger families
 - d. Primitive tribal groups
 - e. Legally released bonded labour

For Urban:

The following occupational categories of workers are included:

- Rag picker
- Beggar
- Domestic worker
- Street vendor/ Cobbler/hawker / Other service provider working on streets
- Construction worker/ Plumber/ Mason/ Labour/ Painter/ Welder/ Security guard/
- Coolie and another head-load worker
- Sweeper/ Sanitation worker / Mali
- Home-based worker/ Artisan/ Handicrafts worker / Tailor
- Transport worker/ Driver/ Conductor/ Helper to drivers and conductors/ Cart puller/ Rickshaw puller
- Shop worker/ Assistant/ Peon in small establishment/ Helper/Delivery assistant / Attendant/ Waiter
- Electrician/ Mechanic/ Assembler/ Repair worker
- Washer-man/ Chowkidar

In addition, all enrolled families under Rashtriya Swasthaya Bima Yojana (RSBY) that do not feature in the targeted groups as per SECC data will be included as well.

As per the SECC 2011, the following beneficiaries are automatically excluded:

- Households having motorized 2/3/4 wheeler/fishing boat
- Households having mechanized 3/4 wheeler agricultural equipment
- Households having Kisan Credit Card with credit limit above Rs. 50,000/-
- Household member is a government employee
- Households with non-agricultural enterprises registered with government

- Any member of household earning more than Rs. 10,000/- per month
- Households paying income tax
- Households paying professional tax
- House with three or more rooms with pucca walls and roof
- Owns a refrigerator
- Owns a landline phone
- Owns more than 2.5 acres of irrigated land with 1 irrigation equipment
- Owns 5 acres or more of irrigated land for two or more crop season
- Owning at least 7.5 acres of land or more with at least one irrigation equipment

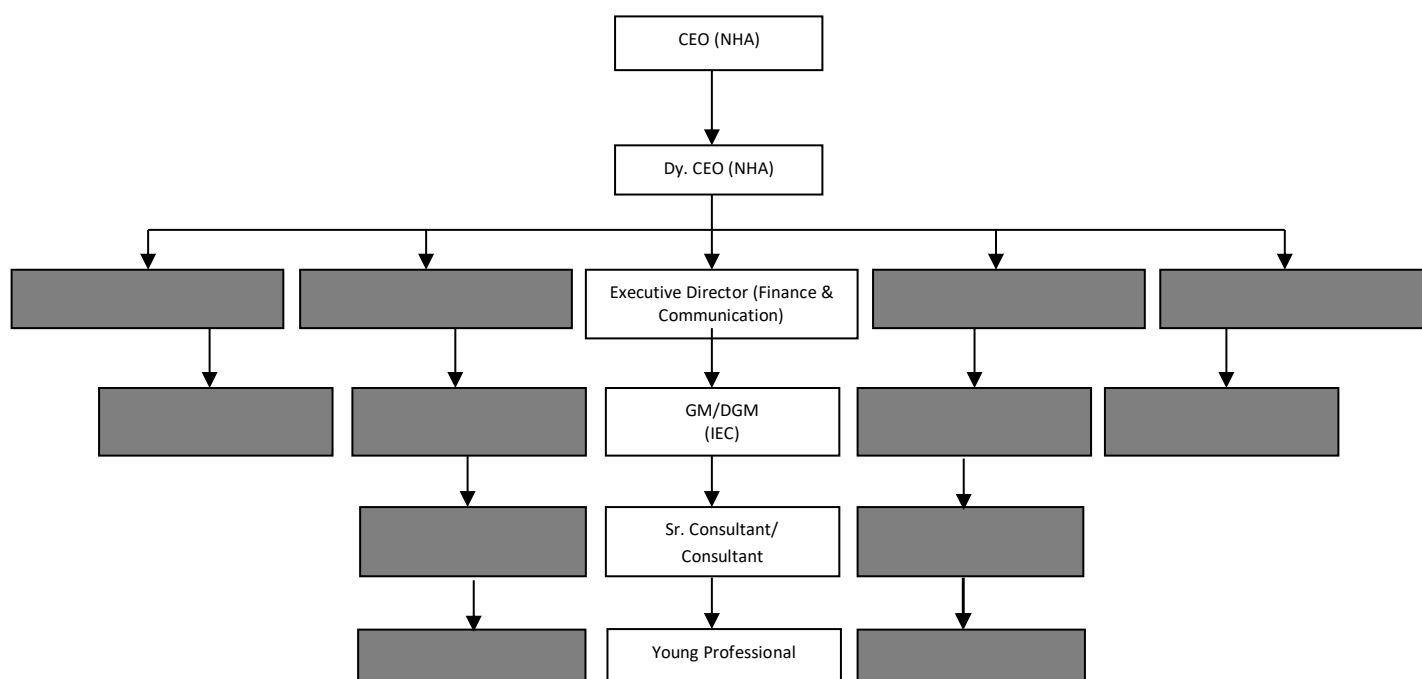
There may still be some instances, where some of those who have to be automatically excluded in 2011, are figuring in the list of eligible beneficiaries. In such cases, States are advised to authorize the District Collectors/ District Magistrates or Deputy Commissioners to exclude such beneficiaries from the eligible list.

Annexure 2: Structure and composition of the IEC department

At the National Health Agency (NHA)

NHA has dedicated IEC department as an independent vertical in NHA, headed by an Executive Director (Finance & Communication), reporting to Chief Executive Officer (NHA).

Organogram of the IEC Department at NHA



Legend:
 CEO – Chief Executive Officer
 Dy. CEO – Deputy CEO
 GM – General Manager
 DGM – Deputy General Manager

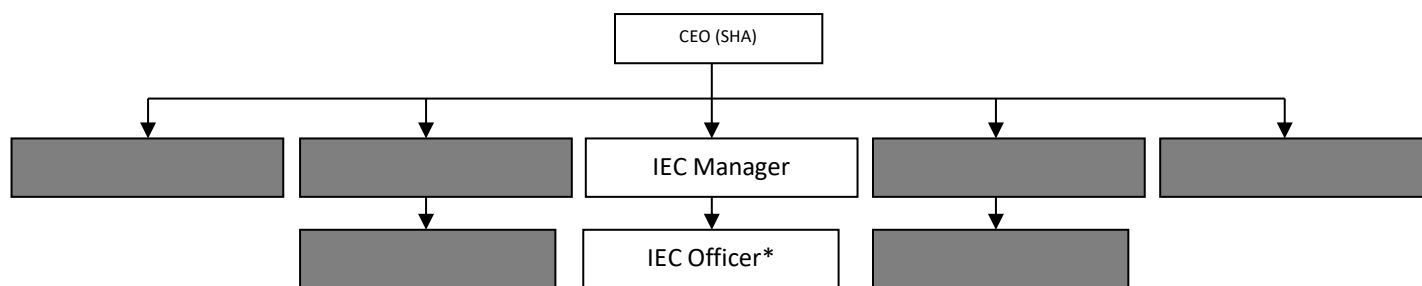
Contact point in NHA for IEC related matters:

Imran Ali Khan
 Deputy General Manager- Communications
imranmohfw@gmail.com
 Landline phone no: 011-23468706

At the State Health Agency (SHA)

For SHA, it is recommended that SHAs should have an IEC Manager and a dedicated IEC officer at the State level. The State level IEC Manager will report to the CEO SHA and coordinate with DGM, IEC at NHA on a regular basis.

Proposed Organogram of the IEC Department at SHA



Legend:

CEO – Chief Executive Officer

IEC – Information Education Communication

Position	Education and Skill Sets	Key Responsibilities
IEC Manager	<ul style="list-style-type: none"> Post Graduate degree in public health/ health management from a reputed and recognized institution with 5-7 years of experience in IEC; or Post Graduate degree in Mass Communication, journalism/ communication design from a reputed and recognized University/Institution. Minimum 10 years of professional work experience at State or National levels in advocacy, information and communication, related to social development, with preferably with health service delivery programs/health insurance/and related health programmes. Computer proficiency/experience with high level of familiarity with commonly used packages like MS Word, Excel, Power Point and Web 	<ul style="list-style-type: none"> Develop a sound communication strategy for the various target audiences of the scheme. Review available formative research to develop, guide the development/ modification/adaptation of the communication materials. Develop State level IEC plans, with appropriate media mix. Develop creatives for State level communication campaigns, based on the National IEC guidebook. Identify and undertake the creative development of key messages that need to be included in communication materials for relevant campaigns. Facilitate creating prototypes/artworks for the same. Coordinate development of creative graphics and content suitable for social media. Coordinate with print and electronic media to organize press briefings and subsequently prepare and disseminate

	<p>surfing to search relevant data and documents.</p> <ul style="list-style-type: none"> • Excellent presentation, analytical, interpersonal, and team work skills. • Excellent oral and written communication skills in English, Hindi and regional language of the State. • Strong strategic focus and project management skills. • Proven experience in developing and implementing communication plans. • Demonstrated ability to lead teams and work in a multi-disciplinary team environment. • Capacity to effectively co-ordinate and partner with different levels within Central and State Governments, and other stakeholders for the implementation of government health programmes. 	<p>press releases.</p> <ul style="list-style-type: none"> • Manage and oversee the work of agencies contracted for the development of communication campaigns/materials, if needed. This includes guiding as well as overseeing aspects related to creative content development/treatment, graphic design and layout. • Coordinate with NHA IEC officials for implementing State level IEC strategy. • Develop IEC guidelines, policy documents at a State level, which are in sync with the National IEC guidebook. Coordinate with the verticals of SHA and analyze need for IEC. • Support the States in developing conducting awareness raising campaigns, events, information dissemination workshops, etc. • Organize review of IEC activities.
IEC Officer*	<ul style="list-style-type: none"> • Graduate degree from a recognized institution with 2-3 years of experience in IEC. • Minimum 5 years of professional work experience at State or National levels in information and communication related to social development, preferably in the health sector. • Background in management/communications/design/media which is relevant to the job description. • Computer proficiency with commonly used packages like MS Word, Excel, Power Point and Web surfing to search relevant data & documents. • Competent in oral and written communication, and presentation 	<ul style="list-style-type: none"> • Implement the IEC campaign effectively. This includes mass media, mid media, interpersonal communication, social media etc. • Manage and oversee the work of the local agencies who may be implementing the IEC plans. • Assist the IEC manager in the interactions with the creative agencies whilst developing the communication campaigns. • Implement activities such as awareness raising campaigns, events, information dissemination workshops, etc. • Conduct field visits and meet the beneficiaries, hospitals, CSCs and other personnel to understand the needs of the target audiences. • Follow the IEC guidelines that have been developed by NHA and at the State level.

	<p>in English, Hindi and regional language of the State.</p> <ul style="list-style-type: none"> • Experience in implementing IEC campaigns for preferably government agencies. • Capacity to effectively work with different levels within Central and State Governments, and other stakeholders for the implementation of government health programmes. 	<ul style="list-style-type: none"> • Understand the nuances of the local media in the various districts of the State, and advise the Manager IEC accordingly. • Make IEC repository available online. • Measure the effectiveness of existing campaigns.
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The required skill sets and responsibilities of the IEC Manager and IEC officer at State level given in the above table are only for reference and may vary according to the needs of different States.

*Recommended for large States/Category B States including Andhra Pradesh, Assam, Bihar, Chhattisgarh, Gujarat, Haryana, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, West Bengal.

Annexure 3: List of illustrative IEC activities to be carried out by SHAs

i. Print materials

- a. Banners
- b. Brochures
- c. Leaflets
- d. Standees
- e. Backdrops

ii. Communication at empanelled hospitals

- a. Arogya Mitra uniform
- b. Kiosk
- c. Hospital enrolment certificate
- d. Hoarding at the empanelled hospital
- e. Standees giving details to beneficiaries
- f. Leaflet/pamphlet/handbill
- g. Certification for empanelled hospitals

iii. Out of home advertising

- a. Hoardings at prominent places such as airport, railway stations, bus stops, highways, key roads, market areas etc.
- b. Panels: bus/metro/railway/ auto/ airport etc.
- c. Bus Stops
- d. Railway stations
- e. Digital Vans
- f. Wall painting

iv. Media coverage

- a. TV spots
- b. Radio Spots
- c. WhatsApp/mobile sms: films/animation
- d. Newspaper/Magazine Advertisements
- e. Website Videos/Tickers
- f. Cinema slides

vi. Public engagement activities

- a. Kiosks/canopy at haat
- b. Nukkad naatak/puppet show
- c. Village/panchayat meets
- d. Participation to create awareness in health-related activities such as health melas, health camps and specific health days etc.
- e. Slum activities
- f. Organization of mass rally
- g. Exhibitions

v. Other medium

- a. Handbills
- b. ID Cards
- c. Giveaways (if any, such as notepads, pens etc.)
- d. Calendar
- e. Coffee Table Book (If any)

Annexure 4: Visual references of IEC materials

1. **Audio visual** material: Link: <https://www.abnhpm.gov.in/iec-material-adv-media>

- PM-JAY PM snippet video (In Hindi)
- PM-JAY PM snippet audio (In Hindi)
- PM-JAY anthem video (Hindi)
- PM-JAY anthem audio (Hindi)
- PM-JAY information video (in Hindi)
- Animated video on PM-JAY process (in Hindi)
- Infographics video (In Hindi)
- Revolutionizing Health- PM-JAY (1) video (with Hindi Subtitles)
- Revolutionizing Health- PM-JAY (2) video (with English Subtitles)

2. Various print creatives

a. **Half page and full page print ads**

Link: <https://www.abnhpm.gov.in/iec-material-adv>



विश्व की सबसे बड़ी स्वास्थ्य योजना PM-JAY से बनेगा भारत 'आयुष्मान'

आजाद भारत के इतिहास में पहली बार प्रधानमंत्री जन-आरोग्य योजना के अंतर्गत करोड़ों वंचित भारतवासियों की स्वास्थ्य सुरक्षा सुनिश्चित होगी और उन्हें गंभीर बीमारियों के इलाज हेतु मुफ्त चिकित्सा लाभ मिलेगा।

10 करोड़ से अधिक वंचित परिवारों, 50 करोड़ से अधिक व्यक्तियों को लाभ मिलेगा	प्रतिवर्ष प्रति परिवार 5 लाख रुपये तक का स्वास्थ्य लाभ	सरकारी या स्वीकृत निजी अस्पताल में स्वास्थ्य सुविधाओं का लाभ
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Half page print ad



विश्व की सबसे बड़ी स्वास्थ्य योजना PM-JAY से बनेगा भारत 'आयुष्मान'

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Full page print ad

b. Backdrop/Banner and standee:

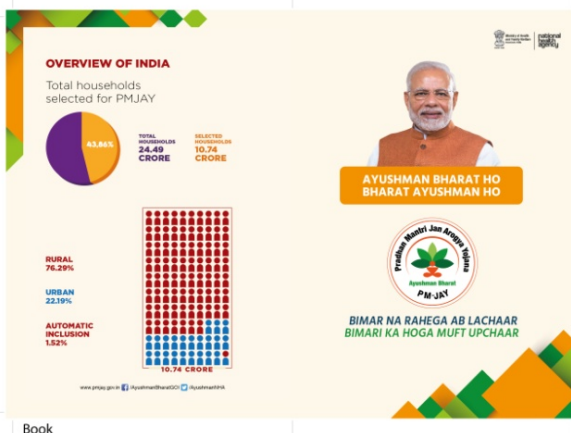


Backdrop/Banner



Standee

c. Leaflet 1



d. Leaflet 2:

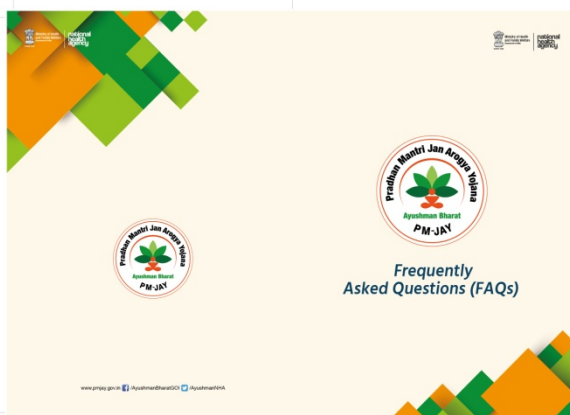


LEAFLET FRONT 4 W X 8.5H INCH



LEAFLET BACK 4 W X 8.5H INCH

e. Leaflet 3



FAQ Book



FAQ Book

f. Notepad



g. Press docket



h. Conference/Meeting ID Cards



i. Hoarding 1x2



सत्यमेव जयते
आयुष्मान् भारतम्

प्रधानमंत्री जन आरोग्य योजना
आयुष्मान् भारत
PM-JAY

**बीमार ना रहेगा अब लाचार
बीमारी का होगा मुफ्त उपचार**

विश्व की सबसे बड़ी स्वास्थ्य योजना PM-JAY से बनेगा भारत 'आयुष्मान'

10 करोड़ से अधिक चयनित परिवारों, 50 करोड़ से अधिक व्यक्तियों को लाभ मिलेगा	प्रतिवर्ष प्रति परिवार 5 लाख रुपये तक का स्वास्थ्य लाभ	सरकारी या सूचीबद्ध निजी अस्पताल में स्वास्थ्य सुविधाओं का लाभ
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1x2

j. Hoarding 1x3



सत्यमेव जयते
आयुष्मान् भारतम्

प्रधानमंत्री जन आरोग्य योजना
आयुष्मान् भारत
PM-JAY

बीमार ना रहेगा अब लाचार, बीमारी का होगा मुफ्त उपचार

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1x3

k. Hoarding 3x4 and 2x1



3x4



2x1

l. Launch Hoardings with 2 different messages (2x1)



OUTDOOR 1x2



OUTDOOR 1x2

m. Hoarding template with 4 messages (2x1)

<p>Outdoor</p>  <p>प्रतिवर्ष प्रति परिवार 5 लाख रुपये तक का स्वास्थ्य लाभ</p> <p>नि:शुल्क हेल्पलाइन नंबर 14555/1800111565</p>	<p>Outdoor</p>  <p>सरकारी या सूचीबद्ध निजी अस्पताल में स्वास्थ्य सुविधाओं का लाभ</p> <p>नि:शुल्क हेल्पलाइन नंबर 14555/1800111565</p>
<p>Outdoor</p>  <p>10 करोड़ से अधिक चयनित परिवारों, 50 करोड़ से अधिक व्यक्तियों को लाभ मिलेगा</p> <p>नि:शुल्क हेल्पलाइन नंबर 14555/1800111565</p>	<p>Outdoor</p>  <p>प्रतिवर्ष प्रति परिवार 5 लाख रुपये तक का स्वास्थ्य लाभ + सरकारी या सूचीबद्ध निजी अस्पताल में स्वास्थ्य सुविधाओं का लाभ + 10 करोड़ से अधिक चयनित परिवारों, 50 करोड़ से अधिक व्यक्तियों को लाभ मिलेगा</p> <p>नि:शुल्क हेल्पलाइन नंबर 14555/1800111565</p>

n. Hoarding at empanelled government and private hospitals



**बीमार ना रहेगा अब लाचार
बीमारी का होगा मुफ्त उपचार**

यह अस्पताल PM-JAY के तहत नामांकित है,
आइए स्वास्थ्य लाभ पाइए.

10 करोड़ से अधिक परिवारों को प्रतिवर्ष 5 लाख रुपये तक स्वास्थ्य सुरक्षा

किसी भी सरकारी या सूचीबद्ध निजी अस्पताल में स्वास्थ्य सुविधाओं का लाभ

आप यहाँ से भी अपनी पात्रता की जानकारी प्राप्त कर सकते हैं

अपने क्षेत्र में आशा टीडी अथवा पंचायत सचिव से संपर्क करें.

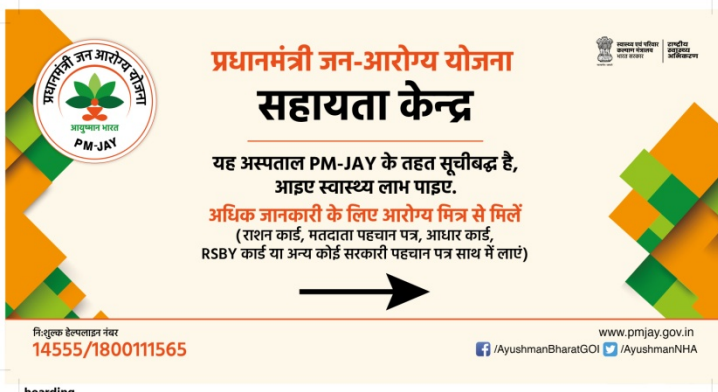
आयुष्मान भारत के तहत सूचीबद्ध अस्पताल में भी आपको इस बात की जानकारी मिलेगी.

अपने करीब के किसी भी कॉमन सर्विस सेंटर में एक छोटी राशि का भुगतान कर पता करें.

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o. Signage at empanelled government and private hospitals- horizontal and vertical



p. PMAM Uniform (Jacket, T-Shirt, cap)



q. PMAM Kiosk



r. Hospital specific FAQ Leaflet

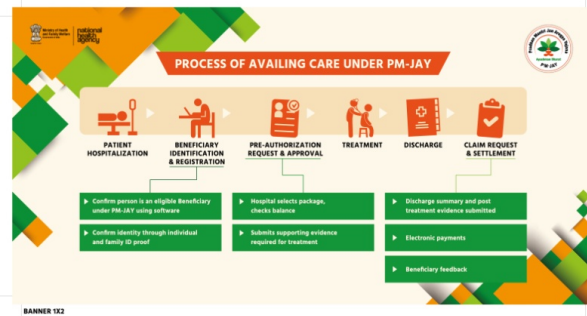


FAQ Book



FAQ Book

s. PM-JAY Posters (4 creatives)



t. Website pop up



u. Jingle script for nukkad naataks, puppet shows, street plays

The jingle of the PM-JAY anthem can be used as the script for on-ground activation. The script is given below:

आयुष्मान भारत हो
भारत आयुष्मान हो
आयुष्मान हो

भारत को आयुष्मान बनाने
जन को आरोग्य बनाने
देशहित में चली हवा
मुफ्त में उपचार, मिलेगी दवा

चली-चली, चली-चली
सेहत की हवा, चली-चली

मुफ्त होगा इलाज, मिलेगी दवा
बीमार ना रहेगा अब लाचार
बीमारी का होगा
मुफ्त उपचार, मुफ्त उपचार
बीमारी का होगा, मुफ्त उपचार
चली-चली सेहत की हवा, चली-चली

सेवा और सुविधा होगी
दूर अब हर दुविधा होगी
अस्पताल अब रखेगा ख़्ब्राल
जन-जन आरोग्य और खुशहाल

सरकारी हो या प्राइवेट अस्पताल
बीमार का होगा इलाज हर हाल
बीमारी अब जाएगी हार
खुशियाँ होंगी हर घर द्वार

बीमार ना रहेगा अब लाचार
बीमारी का होगा
मुफ्त उपचार, मुफ्त उपचार
बीमारी का होगा, मुफ्त उपचार

आयुष्मान हो, आयुष्मान भारत हो, आयुष्मान हो
आयुष्मान भारत हो, आयुष्मान हो

MVO:

प्रधानमंत्री जन आरोग्य योजना के अंतर्गत 10 करोड़ से अधिक चयनित परिवारों यानी 50 करोड़ से अधिक लोगों को गंभीर बीमारियों के इलाज के लिए किसी भी सरकारी और सूचीबद्ध निजी अस्पतालों में प्रतिवर्ष प्रति परिवार 5 लाख रुपये तक का मुफ्त स्वास्थ्य लाभ की सुविधा मिलेगी।

VO:

अधिक जानकारी के लिए टोल फ्री नंबर 14555 पर कॉल करें।
प्रधानमंत्री जन आरोग्य योजना - संकल्प, भारत को आयुष्मान बनाने का।

Annexure 5: Mock ups of IEC materials

1. Press ad: Full page and half page ad



अमर उजाला 11 अक्टूबर 2018

गृहमंत्री बोले जवान से अमानव्यता का पाकिस्तान से निर्या बंदला

बीमार ना रहेगा अब लाचार बीमारी का होगा मुफ्त उपचार

विश्व की सबसे बड़ी स्वास्थ्य योजना PM-JAY से बनेगा भारत 'आयुष्मान'

आज़ाद भारत के इतिहास में पहली बार प्रधानमंत्री जन-आरोग्य योजना के अंतर्गत करोड़ों वंचित भारतवासियों की स्वास्थ्य सुरक्षा सुनिश्चित होगी और उन्हें गंभीर बीमारियों के इलाज हेतु मुफ्त चिकित्सा लाभ मिलेगा.

10 करोड़ से अधिक चयनित परिवारों, 50 करोड़ से अधिक व्यक्तियों को लाभ मिलेगा

प्रतिवर्ष प्रति परिवार 5 लाख रुपये तक का स्वास्थ्य लाभ

सरकारी या सूचीयद्ध निजी अस्पताल में स्वास्थ्य सुविधाओं का लाभ

निकुलक हेल्पलाइन नंबर 14555/1800111565



फरीदाबाद amangla.com **अमर उजाला** 11 अक्टूबर 2018 5

सीएम घोषणा के कार्यों को पूरा कराने के प्रयास तेज

ठेकेदारों व निगमायुक्त की बैठक रही बेनतीजा

बीमार ना रहेगा अब लाचार, बीमारी का होगा मुफ्त उपचार

विश्व की सबसे बड़ी स्वास्थ्य योजना PM-JAY से बनेगा भारत 'आयुष्मान'

आज़ाद भारत के इतिहास में पहली बार प्रधानमंत्री जन-आरोग्य योजना के अंतर्गत करोड़ों वंचित भारतवासियों की स्वास्थ्य सुरक्षा सुनिश्चित होगी और उन्हें गंभीर बीमारियों के इलाज हेतु मुफ्त चिकित्सा लाभ मिलेगा.

10 करोड़ से अधिक चयनित परिवारों, 50 करोड़ से अधिक व्यक्तियों को लाभ मिलेगा

प्रतिवर्ष प्रति परिवार 5 लाख रुपये तक का स्वास्थ्य लाभ

सरकारी या सूचीयद्ध निजी अस्पताल में स्वास्थ्य सुविधाओं का लाभ

निकुलक हेल्पलाइन नंबर 14555/1800111565

2. Hoarding on key roads, highways



3. Wall painting



4. Displays at airport



5. Railway station displays and railway coach panels



6. Metro station displays and metro coach panels



9. Village/community/panchayat meets



10. Branding at hospitals



11. Website pop up



भारत सरकार | GOVERNMENT OF INDIA

Ministry of Health & Family Welfare
Government of India

Home | About Us | Team NHA | About NHA

Pradhan Mantri Jan Arogya Yojana
Ayushman Bharat
PM-JAY

**बीमार ना रहेगा अब लाचार
बीमारी का होगा मुफ्त उपचार**

10 करोड़ से अधिक वयनित परिवारों,
50 करोड़ से अधिक व्यक्तियों को लाभ मिलेगा

प्रतिवर्ष प्रति परिवार
5 लाख रुपये तक का स्वास्थ्य लाभ

सरकारी या सूचीबद्ध
निजी अस्पताल में स्वास्थ्य सुविधाओं का लाभ

नि:शुल्क हेल्पलाइन नंबर
14555/1800111565

www.pmjay.gov.in | /AyushmanBharatGOI | /AyushmanNHA

TENDER INVITATIONS | DOWNLOAD DOCUMENTS | REC. MATERIALS | TRAINING PACKAGE

National Health Agency would like to inform that abnhpm.gov.in

Annexure 6: Samples of messages that can be used for digital media and mobile communication

Scheme related:

1. Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (PM-JAY) will help mitigate the financial risk arising out of catastrophic health episodes of more than 10.74 crores enlisted poor & vulnerable families. You can check for your eligibility under this scheme by calling on our toll-free number ‘14555’ or check on www.mera.pmjay.gov.in.
2. Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (PM-JAY) will target deprived rural families and identified occupational category of urban workers’ families as per SECC 2011 database, both rural and urban. Additionally, all such enrolled families under Rashtriya Swasthya Bima Yojana (RSBY) that do not feature in the targeted groups as per SECC data will also be included in PM-JAY. You can check your eligibility under the scheme on www.mera.pmjay.gov.in or call our toll-free number ‘14555’.
3. Under Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana (PM-JAY) there is no cap on family size and age. All members of designated families will get health coverage; specifically, girl child and senior citizens. You can check your eligibility under the scheme on www.mera.pmjay.gov.in or call our toll-free number ‘14555’.
4. Under Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (PM-JAY), a total of 1,350 medical packages are defined; covering surgery, medical and daycare treatments for secondary & tertiary care hospitalization. It will also cover all pre-existing diseases. You can check your eligibility under the scheme on www.mera.pmjay.gov.in or call our toll-free number ‘14555’.
5. A unique benefit of Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (PM-JAY) is that it provides national portability. The beneficiaries can avail cashless and paperless benefits of the scheme at empanelled public and private hospitals in any part of the country. You can check your eligibility under the scheme on www.mera.pmjay.gov.in or call our toll-free number ‘14555’.
6. Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (PM-JAY) will cover 50 crore people from nearly 10 crore poor & vulnerable families of India, which will be more than the combined population of the European Union and close to the combined population of the United States, Mexico, and Canada. You can check your eligibility under the scheme on www.mera.pmjay.gov.in or call our toll-free number ‘14555’.

Beneficiary Identification related:

1. An individual can search whether he/she is an eligible beneficiary of Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana using a) Mobile number/Ration Card Number collected during Additional Data Collection Drive, b) SECC Name, or c) RSBY Unique Reference Number. You can check your eligibility under the scheme on www.mera.pmjay.gov.in or call our toll-free number ‘14555’.
2. लाभार्थियों को अस्पताल में भर्ती होते समय इन में से कोई एक पहचान पत्र अपने साथ लाना है: आधार कार्ड, मतदाता पहचान पत्र, राशन कार्ड या RSBY कार्ड। अधिक जानकारी के लिए टोल फ्री नंबर 14555 पर कॉल करें या www.mera.pmjay.gov.in पर ऑनलाइन जाकर देखें।

Milestones achieved related:

1. Within a month after the launch of Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana by Prime Minister Shri Narendra Modi in Ranchi on 23rd September 2018, more than 1 Lakh beneficiaries across regions, States & territories have been treated across 14,000+ empanelled hospitals.
2. प्रधानमंत्री जन आरोग्य योजना का शुभारंभ आदरणीय प्रधानमंत्री श्री नरेंद्र मोदी जी ने 23 सितंबर को किया था और 1 महीने के अंदर 1 लाख से अधिक लोगों को इस योजना का लाभ मिल चुका है। आने वाले समय में हम कृत संकल्पित है की समाज के अंतिम पायदान के व्यक्ति को इस योजना का लाभ दिलाया जाएगा।

Prime Minister's quotes related:

1. Ayushman Bharat is going to transform the health sector of India. It will provide top quality healthcare to the poor.
2. The Government's efforts are to strengthen the health infrastructure in Tier 2 & Tier 3 cities, similar to what has been built in big cities.
3. आयुष्मान भारत योजना की वजह से देश में आधुनिक मेडिकल इंफ्रास्ट्रक्चर का नया ढांचा तैयार हो रहा है। विशेषकर टायर टू-टायर शहरों में हजारों नए अस्पताल खुलने की संभावना बनी है। ये अस्पताल, देश के नौजवानों के लिए रोजगार के लाखों नए अवसर भी लेकर आएंगे
4. जब गरीबों के जीवन और स्वास्थ्य की बात आती है, तो आजकल पूरी दुनिया में आयुष्मान भारत प्रधानमंत्री जन आरोग्य योजना (PM-JAY) की बड़ी चर्चा हो रही है। इसके तहत हर वर्ष देश के करीब 50 करोड़ नागरिकों को गंभीर बीमारी की स्थिति में मुफ्त इलाज सुनिश्चित किया गया है।

Beneficiary stories related:

1. Pradhan Mantri Jan Arogya Yojana is a boon for poor people. A 59 years old tea vendor from Bihar visited his son at Aurangabad. He fell sick & was diagnosed with oral cancer. He was advised to get chemotherapy. Being the beneficiary of Ayushman Bharat, he is now getting treatment free of cost at Satara hospital in Maharashtra.
2. Portability under Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana helped a 65 years old lady of Rohtas Bihar who visited her daughter in Delhi during Navratras. Suffering from heart pain, she visited a private hospital where she was advised double stenting costing ₹1.55 lac. Being a beneficiary under PM-JAY, she was treated under the scheme free of cost at Safdarjung Hospital, New Delhi.