

Governor virtually attends the national launching event of Ayushman Bhav campaign

Guwahati, September 13: Assam Governor Gulab Chand Kataria along with the Minister of Health and Family Welfare Keshab Mahanta attended the national launching event of Ayushman Bhav campaign virtually by President Droupodi Murmu today.

The 'Ayushman Bhav' campaign, initiated by the Ministry of Health and Family Welfare, Government of India, represents a comprehensive nationwide healthcare initiative with the aim of providing healthcare services to every village and town in the country. Building upon the success of the Ayushman Bharat program, this groundbreaking initiative signifies a paradigm shift in healthcare service delivery. The Ayushman Bhav campaign is a collaborative effort led by Gram Panchayats in coordination with the Department of Health, other government departments, and local elected bodies in both rural and urban areas. Its primary objective is to extend comprehensive healthcare coverage to every village and town, transcending geographical barriers and leaving no one behind.

The Ayushman Bhav Campaign is a comprehensive nationwide healthcare initiative of the Union Ministry of Health and Family Welfare that aims to provide saturation coverage of healthcare services, reaching every village and town in the country. This Campaign will be implemented during the 'Seva Pakhwada' from September 17 to October 2, 2023.

Attending the event virtually from the GMCH auditorium the Governor said that it is an honor to have attended the launch of the Ayushman Bhav campaign by Hon'ble President. This nationwide effort, led by the Ministry of Health and Family Welfare, aims to expand healthcare services across the country. The campaign, to be implemented during 'Seva Pakhwada' is a noble mission of the Government led by Prime Minister Narendra Modi to improve countless lives, aligning with the collective goal of a healthier, more equitable society.

Kataria also said that the Ayushman Bhav campaign is not just a campaign, but a commitment towards healthcare. It symbolizes the spirit of India where the health of every individual is a matter of paramount importance. He emphasized that Ayushman Bhav holds significance and is a blessing for the economically weaker sections. As health emergencies can greatly affect families both emotionally and financially, such schemes are a huge respite for them. Hence, it becomes important to promote the Ayushman Bhav campaign and ensure that its benefits reach grassroots communities.

The Governor extended his appreciation and honored the persons who have donated generously to TB patients and adopted them under TB Mukta Bharat Abhiyan. Additionally, he hailed individuals who have donated blood on numerous occasions. The Governor also asked the

Health Minister to issue directives to District Commissioners and other officials in every district to complete the adoption of TB patients by the end of September this year.

The launching event was attended by the Additional Chief Secretary of Health and Family Welfare Department, Avinash Joshi, Principal Secretary Panchayat and Rural Department Dr. J.B.Ekka, Head of the Dept. Assam Health Infrastructure Development & Management Society (AHIDMS) Dr. Sidharth Singh, Principal of GMCH Dr.Achyut Baishya, Executive Director NHM Dr.Manoj Choudhury along with a host of other dignitaries.

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