

AYUSHMAN BHARAT PM-JAY

DE RAHA MUFT UPCHAAR, SABKO DO YE SAMACHAAR

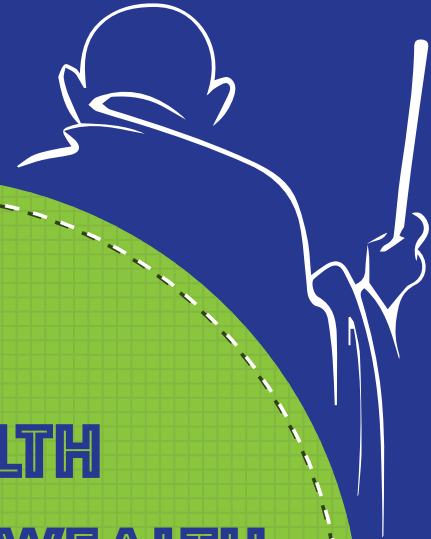


NATIONAL HEALTH AUTHORITY, JEEVAN BHARTI BUILDING, TOWER 1,
9TH FLOOR, CONNAUGHT PLACE, NEW DELHI - 110001.

TO KNOW MORE ABOUT THE SCHEME

Call on the toll-free number 14555
or visit our website: pmjay.gov.in

TEACHERS' GUIDEBOOK



“ IT IS HEALTH
THAT IS REAL WEALTH
AND NOT PIECES OF
GOLD AND SILVER ”

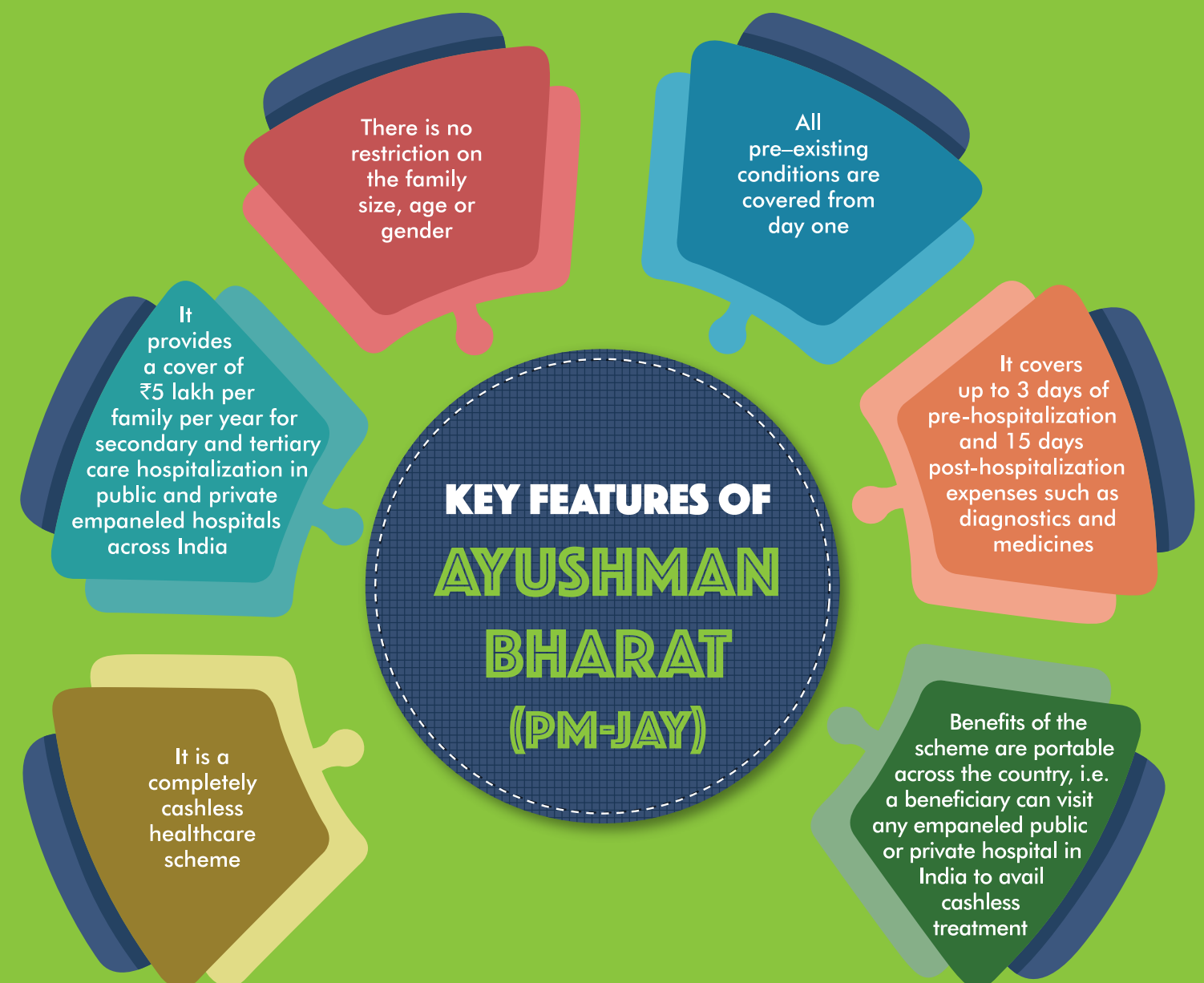
– MAHATMA GANDHI

India is home to 1.3 billion people, a large section of whom is still poor and underprivileged.

A staggering 60 million Indians are pushed into poverty every year due to catastrophic out of pocket expenditure on medical care. It was to mitigate the hardships of this segment of the population that the Ayushman Bharat Jan Arogya Yojana was launched by the Honorable Prime Minister on 23rd September, 2018, in Ranchi, Jharkhand.

Ayushman Bharat Jan Arogya Yojana (AB PM-JAY) is the world's largest publicly funded health insurance/assurance scheme that gives a coverage of ₹5 lakh per family per year to about 10.74 crore poor and vulnerable households which comes to more than 50 crore beneficiaries. The objective of this scheme is to provide secondary and tertiary healthcare coverage to the bottom 40% disadvantaged population of India which faces deprivation and hardships due to medical exigencies.

**AYUSHMAN BHARAT PM-JAY IS WORLD'S LARGEST
PUBLICLY FUNDED HEALTH INSURANCE/ASSURANCE SCHEME**



OBJECTIVE OF THE GUIDEBOOK

A scheme of this scale requires that no stone is left unturned to spread the word about Ayushman Bharat PM-JAY to its last beneficiary. Children have always been very effective and instrumental in promoting key initiatives of the government. Being curious by nature, they understand and absorb information well and can help spread awareness about Ayushman Bharat PM-JAY amongst their family and friends thereby becoming little ambassadors of this scheme. Also, they can be very beneficial in dissemination of information to parents and guardians who may be literacy challenged.

This guidebook is aimed at empowering the teachers to effectively convey the benefits of the scheme to their students and motivate them to not only spread the word about Ayushman Bharat PM-JAY but also convince their parents to check their name in the scheme by either calling on the toll-free number 14555, visiting the nearest Common Service Centre (CSC) or an empaneled hospital.

In this endeavor, Information, Education and Communication (IEC) material like comic books, etc. are being provided to children. It is important that they are effectively used by children to spread the message about Ayushman Bharat.

WHAT IS IN THE SCHOOL KIT

- AB PM-JAY Name Label
- Master Ayushman Comic Book
- AB PM-JAY FAQ Poster
- AB PM-JAY Teachers' Guidebook

ACTIVATION THROUGH SCHOOL KIT

Learning by doing has been found to be the most effective way of educating. Going by this philosophy, the guidebook has been consciously designed not to add any additional burden to the academics of the children and rather devise methods whereby they can learn about the AB PM-JAY scheme in a fun manner and as extracurricular activities. The role of schools and teachers would be to make it interesting for students to imbibe every nuance of this scheme.

The following activities have been designed to create a conducive environment for effective transfer of information and thereby spread awareness about AB PM-JAY:



ACTIVITY :1

MASTER AYUSHMAN COMIC BOOK

Comic books have been found to be an effective medium for information transfer amongst children. Many of us still have fond memories of famous comic characters from our childhood who not only fired our imagination, but also transported us into their world of fantasy, even compelling us to don their characters.

Realizing the power of this medium, the Master Ayushman comic book has been written and illustrated with an interesting narrative and engaging characters that populate its world to help spread awareness about this scheme.

The following steps have to be undertaken regarding its activation:

- Distribute the comic book 'Master Ayushman' and Name labels to children of classes IV to VII
- Keep copies of 'Master Ayushman' comic book in the school library as well as the Headmaster's office
- Schools should facilitate and encourage children to participate in activities listed in the comic book. Some of them have also been included in this guidebook.
- Organize quiz contests on Ayushman Bharat. Winners may be awarded prizes by the school

QUIZ

QUESTIONS:

- Q1. What is the full form of AB PM-JAY?
- Q2. When and where was this scheme launched?
- Q3. How many Indians are eligible under this scheme?
- Q4. How can you check your eligibility under this scheme?
- Q5. What is the total amount of free health insurance/assurance per family per year that a beneficiary can avail?
- Q6. From where can you get an e-card issued under this scheme?
- Q7. In which type of hospitals can one avail benefits under this scheme?
- Q8. How many members of a family can avail benefits under this scheme?
- Q9. Is there any restriction on the size, age and gender of the family members under this scheme?
- Q10. Can a person living in Punjab avail the benefits of this scheme in Kerala?
- Q11. What is the toll-free number of this scheme?

ACTIVITY : 2 MASTER AYUSHMAN PM-JAY FAQ

We have prepared a FAQ for answering basic questions about Ayushman Bharat PM-JAY and how one can avail benefits under this scheme.

The following steps have to be undertaken regarding its activation:

- Display Ayushman Bharat PM-JAY FAQ posters on the notice board
- Display FAQs posters prominently on the 'Activity Boards' in the class rooms
- A photo of the comic book may be shared with the teachers

FREE TREATMENT WORTH ₹5 LAKHS NOW AT YOUR DOORSTEP.
MAKING AN AYUSHMAN CARD IS NOW EASIER. KNOW HOW?

5
LAKH

What is Ayushman Bharat PM-JAY scheme?

As per the scheme, more than 50 crore people are entitled to get free treatment worth ₹5 lakhs per year, per family, in empaneled private and government hospitals.

10
CRORE

Who are eligible to get free treatment under Ayushman Bharat PM-JAY?

More than 10.74 crore poor families are eligible to get free treatment under Ayushman Bharat PM-JAY. There is no limit on age and the number of family members.

14555

How to find out your eligibility in the scheme?

You can call on our toll-free number 14555. To get an Ayushman Card, beneficiaries can visit their nearest CSC or empaneled private or government hospital, with their ID proof and Rashan Card.



Where can you get free treatment and what are the diseases covered under the scheme?

Beneficiaries can get free treatment for any serious illness in any empaneled private or government hospital in the country. To find out about your nearest hospital, call our toll-free number 14555 or download Ayushman Bharat (PM-JAY) App.



What are the other facilities provided under the scheme besides free treatment?

As per the scheme, beneficiaries can get free treatment and free medicines 3 days before and 15 days after hospital admission along with hospital stay and all meals.



ACTIVITY : 3
RECITING AYUSHMAN
BHARAT PLEDGE
DURING MORNING ASSEMBLY



Morning assembly is an important and vibrant part of every school when teachers and students alike come together as one. Different schools have different traditions for morning assembly but the prime objective is the same – to strengthen the collective vision and impart and exchange of knowledge.

To help spread awareness about the AB PM-JAY scheme, schools can recite the Ayushman Bharat PM-JAY pledge during the morning assembly, especially on or around special days such as;

- ✓ **26th JANUARY**
(Republic Day)
- ✓ **15th AUGUST**
(Independence Day)
- ✓ **23rd SEPTEMBER**
(Ayushman Bharat Diwas)
- ✓ **12th DECEMBER**
(Universal Health Coverage Day)
- ✓ **7th APRIL**
(World Health Day) etc.

AYUSHMAN
PLEDGE



We take the pledge that together we all will spread the message of good health will make **India Ayushman** we will stay healthy and will educate others to remain healthy with the blessing of **Ayushman Bharat** we will create a healthy India we will take this message to every citizen in need we take the pledge that regardless of age, we will transform health into wealth we will be healthy and will light the torch of good health we will bring success with resolve we will make Bharat Ayushman we will take this message to all fellow Indians
Jai Hind! Jai Bharat!

ACTIVITY : 4
DEMO CALL
ON 14555



Motivate children to help spread the message of AB PM-JAY amongst family and friends by encouraging them to ask their family and friends to;

- CALL ON THE TOLL-FREE NUMBER 14555**
- TEACHERS CAN CALL ON 14555 TO DEMONSTRATE THE ACTIVITY**
- VISIT COMMON SERVICE CENTERS**
- VISIT EMPANELED HOSPITALS TO FIND THEIR NAMES IN THE SCHEME, GET E-CARDS ISSUED AND AVAIL ITS BENEFITS**

ACTIVITY : 5
CHAT WITH
MASTER
AYUSHMAN



Yes, motivate children to chat with Master Ayushman. Master Ayushman can answer all the questions related to the scheme like:

- To know about all the benefits under Ayushman Bharat PM-JAY
- To find nearest empaneled hospitals under Ayushman Bharat PM-JAY
- To know about free testing and treatment of COVID-19 under Ayushman Bharat PM-JAY

JUST ASK MASTER AYUSHMAN, HOW?

Say Hi to Master Ayushman on WhatsApp No. +91 98689-14555 or AB PM-JAY website and ask about all your queries regarding the scheme.



ACTIVITY : 6
CASE STUDY ON
AYUSHMAN BHARAT PM-JAY

Discuss the Ayushman Bharat PM-JAY scheme with students in the case study format for your guidance, one such story is given below.

THE STORY OF RADHA
WHO HAD A HOLE IN HER HEART

Radha was a young girl with a million dreams in her eyes who aspired to become a school teacher one day. Her father Hariram worked hard tilling his land and her mother kept the hearth and home warm. Her elder brother Madhav had just purchased an autorickshaw on loan and the family would often take joy rides in the village. But one day, while returning back home from school, Radha collapsed on the way. Her father and brother put her in autorickshaw and rushed her to the local hospital where she was diagnosed with Atrial Septal Defect, a serious heart condition. Radha had a hole in her heart and was referred to a bigger hospital. She was advised immediate surgery, the cost of which was more than one lakh rupees. Her family felt devastated by the news and completely helpless. They began to contemplate selling their land or Madhav's brand new autorickshaw. Fortunately an Arogya Mitra, heard their prayers. Hariram learnt that he and his family were beneficiaries under the Ayushman Bharat PM-JAY scheme. They immediately had their golden e-card made. Radha, who was fighting for her life, was operated upon without any delay or out of pocket medical expenses.

Today, she is back home and as chirpy and playful as before. Her dream of becoming a teacher lives on. But Radha has already started teaching her whole village about the Ayushman Bharat PM-JAY scheme, asking everyone to call on the toll-free number 14555 to check their eligibility. Several households have availed benefits of this wonderful scheme, thanks to Radha, who they call their Hero. She was the first beneficiary of AB PM-JAY in her village. But Radha ensured, that she was not the last.



ORGANIZE SKITS AND PLAYS ON
AYUSHMAN BHARAT PM-JAY

Children are expressive by nature and love to participate in school plays that help voice their inner feelings. Therefore, schools should encourage children to;

Create skits, plays and dramas inspired from the Master Ayushman comic book and its characters. Upload the videos on our website www.pmjay.gov.in

Upload photos and short clips on our social media accounts. Their handles are;

Twitter @AyushmanNHA | Facebook National Health Authority



ACTIVITY : 7
ORGANIZE SLOGAN WRITING
COMPETITION ON
AYUSHMAN BHARAT PM-JAY

Schools can organize slogan writing competition on AB PM-JAY scheme on special days. Winners may be awarded prizes from the school.



ACTIVITY : 8
ORGANIZE PAINTING
COMPETITION ON
AYUSHMAN BHARAT PM-JAY

It is always wonderful to see the world through the eyes of our children, especially when they are represented on paper as beautiful and colorful drawings. Therefore, schools can organize painting competitions on special days on various topics such as;

- ✓ **AYUSHMAN BHARAT**
- ✓ **SWASTHYA KA VARDAN, AYUSHMAN**
- ✓ **HAR JAAN HAI MULYAVAN**
- ✓ **PM-JAY SE MUFT ILLAJ TAY**
- ✓ **GOLDEN E-CARDS**
- ✓ **AROGYA MITRAS**
- ✓ **AN AYUSHMAN VILLAGE**

Schools should select the best painting and share it with National Health Authority (NHA) on our WhatsApp number [+919868914555](https://www.whatsapp.com/channel/0029919868914555)

OR

Tweet on our handle @AyushmanNHA with the hastag #PMJAY #AyushmanBharat

The best painting from each school should be sent to NHA with the details of the school and student written on the reverse of the unframed A3 drawing sheet. Top 100 paintings from the country will be awarded by NHA.



ACTIVITY : 9
SHARE YOUR STORY ON
AYUSHMAN BHARAT PM-JAY

Success stories of students from your school who have helped beneficiaries get e-cards made or could avail benefits under the Ayushman Bharat PM-JAY scheme should be shared with NHA. Verified testimonial stories and selfies of children helping an AB PM-JAY beneficiary should be sent on our WhatsApp number +91 98689-14555.



ACTIVITY : 10
INTERACTION WITH
AROGYA MITRA OR CSC

Social interaction is an important part of learning as it enhances critical thinking and problem-solving skills leading to overall intellectual development of children. Hence, schools may invite Arogya Mitra of nearest PM-JAY hospital or the CSC personnel for an interactive discussion with the children regarding AB PM-JAY scheme, their duties and the joy of changing lives.



ACTIVITY : 11
POSHAM PA
AYUSHMAN BHARAT PM-JAY

It has been seen that the best way for children to memorize something is always in a "sing-song" manner. Right from nursery rhymes to ABC, children love to learn things rhythmically by adding a tune to it. Hence, we have created a short song on "Posham Pa" which is a game children throughout the country love to play.

The song has lyrics that clearly spell out all the key elements of the scheme. Schools should encourage children to play and sing the Ayushman Bharat "Posham Pa song" during recess and also back at home. This will help them to have fun while also spreading the message of AB PM-JAY.



PM-JAY POSHAM PA LYRICS

Kid: Posham Pa bhayi Posham Pa...
Bimaari mein kya kiya
Pareshaani ki ghadi hai aayi
Ab toh hospital jaana padega
Dher saare test karaane padenge
Mehngi dawa bhi khaani padegi
Ab toh kharch uthaana padega
Batao Ayushman Bharat yojna ke baare mein suna hai

Male: Hmm... nahi

Kid: Posham Pa bhayi Posham Pa...
5 lakh ka kharch diya
Vardaan ye scheme banke aayi
Ilaaj kharch nahi uthaana padega
Yojna mein naam janana padega
E-card phir banwana padega
Ab toh laabh uthaana padega

VO: Ayushman Bharat yojna ke tehat 12 crore
labharthi apna E-card banwaakar 5 lakh
rupee tak ke muft upchaar ke haqdaar ban
chuke hain. Kya aapne yojna mein apna
naam jaana? Aaj hi call karein 14555 par.
Swasthya ka vardaan, Ayushman.

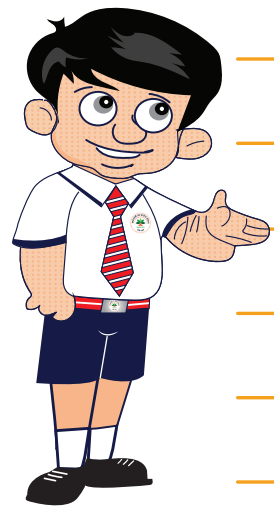


THANK YOU

NOTES



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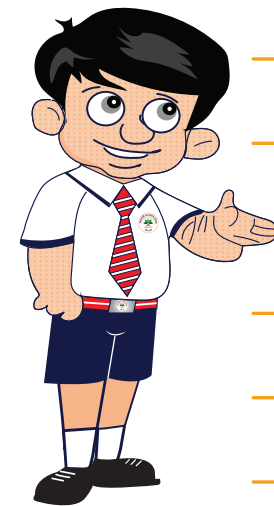


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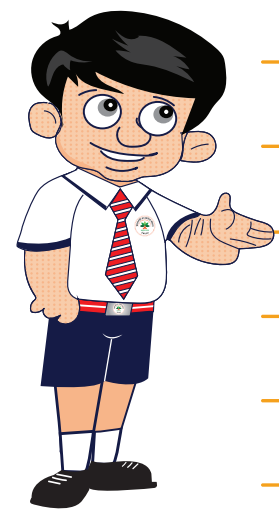


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