

■ President Launches 'Ayushman Bhav' Campaign for Enhancing Universal Health Coverage

President Smt. Droupadi Murmu inaugurated the 'Ayushman Bhav' campaign and the Portal virtually from Gandhinagar, Gujarat on September 13. This historic launch marks a significant leap towards achieving Universal Health Coverage (UHC) and ensuring healthcare for all. It strives to further consolidate the accessibility and affordability of healthcare services particularly for the underserved. The campaign hinges on the philosophy of "antyodaya," where successful Gram Panchayats will be declared as Ayushman Gram Panchayats. The campaign focuses on expanding Ayushman cards, generating ABHA IDs, and raising awareness about essential health schemes and diseases. It comprises three components: Ayushman - Apke Dwar 3.0, Ayushman Melas, and Ayushman Sabhas, all designed to expedite healthcare access at grassroots levels.

