

PRADHAN MANTRI JAN AROGYA YOJANA

Through the Lens of QCI- Challenges and Goals

INTRODUCTION

Gunvatta Gurukul is an initiative by Quality Council of India, launched in 2023. It is a 8 week training program designed to develop youth professionals who will contribute in Viksit Bharat 2047.

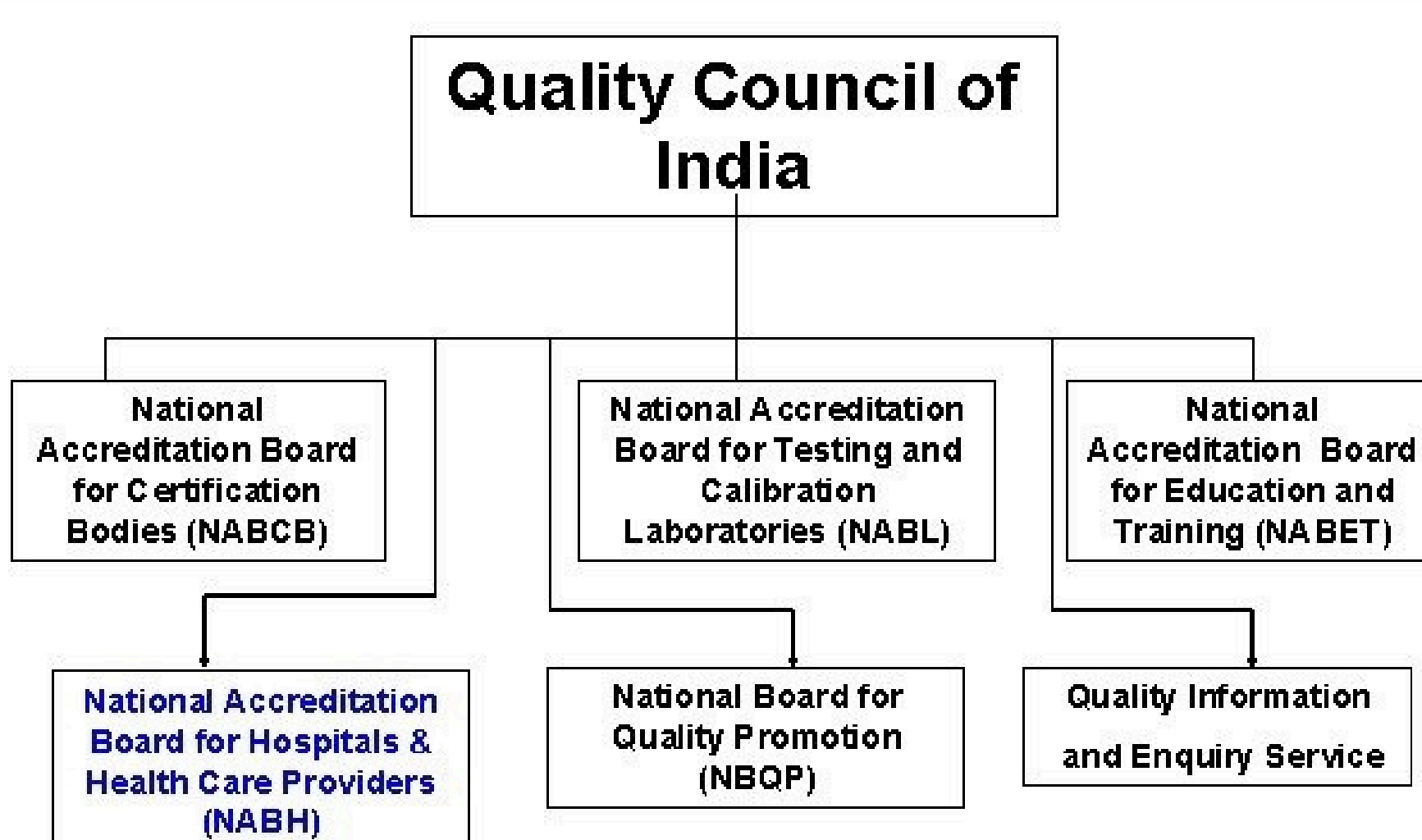
VISION

QCI was established as a public-private partnership model to ensure quality standards in all areas of economic and social activity. QCI was established as a separate autonomous agency.

MISSION

To lead to the National Quality Movement in India by incorporating all the stakeholders and putting a focus on adherence to quality standards in all domains of activity, with the primary goal of promoting and preserving the interest of the country and its people.

ORGANOGRAM



OBJECTIVES

- To identify the existing gaps and challenges in the implementation of the Pradhan Mantri Jan Arogya Yojana (PMJAY).
- To study the role of the Quality Council of India (QCI) in ensuring quality assurance and monitoring within the PMJAY scheme.
- To evaluate the implementation of PMJAY based on enrolment, utilization, and awareness levels among beneficiaries.

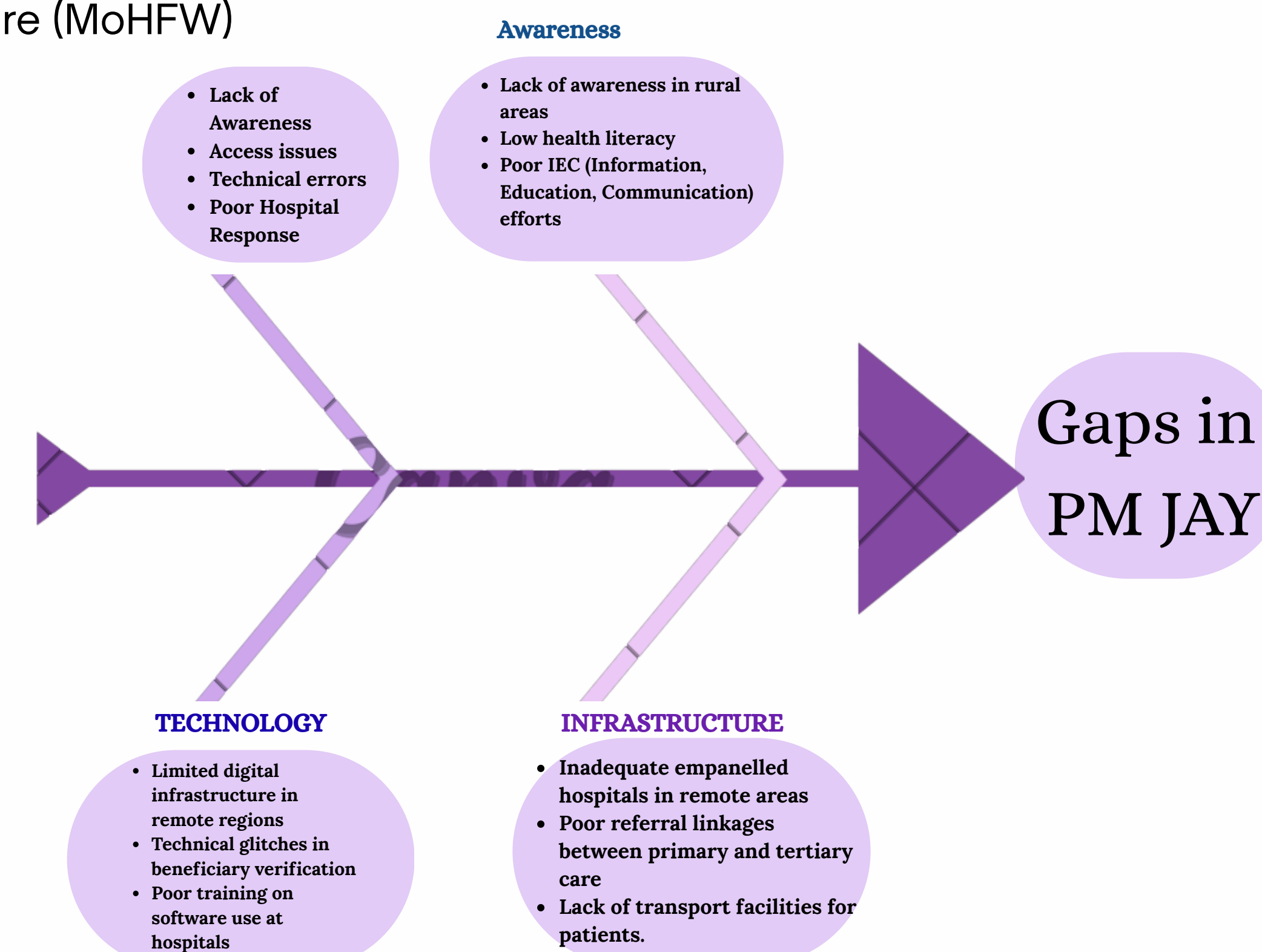
METHODOLOGY

Type of Study: Descriptive and Longitudinal Study

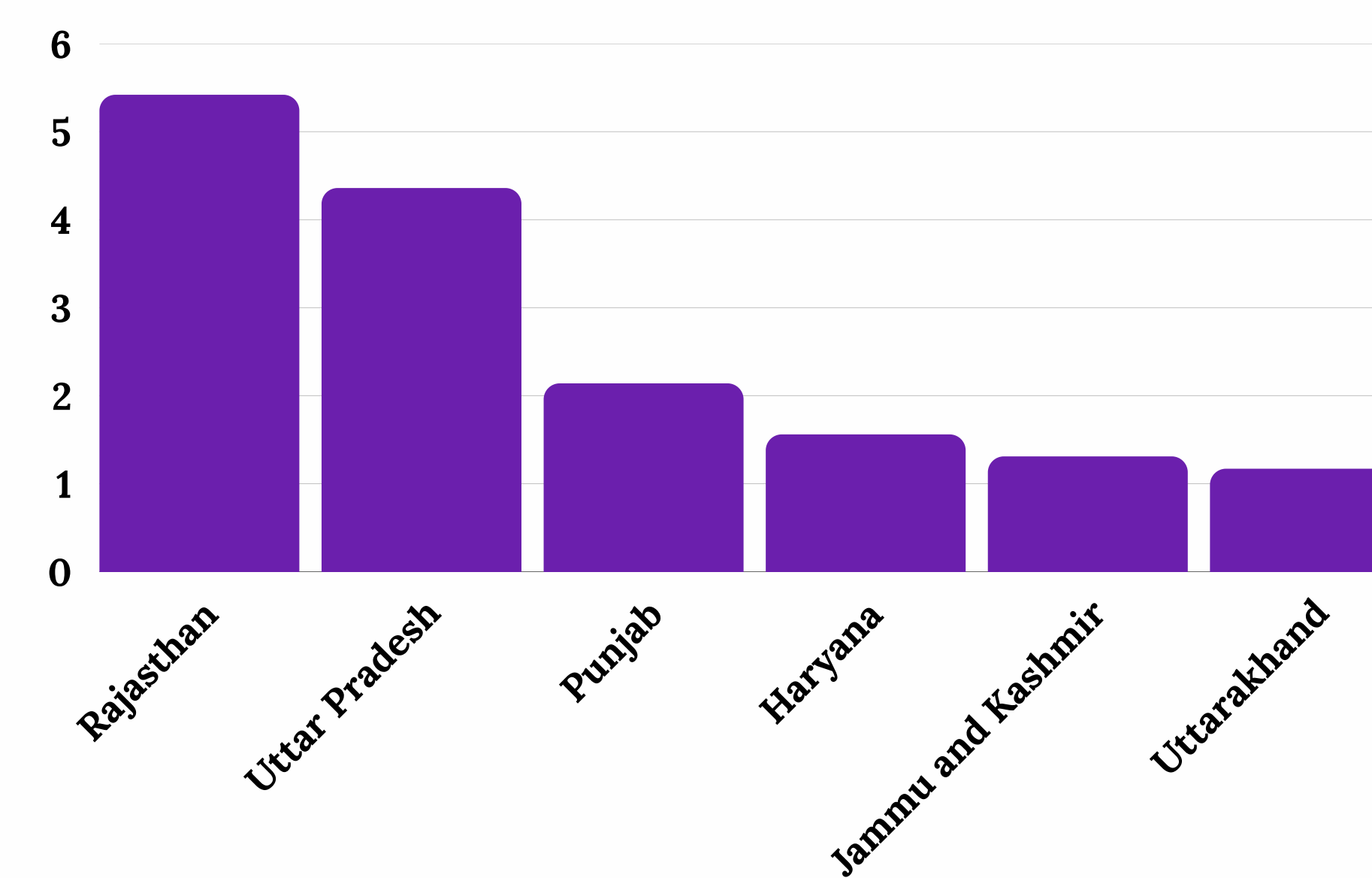
Study Area: Comparative study between north and south India States under PMJAY.

Study Period: Comparative State-wise Analysis for the Year 2025

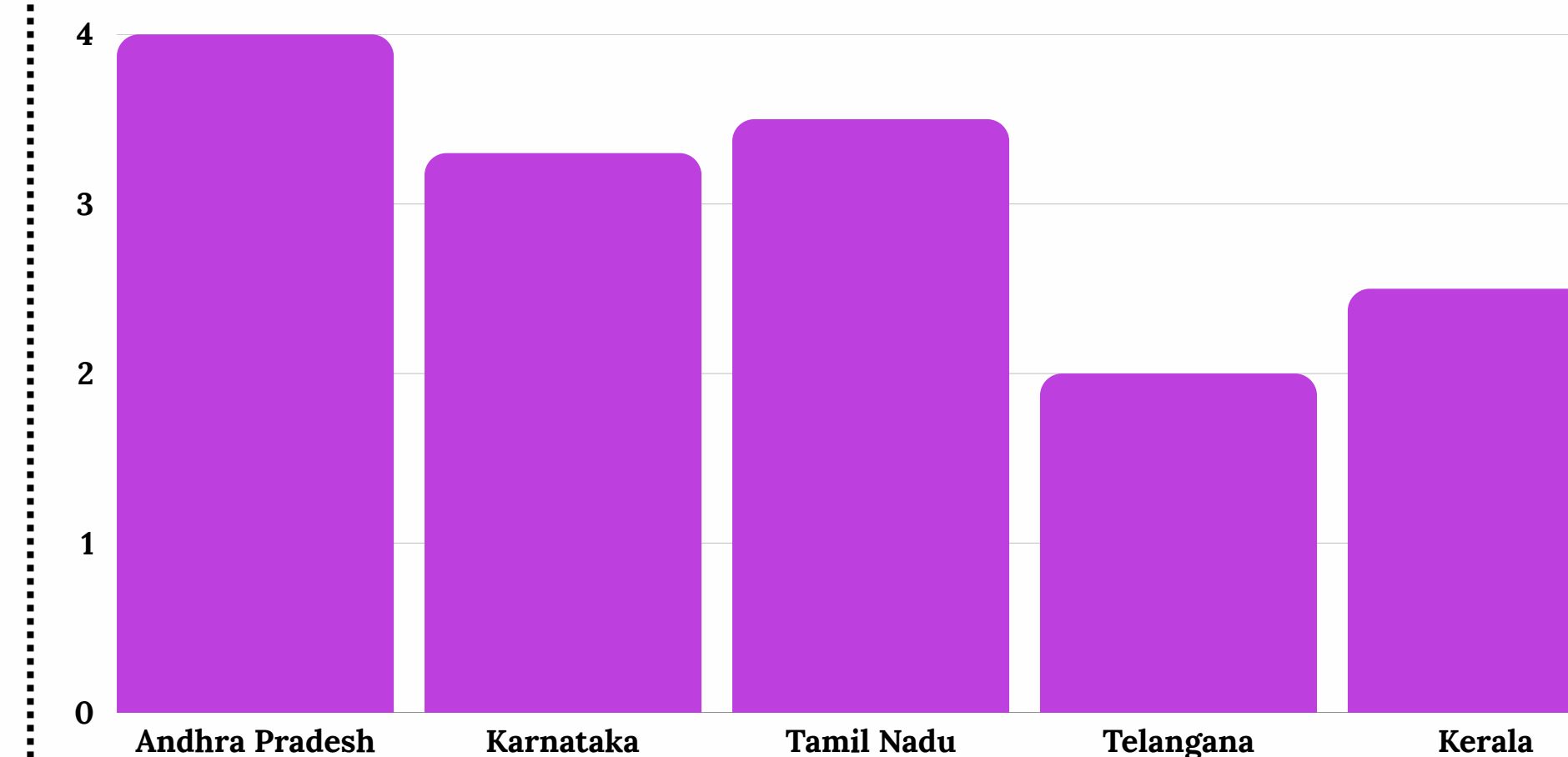
Data Collection Sources: Official Website of PMJAY, Research Articles, Government Reports, Newsletters, and Ministry of Health and Family Welfare (MoHFW)



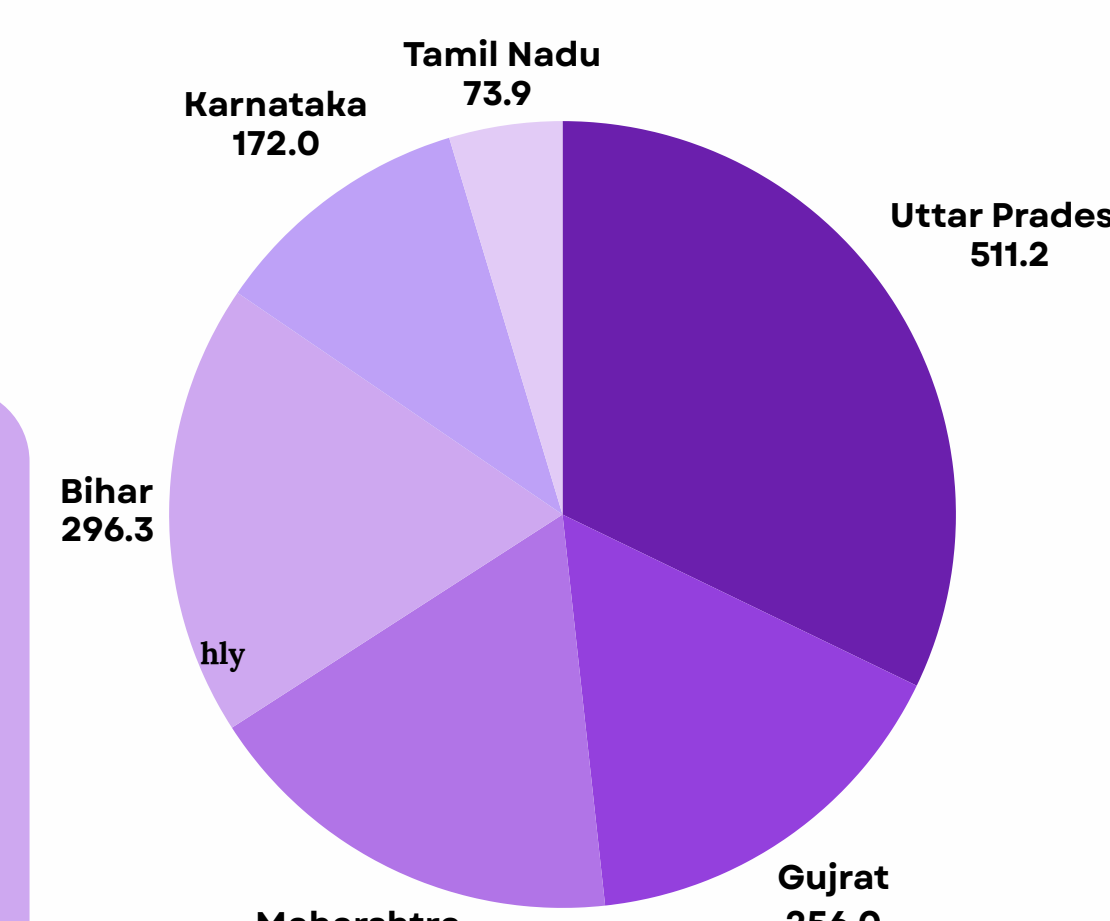
PM JAY Hospital Admissions in North India



PM JAY Hospital Admissions in South India



Top beneficiary states under PMJAY



ANALYSIS

- Admissions done under PMJAY scheme in North India
- Admissions done under PMJAY scheme in south India.

CHALLENGES FACED

- The laptop assigned to me constantly underperformed, which caused delays in my work.
- Field visits could have been more structured.
- More information about schemes associated with QCI should be included in the curriculum.

PRACTICAL WORK

- Field Insights and Stakeholder engagement
- Report compilation and Documentation
- Analytical and Research Tasks

THEORETICAL WORK

- Introduction to Public Policy and Governance
- Policy Evaluation Frameworks
- Quality Standards and Institutional Frameworks
- Monitoring and Evaluation Frameworks Concepts

USEFULNESS OF INTERNSHIP

- Engaged in activities like Design Thinking and honed skills for group work.
- Worked on assignments and presentations to hone my Project Management skills.
- Learnt various problem-solving and RCA techniques.
- Learnt about Quality Infrastructure System and processes of Accreditation, Certification, and Conformity Assessment in different domains.

FINDINGS

- Beneficiary and hospital data is often missing or not properly updated.
- Some states have implemented PMJAY better than others, which makes it hard to evaluate the scheme equally.
- Many citizens are still unaware of the scheme or don't fully trust it.
- There are no clear quality standards to measure hospital or doctor performance under PMJAY.
- There is no official digital quality certification (like NABH) to ensure digital health services are reliable.

SUGGESTIONS

- Create a quality certificate (DHQS) for hospitals, labs, and health apps under PMJAY, focused on patient safety and correct data entry.
- Verify hospital and doctor registrations properly and introduce QCI audits to check if they're genuine (HFR & HPR).
- Build public trust by being transparent and spreading awareness about PMJAY benefits.
- Create a live dashboard to track how PMJAY is used (Ayushman cards, treatments, outcomes).
- Encourage digital systems like online records and digital health IDs (ABHA) in hospitals.
- Set up a proper system to handle complaints and feedback from patients.