

# SECTOR SPECIFIC REPORT



## Healthcare

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## INDIA LAUNCHES MASS DRUG ADMINISTRATION (MDA) CAMPAIGN



# India Launches Mass Drug Administration (MDA) Campaign for Lymphatic Filariasis Elimination

The first phase of the Nationwide Mass Drug Administration (MDA) campaign for the eradication of Lymphatic Filariasis was announced by the Ministry of Health and Family Welfare on 10 February 2024. This disease is caused by Culex mosquitoes and is vector-borne.



Source: <https://pib.gov.in/PressReleasePage.aspx?PRID=2004769#:~:text=S.P.areas%20affected%20by%20the%20disease>.

The campaign occurs twice a year, the next phase of the campaign will take place on 10 August 2024. The minister restated the country's dedication to eliminating Lymphatic Filariasis by 2027, three years before the global timeline to protect our citizens from economic and social insecurity and disability.

The objective of the campaign is to control the transmission of disease by distributing free medicines as a preventive measure in the affected areas across the country. The initial phase of the campaign will be on for the next two weeks, targeting the highly affected 10 states. The dedication, commitment, and hard work of healthcare professionals are inevitable during this phase.



Source: <https://www.hindustantimes.com/india-news/union-health-ministry-launches-mass-drug-administration-campaign-to-eliminate-lymphatic-filariasis-by-2027-101691662944394.html>

Source: <https://pib.gov.in/PressReleasePage.aspx?PRID=2004769#:~:text=S.P,areas%20affected%20by%20the%20disease.>

In 2023, these professionals were able to reach around 82.5% of the affected population and target to reach 95% this year with their dedicated efforts and effective implementation strategy. The government showcased surged action to counter this disease by announcing an advanced five-pronged strategy for its elimination. The campaign will raise awareness about the best practices and plans in the respective states.

**ENHANCED STRATEGY FOR ELIMINATION OF LYMPHATIC FILARIASIS**

- 1 Mission Mode MDA**  
MDA Campaign twice a year synchronized with NDD (10<sup>th</sup> Feb and 10<sup>th</sup> August)
- 2 Morbidity Management and Disability Prevention (MMDP)**
  - Early diagnosis and treatment
  - Engagement of medical colleges for strengthening MMDP services
- 3 Vector Control (Surveillance & Management)**  
Integrated Vector Control with multi sectoral coordinated efforts
- 4 High-Level Advocacy**  
For inter sectoral convergence with allied departments and ministries such as Ministry of water and sanitation, Ministry of Panchayati Raj, Ministry of HRD, Ministry of Urban and Rural Development
- 5 Innovative Approaches**  
Leveraging existing digital platforms for LF and explore alternate diagnostics

Source: <https://pib.gov.in/PressReleasePage.aspx?PRID=1898092>

The campaign encouraged States to focus on 'Directly Observed Therapy' and in-depth monitoring at the block level along with scheduled analysis of monitoring reports at all levels to understand the significance of quality data.

### Disease Dominated States

Bihar	Chhattisgarh	Jharkhand	Maharashtra	Uttar Pradesh
West Bengal	Karnataka	Odisha	Madhya Pradesh	Andhra Pradesh

India's efforts to conclude this disease, the campaign wisely synced with the Sustainable Development Goals (SDGs) whose aim is to eliminate hunger and disability by 2030. Consistent efforts will be taken to lead India forward to achieve the best result in healthcare and provide dignified life to its citizens.



## 'Viksit Bharat Sankalp Yatra' Health Camps Bringing More People Under Ayushman Card Coverage

To witness a robust healthcare ecosystem in India, the government has taken a landmark initiative named 'Viksit Bharat Sankalp Yatra'. It has shown remarkable results in surging the coverage of India's flagship healthcare scheme 'Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PM-JAY)' generally known as Ayushman Card.

The Yatra was launched throughout India to motivate citizens to actively participate to yield beneficial transformation in India's healthcare domain. The government took charge of this initiative and focussed on the population residing in the rural sector which is falling short of accessing healthcare facilities under new frameworks due to lack of awareness.

स्वास्थ्य एवं परिवार कल्याण मंत्रालय  
MINISTRY OF HEALTH AND FAMILY WELFARE

### Viksit Bharat Sankalp Yatra

More than  
**5**  
Crore  
people benefited from  
free health services

Source: <https://pib.gov.in/PressReleasePage.aspx?PRID=1997696#:~:text=A%20total%20of%204%2C51%2C492,using%20NAAT%20machines%20wherever%20available.>



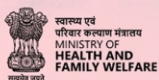
“  
**विकसित भारत संकल्प यात्रा,  
 उन लोगों तक सरकार की योजनाएं  
 और सुविधाएं लेकर जा रही है,  
 जो अब तक इनसे छूटे हुए हैं।**”

विकसित भारत संकल्प यात्रा कार्यक्रम में पीएम मोदी, 30 नवंबर 2023

Source: [https://www.pmindia.gov.in/en/news\\_updates/pm-interacts-with-beneficiaries-of-viksit-bharat-sankalp-yatra/](https://www.pmindia.gov.in/en/news_updates/pm-interacts-with-beneficiaries-of-viksit-bharat-sankalp-yatra/)

During the Yatra, health camps have been organized which have played a vital role and served as the backbone for its success. **Its presence among the rural population residing in different towns, villages, and far-off places educated them about various schemes led by the government, enabling crucial health-related services** including health check-ups for proper assessment, and conducting tests for diseases like hypertension, tuberculosis, diabetes, etc. They were also educated about the significance of the 'Ayushman Card' while bringing new cardholders under its ambit to increase coverage.

The 'Ayushman Card' provides health assurance to citizens seeking financial assistance to avail of expensive healthcare services and promotes scheduled check-ups assisting in the early detection of any disease if any through public funding. The cardholders can avail of cashless treatment at any impanelled hospital in India for coverage up to INR 5 lakh annually.



## Viksit Bharat Sankalp Yatra



More than  
**7 Crore**  
people benefited from  
free health services

Source: <https://pib.gov.in/PressReleaselframePage.aspx?PRID=2002933>

### Coverage Under Viksit Bharat Sankalp Yatra

According to the data as of 12 December 2023, around 26,752 Gram Panchayats have met the target of 100% for making an 'Ayushman Card'.

In the first week of the Yatra, around 1232 camps were conducted in around 203 gram panchayats.

Total visitors crosses 5 Crore in almost 2 lakh Viksit Bharat Health Camps and more than 2.61 Crore Ayushman cards created at the Camps.

The Viksit Bharat Sankalp Yatra initiative has already benefitted around 63 lakh citizens. Its objective is to imbibe a robust healthcare ecosystem for a healthy India.

This yatra is a milestone move by the government to enable access to healthcare for every citizen and extend the reach of good healthcare services to unreachable populations. The mobile vans travelling across the country under this yatra have worked great in enrolling new potential beneficiaries through learning-based interaction and needed actions to witness a developed India (Viksit Bharat) on the grounds of great health.

## How AG Group Resources Can Help You

To find assistance in formulating health policies and programmes. [Click Here](#)

## National Sickle Cell Anaemia Elimination Mission

The Prime Minister (PM) of India announced the National Sickle Cell Anaemia Elimination Mission (NSCEM) to fight back against this fatal disease mostly present in the tribal communities in India. It's a genetic disorder impacting life expectancy therefore the government has aimed to eliminate the disease before 2047.



Source: <https://sickle.nhm.gov.in/>

The PM of India requested the all-inclusive contribution of not only the healthcare professionals and the government but also the citizens to eliminate this disease. Distribution of the Ayushman Bharat cards among the citizens has given additional wings to the mission witnessing the dedication and commitment of the government towards health prospects and priorities of tribal communities.





Source: <https://pib.gov.in/PressReleasePage.aspx?PRID=1936735>

The timely detection of the disease cum treatment and education to the population about the disease is the most important part of the mission. **It follows the dual approach of screening and awareness as sometimes people themselves are unaware of the disease they are suffering from, and it might get passed on to the next generation carelessly.** This noticeable risk multiplies the importance of screening and timely detection is vital for the right intervention.

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### Mission Insights

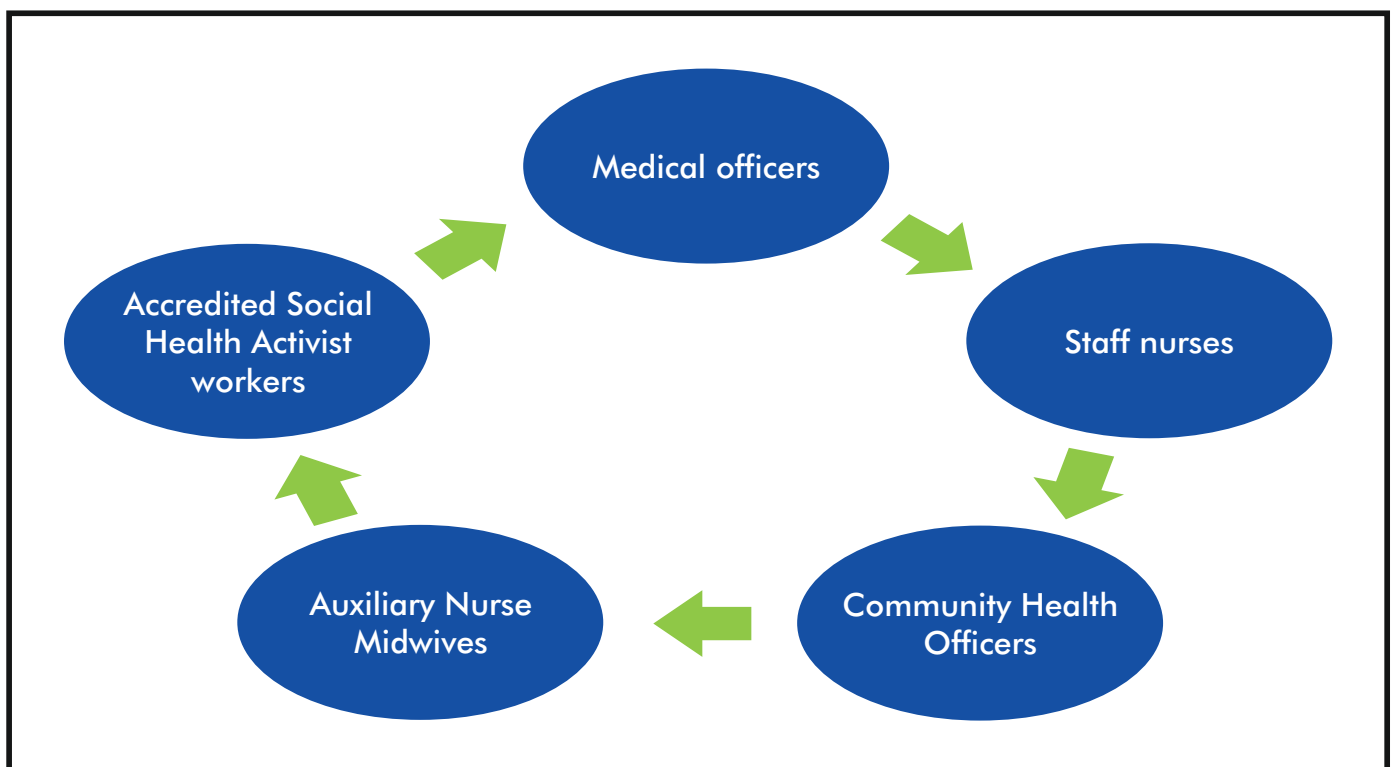
- Under this mission, screening will be done in around 278 districts.
- The screening will target the population between 0 to 40 years to conclude the spread of it to next generation.
- Eligible ones should match the Sickle Cell Genetic Status Cards before marriage to avoid passing it to next generation by carelessness.
- Government stressed on “Sabka Saath, Sabka prayaas to conclude the spread of Sickle Cell Disease.”

The NSCEM mission was launched in the seventeen states assessed for high potential for the disease. The affected patients will go through proper treatment, all-inclusive care, needed facilities, and additional services looking out for positive outcomes as a result of committed treatment. Guidelines were launched along with the mission for robust and effective working. The government also launched training modules at all levels including diverse healthcare professionals and supporting staff.

### Sickle Cell disease dominated the States

- Gujarat
- Maharashtra
- Rajasthan
- Madhya Pradesh
- Jharkhand
- Chhattisgarh
- West Bengal
- Odisha
- Tamil Nadu
- Telangana
- Andhra Pradesh
- Karnataka
- Assam
- Uttar Pradesh
- Kerala
- Bihar
- Uttarakhand

### Training Module Coverage



The actions of the government towards fighting this fatal disease are substantially visible on the ground. The holistic approach has been planned to eradicate it to witness a healthy India with people participation to achieve long-term commitment to eliminate this disease.



## Ministry of Health and Family Welfare Key Achievements in 2023

India's Ministry of Health and Family Welfare (MoHFW) has played a significant role in advancing citizens' health and holistic well-being in 2023. The ministry launched several initiatives and programs for improving healthcare conditions across the country while increasing coverage by running awareness programs and enabling people to adopt prevention strategies for better health prospects.



Source: <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1990674>

The ministry's ambitious scheme, **Ayushman Bharat** has also played a significant role in providing health assurance under the secondary and tertiary healthcare system of the country. It comprises two components **Ayushman Arogya Mandir (AAM)** earlier known as Health and Wellness Centres and **Ayushman Bharat Pradhan Mantri - Jan Arogya Yojana (AB PM-JAY)**. The AAM aimed to build 1,50,000 Health and Wellness Centres in urban and rural segments. **The AB PM-JAY is a scheme to provide a cover of INR 5 lakh per family.** To eliminate Tuberculosis the ministry launched the **National TB Elimination Programme** further assisted by **Pradhan Mantri TB Mukht Bharat Abhiyaan (PMTBMBA)** initiative whose objective was to impart extra support to the TB population.

## List of Major Achievements

Till 15 December 2023 according to the Ayushman Arogya Mandir Portal, 1,63,402 Ayushman Arogya Mandir have been formed.

As per Ayushman Arogya Mandir Portal updates, following screening are done 55.66 crore for hypertension, 48.44 crore for diabetes, 32.80 crore for oral cancer, 14.90 crore for cervical cancer in women. Additionally, 2.80 crore sessions of Yoga and Wellness got conducted in them till 15 December 2023.

To advance healthcare facility among rural segment, AAM launched tele-consultation and so far 17 crore are done.

Under AB PM-JAY, 55 Crore individuals got benefited till date. Additionally, some States/UTs on their own expenses increased the cover.

Till 20 December 2023, under AB PM-JAY around 28.45 Crore Ayushman Cards got created in which around 9.38 crore got created between January to December 2023

Free Diagnostics Service Initiative and Free Drugs Service Initiative: Objective was to advance affordability and accessibility all-inclusive.

Healthcare Infrastructure Strengthening: To advance medical equipments, hospital and clinics providing 24x7 facility and timely emergency care.

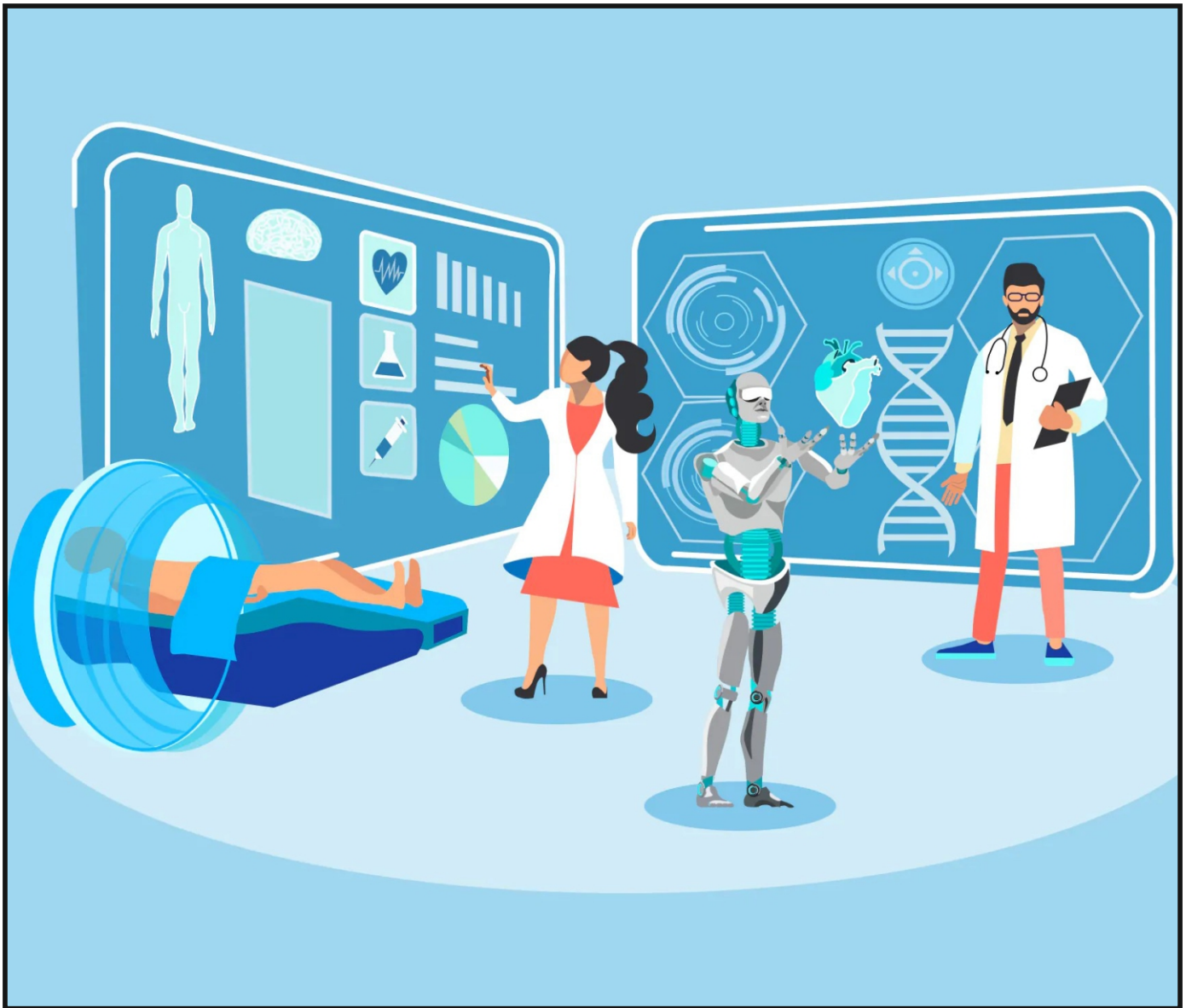
LaQshya Certification: Advancing maternal and neonatal care.

National Quality Assurance Standards Implementation: It will witness patient safety, prompt service and efficient clinical approach.

On the advice of the **National Technical Advisory Group on Immunization (NTAGI) 3<sup>rd</sup> dose of FIPV was added to the National Immunization schedule program to be operational from 1st January 2023.** In 2023, the **Polio Sub-National Immunization Day (SNID)** was conducted on 28th May 2023 and 10th Dec 2023 to prevent the risk of Polio transmission from adjacent countries. The **Intensified Mission Indradhanush (IMI) 5.0 in 2023 was conducted in August, September, and October 2023 to cover pregnant women and children up to the age of 5 years whose routine immunization was interrupted.**

## New Initiatives Under NACP in 2023





The Ministry data shows that 97% of citizens have been administered with COVID-19 vaccine 1<sup>st</sup> dose and more than 90% of eligible Indian citizens have received their 2<sup>nd</sup> dose of the COVID-19 vaccine as of 21<sup>st</sup> December 2023. Such achievements in 2023 underline the government's dedication and commitment to witness a robust and all-inclusive healthy India driven on the strong shoulders of expert doctors, healthcare providers, frontline workers, etc to make it accessible.

## How AG Group Can be a Help

To consult specialized health planners, doctors, and medical professionals to manage your healthcare project [Click Here](#)

# 5 Step CPR Guidelines

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1. Call Emergency Number



2. Tap and Shout



3. Check for Breathing



4. Perform CPR



5. Continue CPR Steps Until Help Arrives

## Launch of Nationwide Public Awareness Campaign on CPR Awareness Programme

Acknowledging the vital importance of the life-saving technique of Cardiopulmonary Resuscitation (CPR) that substantially increases the chances of survival for the population getting cardiac arrest, the Ministry of Health and Family Welfare announced a Public Awareness Programme at the national level focusing on CPR training administered by the National Board of Examinations in Medical Sciences (NBEMS).

The ministry highlighted the significance of adopting a healthy lifestyle to optimize the health of the heart by following a balanced diet and regular exercise as part of daily routines. The ministry appreciated the initiative and endeavour of the NBEMS to promote the launched program at the national level to raise awareness and promote the education of this good cause in all segments of Indian society and call the public for active participation.



Source: <https://thesouthfirst.com/health/nationwide-public-awareness-programme-on-cpr-training-launched/>

Around 20 lakh people took part in the nationwide campaign highlighting the significance of CPR training and the ease of learning. Thus, creating awareness about its importance in the public domain to save lives in case of cardiac arrest has the utmost importance when the burden of heart disease increases significantly. It was the maiden CPR awareness campaign executed at the national level and attended by professionals, paramedical staff, and students.



Source: <https://www.thehindu.com/news/national/health-ministry-launches-nationwide-campaign-to-train-people-to-give-life-saving-cpr/article67608469.ece>

The launch of this campaign is a landmark initiative for enabling our citizens to be aware and trained in life-saving techniques using CPR. This will lead to the advancement of our society, which will be well-trained to deal with situations of cardiac arrest in the first place.

The training was imparted to all the participants through an online session. Trained doctors were present to educate about the insights of CPR techniques underlined by the correct procedures which was followed by a Q&A session, at the end. The NBEMS also provided certification of participation to all participants.



## Eminent's Insight

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The Rs 1 trillion (\$12 billion) budget for states providing up to 50-year interest-free loans to support research and innovation in so-called "sunrise sectors," including healthcare technology, is "commendable". India will emerge as a "beacon for global workforce development" given its emphasis on training and upskilling. I welcome the strategy to augment medical education by capitalising on existing hospital infrastructures.

**Dr Prathap C. Reddy**  
Chairman  
Apollo Hospitals

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Dr. Prathap C. Reddy

Founder, Chairman  
Apollo Hospitals Group



# RESOURCES

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