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Government begins publicity drive for Ayushman Bharat

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The ambitious Ayushman Bharat scheme will be launched by PM Narendra Modi on September 23 in Ranchi, Jharkhand



Four days ahead of the country-wide roll-out of Prime Minister Narendra Modi's Ayushman Bharat healthcare scheme, the Centre has started its outreach programme.

Centre is going on a publicity overdrive to create awareness for the PM Jan Arogya Yojana, also asking states to ensure patients are informed of the scheme once they reach the hospital for treatment starting this Sunday.

Orders have been issued to the states to start informing people visiting hospitals about the scheme to create awareness about what it offers. Modi is set to launch the scheme in Ranchi on 23 September.

Earlier, the government had planned to launch the scheme on 25 September, the birth anniversary of the Pandit Deen Dayal Upadhyaya.

The healthcare scheme, being touted as the world's largest, aims to cover over 10 crore families (50 crore beneficiaries) and provide health cover up to Rs 5 lakh per family per year.