

No. S- 12018/247/2022-NHA
Government of India
Ministry of Health & Family Welfare, Gol
National Health Authority

Date: 19th May, 2023

OFFICE MEMORANDUM

Subject: Issuance of co-branded PVC Ayushman to beneficiaries of all categories including State sponsored beneficiaries – reg.

Ayushman Bharat PM-JAY is being implemented across 33 States/UTs. Many States/UTs have either expanded beneficiary base under the scheme or have converged their State specific schemes with AB PM-JAY. Many of such States/UTs have agreed to issue co-branded Ayushman card to State specific beneficiaries in order to bring uniformity in the implementation of the converged scheme.

2. In this regard, NHA, vide O.M No. S-12012/183/2022-NHA(Pt.I) dated 01.02.2022 informed the States/UTs that NHA shall bear the entire expenses for issuing such co-branded Ayushman cards for all beneficiary type. This decision was implemented from 1st January 2022. However, the Governing board of NHA has decided to implement this decision from 1st March 2021 i.e., NHA shall bear the cost of all co-branded Ayushman Card issued from 1st March 2021.

3. With regard to beneficiaries having already issued paper-based card, many States/UTs have highlighted that paper-based Ayushman card mostly gets soiled / damaged after a certain period of time. Further, recognising the impact of PVC Ayushman Card in creating awareness and empowerment amongst the beneficiaries, the Governing board of NHA decided to allow States to issue PVC cards (co-branded) to such beneficiaries who have earlier been issued paper card on self-payment. Further, this exercise will also bring uniformity in the co-branded card design. NHA shall bear the complete cost of printing and delivery of such cards subject to a ceiling of Rs. 15 per card (plus GST extra) as e-KYC corresponding to such beneficiaries has already been done. SHAs are requested to share their proposal in this regard with NHA.

4. Kindly refer to OM No. S-12018/247/2022-NHA dated 31.08.2022 and O.M No. S-12018/247/2022-NHA dated 27.12.2022 wherein a decision was taken to decouple the e-KYC activity and card printing and delivery process in order to expedite card creation. It was also decided to further engage the network of field level workers including ASHAs for the e-KYC process. The e-KYC activity had also been incentivized whereby these ASHAs

and FLWs has to be paid Rs 5 for each of the successful e-KYC done. Further, it has been decided that the agencies/individuals shall be paid for e-KYC activity separately from 1st March 2021.

5. However, it has been found that Ayushman card printing and delivery was not being able to keep pace with the e-KYCs done at the field level. In view of this, it has been decided to further engage FLWs for card delivery. In this regard, following may be noted:

- a. Ayushman Card printing and delivery has been decoupled in "Card printing and dispatch up to block/district level" and "Card delivery to beneficiaries".
- b. States may engage separate agencies for "Card printing and dispatch up to block/district level" and for "Card delivery to beneficiaries".
- c. An amount of up to Rs. 3 shall be payable to FLWs for every card delivered. No GST shall be payable for card delivered by FLWs. This shall be applicable for all the PVC Ayushman Card delivered or proposed to be delivered using NHA's IT platform irrespective of the date of e-KYC.
- d. Rs. 12 (plus GST) or discovered price for this activity, whichever is lower, shall be payable for card printing and dispatch up to district/ block level as per the work order issued by SHA.
- e. However, SHA shall have complete flexibility with regard to the financial arrangement for both PVC Ayushman card printing and dispatch till district/block level and Ayushman card delivery to the beneficiaries in case they are engaging any agency for these activities. The maximum amount payable for both the activities combined shall be Rs 15/- (plus GST) in case of CSC, UTI-ITSL. However, in case of agencies empanelled by NHA, it shall be discovered price minus Rs 5 (plus GST). In case of agencies empanelled by SHAs, lower of Rs 15/- (plus GST) or the discovered price shall be payable.
- f. NHA/SHA shall provide the beneficiary data required for card printing in the CSV format to the agencies who have been engaged by the SHA for card printing and dispatch.
- g. The printed cards should be bundled as per PIN code or Village or Ward as desired by the SHA. One bundle may not contain more than 50 Ayushman Cards. Along with Ayushman Cards, the printing agency shall enclose a printed document which would list the beneficiary details necessary for identifying the beneficiary.
- h. The agency shall handover the Ayushman Card bundle to the designated person and get the delivery challan signed. The copy of delivery challan should be handed over to the SHA/NHA as per the guideline.
- i. The agency shall ensure that Ayushman cards are printed as per the defined design and quality.
- j. The payment to the card printing and dispatch agency shall be based on the proof of receipt of printed cards by the designated person and verified by competent authority in SHA.
- k. SHA shall endeavour to deliver all the printed cards to eligible beneficiaries. NHA's BIS platform captures the proof of card delivery.

7. This issues with the approval of the Competent Authority.



(Rohit Deo Jha)
Joint Director, NHA

To,

The CEO, State Health Agency (All States/UTs implementing AB PM-JAY)

Copy to:

1. The Additional Chief Secretary/Principal Secretary/Secretary (Health) - (All States/UTs implementing AB PM-JAY)
2. PPS to CEO, NHA
3. PS to Addl. CEO, NHA
4. Financial Advisor, NHA

