

DO : S-12018/233/2022-NHA-Part(1)

Dated: 29-05-2025

Dear Madam/ Sir

Kind reference to the communication received from the Ministry of Tribal Affairs regarding the observance of *Janjatiya Gaurav Varsh (JJGV)* in 2025.

As part of this initiative, a nationwide Awareness and saturation campaign to engender delivery of individual entitlements to tribal communities is planned from **June 15-30, 2025**. The camp amongst providing other services will also include card creation drive for AB PM-JAY for the tribal population in the State /UT.

In this context, it is requested that the State/UT may undertake following activities :

1. Collaborate closely with the State Tribal Welfare Department and District Collectors/Deputy Commissioners of the concerned districts.
2. Identify habitations and tribal villages with population pending for Ayushman enrolment.
3. Preparation of district-wise micro plans, camp calendars, and a monitoring for the camp.
4. Ensure active participation in the saturation camps during the campaign period.
5. IEC activities to sensitize the left out population (template for same is attached). The ppt is for reference and state /UT may customize it as per their requirements.
6. Invoice to be raised with NHA @ Rs. 7500 per village for the IEC activities to be done at the tribal village.
7. The outcome/card created due to IEC activities to be shared with NHA along with relevant photos.

Looking forward to your active support in making this initiative a success.

Yours sincerely,

(Samuel V. Pachau)  
Joint Director, NHA

To

Chief Executive Officer, State Health Agency (all States/UTs implementing AB PM-JAY)

Copy to:

1. ACS/PS/ Secretary (Health) of all the States/UTs implementing AB PM-JAY
2. PPS to CEO, NHA
3. PS to JS, NHA