



National Health Authority goes full force join hands with Bharti Foundation, The Akshaya Patra Foundation and HelpAge India on a single day to raise PMJAY beneficiary awareness across India

- *Bharti Foundation to raise awareness about the PMJAY scheme across 16 states*
 - *HelpAge India to raise PMJAY awareness with the elderlies*
- *Akshaya Patra to raise awareness of PMJAY through its school network*

New Delhi, 5th December 2019: National Health Authority inked three individual MoU's with Bharti Foundation, The Akshaya Patra Foundation and HelpAge India today to raise awareness about the 'Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana' (PM-JAY) scheme and beneficiary enrolment. Implemented by the National Health Authority along with its State counterparts, PM-JAY, is India's flagship public health insurance/assurance scheme, which is also world's largest publicly funded health insurance/assurance scheme.

The MoUs were signed in the presence of Dr. Indu Bhushan, CEO, NHA and Dr Praveen Gedam Dy. CEO, NHA by Ms Geetali Tare, Executive Director, NHA and Ms. Mamta Saikia, CEO, Bharti foundation, Mr. Sundeep Talwar, CMO, The Akshaya Patra Foundation and Mr. Matthew Cherian, CEO, HelpAge India.

As per the MoU, the NHA will leverage the network of all three organisations to reach the potential beneficiaries for their enrolment under the scheme and to raise awareness of its benefits. NHA will conduct various community campaigns, parent meetings, rallies etc., and engage with local panchayats and other community members to sensitize the underprivileged community about the objectives and benefits of PM-JAY.

Speaking on the occasion **Ms. Mamta Saikia, CEO, Bharti Foundation** said, "We are delighted to collaborate with the National Health Authority and support them in raising awareness about the benefits of Pradhan Mantri Jan Arogya Yojana. Bharti Foundation has always endeavoured to support the national priorities for social development and this collaboration is in line with our efforts to ensure better life for underprivileged families in rural India."

Sharing his views, **Mr. Sundeep Talwar, Chief Marketing Officer, The Akshaya Patra Foundation** said, "The partnership with the National Health Authority is a step forward in enabling quality healthcare for eligible kids and their families. The effort will be to spread the word about the benefits of the scheme so they can have a brighter and healthier future."

Commenting on the development, **Mr. Matthew Cherian, CEO HelpAge India**, said, "The elderlies are at a greater disadvantage when it comes to health issues. The awareness of PMJAY scheme would help the eligible elderlies struggling with the cost of treatment as they have limited means of sustenance."



Dr. Indu Bhushan, CEO, AB-PMJAY and National Health Authority said, *“The partnership with the Akshaya Patra Foundation, Bharti Foundation, and HelpAge India has provided us an opportunity to reach out to the potential beneficiaries. We believe that these organisations’ long-term presence in the rural areas and their grassroot connection will help us in achieving the desired awareness level for the scheme across the country.”*

Bharti Foundation, the philanthropic arm of Bharti Enterprises, implements and supports programs in the field of primary, elementary, senior secondary and higher education. As part of the MoU with NHA, Bharti Foundation will hold sensitization drives with its school network targeting stakeholders like school children, parents and the immediate village community.

The Akshaya Patra Foundation strives to eliminate classroom hunger by implementing the Mid-Day Meal Scheme in government schools aiming to counter malnutrition and supporting the right to education of socio-economically disadvantaged children. The Akshaya Patra would undertake distribution of information material to school children.

HelpAge India is a leading charity in India working with and for disadvantaged elderly for nearly 4 decades. HelpAge advocates for their needs such as for Universal Pension, quality healthcare, action against Elder Abuse and many more at a national, state and societal level with Central and State governments. HelpAge India would help with enrolling eligible beneficiaries and would also undertake distribution of informational material in the villages and panchayats where it has projects.

Since the launch of **PMJAY**, NHA has been working tirelessly to reach potential beneficiaries to educate them on the benefits of the healthcare scheme and enrolling them under the scheme. As on date 33 States and Union Territories are implementing Ayushman Bharat PMJAY and have issued over 11,48,33,583 beneficiary cards. **PMJAY** has more than 19,000 hospitals empanelled where nearly 68,37,588 people have availed of treatments under Pradhan Mantri Jan Arogya Yojana.

About Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana

Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) is the flagship scheme of Government of India that provides a cover of up to Rs. 5 lakhs per family per year, for secondary and tertiary care hospitalization to over 10.74 crore vulnerable entitled families (approximately 50 crore beneficiaries). PM-JAY provides cashless and paperless access to services for the beneficiary at the point of service. Under this scheme, there are 1,393 health benefit packages with defined rates. Over 19,000 hospitals and health care providers have been empanelled across the country to provide healthcare services as per these packages.

About National Health Authority (NHA):



The National Health Authority (NHA) is responsible for providing the overall stewardship for design, roll- out, implementation and management of Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana (AB - PMJAY) at the national level. NHA is governed by a Governing Board chaired by the Union Minister of Health & Family Welfare and has 11 members. Inter-alia, its functions include the formulation of PMJAY policies, development of operational guidelines, implementation mechanisms, coordination with state governments, monitoring and oversight, among others.
