

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

**LOK SABHA  
UNSTARRED QUESTION NO. 33  
TO BE ANSWERED ON 02<sup>ND</sup> FEBRUARY, 2024**

**AYUSHMAN BHARAT HEALTH COVERAGE**

**33. SHRI N. REDDEPPA:**

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

(a) whether there are any mechanisms in place to monitor the long-term utilization of Ayushman Bharat health coverage by beneficiaries enrolled during the Yatra in Andhra Pradesh, if so, the details thereof;

(b) the manner in which the Yatra is ensuring that information about Ayushman Bharat reaches marginalized communities and vulnerable populations in Andhra Pradesh, particularly in remote areas;

(c) whether there are any tailored outreach strategies/initiatives specifically designed to bridge the information gap and promote awareness about Ayushman Bharat within these remote and marginalized communities; 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): Viksit Bharat Sankalp Yatra (VBSY) has been launched by Hon'ble Prime Minister on 15.11.2023. The purpose of the Yatra is to raise awareness about the government's development policies and schemes among the people, provide benefits of the scheme to eligible population and foster an atmosphere of trust and collaboration.

Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) has been selected as the flagship scheme of Ministry of Health and Family Welfare (MoHFW) during the VBSY. Further, Ayushman Card creation is one of the on-spot services being offered during the Yatra. The VBSY van displayed IEC materials related to AB-PMJAY. During the Yatra, beneficiaries have shared their experience of availing services under the scheme, which spreads awareness about the scheme and also encourages other beneficiaries to seek healthcare services under the scheme.

During the campaign, as on 30.01.2024, approximately 2.78 crore verifications for Ayushman Card creation have been done across the country. Out of which, approximately 3.52 lakh Ayushman cards have been created during the campaign. The Yatra has passed through all districts of Andhra Pradesh ensuring that the information related to AB-PMJAY reaches eligible beneficiaries. Further, in all these districts, Ayushman cards have been created.

Under AB-PMJAY, various steps have been undertaken to raise awareness about the scheme among eligible beneficiaries. The details of such steps are as follows:

- A comprehensive media and outreach strategy to spread awareness and to empower the beneficiaries about their entitlements and rights under the scheme has been followed. This includes the use of media vehicles such as outdoor media, digital display at ticket counters across various railway stations, announcements at major bus stations, passenger train branding, national and regional press coverage, op-eds and advertorials in print media, radio campaign, telecast of beneficiary testimonials via Doordarshan, mass messaging through SMS, traditional media etc.
- Support of ASHA workers, frontline workers under Panchayati Raj, Self Help Groups under the National Rural Livelihood Mission (NRLM) for beneficiary mobilization, e-KYC for card creation and IEC related activities is sought. Incentives are provided to grassroot level workers for facilitating such activities.
- Beneficiaries verified under the scheme are issued PVC Ayushman card as a token of empowerment. This has increased health seeking behaviour among the beneficiaries.

Various initiatives have been undertaken under the scheme to ensure that the benefits of the scheme reach the last mile including Aapke Dwar Ayushman, Ayushman Bhava campaign and launching of Ayushman App for Ayushman Card saturation. Ayushman App has self-verification feature for beneficiaries.

As on 29.01.2024, over 30.76 crore Ayushman Cards have been created. Out of which, more than 6.27 crore verifications for Ayushman Card creation have been done during Ayushman Bhava campaign.

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