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# Ayushman Bhav Campaign

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**Why is in news?** Honourable President of India, Smt. Droupadi Murmu, to virtually launch Ayushman Bhav Campaign on September 13, 2023

In a momentous event set to **redefine healthcare accessibility and inclusivity** across the country, Honourable President of India will inaugurate the visionary 'Ayushman Bhav' campaign on September 13, 2023.

This historic launch will take place through a virtual event, **marking a significant leap towards achieving Universal Health Coverage (UHC) and ensuring healthcare for all.**

The 'Ayushman Bhav' campaign, is a **comprehensive nationwide healthcare initiative.**

It is the initiative by the **Ministry of Health and Family Welfare.**

It aims to **provide saturation coverage of healthcare services**, reaching **every village and town** in the country.

This ground breaking initiative builds upon the success of the Ayushman Bharat program and signifies a paradigm shift in healthcare services.

The campaign, which will be implemented during the 'Seva Pakhwada' from September 17th to October 2nd, 2023, embodies a whole-of-nation and whole-of-society approach.

It unites government sectors, civil society organizations and communities under a common mission to ensure that every individual receives essential health services without any disparity or exclusion.

The Ayushman Bhav campaign is a **collaborative effort spearheaded by Gram Panchayats** in coordination with the Department of Health, other government departments, and local elected bodies in the rural and urban areas.

Its core objective is to extend comprehensive healthcare coverage to every village and town, transcending geographical barriers and ensuring that no one is left behind.

This **synergistic approach** aims to saturate coverage of health services through its three components Ayushman - Apke Dwar 3.0, Ayushman Melas at Health and Wellness Centres (HWCs) and Community Health Centres (CHCs) and Ayushman Sabhas in every village and panchayat:

**Ayushman Apke Dwar 3.0:** This initiative aims to provide Ayushman cards to remaining eligible beneficiaries enrolled under the PM-JAY scheme, ensuring that more individuals have access to essential health services.

**Ayushman Melas at HWCs and CHCs:** These Melas at Ayushman Bharat- HWCs and CHCs will facilitate the creation of ABHA IDs (Health IDs) and issuance of Ayushman Bharat Cards. They will also offer early diagnosis, comprehensive primary health care services, teleconsultation with specialists, and appropriate referrals.

**Ayushman Sabhas:** These gatherings in every village and Panchayat will play a pivotal role in distributing Ayushman cards, generating ABHA IDs, and raising awareness about vital health schemes and disease conditions, such as non-communicable diseases, tuberculosis (Nikshay Mitra), sickle cell disease, as well as blood donation

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and organ donation drives.

The Ayushman Bhav campaign is aligned with the vision of creating 'Healthy Villages' and 'Healthy Gram Panchayats,' laying the foundation for achieving Universal Health Coverage in the country.

Panchayats that successfully saturate the health schemes will earn the **prestigious title of 'Ayushman Gram Panchayat' or 'Ayushman Urban Ward,'** symbolizing their dedication to equitable healthcare provision.