

## **PRESIDENT OF INDIA SMT. DROUPADI MURMU VIRTUALLY LAUNCHES 'AYUSHMAN BHAV' INITIATIVE**

Panaji: [September 07, 2023](#)

President of India Smt. Droupadi Murmu, in a momentous virtual event, officially inaugurated the 'Ayushman Bhav' initiative, a novel undertaking by the Government of India aimed at ensuring the last-mile delivery of healthcare services across the country in a mission mode approach.

In addition to the initiative's launch, President Smt. Murmu also unveiled the 'Ayushman Bhav' portal. This landmark event was graced by the presence of distinguished leaders, including Dr. Mansukh Mandviya, Union Health Minister; S P Singh Baghel, Minister of State of Health & Family Welfare; and Dr. Bharati Pawar, Union Minister of State for Health & Family Welfare.

The 'Ayushman Bhava' campaign, inspired by Mahatma Gandhi's vision of 'Antyodaya,' will kick off on Prime Minister Shri Narendra Modi's birthday to be celebrated on [September 17th](#), and conclude on the occasion of Mahatma Gandhi Jayanti scheduled on [October 2nd](#). This period will be known as Seva Pakhwada, highlighting the central importance of serving the last person in the last village. President Smt. Droupadi Murmu emphasized that this campaign aligns with the goal of achieving Universal Health Coverage, leaving no person or village behind.

The Ministry of Health and Family Welfare has initiated the "Ayushman Bhav" campaign to enhance awareness about various healthcare schemes and to saturate critical healthcare services reach every village. The campaign comprises three major components: Ayushman Apke Dwar 3.0, Ayushman Mela, and Ayushman Sabha.

The State-level launch of 'Ayushman Bhav' was held at the Institute of Menezes Braganza, Panaji, Goa, organized by the Directorate of Health Services, Goa. Shri Arun Kumar Mishra, IAS, Secretary, Health, highlighted the need for continued improvement in Goa's healthcare sector, emphasizing the government's commitment to achieving set targets for providing quality healthcare and facilities to citizens.

Dr. Geeta Kakodkar, Director, Directorate of Health Services, encouraged citizens to enroll themselves and derive benefit of the Ayushman Bhav Scheme, underscoring the campaign's two-week duration covering various health-related activities.

Certificates were awarded to competition winners during the event, and ABHA cards and PMJ accounts were distributed to beneficiaries. Smt. Pooja Naik and Dr. Yogesh Potdar compered the program, while Dr. Rupa Naik, Dy Director, Directorate of Health Services, proposed vote of thanks.

The 'Ayushman Bhavah' initiative marks a significant step toward achieving comprehensive healthcare coverage and improving healthcare services for all citizens across India.

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