

## Ola collaborates with Ayushman Bharat

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Ola, India's mobility platform and Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana (AB-PMJAY), the world's largest government healthcare scheme, have announced a partnership to facilitate comprehensive health insurance for Ola's 2 million driver-partners.

Vijay Ghadge, Vice President-Operations, Ola has signed an MoU with Dr. Praveen Gedam, Deputy CEO of AB-PMJAY and National Health Authority to extend the benefits of the Centre-sponsored healthcare scheme to provide secondary and tertiary care to driver-partners and their families.

The MOU was signed in the presence of Dr. Indu Bhushan, CEO, AB-PMJAY and National Health Authority. A representative from Common Service Centres (CSC), Ministry of Electronics and Information Technology, Government of India, also signed the MoU in the capacity of a third-party administrator.

Launched in September last year, AB-PMJAY provides 10.74 crore economically disadvantaged and vulnerable families in India with hospitalization benefits through a health cover of Rs. 5 lakh in government and empanelled private hospitals. As a part of the partnership, the two organizations will work in tandem to identify driver-partners eligible for the scheme and provide them with access to the benefits under the PM-JAY scheme. Through this partnership, hundreds of thousands of eligible driver-partners will be able to access in-patient care for serious illnesses at a country-wide network of 18,073 government and private hospitals empanelled under PM-JAY. Driver-partners can get their AB-PMJAY e-cards issued at an Ola office closest to driver-partners.

Dr Praveen Gedam, Deputy CEO, Ayushman Bharat PM-JAY said, "The goal of AB-PMJAY scheme is to provide access to quality curative health care and ensure it reaches every last citizen who is eligible. Ola, as India's largest mobility platform reaches out to a vast network of drivers. We appreciate Ola's efforts in supporting the Government of India's Universal healthcare goals and are confident that our combined energies will accelerate our goal to reach 500 million people across the country."

Speaking about the partnership, Vijay Ghadge said, "Driver-partners and their welfare are a key priority for us and we are constantly working towards improving their lives and committed to their well-being. We applaud the government's efforts to strengthen access to healthcare and widen the scope of coverage. In partnering with Ayushman Bharat, we are addressing the evolving needs of our driver-partners, offering them, and their families, access to reliable and quality healthcare services."

The first phase will see Ola and AB-PMJAY conducting a pilot in Delhi NCR, which will subsequently be rolled out at scale to other cities across the country. Eligible driver-partners as well as Ola employees, across verticals, will be able to avail the benefits of the program and obtain an Ayushman Bharat card at a minimal cost of Rs. 30. Officials from the National Health Authority will work closely with the concerned department at Ola to carry out efficient handling of the process from checking eligibility to handing out the AB-PMJAY e-cards. They will also train Ola staff to execute the process independently.

Ola has in the past partnered with several state governments and government initiatives such as Skill India, Digital India and Swachh Bharat.