

NHA to promote Ayushman Bharat in rural India

05 December 2019 | News

National Health Authority joins hands with Bharti Foundation



Bharti Foundation, the philanthropic arm of Bharti Enterprises has announced the signing of Memorandum of Understanding (MoU) with the National Health Authority (NHA), an apex body responsible for implementing India's flagship public health insurance scheme **"Ayushman Bharat Pradhanmantri Jan Arogya Yojana"**.

As per the MoU, the NHA will leverage Bharti Foundation's reach in villages across 16 states, through its education programs, to bolster PM-JAY's objective of reaching the underprivileged and educating them on the benefits of the healthcare scheme to potential beneficiaries.

Speaking on the occasion **Mamta Saikia, CEO, Bharti Foundation** said *"We are delighted to partner with the National Health Authority and support them in raising awareness about the benefits of Pradhanmantri Jan Arogya Yojana. Bharti Foundation has always endeavoured to support the national priorities for social development and this collaboration to bring the benefits of quality healthcare is in line with our efforts to ensure better life for underprivileged families in rural India."*

Under this association, the Foundation and NHA will conduct various community campaigns, parent meetings, rallies etc., and engage with local Panchayats and other community members to sensitize the underprivileged community about the objectives and benefits of PM-JAY.

Dr. Indu Bhushan, CEO, AB-PMJAY and National Health Authority said *"The partnership with Bharti Foundation has provided us an opportunity to reach out to the potential beneficiaries. We believe that the Foundation's long term presence in the rural areas and their ability to empower children to bring about the desired change in the society will help us in achieving the desired awareness level for the scheme across the country."*