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A Brief Report on

A Special Awareness & Sensitization Program on Ayushman Bharat Health Account (ABHA/HEALTH CARD)

Date- 13 May, 2024

Venue- Paikramau

Organized by- Department of Biosciences, Integral University, Lucknow, UP, India

Collaborating Agency- NSS, Integral University, Lucknow, UP, India

Coordinator of the activity- **Dr. Jahanarah Khatoon** (Assistant Professor, Dept. of Biosciences, Integral University)

Overview- Special Awareness & Sensitization Program on **Ayushman Bharat Health Account (ABHA/E HEALTH CARD)** was organized by the Department of Biosciences at Integral University, in collaboration with the NSS. This initiative aimed to educate the villagers and residents of Paikramau about the ABHA/E-HEALTH CARD scheme, elucidating its purpose, benefits, and the online application process. Through a dynamic and interactive approach, the program featured vibrant posters and charts that visually communicated the essence of the scheme. Engaging one-on-one conversations allowed us to connect personally with attendees, addressing their questions and clarifying doubts. Our team dedicatedly ensured that the local populace understood the significance of the ABHA/E-HEALTH CARD in enhancing their access to healthcare services. This program not only disseminated crucial information but also empowered the community by providing them with the necessary tools and knowledge to enroll in the **Ayushman Bharat Health Account**, fostering a more informed and health-conscious society.

Participants- Esteemed faculty members from the **Department of Biosciences (Dr. Jahanarah Khatoon and Dr. Shahida Hamid)**, and **NSS program coordinator (Dr. Tahira Khatoon)**. A total of **200** students of undergraduate and postgraduate program such as Microbiology, ZBC (Zoology, Botany, and Chemistry), Biotechnology, and Life Sciences, Biochemistry as well as dedicated research scholars, actively participated in the sensitization program. The program saw enthusiastic participation from the local community, including villagers, ASHA workers from the local Anganwadi, and the village Pradhan, making the event a collaborative and inclusive effort.