

AYUSHMAN BHARAT PM-JAY

IEC Guidelines

2021-22

VERSION 2.0



Prelude

IEC Interventions are more than mere production of messages, brochures, banners or events. Over the years, it has turned into a strategic function, which, if planned well with right tools and approaches, can make transformations happen.

The key purpose of the IEC Guidelines is to ensure that the role of IEC is clearly understood by the PM JAY Ecosystem stakeholders. It serves as a guide to design and roll out target audience-centered IEC campaigns for PM-JAY. It offers a comprehensive overview of the steps involved in IEC planning and implementation spanning across mass media, digital campaigns, strategic partnerships and ground-level activities. It also provides guardrails to ensure consistency in messaging, branding and narrative across all PM-JAY communication and outreach activities. The IEC Guideline document is being released together with the PM-JAY Showreel document. Both the documents must be read in conjunction with each other.

It is not possible in a document such as this to offer definitive IEC choices, best practices, or recipes for designing communication strategies in individual situations. Each strategy must be designed and implemented based upon its own IEC objectives, the intended audience, cultural, social and political characteristics, and any facilitators or barriers that may exist in a given situation.

Acronyms

AB	Ayushman Bharat
CSC	Common Service Centre
DIU	District Implementation Unit
FLW	Front Line Workers
IEC	Information, Education and Communication
IVR	Interactive Voice Response
MoHFW	Ministry of Health and Family Welfare
NHA	National Health Authority
PM	Prime Minister / Pradhan Mantri
PMAM	Pradhan Mantri Arogya Mitra
PM-JAY	Pradhan Mantri Jan Arogya Yojana
PMO	Prime Minister's Office

RFP	Request for Proposal
SoW	Scope of Work
SLA	Service Level Agreement
TAT	Turn Around Time
RSBY	Rashtriya Swasthya Bima Yojana
SDG	Sustainable Development Goals
SECC	Socio Economic Caste Census
SHA	State Health Agency
SMS	Short Message Service
TA	Target Audience
UHC	Universal Health Coverage
UT	Union Territories

Foreword



Dr. R. S. Sharma
CEO, National Health Authority

Information, Education & Communication (IEC) is an integral part of the implementation of Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY). A well-defined IEC strategy has a phenomenal power to drive sustainable changes in behavior, especially amongst population who are largely illiterate and off-digital platforms. It also helps in building and creating a resilient brand which can adapt, change course and constantly realign itself based on its customers' needs.

Through AB PM-JAY, we have a massive mandate to provide access to quality health services to the poor and vulnerable groups. It seeks to accelerate India's progress towards achievement of Universal Health Coverage (UHC) and Sustainable Development Goals-3 (SDG3). Since its launch on 23rd September 2018, approximately 16 crore beneficiaries have got their Ayushman cards. Further, approx. 2.4 crore hospital admissions worth approximately ₹28,000 crore have been authorized under the scheme across the country. Further, we have empaneled more

than 24,000 hospitals and other health service providers under the scheme.

For a mission driven program of such magnitude and scale, it is an imperative for us to be able to design IEC programs based on evidence and analysis; develop interventions and materials systematically and creatively; effectively support the implementation of the programme; and lastly consistently monitor and measure outcomes.

The IEC Guidelines have been developed for the stakeholders of the AB PM-JAY ecosystem who have been entrusted with the task of implementing the scheme. While planning and implementing IEC at the State level, we may deploy various strategies. However, while doing so we must ensure synergy in our approach and communicate in the same brand and design language. The IEC Guidelines gathers and synthesizes our collective IEC experiences undertaken so far and it seeks to help us systematically plan and implement IEC activities as part of AB PM-JAY scheme outreach.

Renowned author and journalist, Sydney J. Harris, beautifully summarized the conundrum of effective IEC interventions. He said, *"The two words, Information and communication are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through."* It is critical for us to understand the difference.

We must incessantly work towards designing innovative mechanisms to cut through the clutter and deliver our message to the target audience effectively. And this must be done in a concerted manner. An integrated approach would ensure effective communication to nudge, motivate and empower communities into not only enrolling for the Ayushman Cards but also to avail treatment at scale.

I urge you all to go through the guidelines and make the most of this resource. I wish you good health and happiness, throughout.

Ayushman Bhav!

A handwritten signature in black ink, appearing to read 'R. S. Sharma'.

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About AB PM-JAY



Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM JAY), is a flagship scheme of Government of India that was launched as recommended by the National Health Policy 2017, to achieve the vision of Universal Health Coverage (UHC). Launched on 23rd September 2018, the scheme is world's largest Government-funded healthcare scheme that seeks to accelerate India's progress towards achievement of Universal Health Coverage (UHC) and Sustainable Development Goals-3 (SDG3).

The scheme aims to reduce the financial burden on poor and vulnerable groups arising out of catastrophic hospital expenditure and ensure their access to quality health services.

In its quest to provide quality healthcare services, ~16 crore* beneficiaries have got their Ayushman e-cards generated. Around 2 crore hospital admissions worth Rs. 25,000* crs have been authorized under the scheme across the country.

Key Features

Healthcare cover of up to Rs. 5,00,000 per entitled family per year.

- No cap on family size and age of family members.
- Cashless access to health care services for the beneficiary.
- Initially 10.74 cr beneficiary families were covered which was expanded to 13.17 crore by implementing States/UTs.
- Beneficiaries selected from Socio-Economic Caste Census (SECC) 2011 data based on the select deprivation and occupational criteria in rural and urban population base respectively.
- All pre-existing diseases are covered from day 1.
- Includes 1,685 procedures covering costs related to surgery, medical & day-care treatments, cost of medicines & diagnostics etc.
- Services can be availed at any empaneled hospitals across India.
- Network of 23,000* service providers

**All Data are as of Sep 2021*



SECTION: 1

About IEC: All that
you need to know.

Section I: About IEC: All that you need to know.

1.1 What is Information, Education and Communication (IEC)?

IEC is a broad term that's often misunderstood to be - materials and collaterals produced such as posters, flyers, banners, hoardings etc. But these are mere components of IEC. So, what is IEC? IEC comprises of a range of approaches, activities and output that strives to achieve:

- Community Mobilization through Information;
- Awareness & Action through Education; and
- Sustained Behavior Change through Communication

In a nutshell, IEC can be defined as a comprehensive approach that spans across mass media, digital campaigns, strategic partnerships and ground-level activities. It is multidisciplinary and target audience-centered in its approach. Effective IEC makes use of a strategic mix of these approaches.

1.2 What is the role of IEC for PM-JAY Implementation?

There is a close association between IEC and development. Information and Education creates awareness about new things; and communication creates desire for change leading to development. In our experience, IEC will help us to:

- Understand the various target audiences for PM-JAY, and their attitudes and perceptions towards PM-JAY.
- Drive awareness and educate the target audience about AB PM-JAY, by disseminating accurate information.
- Develop communication based on collective insights, so that it drives sustainable change in attitudes and behaviour.
- Create user friendly IEC material, select relevant communication channels and roll out messages at appropriate time; to maximize reach and impact amongst the target audiences.
- Enhance PM-JAY's brand image by ensuring consistency in visual identity and uniformity in the tone of content/messages.

1.3 Why is IEC Guideline required?

A pioneer of its kind, Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY) is an ambitious initiative that aims to reduce the catastrophic out-of-pocket health expenditure by improving access to quality health care for India's underprivileged population.

For a programme of such scale that involves multiple stakeholders, it is important to have a comprehensive understanding of the overall story, narrative, key messages, and appropriate communication mediums preferred by beneficiaries to drive awareness, reinforcement, and action. Given this, we have developed the IEC Guidelines to provide a comprehensive overview of the steps involved in IEC planning and implementation.

We believe that these guidelines will help us to design effective IEC plans aimed at bringing sustainable changes in behavior, amongst our target audience, majority of whom who are illiterate or off-digital platforms. It will also help us in building and creating a resilient brand which is able to adapt, change course and constantly realign itself to its customers' needs.

1.4 Who is the intended audience of the IEC Guidelines?

The guidebook has been created for the stakeholders of the PM-JAY ecosystem who have been entrusted with the task of implementing AB PM JAY. While planning and implementing IEC at the State level, we may deploy various strategies. However, while doing so we must ensure synergy in our approach and communicate in the same brand and design language.

Without synergy in our approach, it will become easy to mess up with what we want to communicate. Imagine, if we are part of a choir or a singing group, we cannot afford to sing in different keys. Likewise, to ensure synergistic coordination of IEC activities across all key stakeholders within the AB PM-JAY ecosystem, we must communicate in one language.

Through these IEC Guidelines, we have compiled our collective IEC experiences undertaken so far which we hope will serve as an orientation for SHAs, IEC experts and communication specialists at hospitals to systematically plan and implement IEC activities as part of AB PM-JAY scheme outreach.



SECTION: 2

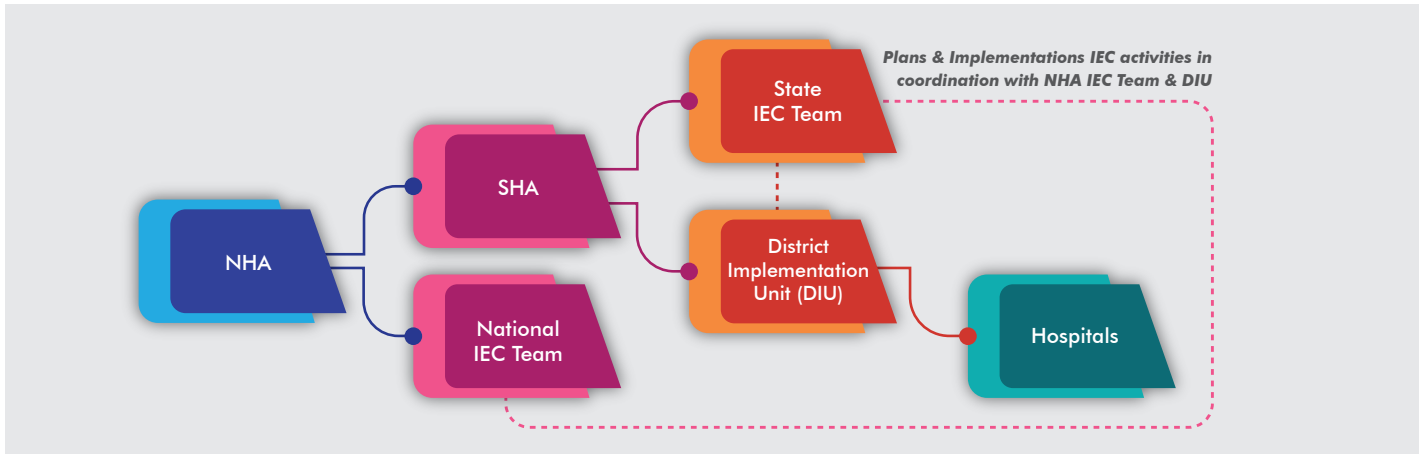
IEC SPECIFIC RESPONSIBILITIES FOR PM-JAY

Section II: IEC Specific Roles & Responsibilities for PM-JAY Implementation

2.1 PM-JAY Implementation Structure, Organogram for IEC Coordination

The National Health Agency (NHA) has a dedicated IEC department functioning as an independent vertical in NHA, reporting to the Division Head. For SHAs, it is recommended to

have a dedicated IEC unit steered by an IEC Manager/Officer. Further, District Implementation Unit (DIU) staff should be trained in executing IEC activities. The state-level IEC Manager will report to the CEO, SHA and is required to coordinate with the IEC Division at NHA on regular basis.



2.2 IEC Specific Responsibilities of NHA

The National Health Authority (NHA) has been constituted for focused approach and effective implementation of PM-JAY. NHA provides overall vision and stewardship for design, roll-out, implementation and management of PM-JAY in alliance with

state governments. NHA has following responsibilities with respect to IEC:

Develop & implement national-level IEC Strategy: NHA has a dedicated IEC division that is responsible for development, implementation and monitoring of the IEC

strategy at the national level. It formulates and conceptualizes customized campaigns with tailor-made messages mapped to appropriate channels for dissemination.

Develop IEC guidelines and policies: NHA is responsible for periodically developing relevant IEC guidelines for the implementation of AB PM-JAY.

Creation & Dissemination of IEC material: NHA is responsible for the creation of IEC material that will be used at the national and state level. NHA also creates request-based state specific IEC materials. These will be developed by a creative agency, selected through a competitive bid process.

Media Management: The NHA IEC division is the custodian of the NHA social media platforms such as Facebook, Twitter, YouTube and others along with the NHA website that is used regularly to implement the national IEC plan. In addition, it also manages mass media campaigns with national TV channels, national newspapers, radio etc

Monitor & Evaluate IEC strategy: NHA will monitor the implementation of the IEC plans in the States through various monitoring and evaluation mechanisms. It periodically conducts survey to assess impact assessment of IEC interventions and course correct strategy as required.

Provide IEC Capacity Building to SHA: NHA is responsible for strengthening and building capacity of SHAs, and DIUs (District Implementation Units) in planning and implementing IEC strategy. NHA supports SHA in creation of IEC material, guide to design and roll out the IEC plans for state specific campaigns. NHA will also promote state-level best practices through knowledge sharing amongst other SHAs

Collaboration with Stakeholders outside PM-JAY

Ecosystem: NHA is responsible for developing and forging partnerships with other Central Government Ministries and departments for integration or convergence with other schemes, organizations to expand the audience base for scheme implementation.

2.3 IEC Specific Responsibilities of SHA

SHAs are responsible for implementing all activities with respect to PM-JAY scheme at state level. Given the centrality of their role, SHAs have the following responsibilities with respect to the IEC:

Recruit/assign an IEC team for the State: SHAs are required to constitute an IEC cell and recruit/assign qualified IEC staff. It is recommended to have at least one IEC manager and one IEC officer (for large States/Category B States) who will work on design and implementation of State level IEC strategy.

- The State IEC team must follow NHA IEC Guidelines and implement state specific campaigns designed by NHA.
- It should also provide IEC training to DIUs and ensure to make provision for undertaking IEC activities in the MOU with hospitals.
- The State IEC team is also responsible for the scheme reputation management at the state level

Design & Implement the IEC Plans at State-Level: SHAs are responsible for designing a comprehensive IEC strategy for their respective state that covers:

- Annual targets & objectives set in consultation with NHA IEC team
- Identification of Target Audience
- IEC Message Creation & Production
- Interlinkages with state ministries & organizations
- Selection of appropriate channels for dissemination, and
- Robust Framework for reporting monitoring & evaluation.

Adapt and create State level IEC material: SHAs are responsible for adapting IEC material created by NHA IEC team

for usage at state-level. SHAs will follow the IEC guidelines as defined by NHA, whilst developing State level IEC material. In addition, SHA IEC team must:

- Hire agency for designing creatives and production for all state specific campaigns
- Create social media pages and website for the state scheme
- PR and media management at the state level in coordination with NHA IEC team
- Management of events and ensure all significant milestones with respect to scheme implementation in the state are celebrated and communicated

Local Coordination and Management: SHA will work with District Implementation Units (DIU) and its team including to coordinate and implement the IEC plan at the district level. SHA IEC team is required to train and build the capacity of DIU in executing the IEC activities.

SHA teams are encouraged to reach out to the officials at NHA for strategic support and guidance in designing the creatives, communication plan, in case they face any challenges while implementing the IEC plan.



SECTION: 3

IEC STRATEGY & IMPLEMENTATION

Section III: IEC Strategy & Implementation: Key Building Blocks

A well-planned and concerted IEC strategy involves a step-by-step approach of planning, research, message design, production, dissemination, monitoring and evaluation. In this section, we will examine the key building blocks of developing a high-impact IEC plan:

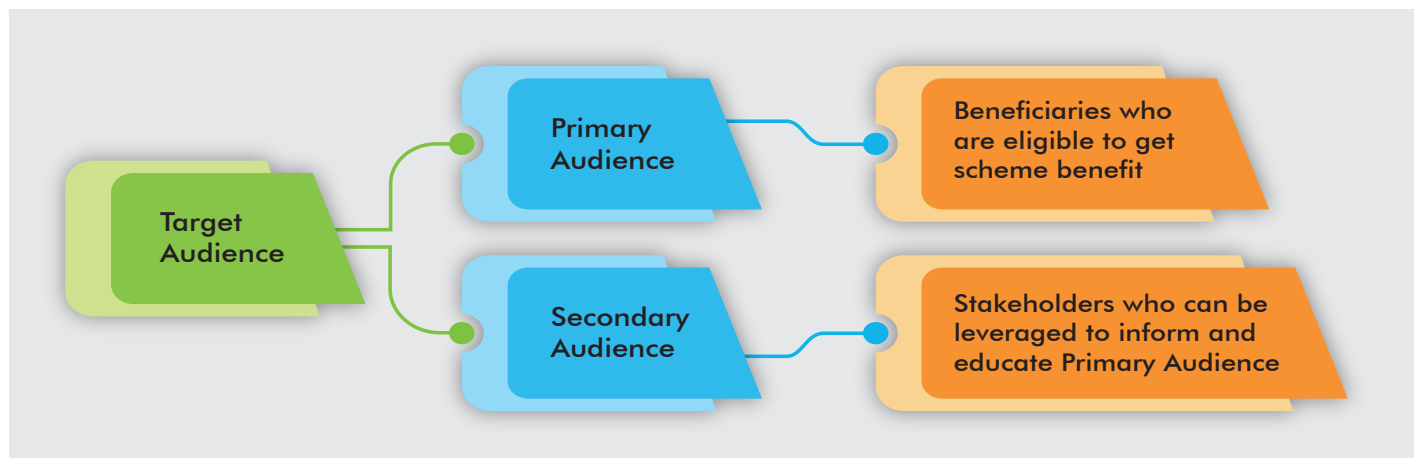
3.1 Base-line Analysis:

- Ground Analysis or research helps in gathering and synthesizing local insights that can impact the implementation of the AB PM-JAY scheme in the state.
- Before commencing the designing of an IEC plan, it is important for SHAs to first understand the local/regional situation and analyse the data. For example, for a district, get details on the number of beneficiaries as per SECC database, number of FLWs, number of CSC etc.
- Another thing to be analyzed here is, existing state level schemes or policies that have similar objectives and target audience as AB PM JAY.
- Lastly, analyze the cultural and behavioral data that includes target audience's perception and attitude towards AB PM JAY scheme.

- Availability of infrastructure, information about popular mediums or channels of outreach, popular influencers in the state are some of the information that may be analyzed for designing an impactful IEC strategy.

3.2 Target Audience (TA) Identification:

- The first step is identification of key ecosystem stakeholders such as beneficiaries, Hospitals, ASHA Anganwadi Workers, Public Health Officials etc
- It is critical to define and understand the TA of the scheme. In the absence of this information, we can easily mess up with the IEC messages and end up being generic and non-focused.
- It also helps in crafting right messaging strategy that establishes direct connect with the intended audience, likely to convert.
- Defining TA is also cost-effective. PM JAY TA can be sub-grouped into primary audience and secondary audience



Primary Audience: The primary audience of the AB PM-JAY scheme are bottom 40 percent of poor and vulnerable population in India. This is based on the deprivation and occupational criteria of the Socio-Economic Caste Census 2011 (SECC 2011). Approximately 10.74 crore poor and deprived rural families and identified occupational categories of urban workers' families are identified as beneficiaries for this scheme.

Even though PM-JAY uses the SECC as the basis of eligibility of households, many States are already implementing their own health insurance schemes with a set of beneficiaries already

identified. Thus, States have been provided the flexibility to use their own database for PM-JAY. However, they will need to ensure that all the families eligible based on the SECC database are also covered. Refer annexure VI on detailed beneficiary categories for more

Secondary Audience: These include key stakeholders of the NHA ecosystem such as people working with SHAs, empaneled hospitals, government ministries & departments, health officials, doctors, CSCs and public at large, media and alike who can work as influencers or opinion leaders to encourage primary audience to enroll for the scheme.

3.3 Define Goals & Objective:

- The next step is to define the objectives and goals of the IEC strategy that will help provide direction to the IEC activities being planned.
- The objectives should support and strengthen coverage of the scheme and improve access to quality healthcare. Goals would help you with finding answers to questions like: what action do you want the TA to take in response to the IEC intervention?
- Goals should also be objectively measurable so that it can be managed and evaluated in an effective way.
- Some examples of goal are, increase awareness of the benefits of the scheme amongst the beneficiaries by 90%; 70% families with at least one card in a given geography, 100% awareness about the scheme amongst ASHA Anganwadi workers in the region; reaching out to all 3 – 5th grade students in government schools of the region etc

3.4 Possible Inter-linkages & Collaboration:

- Linkages for implementation of IEC activities within the government, integration with other schemes, local community organizations etc is another critical building block of developing an IEC strategy.

- Such partnerships will not only help in reaching out to the intended audience but to also expand the audience base.
- While planning IEC activities, identify and explore how other schemes and initiatives can be leveraged to expand the audience base of the scheme implementation.

3.5 Design Messages:

- The next step is to create IEC materials.
- This involves message design and material production. Based on the objectives defined, appropriate messages should be developed.
- Message creation is based on several parameters such as: characteristics of the TA, age of the TA, literacy level, preferred medium of message delivery, time of engagement, frequency of the message, current level of awareness about the scheme, whether TA is primary audience or secondary etc.
- Customize /adapt content as per the local context and requirements without diluting the core message.
- It is recommended to keep the message simple and focused, and hence do not have multiple messages in one communication, as it will confuse the audience.
- Some examples of messages are: Features of PM-JAY, process

of availing benefits, how to check eligibility, list of hospitals empaneled in a particular region, hospital packages covered etc.

- The messages should also counter misleading and false information.

3.6 Channel/Medium of Communication:

- A suitable communication channel or medium is vital for effective delivery of communication messages to the intended audience(s). In order to select the right medium, one must have a clear understanding of the 'strengths' and 'weaknesses' of different channels of communication in relation to the audience and context.
- **Types of Mediums:** Essentially all mediums or channels of communication can be categorized into 3 broad heads, namely Digital, Physical and Events.
- **Digital Channels:** This includes website, social media platforms such as Twitter, Facebook, YouTube, Instagram, WhatsApp, automated Interactive Voice Response (IVR) services etc.
- **Physical Channels:** This covers 3 major segments of the traditional media

- Electronic (TV & Radio),
- Print (Newspapers, Magazines, Advertorials etc.) &
- Outdoor media such as hoardings, banners, kiosks, POS etc at hospitals, local haats, marketplaces, panchayats, government offices, and any other relevant public spaces
- **Events & On-Ground Campaigns:** This medium encompasses all on-ground engagement activities designed to reach out to the TA through events, workshops, street plays and conferences.
- **Selection of Medium:** Keep the audience in mind while identifying a suitable mode and medium of communication that's most cost-effective to reach the audience. Some questions to keep in mind while selecting a medium include:
 - What is the expected reach of the medium?
 - Can the medium deliver the message in the format, time and place most convenient for the TA?
 - Is the medium preferred mode of communication by TA?
 - Is the medium easily available or accessible?
 - What will be the degree of engagement?
 - What kind of resources will be required in deploying the medium?

Here, we need to analyze requirement of the cost of the medium, efforts by human resources and leadership time that may be required in delivering the message. For example, Aapke Dwar Ayushman campaign was planned at the level of gram panchayat. This involved resource allocation not only in terms of cost but also in terms of human capital. Do ensure that adequate budget have been allocated for implementing these activities.

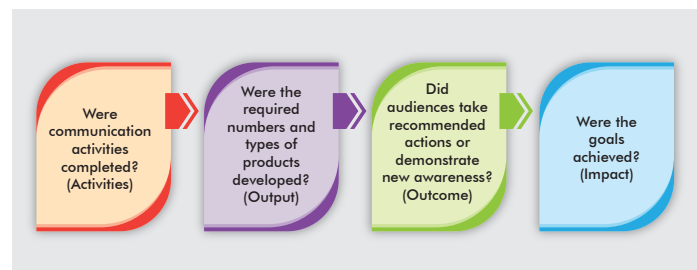
3.7 Draw up timeline for IEC Implementation:

- Based on the IEC strategy, the IEC Manager/Officer at SHAs should draw up a detailed state-specific implementation plan with timelines. The plan should outline the start date and end date of the communication activities planned.
- The activities should be prioritized based on the importance of the activities and the overall budget.
- The plan can be distinct to cater to the state-specific target groups, but it has to remain aligned to the core implementation plan of the NHA
- The final IEC plan should have details about expected reach of the activity, frequency of communication, cost estimation /budget along with methods to monitor and evaluate impact and outreach of the IEC strategy and implementation plan.

3.8 Implementation & Monitoring:

- Periodic review and tracking mechanism are recommended to measure the effectiveness of the plan in achieving PM-JAY implementation objectives.
- Monitoring and tracking allows opportunity of course correction and offers insights into what worked well, what didn't work, what were the challenges and lessons learnt.
- Keep a track of all the online and offline IEC activities for regular assessments of communication messages, materials, and audience engagements to analyze various trends.
- Create measurable evaluation indicators to measure the performance of the IEC activities, both before and after new tactics have been introduced for a set period.

Illustrative Questions to Consider for evaluation:





SECTION: 4

Branding & Co-Branding

Section IV: Branding & Co-Branding

Branding and co-branding goes far and beyond set of logos & icons, colours and typography. When it comes to building a memorable brand story with high recall value, consistency is key. This section provides guidance on the appropriate use of the AB PM JAY logo and visual brand alongside partner branding. Visual examples demonstrate co-branding scenarios that establish the relationship between AB PM JAY and its alliances.

Part A: Branding

4A.1 What is Branding?

- Branding is the process of creating a unique name and image for the organization that reflects a positive perception.
- The process involves combining a variety of different elements such as logo, colour palette, typography, tagline, mission statement, theme and messages to be followed for all communication.
- It unifies all the stakeholders with a common sense of purpose and identity.
- It's a promise to our target audience about what they can expect from our brand's offerings.
- Lastly, it differentiates us from other brands with similar value offerings.

4A.2 What are Brand Guidelines?

- A brand guideline is also known as a brand style guide. It governs the composition, design, and general look and feel of an organization's branding.
- In essence, a brand guideline is the reference point on how to "use" the brand. It is useful in designing, developing and packaging all variations of communication to present a unified vision of the brand to the public.
- It offers clear-cut rules for how the logo, its colors, and messaging are supposed to be represented to our audience. This helps in creating consistency.

4A.3 Why do we need to follow Branding Guidelines?

- Branding helps in creating a unique name and image for the scheme, that's an easily recognizable visual identifier which the audiences can relate to and recall, and it cuts across different languages. People associate the scheme with this visual identity.
- Due to international recognition of the scheme, branding of the scheme gives it one voice and brand identity.
- However, we have observed that while implementing the scheme in the state, we are following different branding

approaches. This is not only in terms of the name of the scheme but also logos used on the creatives and collaterals. This has led to the creation of a fragmented brand of the scheme.

- National portability is one of the key features of the scheme. It empowers the beneficiary to avail uniform level of free health service across the country irrespective of the state of residence. However, due to lack of common branding, service providers get confused regarding the entitlement of the beneficiaries which may lead to delay or denial of service.
- IEC campaigns including AVs on Radio and Television would not be effective in reaching out to the target audience due to such fragmented branding.

4A.4 Guidelines for naming & branding of AB PM JAY & E-cards

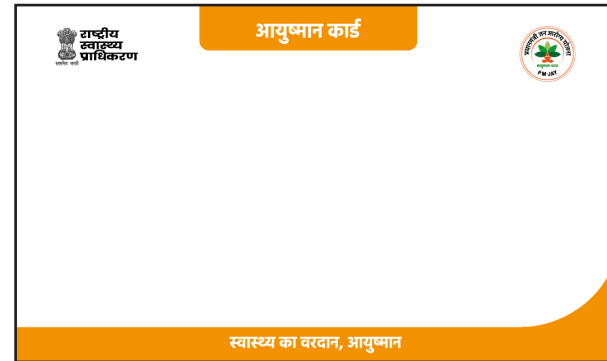
- In view of the above listed challenges, all SHAs must adhere to the below listed guidelines while naming and branding the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana in the implementing States. These guidelines should be followed in all the communication by States. This guideline will take precedence over all the existing guidelines or communication on the subject matter.

Types of States/UTs	Name of Scheme	IEC Material & other Communications	E-card design
<p>For States which are providing health care services to eligible SECC beneficiaries only</p>	<ul style="list-style-type: none"> • Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (Ayushman Bharat PM-JAY) • No prefix or suffix should be added to the name of national scheme 	<p>Ayushman Bharat PM-JAY logo shall be used in all IEC material.</p> <p>If SHA logo is used, then NHA logo shall be used in the following sequence:</p> <ul style="list-style-type: none"> • NHA Logo • SHA Logo, • AB PM-JAY logo 	<p>In such States e-cards shall have following logos (from left to right, on the top):</p> <p>On the front</p> <ul style="list-style-type: none"> • NHA logo • SHA logo (if available) • AB PM-JAY <p>On the back</p> <ul style="list-style-type: none"> • AB PM-JAY
<p>For States which have extended the beneficiary base beyond eligible SECC beneficiary under Ayushman Bharat PM-JAY scheme at their own cost</p>	<ul style="list-style-type: none"> • The name of national scheme will be followed by the name of the State scheme. For example, for a State scheme with name 'Mukhya Mantri Swashtya Bima Yojana', it should be 'Ayushman Bharat PM-JAY MSBY' • The name of the national scheme should be displayed in the same size (it can be larger), font and language as that of the State Scheme. 	<p>Ayushman Bharat PM-JAY logo along with the logo of State Scheme (if available) shall be used in all the IEC material.</p> <p>If SHA logo is used, then NHA shall be used in the following sequence:</p> <ul style="list-style-type: none"> • NHA Logo • SHA Logo • State Scheme logo • AB PM-JAY logo 	<p>For such States, common e-cards* may be issued with following logos (from left to right, on the top):</p> <p>On the front</p> <ul style="list-style-type: none"> • NHA logo • SHA logo (if available) • State Scheme logo (if available) • AB PM-JAY <p>On the back</p> <ul style="list-style-type: none"> • AB PM-JAY & State Scheme Logo <p>* In case, such States want to have separate e-card design for eligible SECC beneficiary and extended beneficiary base, then AB PM-JAY and State scheme logo shall be used (on front and back) separately for eligible SECC and extended beneficiary base respectively.</p>



4A.5 PM-JAY Logo Guidelines

- A logo is a symbolic representation of an organisation. A logo is a brand's visual identity, usually consisting of brand colour, theme and typography. For public, it is the most recognizable tool
- The Ayushman Bharat PM-JAY logo symbolizes its vision to ensure essential healthcare services accessible to eligible citizen



Major components of the AB PM-JAY logo:

- The illustration of a man in yoga mudra represents the beneficiary
- The saffron shade encompassing the human frame is a reminder of the Charak and Dhanwantri era, the time when the science of medicine was born in India
- Rambling tree in soft green colour depicts the goodness of nature to bestow the gift of health to humankind
- The encircling arc portrays care, concern & efforts of the laudable initiative, in providing a comprehensive health cover

Logo specifications



PRIMARY

R - 0	C - 90
G - 105	M - 30
B - 55	Y - 95
	K - 30

R - 10	C - 84
G - 155	M - 13
B - 75	Y - 100
	K - 2

R - 100	C - 50
G - 200	M - 0
B - 95	Y - 83
	K - 0

R - 240	C - 0
G - 90	M - 80
B - 40	Y - 85
	K - 0

R - 35	C - 00
G - 30	M - 00
B - 30	Y - 00
	K - 100

SECONDARY

R - 40	C - 100
G - 35	M - 100
B - 105	Y - 20
	K - 20

R - 40	C - 70
G - 170	M - 15
B - 225	Y - 00
	K - 00

R - 250	C - 0
G - 175	M - 35
B - 65	Y - 85
	K - 0

R - 75	C - 40
G - 20	M - 85
B - 20	Y - 75
	K - 65

R - 130	C - 00
G - 130	M - 00
B - 130	Y - 00
	K - 60

The primary logo format is full colour. This identifies the brand and should be used wherever possible.

Colour palate: A vibrant colour that looks great on screen or digital space, might not work in print. Translating it directly into a print colour will probably look too dull and muddy.

Following colour palate specifications across all forms of IEC materials will help ensure flexibility while remaining "on brand".

Logo variations

LOGO



Colour



Grey (Half Tone)



Black & White (Solid)

BACKGROUND



White



Colour



Black

Logo formats

Use vector formats (.svg, .eps, .ai) to maintain consistency in image quality as these formats provide high resolution resulting in sharp images.

Format specific logo file types

- Original files: .ai or .eps
- Print: .ai, .eps or .tif
- Digital usage as in a PowerPoint or Keynote: .png (which allows transparency) or .jpg
- Animated logos: .gif, .mp4, .svg or .png format



Logo usage



MINIMUM WIDTH

The logo minimum width is:
for web – 85px and
for print – 30mm.



MAXIMUM WIDTH

No maximum size limit
for this logo.

Logo Spacing:

Logo cramped into a tiny space, surrounded by conflicting elements, won't look professional. Hence, always maintain a clear space around the logo to increase the visibility.

Clear space frames the logo and separates it from other elements including text and the edge of printed materials. The logo must be surrounded with at least the required minimum of clear space indicated.

Logo placement & positioning

Setting clear placement guidelines establish a recognisable, trustworthy, and aesthetically appealing presence.



EXCLUSION ZONES

Always allow a minimum space according to the centre graphic around the logo.

Incorrect Usage of Logo



Don't include logo in rotation, placement on busy backgrounds, colour alterations, shadowing, tilting, overlays, ensure visibility against backgrounds.

Symbol



SYMBOL USAGE

The logo will always be used as a complete entity. Do not extract or crop the logo or any of its elements for separate symbolic use.

INCORRECT



CORRECT



Typography - I (English)

**Ayushman
Bharat
PM-JAY**

Futura

Headline font (Futura Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Paragraph font (Futura Book BT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Sub-Head font (Futura Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Typography - I (English)

**Ayushman
Bharat
PM-JAY**

Khand

Headline font (Khand Bold)

A B C D E F G H I J K L M N O P Q R S T U V W

a b c d e f g h i j k l m n o p q r s t u v w

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

Paragraph font (Khand Regular)

A B C D E F G H I J K L M N O P Q R S T U V W

a b c d e f g h i j k l m n o p q r s t u v w

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

Sub-Head font (Khand Semibold)

A B C D E F G H I J K L M N O P Q R S T U V W

a b c d e f g h i j k l m n o p q r s t u v w

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

Typography - II (Hindi)

आयुष्मान
भारत
पीएम-जय

Hind

Headline font (Hind Bold)

अ आ इ ई क ख ग घ च छ ज झ ट ठ ड ढ त थ द ध

क्ष ङ ञ ऋ ॠ ॡ ॢ ॣ । ॥

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

Paragraph font (Hind Regular)

अ आ इ ई क ख ग घ च छ ज झ ट ठ ड ढ त थ द ध

क्ष ङ ञ ऋ ॠ ॡ ॢ ॣ । ॥

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

Sub-Head font (Hind SemiBold)

अ आ इ ई क ख ग घ च छ ज झ ट ठ ड ढ त थ द ध

क्ष ङ ञ ऋ ॠ ॡ ॢ ॣ । ॥

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

Part B Co-branding Guidelines

Using two brands together symbolizes the power of collaboration or partnership. Co-branding, therefore is collaboration of two or more brands as a part of a strategic alliance, partnerships and co-sponsorship. Considering the involvement of multiple brands, co-branding guideline is essential to set rules about how each brand in a collaboration or alliance must be visually placed together in the IEC materials. This section outlines the co-branding guidelines and best practices for PM JAY.

Listed below are some recommended practices for AB PM-JAY

Brand Dominance: NHA and PM-JAY remain the dominant brand in the most visible and valuable space (e.g., above the fold on a website, or at the lower right on a billboard).

Placement of the logos:

- The logos of all the partners and co-sponsors should be given the same weightage, except in specific occasions.
- Alignment, space and placement of logos may vary depending on the creative material and layout. But optically they all should be of the same size, spaced equally.

CO-BRANDING CAUTION:

- Logos of the NHA or any Government of India entity containing the national emblem must not be placed under logos of any other entity/institution.
- Materials deemed to contain NHA intellectual property but not in the public domain should be reviewed and approved before co-branding.

Stationery - I

LETTERHEAD

Paper Size: A4 portrait (210mm x 297mm).

Font: Futura BK BT.

Font Size: Futura 8pt bold.

Given here is the basic letterhead layout, with indicative positioning of logos for cobranding. Such kind of positioning shall be applied for all the stationeries and merchandised items.

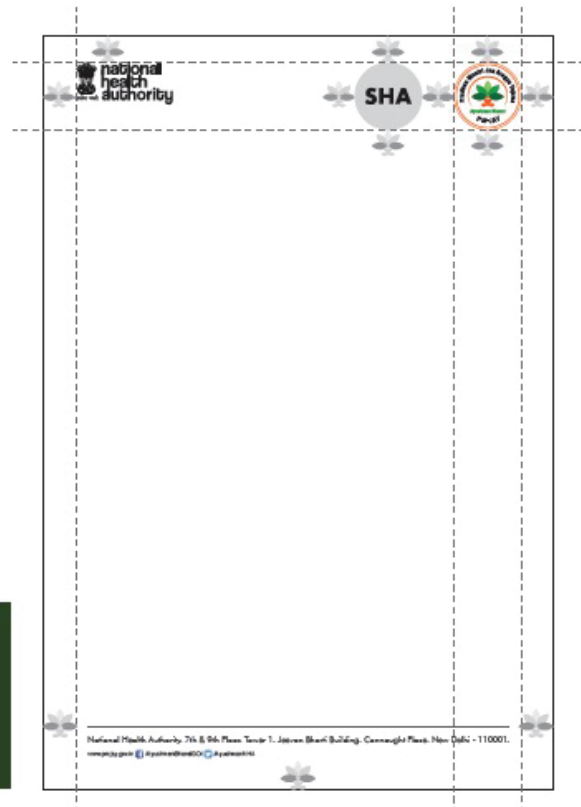
The positioning, the type sizes (font sizes) and the type faces (font styles) shall remain as it is defined in the given template.

SHA

Logo Representation: Equal size and space

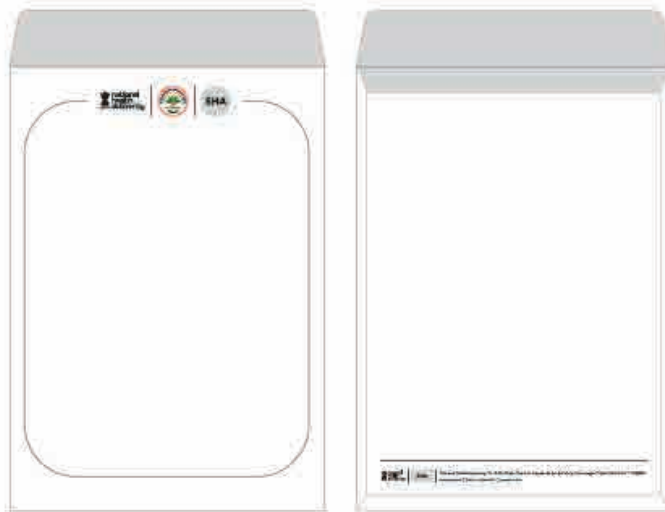
Name of the Organization: Same font and size

Tagline: Equal size font and space

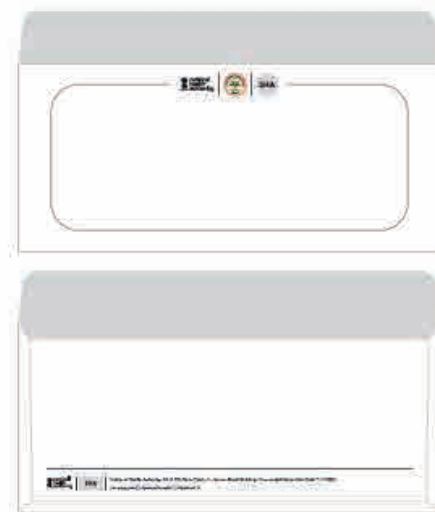


Stationery - II

A4 Envelope



9x4 Inch Envelope



Communication Template

NHA Logo

The logo shall be placed on the top left corner of the layout.

PM-JAY Logo

AB PM-JAY logo shall be placed on top right corner as a preference 1 or at the centre of the layout as preference 2. In case, the AB PM-JAY logo is required to be placed along with NHA logo then AB PM-JAY logo shall be placed on the right side of NHA logo, refer preference 3.

SHA Logo

SHA logo shall be placed on the top right corner before AB PM-JAY logo or on the extreme top right corner when AB PM-JAY logo is on the centre of layout area.



Print & Outdoor

Standee 1x2

आयुष्मान भारत PM-JAY के
हर लाभार्थी की जिम्मेदारी
अब हमारी

₹5 लाख तक का मुफ्त ड्रलाज
प्रति वर्ष, प्रति परिवार



ड्रलाज के साथ मिलने
वाली अन्य मुफ्त सुविधाएं :


- आयुष्मान बी बीबी
कोई भी बीबी
- आयुष्मान बी बीबी
कोई भी बीबी
- आयुष्मान बी बीबी
कोई भी बीबी

संस्करण का
संस्करण का

डिजिटल कंटेंट के लिए
कॉपीराइट जानकारी के लिए
कॉपीराइट जानकारी के लिए

बिमार नहीं
रहा लाचार, हो रहा
मुफ्त उपचार

अब तक
करोड़ों से ज़्यादा
हुए मुफ्त उपचार



अधिक जानकारी के लिए

98689-14555
या WhatsApp करें

14555
या टुल फ्री कॉल

संस्करण का डिजिटल कंटेंट के लिए
कॉपीराइट जानकारी के लिए
कॉपीराइट जानकारी के लिए

स्वास्थ्य का
संस्करण का

4B.1 Authority Claim & Declaration

- All variations of the PM-JAY logo are property of the National Health Authority (NHA). These logos should be used with utmost caution while adhering to the NHA brand standards to maintain brand consistency and integrity.
- The IEC division must approve all logoed materials, printed or digital. By using PM-JAY logos, you consent to the following guidelines:
 - Use only approved PM-JAY logo formats.
 - Do not alter the orientation, proportion or colour of the logo or text.
 - Do not share, disseminate, or copy the logo electronically or physically without written consent and approval from the NHA authorities.
 - Do not print or embroider the logos on any apparel, document, gear, product or presentation without written consent from the NHA authorities.
- NHA reserves the right to remove any document, social media post, presentation, or branded material that violates this guideline.



SECTION: 5

Content & Creative Guidelines

Section V: Content & Creative Guidelines

Part A: Content

Content and creative materials are key elements or components of an IEC strategy. Content for different mediums has its own distinct flavour. Hence one must keep in mind both the basics of communication for designing appropriate messages as well as the strengths and weaknesses of a particular medium or channels of message delivery while creating content. This section provides general steps for developing contents and creatives for IEC materials and draws insights from our collective experience gained so far.

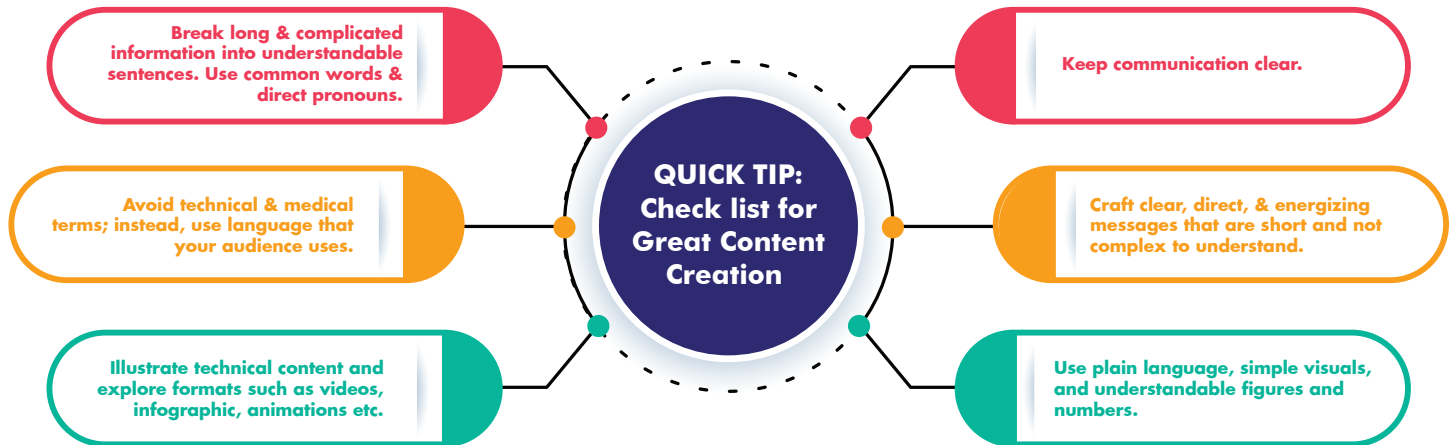
5A.1 Uniform Tone

- The IEC team at NHA spearheads the overall strategy and content creation for TA that strives to amplify the reach and impact of PM-JAY scheme implementation.
- Content should be synchronized and aligned with the AB PM-JAY core concept. The approach should be, 'Speak as One Organization'.
- Uniformity in tone and style of the content across states and regional languages is required to be maintained for clear and focused delivery of PM-JAY messages.

5A.2: Keep it Relevant & Contextual

- Customize content to make it relevant and contextual for the target audience which may be individuals, communities, health care providers, policymakers, international organizations, or employees.
- Adhere to the core ethos of PM-JAY scheme while adapting and customizing state-specific messages.
- Support content with facts, statistics, and examples. Always verify factual content. Do not quote information from unverified sources.
- Dynamic data should always be referred with respect to a particular date.
- While designing content, factor in the unique and distinct strengths of communications channel through which the message will be delivered.
- Send messages through the audience's preferred communications channels.
- Refrain from using cultural, religious symbols that might offend the audience or that audiences cannot relate to.

- Create content in local languages or dialects as and when required to ensure messages are understandable by the TA. While translating, avoid literal word-to-word translation. Translate the essence of the concept.
- Use real-life experience-based content while developing the content.



5A.3 Keep it Simple & Visual

- Tell stories and weave human-interest dimension in your content wherever applicable, to establish emotional connect with the audience.
- It is important to showcase what has been delivered (actuals) vs. what will be delivered (promises). This helps in building confidence and credibility.
- Use more visuals. Find ways to incorporate more visual components in your content that augments content efficacy.
- Do not use jargons. Use simple and plain language to explain the meaning of technical terms. Break down complex technical information into messages that even a 5th grader can understand.
- Be specific and clear about the desired outcome. Get to the point quickly and always have a call to action like a phone number to call, nearest CSC address to visit or a website link to visit for more information.
- Use familiar words. Do not hesitate to use English in a regional language content if a specific word is more easily understandable in English than the regional language.

QUICK TIP:

Checklist for a Good IEC material



5A.4 Create Content that Converts

- The format of IEC materials should be decided based on the type of content and preference of the TA.
- Tell human-interest stories with compelling narratives. Real stories often resonate well with the TA.
- Don't miss details and anecdotal references while telling a story. It establishes trust and credibility.
- There is no, one super format that will work for all communication requirement. It is important to identify and select a strategic mix of media and formats that will make the most impact in influencing the TA.
- Find ways to balance between creativity vs. recall value to establish connect with the TA. For some messages, recall value-based elements may be more suitable versus a creative design.

5A.5 Creating Compelling Human-Interest Narratives for all Mediums

- Talk about beneficiary experience and their journey towards availing scheme benefits.

- Use illustrations to capture the sequence of events, timelines, hospital experience, recovery journey etc. These make excellent stories for web and social.
- Reinforce the authenticity of a story by including quotes from people mentioned in the narrative
- Talk about local health workers' stories who achieved positive results.
- Use real life pictures or video bytes of your story heroes. This will encourage them to share it within their network when posted on social media.
- Videos shouldn't be more than 5 minutes and should be shot in a place with minimal sound disturbance.
- All pictures must be captivating & action-oriented photographs. These should be accompanied with empathetic and descriptive captions when posted online.
- Don't forget to garnish the story with some fun anecdotes or insights to make the story interesting and engaging

Part B: Creatives

This section offers a set of fundamental guidelines for the IEC Managers/Officers to follow while planning, designing (or adaptation) and production of IEC materials. The criteria for selecting IEC materials should be based on the strengths and limitations of the IEC materials medium and format. Knowledge about format usage and preference of the target audience are other factors to be kept in mind. While designing new IEC materials, or adapting from an existing IEC material, consider the following points:

5B.1 Prepare Creative Brief:

- A creative brief helps clarify expectations, essentially the “why”, “what” and “how” of an IEC material.
- It serves as a bridge between the IEC team and the creative agency and guides them to visualize both the story and graphic design of the IEC material required for an intervention.
- Creatives briefs must be given for every material to be produced by the agency or at the start of every campaign.

5B.2 Define Key Elements of a Creative Brief:

- Objective: Be clear and specific about the objective of the IEC material.

- Define TA Persona: Describe characteristics of the target audience and preferred mode of receiving and sharing of communication.
- Key Message: Define the tone of the messages. Emphasize what the IEC material will promote and add a call to action for the audience. Call to action can be a phone number, website address, location of nearby CSC or hospital to visit for more information. Share draft messages or advice with supporting information if any.
- Tone of IEC Material: Work out the tone that works best for the audience of intended IEC intervention. For example, content tone can be informational, urgency based or advisory in nature.
- Other details: Give clarity on other creative considerations such as languages to be translated in or social-cultural factors.
- For AV collaterals, voice-over (VO) selection is very important. The VO should have local accent and must be pleasing to the ears.

5B.3 Photography & Videography:

- Audio, video and photographs of beneficiaries shot within

their home, community or work area surroundings provides a 'face' and 'feel' to their stories

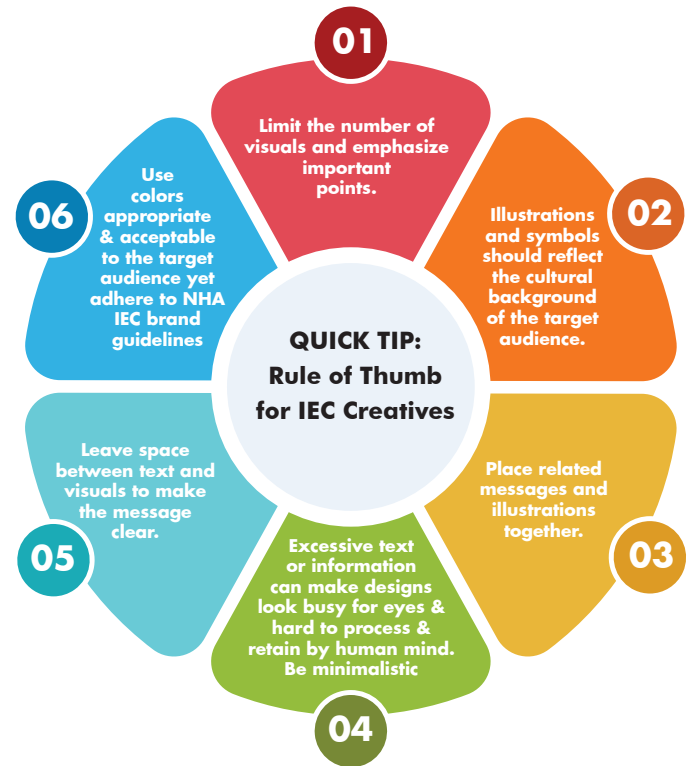
- Take photos and videos that tell a story, show them in action – like cooking, working in field, show their children while they are studying or playing etc. Beneficiary photos can also be shot while holding Ayushman Cards.
- Before shooting, assess how the photos/videos you take will portray the positive impact of the scheme. The purpose of photography and videography should be to show the impact of PM-JAY on peoples' lives.
- Photographs and videos should reflect the spirit of the PM-JAY mission, transformation, empowerment and working with people regardless of gender, background or religion.
- Respect the dignity of the people while photographing or video recording.
- It is recommended to always inform beneficiaries about the usage of their photos or video bytes. Take consent before release of the byte in public domain.
- Prior to releasing beneficiary bytes in the public domain, ensure that all grievances, if any, are addressed. Also ensure that the beneficiary has availed the services, is active and alive. Privacy of the beneficiary should not be breached.

Refer Annexure VII for consent form template



5B.4 Adaptation/Usage of IEC materials developed by NHA

- SHAs can use the IEC materials developed by NHA as-is.
- SHAs can use the artwork files for all the print materials and translate the text into regional languages.
- Except for translating the text, the SHAs cannot change any of the elements of the creatives. i.e. no changes can be made in the colours, photographs used, placement of the visuals, the placement of the text and logos, etc.
- While translating the text, the font type and colour needs to remain the same, and the placement of the text also cannot be changed.
- The size/length of these creatives can be adapted as per the requirement.
- The IEC material should be utilized effectively during various activities.
- The Showreel document released along with the IEC Guidelines document gives a glimpse into creatives developed so far.



5B.5 Develop new state specific IEC materials

Here are some recommendations that all SHAs must consider while developing new audio-visual, print creatives for the PM-JAY scheme:

- For any IEC material, SHAs should use pictures and videos of real beneficiaries only, and not stock photos/videos.
- It is recommended that the photograph or videos of a beneficiary family (and not individuals) should be used.
- SHAs need to take written consent before the pictures or videos of the beneficiary family are used in any IEC material.

- Photographs or video shots of only empaneled government and private hospitals should be used if required.
- Logo placement should always be at the top of the material.
- At the bottom (or end) of the creatives, the helpline number, links to the website, Facebook, and Twitter of NHA and SHA must be mentioned as given below

Toll-free number: 14555/SHA's toll free number

Website: <https://pmjay.gov.in/>

Facebook: <https://www.facebook.com/AyushmanBharatGol>

Twitter: <https://twitter.com/ayushmannha>

YouTube: <https://www.youtube.com/channel/UCkd7w2rww0HQB4lZ-l3dB6g>



SECTION: 6

PR & Media Guidelines

Section VI: PR & Media Guidelines

Effective media engagement and management is critical for creating public awareness and momentum for change. However, media is also our secondary audience and hence engagement with them must be planned strategically and with caution. Further, members of the news media frequently contact NHA and SHAs for independent commentary, insight and expertise on their queries related to PM JAY. This section outlines key responsibilities of SHA in media management, media engagement and some dos and donts that needs to be followed when interacting with the media.

6.1 Roles & Responsibilities

- The responsibility of developing content for PR and media lies with the IEC or Media Officers appointed at SHA. They will

also disseminate press releases, notices, and advisories, arrange for media interviews & press conferences.

- NHA will lead national media engagements whereas, at the state level, respective SHAs will take the lead in media outreach.
- The tone of media briefs and messaging should be consistent.
- SHA will keep the NHA IEC team informed when planning media engagements at the state level
- SHA will be required to properly document media coverage and share the same with the NHA team on a quarterly basis.
- SHAs should follow the Press Release and Media Brief formats shared by NHA IEC team.



6.2 Formats of Media Engagement

There are many ways to engage with media. Here is a list of some common formats.

- Press conference/media briefing/media roundtable
- One-on-one Interviews with NHA/SHA Spokesperson
- Opinion pieces
- Press Releases on new announcements, partnerships, new scheme, etc or about celebrating national & state specific milestones/achievements
- Pitch notes on interesting human stories of beneficiaries, emphasizing on the support the scheme has provided. Interesting facts like the money families have saved, coping of financial insecurity and hospitalization can be shared with media. This can be clubbed with numeric achievements of the scheme and other PR opportunity.

6.3 Media Interaction: Key things to keep in mind:

Our interaction with the media is a two-way street. On one side, **WE engage with the media** through press releases, articles or feature stories etc about the scheme for public dissemination. On the other hand, **MEDIA reaches out to us** for expert commentary, quote or insights. Through both the ways, we

shape up the brand perspective and establish NHA as a thought leader in the ecosystem. However, there are a few things that spokespersons should keep in mind

- NHA & SHA spokesperson should only accept an interview that focuses on NHA's area of work or expertise.
- All Comments should be consistent with NHA's media positioning. If a reporter asks about topics or an industry that doesn't relate to our area of work, or can stoke a controversy, politely say "I'm not the right person for this" or "I am not aware of" or simply ask to restate the question.
- When sharing content with journalists, SHA spokesperson should make sure that content has been verified and is backed by supporting data. Comments to the media should be consistent with NHA's published data.
- A quote can be misconstrued to be an endorsement and hence SHA spokesperson should be careful when sharing quotes on behalf of the organization.
- As a rule, NHA spokesperson should not comment on any subject that's a media speculation, hypothetical or a rumor. If the spokesperson is not sure how to handle a media situation such as this, they can contact NHA IEC team.

- Understand the question before you start answering. It is all right to clarify the question by saying - "Do you mean...?"
- Give crisp short answers, avoid use of jargons or complex technical words and keep the audience in mind while answering questions. Do not over answer.
- Questions related to grievances of beneficiaries, should be addressed patiently. Be a good listener and ensure to give response that's constructive. Rebuttals won't help and it is recommended to keep some points handy to support responses to such questions. Do not provide any information 'off the record'.
- Never be rushed in an interview. However, it is perfectly all right to politely remind the journalist that you are on a tight schedule.
- Stay Neutral in your interactions. Do not show biasness towards one media house while giving interviews or sharing information with the media. It is a good practice to not take a political stance as well.
- Do not ask to review an article before it is published.

Refer to Annex - I for Press Release format.



SECTION: 7

Social Media Guidelines

Section VII: Social Media Guidelines

The advent of social media is transforming the way in which people connect with each other and the way information is shared and distributed. Given its characteristics such as “voice for all”, real-time and round-the-clock engagement with audience, Social Media offers a unique opportunity to engage with our stakeholders especially citizens. Its perhaps the only medium that allows instant reach to mass audience.

However, different social media has different audience profile. Messaging on the platform should be strategized after carefully assessing and understanding the distinct usage of each platform. In this section, we will talk about some guidelines, best practices and insights for social media IEC activities. It also outlines the type of content that works best for each platform and how different social media platform can be used as a medium for IEC interventions.

7.1 Social Media Profile & Posts

- A social media strategy doesn't mean creating multiple handles across all channels without understanding how users communicate on each platform. Each channel caters to a distinct audience who should be targeted with specific content that best suits the medium.
- The SHA social media profile should clearly have a vision

description. This should describe the who, what and why about PM-JAY and the SHA. The cover pic and profile image should convey the brand core philosophy

- Create SHA specific handles and share ongoing activities and updates on PM-JAY.
- Social feeds or posts are more than a functional exchange of information. It should be strategic sharing of information & updates. Post relevant news, articles, videos and stories about beneficiaries, empaneled hospitals, PMAMs, training, workshops, share news, benefits of the scheme, how to get Ayushman card, who are the eligible beneficiaries, how to check if an individual is a beneficiary etc.
- Create a mechanism to constantly update the channels and regularly monitor content reach to the target audience.
- Consistency counts. To be regular, it is recommended to develop a social media content calendar to plan, execute and track social media posts efficiently. Write-ups and IEC materials available on the website www.pmjay.gov.in can be integrated into the calendar.
- Respond to comments and queries on time.
- Don't forget to include a call to action and web link in the posts.

Quick Tip: Word of Caution

Quick Tip: 01

Be careful before posting on social media. Remember, there is no such thing as 'private' social media.



Quick Tip: 02

Search engines can turn up posts years after the publication date.



Quick Tip: 03

Comments or posts can be saved as screenshots and forwarded. Archival systems save information even after a post is deleted.



7.2 Content for Social Media

- While engaging on social media, SHAs should adhere to NHA's code of conduct. Follow the NHA Data Privacy Policy. Don't share confidential information.
- Seek content clearance from designated communication supervisor(s) before posting messages, videos, or any content for public viewing.
- Use more visuals, pictures, and infographics to simplify information, tell better stories, and create a fast but lasting impact.
- Mention the PM-JAY website, Toll Free Number and social media handles as call to action in all posts for more information.
- Be careful about plagiarism and copyright issues. Take permission before sharing content from external sources.
- Monitor performance for course correction and realign them if required.

7.3 Social Media Etiquette

- Be respectful, polite, and respect the opinion of others, even in times of heated debate.

- While dealing with comments that are critical of SHA, NHA or PM-JAY, handle it with dignity, provide authentic facts to prove your point. Never engage in online arguments.
- Moderate offensive comments on any official post whenever required. Delete only when necessary.
- The best way to diffuse vendetta based negative comments is, to refrain from responding.
- Try not to get involved in long-drawn entrenched discussions with a 'troll'.

7.4 Post, Tag & Amplify

- Adhere to the word count limitations of the social media channels while posting. If an update is too long, consider using nested tweets on Twitter and break message into paras on other platforms.
- It is important to mention/tag appropriate accounts while posting to amplify reach of the posts. Always verify the legitimacy of the account before tagging. Always visit the profile to check and verify.
- Do not spam accounts by over tagging unnecessarily. Tag them only when relevant and required. Likewise stick to using

1-2 hashtags. They can either be PM-JAY specific hashtags or some trending hashtag.

Follow and tag PM-JAY in all the social media updates:

- Twitter: @AyushmanNHA
- Facebook: @AyushmanBharatGOI.
- Tag other state SHA to amplify reach e.g. @AyushmanManipur, @AyushmanBihar etc
- Any other relevant stakeholder

Exercise prudence and tag the following hands only if applicable

- PMO & PM, CM
- Ministry of Health & Family Welfare & Minister of Health of State,
- Niti Aayog & CEO of NITI Aayog
- CEO, Addl. CEO & Dy. CEO of Ayushman Bharat
- For events, use hashtags for the event along with the PM-JAY hashtag and NHA handles.

- List of hashtags that can be used in social media posts are:
#AyushmanBharat #PMJAY #SwasthaBharat
#HealthcareForAll #ArogyaMitras
- Be sure to use the same tag across all messages. Use 'Ayushman' in the handle. For example, ideal social media handle name of Uttar Pradesh SHA would be 'AyushmanUP'.
- Always retweet the tweets posted by NHA and MoHFW through state handles to amplify reach. Stories of empaneled hospitals, PMAMs, beneficiary stories, training, and workshops, benefits of the scheme can also be retweeted regularly.
- Be sure to use good practices in naming your images, videos, and other media.

7.5 How to handle social media backlash?






- Acknowledge the issues: Hone your "digital listening" skills by carefully monitoring your social channels and the web at large to hear the positive comments about the scheme and the negative ones as well.
- Address negativity quickly: Every minute counts when you're faced with a negative comment in a social network. You may






have many responsibilities to tend to, but someone who takes the time to complain about the scheme is often waiting for a response or in dire need. Have a set of templated responses in place for crisis communications so that you know the options for responding. Use a rational, respectful tone in your response. An initial response buys you time to further assess and address the situation.

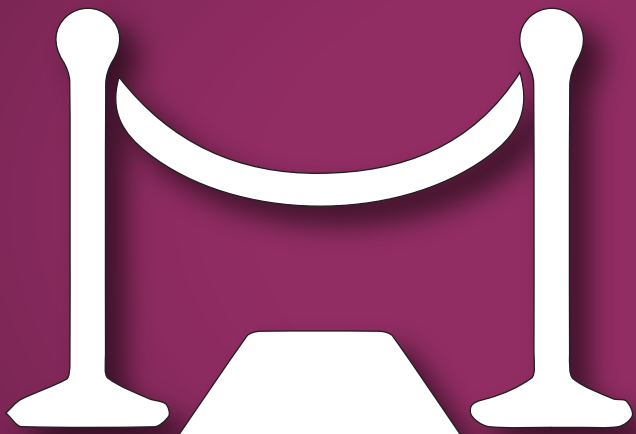
- Preparedness and sensitivity: Acknowledge the person's feelings and perceptions. Don't be defensive or invalidate the user comments. Use professional communications language and start your response with a statement to defuse those emotions, such as "We hear your frustration" or "We realize that the situation is challenging."
- Take it offline: Don't carry out any crisis control entirely in public. Ask to contact an unhappy individual privately through DMs or through email and work to resolve the issue one-to-one.

- Be transparent: The flip side of going private is not to conduct communications so secretly that people perceive a cover-up. Strike a balance between public and private engagement. Once the matter has been resolved amicably, it is a good practice to make a public post communicating about closure of the matter with the consent of the aggrieved party. This will build credibility and establish trust in the brand.
- Fix the issue: If someone attempts to bring a problem to your attention publicly, and it's truly one that you can solve, admit it, address it, and fix it. If you can't solve it, express empathy with the emotion being expressed. If nothing is truly wrong but someone perceives that it is, don't dismiss those concerns. Take every exchange seriously and provide a resolution or consolation.
- Tell your story: Telling your own story throughout the "fixing" process can help defuse an issue. Providing updates such as "We're looking into that issue" and "We've taken care of that situation" lets anyone paying attention see that you're attentive and responsive and taking care of the matter even when you're behind the scene.

7.6 Each Platform is Unique: Key things to Remember

	 Facebook	 Twitter	 Instagram	 LinkedIn	 YouTube
Content Specification	63,000+ characters Videos less than 240 mins or 10 GB	140 - 280 characters Videos less than 140 seconds or 512 MB	2,200 characters 30 hashtags Video less than 60 seconds or 15 mb	600 characters Videos less than 30 mins	70 characters for title and 5000 characters for description Video less than 12 hours duration or 128 GB
What type of content works?	Personalized conversations.	Conversational. Write as if you are talking to the world. Keep it simple. Links & hashtags are part of word count. Images are not.	Visual Story-telling. Let your videos and photos do the talking	Thought leadership, Opinion and Perspective sharing and blogs	Info-tainment videos such as DIY, How to do videos, reviews, inspirational, funny, comedy
Creative/ image Orientation	Vertical or Square	Landscape	Vertical or Square	Vertical or Square	Landscape
Type of Audience	Primary Audience & its social network of friends, family and acquaintances	Secondary audience like policy makers, informed citizens, media, hospitals, influencers, thought leaders etc.	Secondary Audience who are young, urban, digitally connected	Secondary Audience like working professionals, hospitals, policymakers, informed & educated citizens	Primary & Secondary

	 Facebook	 Twitter	 Instagram	 LinkedIn	 YouTube
Best Suited for:	Awareness & Engagement	Advocacy & Public Conversations	Awareness and scheme evangelization amongst youth	Informative and insightful content such as an infographic, blog etc	Awareness & Engagement
Success Metrics:	Likes, Comments, Video Views, Shares, Reach, link clicks & Impressions	Retweets, Mentions, Likes, comments, impressions, link clicks & DMs	Likes, comments, shares, reach, link clicks	Likes, shares, comments, impressions, link clicks, and video views	Reach, views, likes, and comments
Organic Amplification	<p>Leverage FB Stories feature.</p> <p>Share posts through personal accounts of team members</p> <p>Join relevant groups and share relevant stories</p>	<p>Leverage Twitter Fleet</p> <p>Share posts through personal accounts of team members</p> <p>Collaborate with speakers at events to tweet about PM-JAY or the event from their handles</p>	<p>Leverage Instagram stories & Reels feature</p> <p>Share posts through personal accounts of team members</p> <p>Request event participants to share pics and videos from the event live tagging PM-JAY</p>	<p>Join relevant groups and share relevant updates</p> <p>Share posts through personal accounts of team members</p> <p>Request conference Cross promote link of videos on other social channels</p>	<p>Cross promote link of videos on other social channels</p> <p>Collaborate with YouTube content creators to create content on the scheme and publish on their channels</p>



SECTION: 8

Events

Section VIII: Events

Through events, we establish not only the brand identity but also a direct connect with our target audiences. From grass root engagement & promotional events such as workshops, SHA training sessions to high-level seminars, webinars, press-conferences and leadership summits, all events have different communication requirement. The section outlines how to leverage events effectively to establish direct connect with the beneficiaries and enlists the key steps to consider while designing and implementing events.

8.1 When to organize the events?

Milestones and Achievements: An event, in both physical/virtual formats can be organized to celebrate accomplishment of key milestones such as completion of first year of implementation, marking the end of a high impact campaign or to mark achievement such as record number of Ayushman Card generated, One Lakh/10 Lakh/One Crore Hospital admissions etc.

New Initiatives: Events can also be organized to launch new initiative to create buzz about it in print and electronic media.

Topical days of Importance: Celebrations of thematically related topical days offers an opportunity to raise awareness and understanding about PM-JAY and mobilize support for

action through a 360-degree integrated plan of action. Some days mandated as “official” global health observances, at national and state levels, are:

- Ayushman Bharat Diwas (23rd September)
- World TB Day (24 March),
- World Health Day (7 April),
- World Immunization Week (last week of April),
- World Malaria Day (25 April),
- World No Tobacco Day (31 May),
- World Blood Donor Day (14 June),
- World Hepatitis Day (28 July),
- World AIDS Day (1 December)

8.2 Benefits of Organizing Events:

- The best thing about hosting events, is that we create tremendous buzz and hype about the scheme at a mass scale. It helps get good traction in the print, electronic and social media.

- It provides a platform to exchange achievements, challenges, constructive feedback and new ideas to improve implementation of the scheme
- It brings together all key stakeholders of the scheme ecosystem on one platform and facilitates constructive dialogue and exchange of learnings and experiences.
- It serves as an opportunity to exhibit and showcase the performance of the scheme to the country's leadership
- Events also create a pool of PM JAY brand advocates and evangelists who can be leveraged to further cascade awareness about the scheme to the TA.
- Regular events communicate scheme progress and achievements. This in turn helps in establishing credibility and trust among all the stakeholders of the scheme
- Regular events help strengthen relationships with scheme stakeholders.

8.3 Types of Events

Physical Events: Physical events are organized at a convenient location with in-person gathering of intended audience and speakers. Physical events offer opportunity of physical branding of the scheme through backdrops, banners, kiosks and other

event exhibits. This event kiosk may also contain an information desk, activity area and system for Ayushman card generation wherever possible. Publicity of such physical events need to be done at least 15 days prior so that the message reaches to the concerned target group before the event.

Activations at village level may be organized in collaboration with PRI or other local resources. These events may include Nukkad Natak and Village Meetings. Activations may create narrative on the dangers of catastrophic health cost and the kind of assurance the PM JAY provides.

Digital Events: Due to the Covid-19 pandemic which has affected the entire country since March 2020, digital or virtual events gained prominence. Digital events can be organized through virtual meeting platform of NIC, social media channels such as YouTube, Twitter and Facebook through live streaming or any other virtual event platform. Publicity of the virtual events is primarily done through social media that can start at least 8 days prior to the event so that the followers of the Ayushman Bharat PM-JAY scheme. Communication should talk about the event name, speakers/dignitaries being invited along with the date and time of the event.

Things to Remember

- Don't plan events in isolation. With the advent of digital, always remember to integrate social media plans with events.
- Think about various event formats such as panel discussions, workshops, conference or a simple on-ground activation drive to promote awareness about PM-JAY achievements and expand the outreach of the scheme on such days.
- Creatives developed for the promotion of such events needs to be customized to the audience being targeted for the event. All creatives for events are designed to ensure brand recall, beneficiary engagement and brand positioning. Refer to Content & Creative guidelines section for a detailed guide on this.

8.4 Event Planning Process

Events give us an opportunity to showcase our brand and its offerings to the intended audience. However, running an event can be a daunting task that requires a systematic approach to planning an event. A well-planned event provides a roadmap to execute the event while continuously accommodating any changes that may emerge due to external factors. The whole process of event planning can broadly be divided into 4 phases, each comprising up of a series of steps.

8.4.1 Pre-Event:

Develop event goals and identify audience: Start by establishing quantitative and qualitative goals of your event as it will give us a better sense of what the event needs. Questions to ask:

- Why are we organizing this event?
- What do we hope to achieve through it?
- Who is the audience?
- What is the need of the audience?'

For example, the quantitative goal of an event could be to enroll 1000 people for the scheme. Likewise, qualitative goal could be to spread awareness about the scheme through flyer distribution.

Prepare Budget: The expenditure for an event must be estimated thoroughly. Understand the variable and fixed costs that needs to be accommodated. Fixed costs involve hiring of venue, resources, marketing & branding expenses etc. while variable costs would cover catering, transportation, entertainment (photoshoot/videography/live streaming), accommodation of speakers (if any), contingency funds for last minute requirements.

Organize the event team: No matter the size, an event takes a concerted team effort to handle all the details. Where possible, the concerned stakeholders including senior leadership must be involved in the overall team. Take leadership insights for identifying speakers and developing agenda. Depending on the type and scope of the event, one may consider identifying and allocating team-members for managing the following activities:

- Venue, logistics & catering management (selection, contracts, negotiation etc.)
- Guest management (invitations, RSVPs, registration, reminders, seating arrangements, etc.)
- Speakers/presenters (selecting, confirming, logistics, management, speaker bio, presentations etc.)
- Recreation Activities/entertainment
- Publicity/promotion (Web presence, events calendars, printed programs, media relations, signage, outdoors, print media announcements, social media, etc.)
- Partnership management
- Transportation Management
- On-ground VIP Coordination

Brand the Event, identify speakers/participants & build agenda: Choose a relevant theme or name for the event along with tag line if required and a hashtag for social media promotion. Build event agenda and map speakers to the sessions. Identify the keynote speakers for the sessions and key participants and send out invitation letters. Start a month ahead with the designing process of all event branding materials such as a logo, backdrop, standees, invitations, outdoor creatives, print ads, production of audio-visual films for launch, takeaway kits etc. Prepare minute to minute agenda closer to the event date.

Book the Venue: Pick a venue that's central and conveniently located for the speakers and chief guests/guest of honour. Refer the calendar, while picking the event date to ensure that the event is not falling on a festival or national holiday or during parliament/assembly sessions. Once the venue is booked, get the site map for an overview of all entry, and exit points including emergency exits etc. Do get the dimensions of halls, lobby area and other areas for branding requirement.

Finalize the Compere: The Compere/Anchor is an essential part of event life cycle. They keep the dignitaries and the audience engaged during the event and ensure a seamless on-stage transition between sessions. The Compere must have

knowledge of regional language and Hindi/English depending on where the event is being conducted. Compere must be provided with a detailed brief a week before the event so that s/he can submit the script for review. The Compere's script needs to be reviewed by the IEC team and finalized prior to the event.

Establish Partnerships: To increase potential participation, partnership with other ministries, departments, community organizations may be considered. Such partnerships also help in spreading the word and making the event a success.

Create an Event Promotion Plan: Event promotion starts with the initial event announcement through website, social media, a brief note in the newsletter or an email to save the date. This can further be built up to include online and off-line publicity through pre-event media announcements or social media buzz encouraging registration. The key components that can be included in the promo plan are:

- Event microsite with agenda, speakers list, registration link etc.;
- Social media campaign with draft tweets for speakers & other dignitaries

- Email blasts;
- Press Interactions;
- Collaterals for dissemination such as conference kit, brochures, booklets, goodies etc. and lastly
- Post-event thank-you notes for speakers, partner acknowledgements etc.

8.4.2 Full Dress Rehearsal:

- No matter how small or big an event is, a full day rehearsal a day prior is a must!
- Conduct this rehearsal at the venue with the complete event set up. This means even the technical requirements and audio-visual set-up and content must be checked.
- Ensure that the Compere of the event is also part of this full-dress rehearsal
- Conduct the rehearsal as per the minute-to-minute agenda of the event. Run all the power point presentations, videos and role play the dignitaries to check whether all technical and non-technical systems are in place and working. If any glitches are observed, they must be rectified immediately. Rehearse again until perfection is achieved.

8.4.3 During the Event:

- After days of planning, the event day is all about orchestration and management. Appoint someone to arrive early at the venue and ensure all the branding and signages are in place.
- Ensure the registration page is set up at least 45 mins prior to the event start time
- Brief the venue staff again about tea/coffee breaks, lunch breaks etc.
- Coordinate with VIP offices to check about their presence and ensure that there are no last-minute surprises
- Ensure you have copies of all instructions, directions, phone numbers, agendas, VIP guest lists, seating charts and guest lists with you.
- Ensure that all the VIPs are provided with a kit containing minute to minute agenda, talking points and a note on updates in the scheme with required data points.
- Ensure that the photographer and videographer have a copy of the agenda and they are briefed about important sessions that should not be missed out
- Ensure the social media team is briefed and has a copy of the agenda. Inform them about important sessions that they should cover

- Have a quick meeting with the events team, take stock of activities to ensure things are on track

8.4.4 Post-Event:

- Conduct a post-event meeting and do a thorough evaluation of objectives vs. outcomes. The post-event summary report should capture the goals or objective of organizing the event, key activities undertaken, impact of the event, what worked, what didn't work, lessons learnt etc and must be shared within a week of the event with NHA IEC team.
- Gather all receipts, documentation, final attendance data, and update budget
- Implement post-publicity plan – thank attendees for participating
- Send thank-you letters to: VIPs, Speakers, Partners, & Media.
- Compile all media reports and share with NHA IEC Team
- Share the photographs and video recording with NHA IEC team.
- Share captioned photographs and video clips for social media posts



SECTION: 9

Hospital Branding Guidelines

Section IX: Hospital Branding Guidelines

Hospitals, OPD centers & healthcare centers see maximum interactions & engagement with the beneficiaries. To inform the beneficiaries about their rights and entitlements, hospital branding is a critical part of PM-JAY IEC strategy. Given this, a special section on hospital branding has been created that outlines how hospitals and health care centres can be leveraged as PM-JAY information hubs or kiosks to communicate and inform beneficiaries about the scheme.

9.1 Get the Basics Right:

- Since the primary target audience is regional and from the deprived section that is more comfortable communicating in their regional language, the language of communication must be Hindi or regional/local dialect
- The color palette used for branding at hospitals should be soothing and not too loud.
- The tone of the key message should instill hope and positivity.
- The focus of each IEC creative should be to create awareness, emphasizing the key features and benefits of AB PM-JAY or to check eligibility. These IEC materials must include:
 - Logos of PM-JAY, NHA, respective SHA • Scheme name

- Service provision for beneficiaries under PM-JAY
- Information about beneficiary eligibility criteria and enrolment process
- How to avail benefits under the scheme? Call to Action

9.2 Kinds of IEC Materials

- Hospitals must have 2 kinds of IEC material.
 - Visual Display Branding: This can be Indoor Display Materials such as hospital Empanelment Certificate, Banners, Posters, Standees, and Outdoor Display Materials such as hoardings, dropdown banners, signage etc
 - Dissemination Material: Every hospital must provide an information kit comprising IEC materials like leaflets, brochures, and other hand-outs for dissemination purpose.

Refer to Content & Creative guidelines for guidelines on message development and creative designs for all outdoor branding

9.3 Hospital Information Hub/Kiosk Guidelines

- Hospital Information desk: Setup a PM-JAY information kiosk or desk. Availability of space, human resources, and volume of patient load at the hospital are some factors to be considered while deciding on the number of kiosks to be set-up in a hospital.
- Position the PM-JAY kiosk or desk at a prominent place with maximum visitors. This will help to screen potential beneficiaries and ensure high visibility of the scheme. Hospital lobby, admission desk, reception/front desk, entry/exit points, patient pathways, waiting area or any other space that is

widely accessed by visitors are some good locations to be considered.

- Ensure continuous availability of IEC materials at the PM-JAY information desk/kiosk
- Try to put up posters and banners at relevant locations where it is clearly visible to the visitors
- If the hospital has the provision of LED display, it is suggested to display PM-JAY audio-visual materials
- PM-JAY branding on service vehicles/ambulance may also be helpful to amplify the outreach effort.



SECTION: 10

IEC SERVICES
PROCUREMENT

Section X: IEC Services Procurement

Procurement

The procurement guidelines outlined in this section have been prepared, based on the central government procurement procedures. States are requested to adapt these as per their state specific rules while staying compliant to the NHA regulations. Procurement process for IEC services is like procuring any other service for the government.

Request for Proposal or RFP is the first step towards procurement of Services as it provides a framework for selecting a vendor. It's the document that determines the scope of work, deliverables expected from the vendor, SLA or turnaround time, technical and financial terms of reference etc.

10.1 Essentials of an RFP

Before we start working on an RFP document, it is essential to do some homework that will help in building the RFP in detail. This can be done simply by addressing the following questions. By answering each of these questions, we will get clarity on the specific sections of the RFP.

Why do you need an RFP? List down the goals or the objectives of procuring a new solution or service. Also give a

brief overview of NHA and its activities, TA demographics and other essential information that the service provider should know about us before applying to the RFP.

What is the RFP all about? Describe the specific duties to be performed by the service provider and the expected outcomes or deliverables. Give a detailed listing of responsibilities, particularly when sub-contractors are involved in the scope of work. For example, a communication agency may outsource the task of video production to a third party. RFP must specify the guardrails or terms of reference for such third-party work.

Who is the intended audience of the RFP? Define who is eligible to apply. Define the commercial, technical and other parameters based on which an organization will qualify to apply for the RFP. Define expected capacity of the potential firms in terms of Financial capacity, Technical capacity & Human Resources requirements, defining capability of the firm in terms of experience

How the RFP is intended to be executed? Talk about the information needed from service providers such as brief overview of their services, details of key functionaries, financial performance report etc. Further, talk about the terms of

reference for payments, length of contract period, key deliverables basis payment will be released etc. Proposal evaluation criteria and Contract award criteria should also be thought through. Financial bid format of the RFP should also be defined.

When will the RFP be rolled out? List down the selection process timelines and deadlines along with the details of people to be contacted for queries. List down the process of submitting the RFP document

10.2 Key Components of an efficient RFP

Background Information: Start with writing a brief about NHA and AB PM JAY programme. Communicate about the goal of the project and the problem the project is attempting to solve. These two things will help frame the conversations with potential vendors and help to determine the scope.

Scope of Work (SoW): The scope of work is the heart and soul of an RFP. It should be as detailed as possible and should be descriptive enough for the potential bidders to be clear about our expectations. There shouldn't be any contradictions in the

SoW. Deliverables should be in absolute terms and there shouldn't be any open-ended deliverables in SoW, that are subject to interpretations. The estimated volume of work may also be detailed so that potential bidders can bid accordingly

Detailed Specifications: Develop detailed specifications of the project. The Specifications must be not be ambiguous. They must be reasonable and feasible. A market study may help in arriving at exact specifications and estimated budgets

Deliverables & SLA/ TAT: This section in the RFP must give details about the deliverables and timelines must be clearly mentioned. The penalty should be clearly mentioned if TAT is not adhered.

Capability/ Capacity of the bidder: Another thing to be kept in mind in the RFP is ascertain the capacity/ capability requirements of the potential bidders. It must be stringent enough to ensure that the bidder delivers as per SoW. These shouldn't be too stringent to discourage competition.

Financial Bid: The financial bid format should clearly list all

the items. It should have a detailed breakup so that delivery of standalone or part orders are also possible in the same agreement. If it has more items, then items can have weights in proportion to their estimated volumes while identifying the L1 bidder

10.3: List of IEC Activities for Outsource

- Creative/ Communications Agency: For creative inputs/ communication strategy including public relations. graphical design services and alike.
- Social Media Communications Agency

- IEC Material Supplier: Banners, Leaflets, Posters, Flex Boards, Vinyl on Sunboards etc.
- Wall Painting/ Wall Writing Services
- On -ground Activation/ BIS Drive Agency: Driving BIS in mission mode using an external agency, van campaigns etc to create awareness about the scheme.
- Audio Visual Production Services: Ad films, Social Media films, Radio Jingles, Documentary films etc.

Link for RFP formats: <https://pmjay.gov.in/resources/documents>

ANNEXES

Annex - I : Format for Press Release

Annex - II : Creative Brief Format

Annex – III : Beneficiary Case Studies

Anex – IV : Event Process

Annex – V : Event Checklist

Annex – VI : Beneficiary Categories

Annex – VII : Beneficiary Consent form

ANNEX - I

FORMAT FOR PRESS RELEASE

NATIONAL HEALTH AUTHORITY INKS PACT WITH TELANGANA GOVERNMENT TO IMPLEMENT AYUSHMAN BHARAT PM-JAY SCHEME

New Delhi, May 23, 2021: The National Health Authority (NHA) has signed an MoU with the Govt. of Telangana to implement Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY) in the state with immediate effect. The Ayushman Bharat scheme has been integrated with the existing state scheme 'AarogyaSri' and this converged scheme is being called Ayushman Bharat PM-JAY AarogyaSri.

With the launch of Ayushman Bharat PM-JAY in Telangana, the scheme has been further expanded and now encompasses 33 States/UTs. With this convergence, approximately 26 lakhs beneficiary families (around 1.3 cr. individuals) as per SECC, 2011 data will be eligible to avail services under the scheme in the State.

Beneficiaries are entitled to avail free healthcare coverage of up to INR. 5 lakhs per family per year for secondary and tertiary care hospitalization. Health services can be availed in any of the 22, 000 empanelled public and private hospitals across the country through the scheme's portability feature. National Health Authority (NHA) along with State Health Agency will undertake necessary action to ensure that all eligible beneficiaries are provided free healthcare services under the converged scheme.

Speaking on this launch, Dr. R. S. Sharma, CEO, National Health Authority, said, *"We are happy to onboard State of Telangana for the rollout of AB PM-JAY in the State. The beneficiaries from the State are now eligible to avail free healthcare services pan India through our network of more than 22,000 hospitals. This is not only going to benefit the eligible families in the state but will also enable the delivery of healthcare services to PM-JAY beneficiaries from other States/UTs living in Telangana. The providers' base has also increased. Our call center has started getting calls from the eligible population in the State. We are committed to taking the benefit of the scheme to all eligible beneficiaries."*

While the eligible population of the State would benefit from free healthcare services across the country, the launch of a converged scheme will lead to effective utilization of resources for providing quality healthcare services. NHA will provide several auxiliary supports to State Health Agency (SHA) including related to fraud and abuse control. A beneficiary can call the toll-free number 14555 to know about their eligibility under the scheme and information on how to avail services.

The launch of the scheme in Telangana is a significant milestone in the country's journey towards Ayushman Bharat. National Health Authority has constantly been trying to onboard remaining States/UTs so that all eligible beneficiaries are able to avail free healthcare services under the scheme.

ENDS

ABOUT NATIONAL HEALTH AUTHORITY

The National Health Authority (NHA) is the apex agency of the Government of India responsible for the design, roll-out, implementation, and management of Ayushman Bharat- Pradhan Mantri Jan Arogya Yojana (AB PM-JAY) across the country. NHA functions as an attached office of the Ministry of Health and Family Welfare and is governed by a Governing Board chaired by the Union Minister of Health & Family Welfare and has 11 members. Inter-alia, its functions include formulation of PMJAY policies, development of operational guidelines, implementation mechanisms, coordination with State Governments, monitoring, and oversight, among others.

Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) is the flagship health protection scheme of the Government of India that provides a cover of up to Rs. 5 lakhs per family per year, for secondary and tertiary care hospitalization to over 10.74 crore poor and vulnerable families (about 53 crore beneficiaries).

ANNEX - II

CREATIV BRIEF / DIRECTION NOTE FORMAT

Brand	Product	Job No.	Date
		Success Criteria	

Why is this brief here? (Background & Objective)

Who are we talking to?

What do we want them to DO as a result of this communication?

How do we expect communications to work towards achieving this?

Thought Starters:

What will help people to KNOW this?

What will help people to FEEL this?

Mandatories

Channel

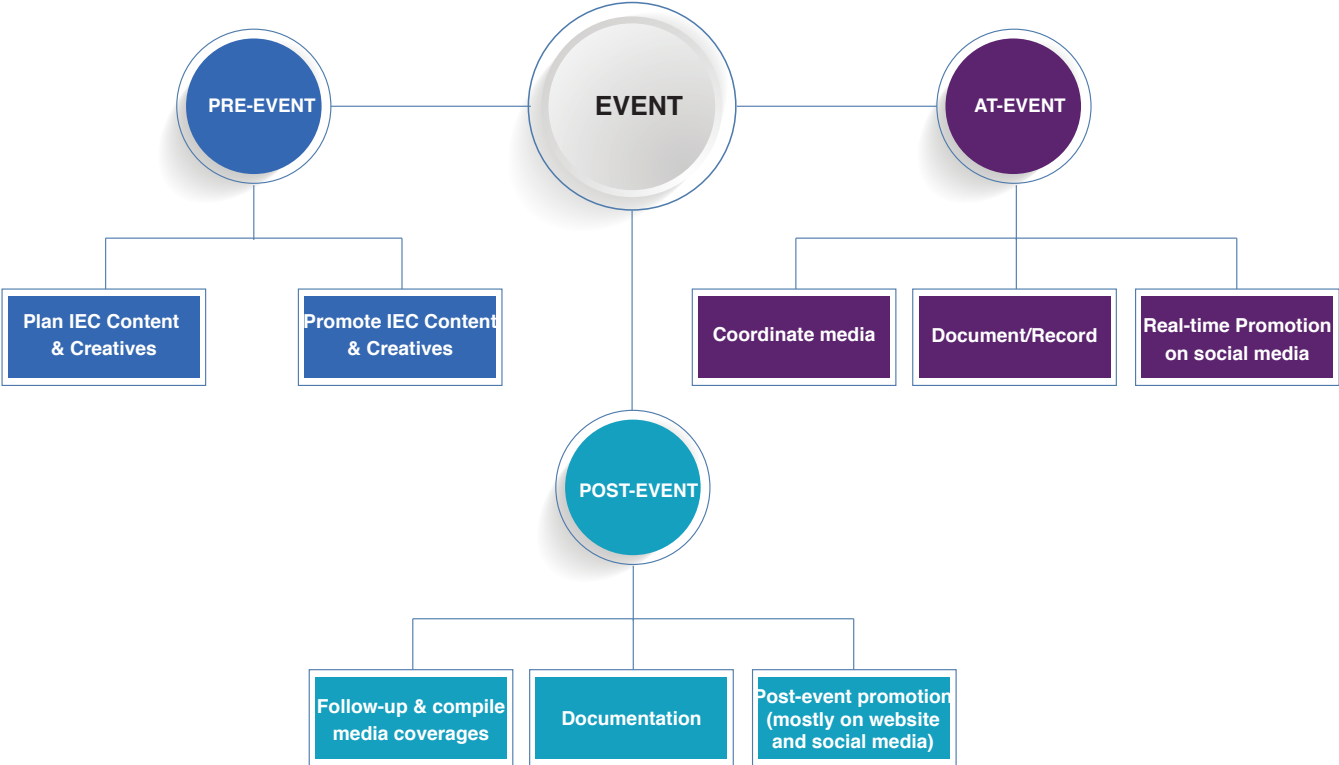
Supporting Materials

ANNEX - III

FORMAT FOR BENEFICIARY CASE STUDIES

Name of Reviewer/story writer: Designation Project:		Date: Location:
Beneficiary/Subject Name (Always provide the name as in the government ids/ documents)		
Age and gender		
Village, Taluk, District, State		
Occupation		
Number of family members		
Have we clearly explained to the subject/guardian how this case study & photographs will be used and received their permission? (consent form)		
What is the current situation of the subject/ beneficiary:	Introduce the beneficiary/Subject and the concept (Why this story?)	
Background:	What was the problem/issue faced by the subject/beneficiary?	
Support provided/received:	How they came to know about the PM-JAY scheme and how the scheme helped them?	
Result / Outcome:	What are the overall experiences of the subject /beneficiary and their family about the efforts made by PM-JAY	
Testimonials	Provide a quote in the subject/ beneficiary's own words, how do they feel about their situation.	

ANNEX – IV: EVENT PROCESS



**ANNEX-V:
EVENT CHECKLIST**

1. Invitations with agenda or event details
2. Banner, backdrops, standees and other such branded IEC materials
3. Event ID cards/pass (in case required)
4. Event information kit (Event agenda, Brochure and related IEC materials for the event)
5. Media information kit (event agenda brochure, press release, photographs, videos)
6. Dais kit (depending on the event): Branded stationaries for the dais (notebooks, pens, branded folder for documents)
7. Photographer and videographer
8. Rapporteurs for the event documentation

ANNEX – VI

BENEFICIARY CATEGORIES

In line with the approach of the Government to use the SECC database for social welfare schemes, PM-JAY also identifies targeted beneficiary families through this data.

Rural Beneficiaries

Out of the total seven deprivation criteria for rural areas, PM-JAY covered all such families who fall into at least one of the following six deprivation criteria (D1 to D5 and D7) and automatic inclusion (Destitute/ living on alms, manual scavenger households, primitive tribal group, legally released bonded labour) criteria:

- D1- Only one room with kucha walls and kucha roof
- D2- No adult member between ages 16 to 59
- D3- Households with no adult male member between ages 16 to 59
- D4- Disabled member and no able-bodied adult member
- D5- SC/ST households
- D7- Landless households deriving a major part of their income from manual casual labour to display PM-JAY audio-visual materials

Urban Beneficiaries

For urban areas, the following 11 occupational categories of workers are eligible for the scheme:

- Ragpicker
- Beggar
- Domestic worker
- Street vendor/ Cobbler/hawker / other service provider working on streets
- Construction worker/ Plumber/ Mason/ Labour/ Painter/ Welder/ Security guard/ Coolie and other head-load worker
- Sweeper/ Sanitation worker/ Mali
- Home-based worker/ Artisan/ Handicrafts worker/ Tailor
- Transport worker/ Driver/ Conductor/ Helper to drivers and conductors/ Cart puller/ Rickshaw puller
- Shop worker/ Assistant/ Peon in small establishment/ Helper/Delivery assistant / Attendant/ Waiter
- Electrician/ Mechanic/ Assembler/ Repair worker
- Washer-man/ Chowkidar

ANNEX – VII

BENEFICIARY CONSENT FORM



Beneficiary Consent form

Name of the Beneficiary:

Mobile Number:

I hereby declare that, I voluntarily provide consent and authorize National Health Authority (NHA) to record and document this feedback with the aim to improve delivery of services under Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (AB PM-JAY).

I also understand that my personal identifiable information such as name, photographs, and details about my medical condition, medical treatment I received, some personal experiences and stories of my life is disclosed in this feedback, which I authorize NHA to publish through various media channels for information purposes.

The contents of the material to be published have been read and explained to me in Hindi/mother tongue and I admit to the facts stated being correct.

Signature of the beneficiary/attendant:

Date of hospital admission:

Name of the hospital

Address of the beneficiary:

Name of the District/ State:

Occupation:

Date:



लाभार्थी अनुमति फॉर्म

लाभार्थी का नाम:

मोबाईल नंबर:

मैं एतद्वारा घोषणा करता/करती हूँ कि मैं स्वेच्छापूर्वक आयुष्मान भारत प्रधान मंत्री जान आरोग्य योजना (एबी पीएम-जय) के अंतर्गत सेवाओं के वितरण में सुधार के लक्ष्य के लिए राष्ट्रीय स्वास्थ्य प्राधिकरण (एनएचए) के इस फीडबैक को रिकॉर्ड करने तथा इसका दस्तावेजीकरण करने कि सहमति और अधिकार प्रदान करता/करती हूँ।

मैं यह भी समझता/समझती हूँ कि मेरी व्यक्तिगत पहचान योग्य जानकारी जैसे कि नाम, फोटो, मेरी चिकित्सा स्थिति का विवरण, इलाज के बारे में जानकारी, कुछ व्यक्तिगत अनुभव और मेरे जीवन कि कहानियाँ इस फीडबैक में प्रकट होती है, जिन्हें जानकारी के उद्देश्य हेतु विभिन्न मीडिया चैनलों के माध्यम से प्रकाशित करने के लिए मैं प्राधिकरण को अधिकृत करता/करती हूँ।

प्रकाशित होने वाली सामग्री कि विषय-वस्तु मेरे सामने मेरी मातृभाषा/हिंदी में पढ़ी अथवा प्रदत्त कि गयी है। तथा मैं तथ्यों कि सटीकता से सहमत हूँ।

लाभार्थी के हस्ताक्षर:

अस्पताल भर्ती की तिथि:

अस्पताल का नाम:

लाभार्थी का पता:

जिला/राज्य का नाम:

व्यवसाय:

तिथि:



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3rd, 7th & 9th Floor, Tower-I, Jeevan Bharati Building, Connaught Place,
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