

एल. एस. चांगसन, भा.प्र.से.
अपर सचिव एवं मिशन निदेशक (रा.स्वा.मि.)

L. S. Changsan, IAS
Additional Secretary & Mission Director (NHM)



Dear Sir/Madam,

As you are aware, under the aegis of Government of India's flagship program of Ayushman Bharat - Health and Wellness Centres (AB-HWCs), more than 1.6 lakhs AB-HWCs have been successfully established across the States/UTs over the last five years. These AB-HWCs are equipped with the required resources including infrastructure, human resources, drugs & diagnostics, IT framework, etc. The commendable efforts of the States and UTs are highly appreciated. Majority of the facilities have been branded by States/UTs as per branding guidelines and rest are in the process. The AB-HWCs are being recognized by the weakest section of society as facility which are not only near to their doorstep but also can be approached for consultation about majority of the primary health care needs. These centres have been successful in taking the thinking and health care delivery from illness to wellness. Now, going one step ahead and to realize the dream of Ayushman India the competent authority has decided to rename the Ayushman Bharat-Health and Wellness Centres as 'AYUSHMAN AROGYA MANDIR' with the tagline 'Arogyam Parmam Dhanam'.

2. The States and UTs may consider the following points for successfully renaming the health and wellness centres (SHC, PHC, UPHC, UHWC):

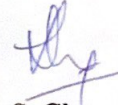
- a. The new title will be 'AYUSHMAN AROGYA MANDIR' with the tagline 'AROGYAM PARAMAM DHANAM' and आयुष्मान आरोग्य मंदिर - आरोग्यं परमं धनम् in English and Hindi respectively. It has to suitably replace the existing title 'Ayushman Bharat - Health and Wellness Centre' across all the operationalized AB-HWCs.
 - Fonts to be used - Futura PT Font (bold) for English title and Noto Sans Font for Hindi title. Download link is as follows: https://nhsr365-my.sharepoint.com/:f/g/personal/cpcphc_nhsrindia_org/Etf5w7-Wz0dBjKjUgvjvAiwB5zxIYI2T1OehIHYT2b1H5w?e=rqBb1t
 - The font size of the new title will be as per the existing size norms i.e. 100 inches (length) x 18 inches (breadth)
- b. The six circular logos (illustrations) are to be retained with the existing specifications
- c. NHM logo is to be retained
- d. In the case of rented facilities, a flex board may be used for the display of both the title and the six circular logos.
- e. Flexible Dimensions of various designs of branding may be allowed depending on the size of the building.
- f. If any script other than Devnagri/English has to be used for branding, then the full and exact title can be translated in State language(s) but tagline has to be transliterated in the State language(s).

...2/-

3. The funds required for renaming of the existing branded facilities may be proposed @ Rs. 3,000/- per facility for rural areas under FMR HSS.1, Sr. no 150 and in urban areas under FMR HSS.(U) 1, Sr. no 127 as branding activity in PIP.
4. Post successful completion of this activity, States are required to upload new photographs of the primary health facilities with new title on AB-HWC portal.
5. You are requested to kindly monitor the implementation of this in your State/UTs and get the exercise completed latest by 31 December, 2023 so that together we can further the objectives of Ayushman Bharat Healthy India.

With regards,

Your's sincerely,



(Ms. L.S. Changsan)

To,

**Additional Chief Secretaries/Principal Secretaries/ Secretaries (H&FW)/MD,
NHM - All States/UTs**

3. The funds required for renaming of the existing branded facilities may be proposed @ Rs. 3,000/- per facility for rural areas under FMR HSS.1, Sr. no 150 and in urban areas under FMR HSS.(U) 1, Sr. no 127 as branding activity in PIP.
4. Post successful completion of this activity, States are required to upload new photographs of the primary health facilities with new title on AB-HWC portal.
5. You are requested to kindly monitor the implementation of this in your State/UTs and get the exercise completed latest by 31 December, 2023 so that together we can further the objectives of Ayushman Bharat Healthy India.

Your's sincerely,

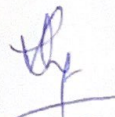
Sd/-
(Ms. L.S. Changsan)

To,

**Additional Chief Secretaries/Principal Secretaries/ Secretaries (H&FW)/MD,
NHM - All States/UTs**

Copy to :

1. PS to Hon'ble Union Health Minister, Govt. of India
2. PS to Hon'ble MoS (SPSB)/Hon'ble MoS (BPP), Govt. of India
3. PSO to Secretary (H&FW), MoHFW
4. PPS to JS (Policy)
5. ED, NHSRC
6. Director NHM (I/II/III/IV)


(Ms. L.S. Changsan)