



Ayushman Bhav Campaign

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Why in News?

In a move towards achieving [Universal Health Coverage \(UHC\)](#) and ensuring healthcare for all, the President of India virtually launched the **Ayushman Bhav campaign** and the **Ayushman Bhava portal**.

- This initiative aims to deliver healthcare services to the **last mile and consolidate access and affordability for underserved populations**.
- The campaign also raises awareness about vital health schemes and diseases, leveraging **India's digital inclusion efforts to extend healthcare accessibility**.
- The 'Ayushman Bhav' campaign will be implemented during the '**Seva Pakhwada**' embodying a **whole-of-nation and whole-of-society approach**.

Note:

- The Seva Pakhwada is a two-week initiative (running from September 17th to October 2nd, 2023) that aims to outreach essential health services programs at the state level.

How Does Ayushman Bhava Transform India's Healthcare Landscape?

- **Universal Health Coverage (UHC) Goal:**
 - The campaign adopts a collaborative, multi-ministerial approach.
 - Ayushman Bhava aligns with the motto of "**Sabka Saath Sabka Vikas**" (**Together with All, Development for All**).
 - This philosophy underscores inclusivity, leaving no one behind in healthcare access.
- **Three Key Components of Ayushman Bhava:**
 - **Ayushman - Apke Dwar (AAD) 3.0:** AAD 3.0 will enable eligible beneficiaries to **create Ayushman cards for himself/herself/any of the family members**.
 - This streamlines healthcare access and benefits.
 - **Ayushman Melas at HWCs and CHCs:**
 - **Health Melas and Medical Camps** are established weekly at Health and Wellness Centres (HWCs) and Community Health Clinics (CHCs).
 - They prioritize the delivery of super-specialty healthcare services, including [non-communicable disease](#) screenings, tele-consultations, free medicines, and diagnostics.
 - **Ayushman Sabhas:**
 - Ayushman Sabha is a community-level assembly, **led by the Village Health and Sanitation Committee (VHSNC) in rural areas or the Ward Committee/Municipal Advisory Committee (MAS) in urban wards**.
 - Its primary mission is to ensure comprehensive health coverage and optimal healthcare service delivery.
- **Ayushman Gram Panchayats:** [Gram Panchayats](#) that successfully meet their healthcare

- objectives will attain the status of **Ayushman Gram Panchayats**.
- This encourages local participation and dedication.

What are the Recent Government Initiatives Related to Healthcare?

- [National Health Mission](#)
- [Ayushman Bharat](#)
- [Pradhan Mantri Jan Arogya Yojana \(AB-PMJAY\)](#)
- [National Medical Commission](#)
- [PM National Dialysis Programme](#)
- [Janani Shishu Suraksha Karyakram \(JSSK\)](#)
- [Rashtriya Bal Swasthya Karyakram \(RBSK\)](#)

UPSC Civil Services Examination, Previous Year Questions (PYQs)

Prelims

Q. Which of the following are the objectives of 'National Nutrition Mission'? (2017)

1. To create awareness relating to malnutrition among pregnant women and lactating mothers.
2. To reduce the incidence of anaemia among young children, adolescent girls and women.
3. To promote the consumption of millets, coarse cereals and unpolished rice.
4. To promote the consumption of poultry eggs.

Select the correct answer using the code given below:

- (a) 1 and 2 only
- (b) 1, 2 and 3 only
- (c) 1, 2 and 4 only
- (d) 3 and 4 only

Ans: (a)

Exp:

- National Nutrition Mission (POSHAN Abhiyaan) is a flagship programme of the Ministry of Women and Child Development, GoI, which ensures convergence with various programmes like Anganwadi services, National Health Mission, Pradhan Mantri Matru Vandana Yojana, Swachh-Bharat Mission, etc.
- The goals of National Nutrition Mission (NNM) are to achieve improvement in nutritional status of children from 0-6 years, adolescent girls, pregnant women and lactating mothers in a time bound manner during the next three years beginning 2017- 18. **Hence, 1 is correct.**
- NNM targets to reduce stunting, under-nutrition, anaemia (among young children, women and adolescent girls) and reduce low birth weight of babies. **Hence, 2 is correct.**
- There is no such provision relating to consumption of millets, unpolished rice, coarse cereals and eggs under NNM. Hence, 3 and 4 are not correct.
- **Therefore, option (a) is the correct answer.**