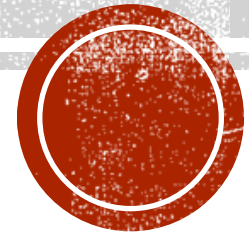




UNDERSTANDING AWARENESS OF PRADHAN MANTRI JAN AROGYA YOJANA (PM-JAY) IN MEERUT DISTRICT OF UTTAR PRADESH

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MBA Health and Hospital Management





INTRODUCTION

- In India, high out-of-pocket healthcare expenses push families into debt. The National Sample Survey Office (NSSO) reports that 55% of the population relies on private healthcare. To address these challenges, India launched Ayushman Bharat in 2018, aiming for universal health coverage.



मुफ्त इलाज तय PM-JAY आयुष्मान भारत

PM-JAY के तहत सूचीबद्ध

5 लाख रुपये तक का सालाना मुफ्त स्वास्थ्य लाभ

अपनी पात्रता जानने के लिए **आरोग्य मित्र** से मिलें

(राशन कार्ड, मतदाता पहचान पत्र, आधार कार्ड, RSBY कार्ड या अन्य कोई सरकारी पहचान पत्र साथ में लाएं)

आयुष्मान भारत केन्द्र का पता

- The program includes the Pradhan Mantri Jan Arogya Yojana (PMJAY), providing financial protection for the bottom 40% of the population with coverage up to INR 5 lakhs per year.
- This study explores awareness of PMJAY in Meerut, Uttar Pradesh, highlighting the need for better beneficiary education and understanding their experiences to enhance the program's effectiveness.
- Understanding awareness is crucial for improving the scheme's effectiveness and beneficiary experience.





RESEARCH QUESTION:

What are the key factors influencing awareness, enrolment, and utilization of PMJAY among the population of Meerut District of Uttar Pradesh?

How can we address these factors to maximize the scheme's effectiveness and reach in Meerut District ?



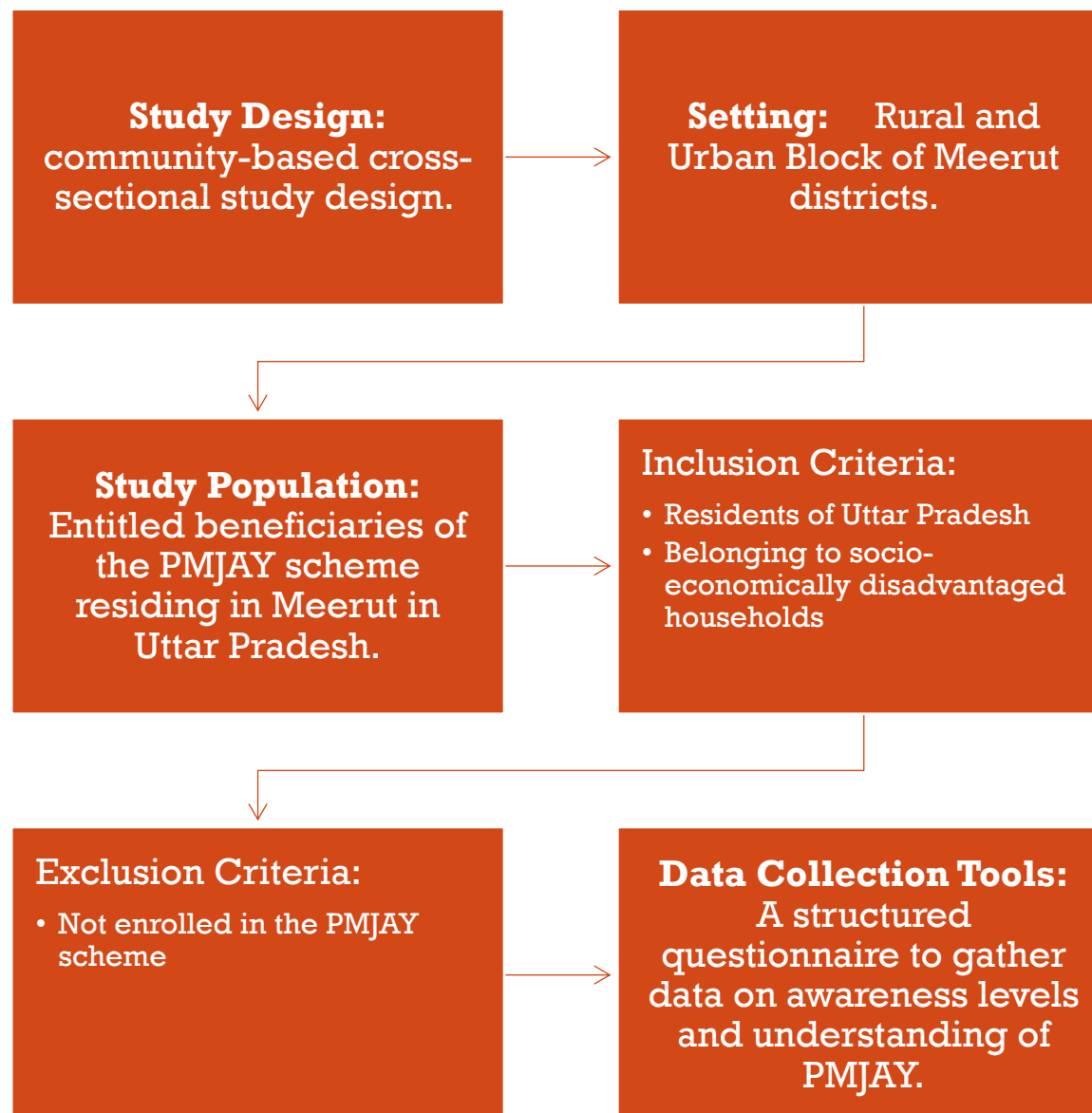
A large, textured red circle with a white border is positioned on the left side of the slide. The word 'OBJECTIVES:' is written in white, bold, uppercase letters in the center of the circle.

OBJECTIVES:

- This study aims to understand the following:
 1. To identify the factors influencing awareness, enrolment, and utilization of PMJAY in Uttar Pradesh.
 2. To understand the level of awareness about AB-PMJAY and its key features among target population.
 3. To suggest strategies and recommendations for enhancing the effectiveness and reach of PMJAY in Uttar Pradesh based on the study findings.

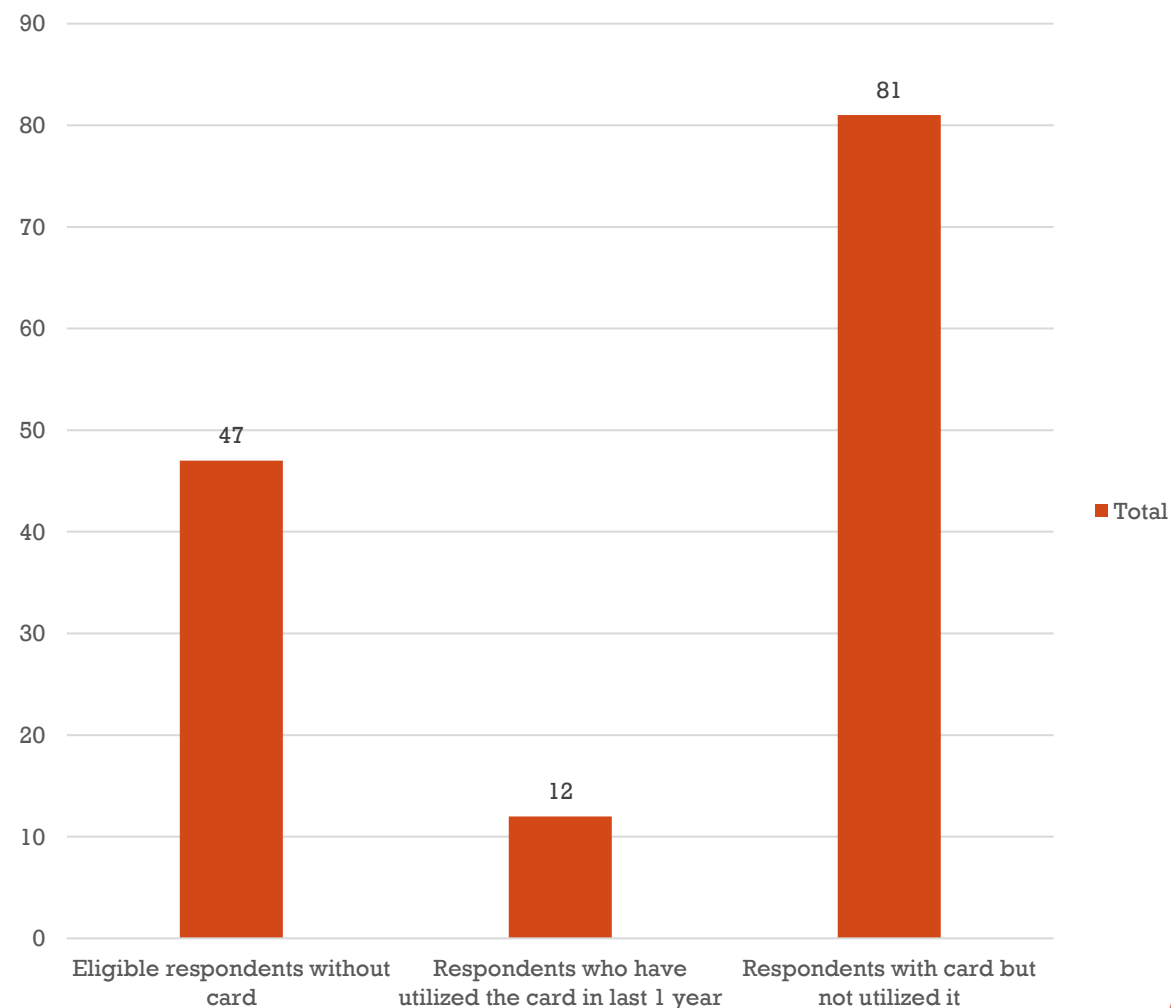


METHODOLOGY:



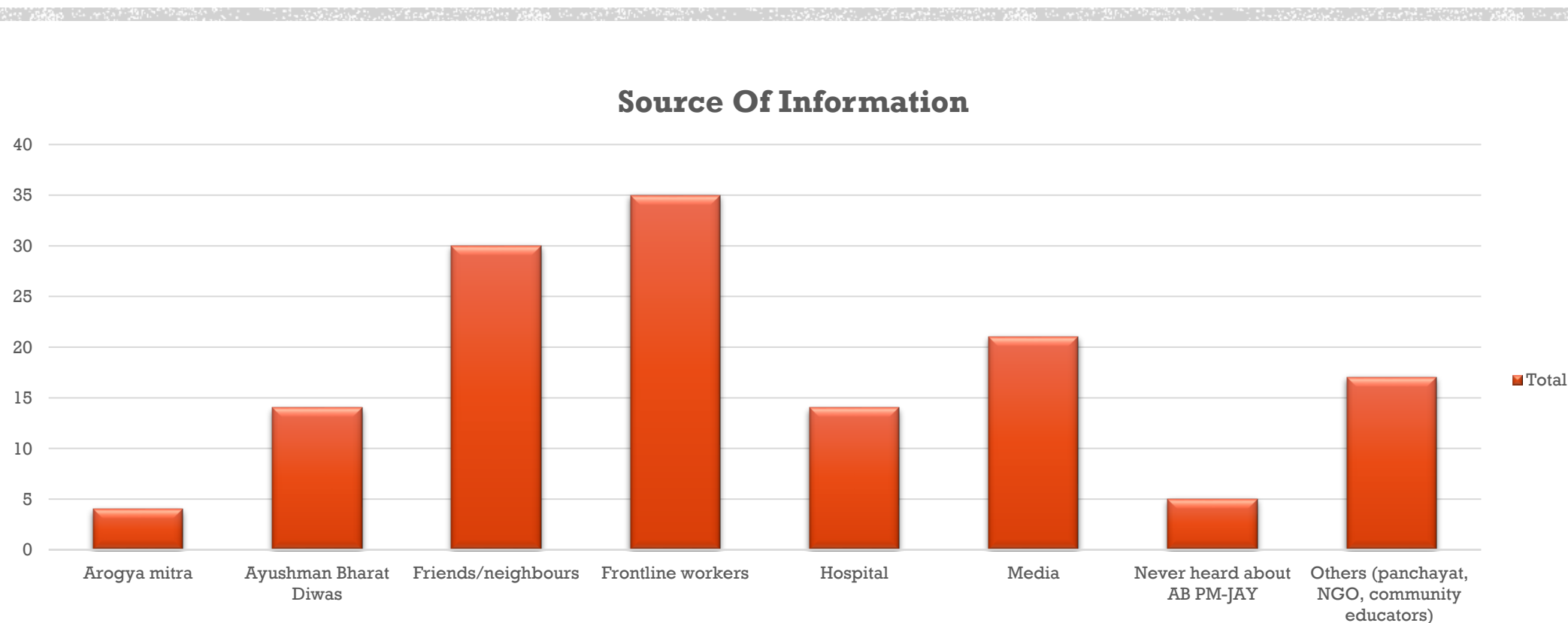
RESULTS

- Overall, data was collected from 140 households in Meerut (UP), out of which 33% were from eligible households without a card, 58% were from eligible households with a card but had not used it in last 12 months, and 9% were households which have utilised the card in the last 12 months.

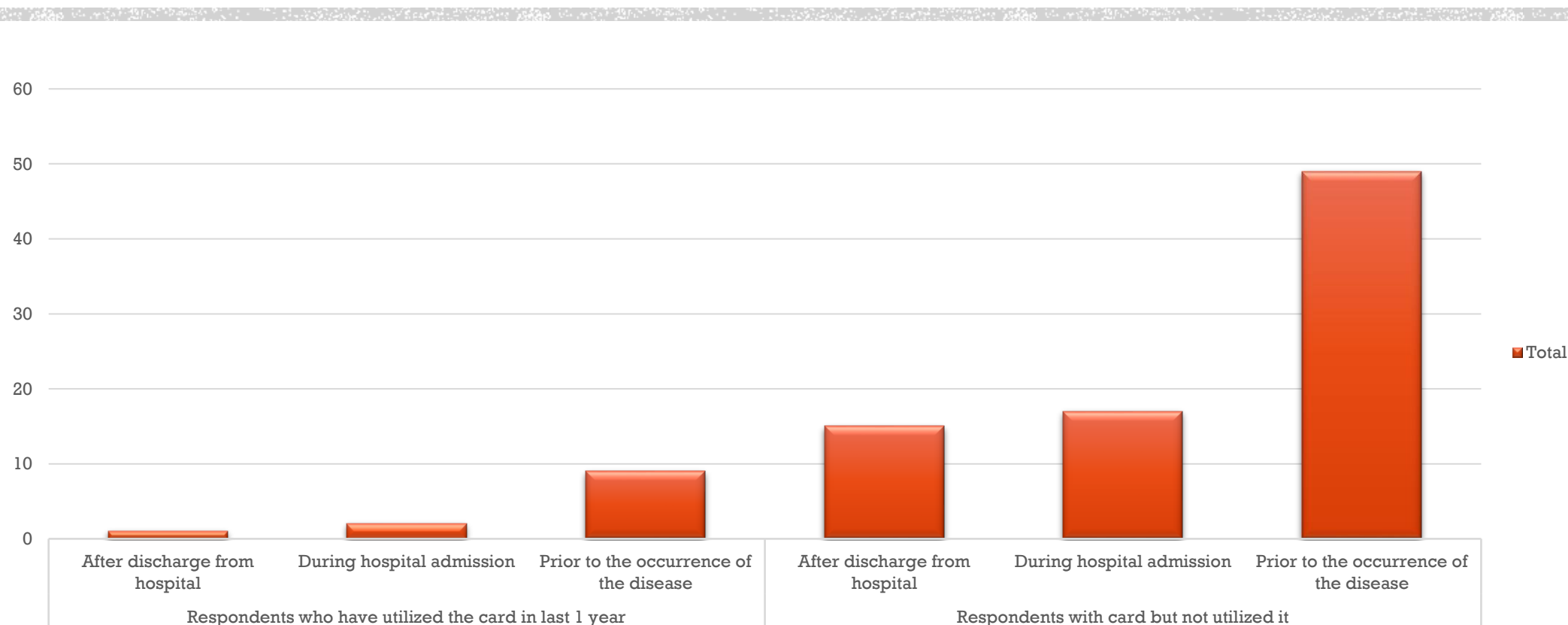




SOURCE OF INFORMATION

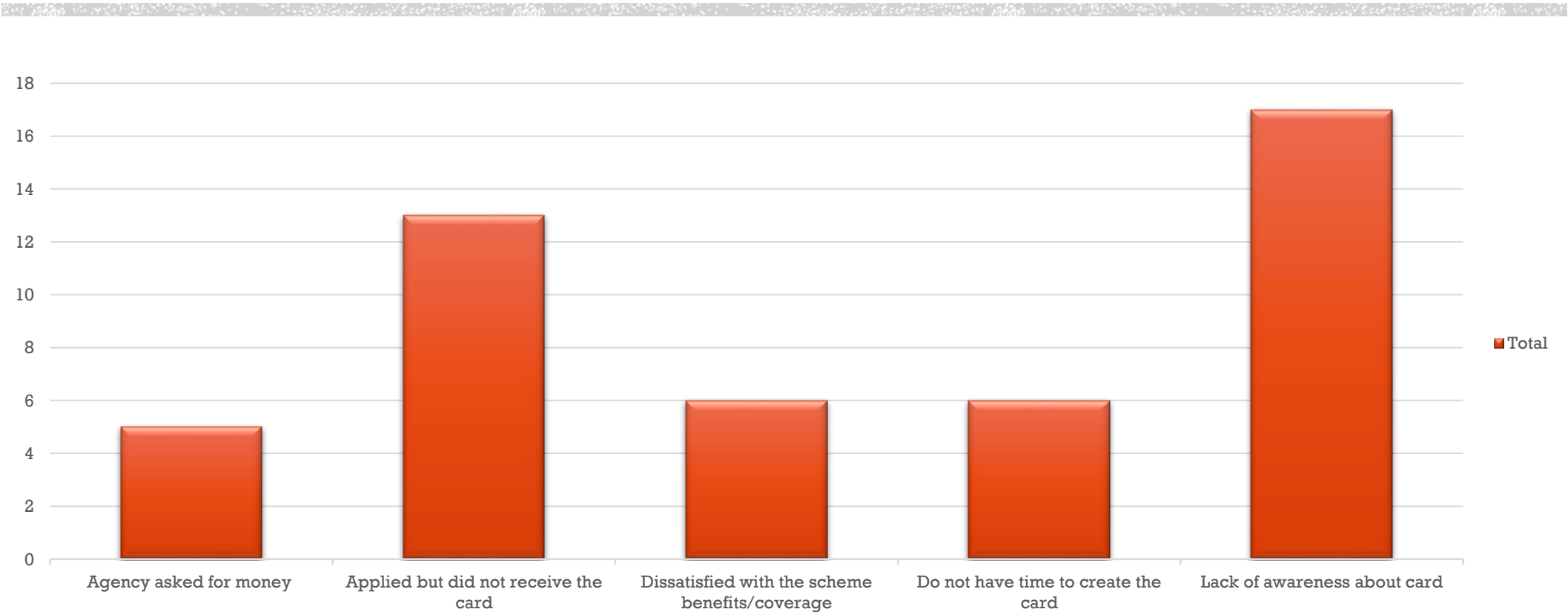


WHEN DID HOUSEHOLDS GET THE CARD MADE



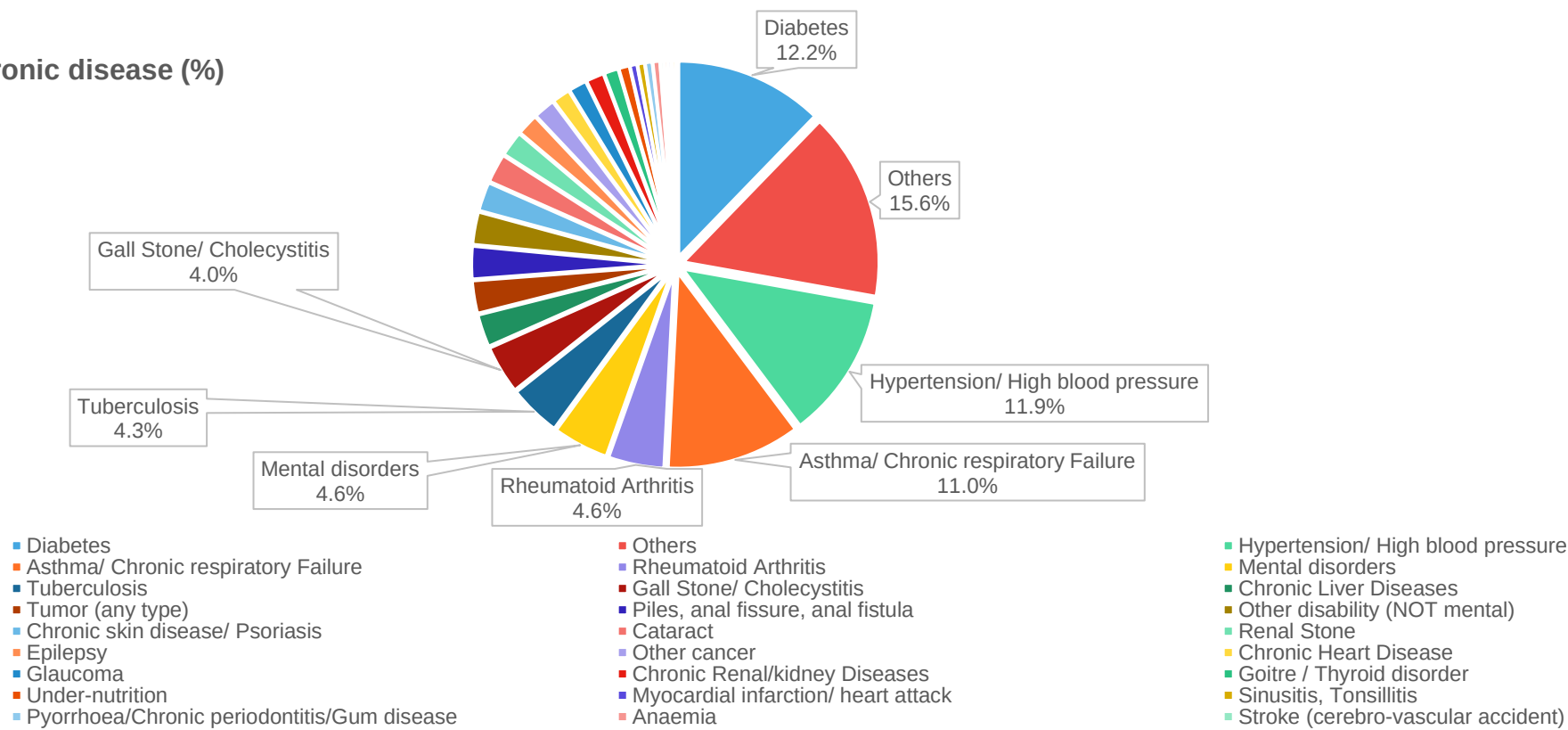


REASON FOR NOT USING THE CARD



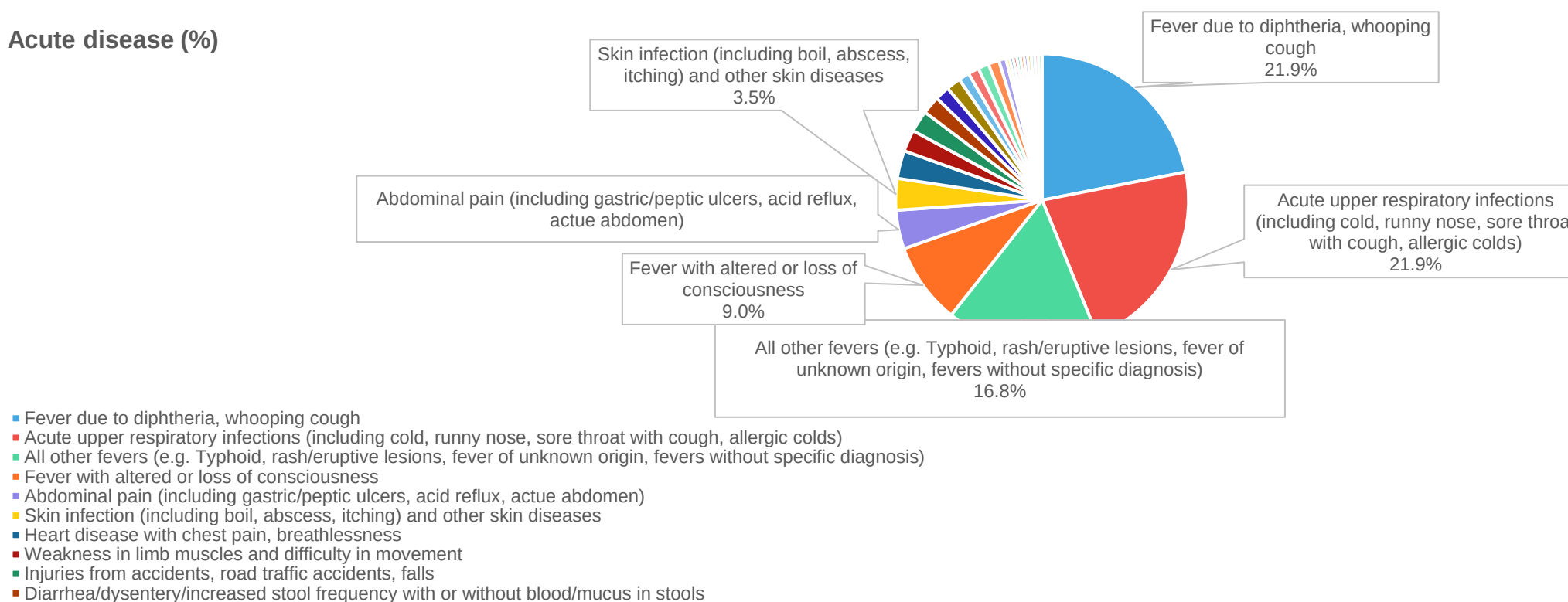
CHRONIC DISEASE

Chronic disease (%)

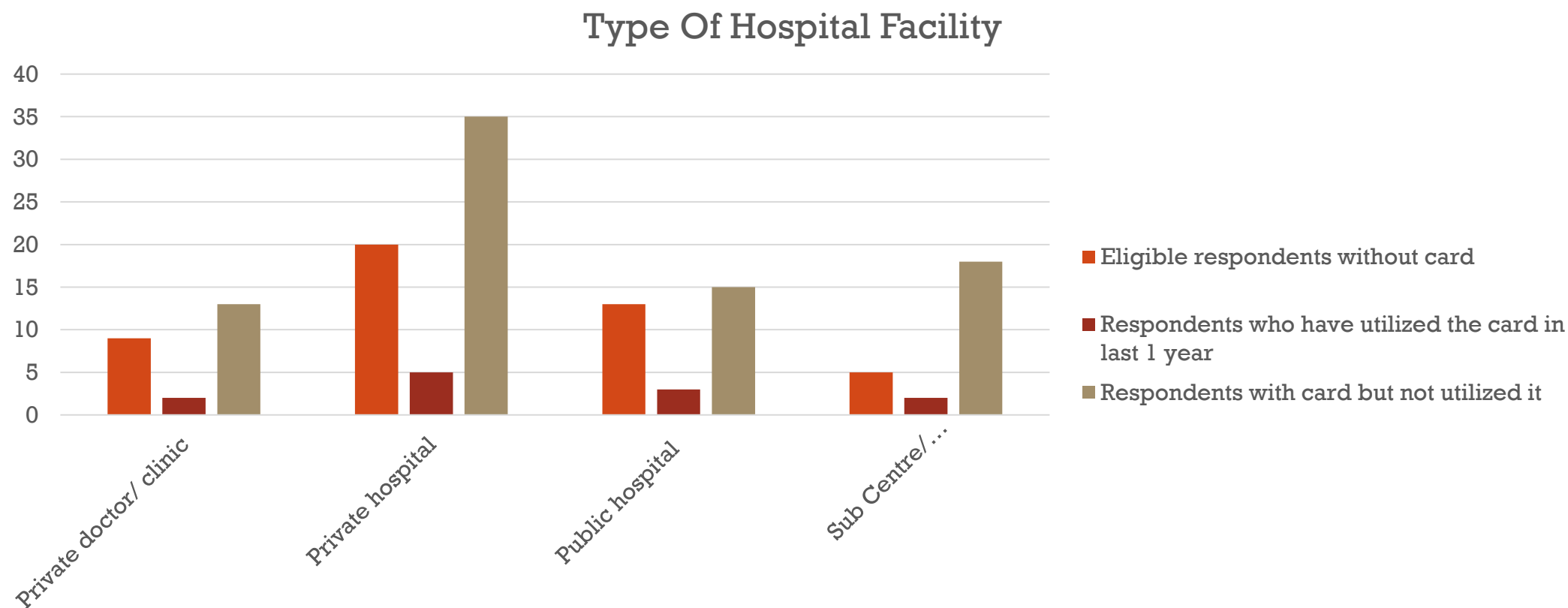


ACUTE DISEASE

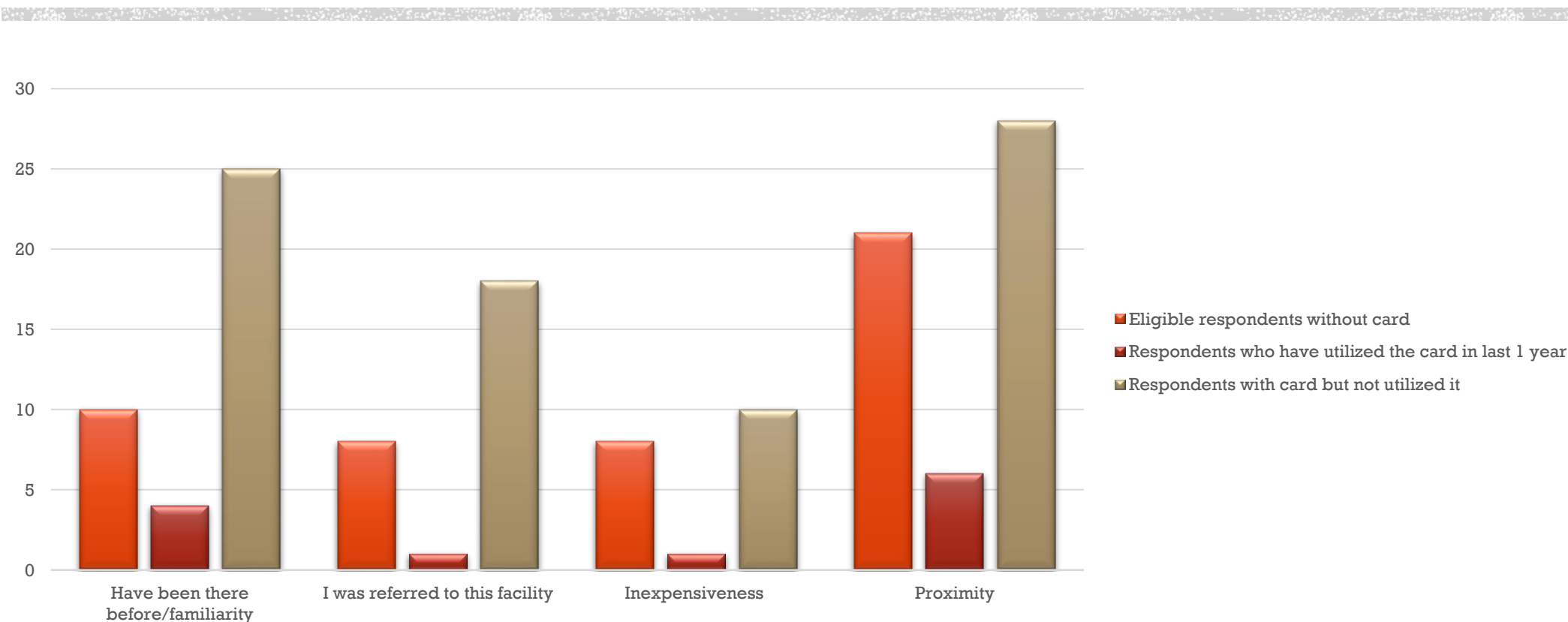
Acute disease (%)



TYPE OF HOSPITAL FACILITY



REASON FOR CHOOSING FACILITY



RECOMMENDATIONS



Intensify IEC campaigns using diverse channels beyond ASHA workers (e.g., local media, community leaders).



Develop and disseminate informational materials in local languages explaining scheme benefits, grievance redressal mechanisms, and helpline contacts.



Organize card generation camps in convenient locations (e.g., Panchayats, CSCs).



Streamline application processes and provide timely feedback to applicants.



Analyse reasons behind low utilization among cardholders.



Address potential barriers like complex procedures, unawareness of covered procedures, or hesitancy to use cards at hospitals.



Strengthen public hospital infrastructure and service quality to improve their attractiveness.





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THANK YOU