

NO.EDN-KGR (Sc. Consultant) Misc-2024-25 -
O/O The Dy. Director of Higher Education
Kangra at Dharamshala- 176215
E-mail – ddhekanagra3@gmail.com
Dated: Dharamshala,

Website – ddhekanagra.edu.in
the

Dy. Director of
Higher Education

20 SEP 2024

Dispatch No. 6657-58
Kangra at Dharamshala

20th September, 2024

To

The Principals /Headmasters
GSSS/GHS
Of District Kangra

Sub: Regarding celebration of Ayushman Pakhwada wef 20th Sep to 30th Sep. 2024.
Memo,

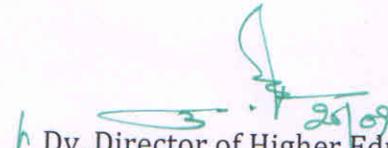
This is in reference to letter No. HFW-KFR/ABPMJAY/2024-2509 ,Dated 19/09/2024 received from Chief Medical Officer Kangra at Dharamshala on subject cited above .

In this regard, on the anniversary day of ABPMJAY & ABDM, it has been decided to celebrate Ayushman Pakhwada from 20th to 30 September, 2024. Therefore you are directed to organize essay competition in the school (Topic for essay enclosed). Action Taken report in this matter be shared with this office through Google form. The link of Google form given bottom of the letter.

You are also directed to send the photographs of the above said event to the following Emails – cmokangra@yahoo.in & dcrcsby2014@gmail.com.
For any latest update you can visit the website - ddhekanagra.edu.in

Encls. -

Topic for essay enclosed


h Dy. Director of Higher Education
Kangra at Dharamshala.

Endst No . Even Dated: Dharamshala -176215 the, 20th September, 2024

Copy to -

1 The Chief Medical Officer Kangra.


Dy. Director of Higher Education
Kangra at Dharamshala.

CLICK HERE FOR LINK https://docs.google.com/forms/d/e/1FAIpQLSdZBU1A5mC65lr3DN-2Aq-msLi34Nq_-QqqBmWYfXwbuLpMJw/viewform?usp=sf_link



No. HFW-H(HPSBYS)/AB-PMJAY/2021
HP Swasthya Bima Yojna Society
Deptt. of Health & Family Welfare
Thakur Villa, Kasumpti, Shimla- 171009

From

The Chief Executive Officer
HP Swasthya Bima Yojna Society

To

All Chief Medical Officers
Himachal Pradesh

Dated:-Shimla-9, the 17th September, 2024

Subject: -

Regarding Celebration of Ayushman Pakhwada by States /UTs.

Madam/Sir,

I am directed to enclose herewith the copy of letter No. S-12014/149/ 2023-NHA dated 14/09/2024 received from National Health Authority, Government of India on the subject cited above and to request you to undertake the activities at field level during the Ayushman Pakhwada w.e.f. 20th to 30th September 2024. The funds etc. shall be provided by the SHA on receipt of bills and other documents from the concerned Chief Medical Officer.

Yours faithfully,

DD-cum-State Nodal Officer
H.P. Swasthya Bima Yojna Society
Department of Health & Family Welfare

Endest.No As above:- 994-95

Dated, Shimla-9, 16th September, 2024

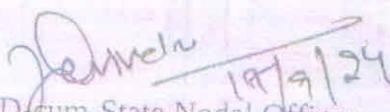
Copy to:-

1. The Chief Executive Officer, National Health Authority 3rd, 7th & 9th Floor, Tower-I, Jeevan Bharati Building, Connaught Place, New Delhi-110001 w.r.t D.O. No. S-12014/149/ 2023-NHA dated 14/09/2024 for information please.
2. All the District Coordinators, HPSBYS for information

Despatcher

HP Swasthya Bima Yojna Society
Himachal Pradesh

Date 17/09/2024


DD-cum-State Nodal Officer
H.P. Swasthya Bima Yojna Society
Department of Health & Family Welfare

Subject: Celebration of Ayushman Pakhwada by States/UTs - reg

Sir/Madam,

As you know, Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (ABPM-JAY) was dedicated to the nation by Prime Minister Shri Narendra Modi Ji on 23rd September, 2018 and Ayushman Bharat Digital Mission (ABDM) on 27th September 2021. This September will mark 6 years of AB PM-JAY and 3 years of ABDM. Since their launch, these schemes have won crores of hearts, lit lamps of happiness in crores of homes and saved out-of-pocket health expenditure for crores of households becoming the life saver for beneficiaries.

2. Like every year, on the anniversary day of AB PM-JAY and ABDM, this year it has been decided to celebrate 'Ayushman Pakhwada' from 20th to 30th September-2024. All the State Health Agencies (SHA) and State Mission Directors, ABDMs associated with AB PM-JAY and ABDM are expected to enthusiastically implement the following programmes as per their convenience:-

A-Aapke Dwar Ayushman- Ayushman Card Creation Drive

B-Ayushman Chaupal Ayushman Sabha - All ASHA and Anganwadi helpers should be asked to make the beneficiaries and citizens aware about PM-JAY and ABDM with the help of Mukhiya / Sarpanch / Pradhan in their respective areas of work.

C-District level felicitation ceremony of hospitals associated with Ayushman Bharat Ecosystem

- In this, 5 to 7 hospitals (private or government) associated with the Ayushman ecosystem can be honored in the presence of CMO and DM based on the treatment done in their previous financial year.
- In this event, the top leadership of all government private hospitals of the district can be invited and they can be motivated to be associated with the scheme, stay connected.

D-Ayushman Bharat Health Checkup-Camp

E- Ayushman Bharat Cycle/Bike Yatra- Ayushman Cycle Yatra/Bike Yatra for public awareness can be done at Block Headquarters/Gram Panchayat.

F- Competition in schools- With the help of District Education Officer, essay competition can be organized on the following topics in all government schools of the district-

RD
14/9
Sambhu
URC & RST

Topics

- ✓ देश हो रहा आयुष्मान
- ✓ घर-घर आयुष्मान, हर घर आयुष्मान
- ✓ आयुष्मान भारत ने बदली ग्रामीण भारत की तस्वीर
- ✓ आयुष्मान भारत विकसित भारत की आधारशीला
- ✓ आयुष्मान भारत डिजिटल मिशन
- ✓ स्वास्थ्य सेवाओं की सुगम पहुंच में प्रौद्योगिकी का योगदान

G-Run for Health- it can be organized at the district level in collaboration with the District Implementation Unit under the guidance of SHA.

H-Media Management: The State Health Agency can take up all such activities from its IEC funds as it feels should be done, in which every possible medium of media can be used positively.

- **Interview of Competant Authorities** – Interview of CEOs and Competant Authority of all the states related to the scheme can be conducted in local government-private media.
- Scheme related discussions, telecast of beneficiary stories etc. can be done on local Doordarshan, All India Radio etc.
- **Testimonials** – All District Magistrates and CMO's can be interviewed at the local level regarding AB, PM-JAY and ABDM and their planning testimonials can be taken and released free of cost on appropriate social media platforms in collaboration with the District Information Officer.

I-Social Media Campaign

- The State Health Agencies in collaboration with their District Implementation Unit may create/get maximum digital content related to the scheme created from their social media handles.
- You can tweet-retweet/share, re-share the social media content being released from the handle of NHA.
- During this time i.e. from September 15-30, special campaigns must be run on social media. In which highlight all the achievements related to the state so far, share media reports.
- On the occasion of completion of 6 years, special campaigns on social media should be run by the states from September 15 to September 30, in which achievements related to the state should be highlighted on social media channels.