

# GOVERNMENT COLLEGE OF NURSING, KANPUR

## REPORT ON AYUSHMAN BHAV INITIATIVE 2023

A nationwide campaign called Ayushman Bhav Abhiyan to provide vital health services to all inaugurated by President Honourable Smt. Droupadi Murmu, on 13th September 2023 which will continue till October aims to redefine healthcare accessibility and inclusivity across the country and embodies a whole-of-nation.

In the view of above the scheme has been launched by Honourable chief minister of Uttar Pradesh in the entire state.

As a part of this campaign Government College of Nursing also organized the campaign of Ayushman Bhav in the month of September 2023e. The main focus of the campaign was Create awareness on Ayushman Bhav Programme, Community health mela, Organ donation and Blood Donation camp.

### **Objectives of the Programme**

1. To motivate and reinforce the public to know more about the registration process and benefits of Ayushman Bhav initiative.
2. Encourage eligible beneficiaries to avail health insurance services under Ayushman Bhav scheme.
3. To create awareness on organ donation and to be motivated to take a pledge to donate organ after death.
4. To motivate and register in the government website for organ donation
5. To organize blood donation camp.

### **General information about the Programme**

#### **Schedule Of the Programme**

<b><u>S.NO</u></b>	<b><u>PROGRAMME</u></b>	<b><u>DATE</u></b>	<b><u>TIME</u></b>	<b><u>VENUE</u></b>
1.	Awareness Programme of Ayushman Bhav	26.09.203	10am to 11am	LLR Hospital, Kanpur
2.	Organ Donation awareness and pledge taking	26.09.203	11am to 12pm	LLR Hospital, Kanpur
3.	Blood donation camp	27.09.203	10 am to 5 pm	Blood bank, LLR Hospital, Kanpur

#### **Event Co-ordinators:**

#### **Conveyors:**

1. Lt. Col. Dr. Karesh Prasad, Principal, College of nursing, Kanpur
2. Prof. Naveena JH, Vice Principal, College of nursing, Kanpur

#### **Organizing team:**

1. Mrs. Lithiya Jose, Associate Professor, College of nursing, Kanpur
2. Mr. Javed Ansari, Assistant Professor, College of nursing, Kanpur
3. Ms. Rupali Singh, Nursing Tutor, College of nursing, Kanpur

**Participants:**

1. 4<sup>th</sup> year B.Sc nursing students, College of nursing, Kanpur

**Beneficiaries:**

1. General public of Kanpur Nagar

**Description of the programme****1.Awareness programme on Ayushman Bhav**

An awareness programme was organized on 24<sup>th</sup> September 2023 at LLR Hospital, Kanpur. The programme was started at 11am with an opening speech by Nursing superintendent LLR Hospital, Kanpur followed by a mass education programme for the public. The Education programme included the following

**Ayushman Apke Dwar 3.0:** This initiative aims to provide Ayushman cards to remaining eligible beneficiaries enrolled under the PM-JAY scheme, ensuring that more individuals have access to essential health services.

**Ayushman Melas at HWCs and CHCs:** These Melas at Ayushman Bharat- HWCs and CHCs will facilitate the creation of ABHA IDs (Health IDs) and issuance of Ayushman Bharat Cards. They will also offer early diagnosis, comprehensive primary health care services, teleconsultation with specialists, and appropriate referrals.

**Ayushman Sabhas:** These gatherings in every village and Panchayat will play a pivotal role in distributing Ayushman cards, generating ABHA IDs, and raising awareness about vital health schemes and disease conditions, such as non-communicable diseases, tuberculosis (Nikshay Mitra), sickle cell disease, as well as blood donation and organ donation drives.

**Ayushman Mela:** One-stop' platforms to address a comprehensive range of health issues have proven to be an effective strategy to reach the masses and augment the utilization of healthcare services. To realize the vision of universal health coverage people's ownership of their health is critical.

The public is motivated by the students to register themselves under Ayushman Bhav scheme and to avail the health schemes under the programme.

**2.Awareness on organ donation and pledge**

An awareness programme was organized on 26<sup>th</sup> September 2023 at LLR Hospital, Kanpur. Awareness has created on the public by performing a Nukkad- Natak followed by mass education programme. The awareness programme included the following

**WHAT IS ORGAN AND TISSUE DONATION?**

Organ Donation is the gift of an organ to a person with end stage organ disease and who needs a transplant. The donated organ may be from a deceased donor or a living donor.

**WHAT IS TRANSPLANTATION?**

Surgical operation in which a failing or damaged organ in the human body is removed and replaced with a functioning one.

**WHO CAN PLEDGE TO DONATE ORGANS?**

Any person not less than 18 years of age, who voluntarily authorizes the removal of any of his organ and/or tissue.

**WHAT ALL ORGAN AND TISSUE CAN BE DONATED?**

The organs like eyes, liver, lung, kidney, heart, pancreas, intestine can be donated and the tissues like cartilage, skin, heart valves, bone, cornea and blood vessels can be donated.

### **Organ donation registration**

The 4<sup>th</sup> year B.Sc nursing students actively participated in motivating the public to register themselves for organ donation and successfully 5 were registered in the Ayushman Bhav portal.

### **3. Blood Donation Camp**

Government College of nursing organized a blood donation awareness programme for the public on 23<sup>rd</sup> September 2023 and organized blood donation camp on 27<sup>th</sup> September 2023 in collaboration with Blood Bank, LLR Hospital, Kanpur as an initiative of Ayushman Bhav scheme. The students of B.SC nursing and post B.sc nursing were registered for blood donation and five eligible candidates out of 26 registration is donated blood successfully.

‘Ayushman Bhav’ initiative is envisaged to saturate all health care services in every village/ town in line to ensure reach to the last mile and enable access to health care services to everyone in the society.

## GLIMPSE OF THE EVENT

### 1.Awareness programme on Ayushman Bhav



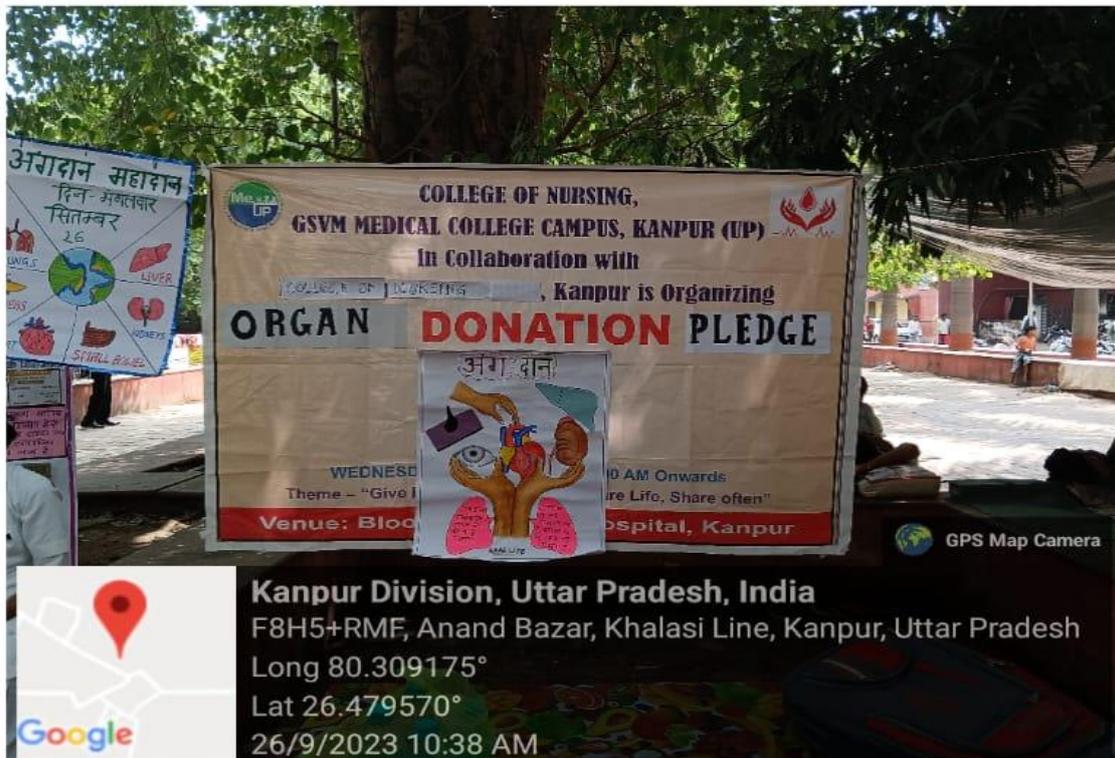


**Kanpur Division, Uttar Pradesh, India**  
216/1, 216/1, Ambedkar Ln, Anand Bazar, Khalasi Line,  
Long 80.309160°  
Lat 26.479660°  
23/9/2023 10:30 AM



**Kanpur Division, Uttar Pradesh, India**  
12, nagar, opp. LLR Hospital, Anand Bazar, Khalasi Line,  
Long 80.308841°  
Lat 26.479647°  
23/9/2023 10:37 AM

## 2.Awareness programme on organ donation





# BLOOD DONATION CAMP

