



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
निर्माण भवन, नई दिल्ली - 110011

Government of India
Ministry of Health & Family Welfare
Nirman Bhavan, New Delhi - 110011

रोली सिंह, भा.प्र.से.

Roli Singh, I.A.S.

अपर सचिव एवं मिशन निदेशक (रा.स्वा.मि.)

Additional Secretary & Mission Director (NHM)

D.O. No. NHSRC/18-19/QI/01/LaQshya

Dated the June 14, 2022

Dear Colleagues,

LaQshya program was launched on 11th December'2017, with an aim to improve the Quality of care around birth and accentuating respectful maternal care in public health facilities. As per the LaQshya guidelines, Quality certification assessment is conducted on the similar lines of NQAS. Departments achieving Quality certification, meeting the outcome indicators and ensuring beneficiary satisfaction are incentivized.

In the 7th CQSC meeting, it has been directed that LaQshya certified facilities will be awarded incentives for three years subject to the below given criteria –

- Annual validation of Quality Standards for subsequent two years and submission of yearly surveillance assessment report
- Meeting the targets defined in the Annexure C of LaQshya guidelines
- 80% of the beneficiary are either satisfied or highly satisfied

States/ UTs may propose their incentives through the Supplementary PIP.

With regards.

Yours sincerely,

Roli Singh
(Roli Singh) 14/6/22

Mission Director, NHM- All States/ UTs

Copy to:-

- Nodal Officers – Quality and Maternal Health – All States/ UTs.**

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