



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

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



सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
निर्माण भवन, नई दिल्ली - 110011
Government of India
Ministry of Health & Family Welfare
Nirman Bhawan, New Delhi - 110011

D.O.No. Z-28015/201/2023-NHM-I

27th February 2024

Dear Ma'am/Sir,

I would like to draw reference to my earlier D.O. letter of even number dated 25th November 2024 (enclosed) whereby it was conveyed that Ayushman Bharat - Health and Wellness Centres are to be renamed as 'Ayushman Arogya Mandir' with the tagline 'Arogyam Parmam Dhanam' in the spirit of Ayushman Bharat. I am glad to inform that most of the States and UTs have undertaken the process of renaming as per the orders issued by State Government and the photos have been uploaded in the Ayushman Arogya Mandir portal.

2. In continuation of the guidelines issued vide the above referred letter, I would like to apprise that the point 'f' of the guideline has been revised as follows:

Existing guideline	Revised guideline
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 but tagline has to be transliterated in the state language	If any language script other than Devnagri/Roman (English) has to be used for branding, then full and exact title along with tagline can be transliterated in the state/local language and respective script and not as translation of the same.

3. I request States/UTs to take immediate action for renaming all the erstwhile Ayushman Bharat Health & Wellness Centres in rural and urban areas as Ayushman

Arogya Mandir accordingly and upload the photos in the Ayushman Arogya Mandir portal at the earliest.

With regards,

Yours sincerely,


(Ms. L.S.Changsan)

Encl.: As above

To, Additional Chief Secretary/Principal Secretary/ Secretary (H&FW) - All States/UTs

Copy to:

1. Mission Directors, NHM - all States and UTs
2. PSO to Secretary HFW

Facility type	Existing nomenclature (IPHS guidelines)	Suggested name
PHC (Rural)	Health and Wellness Centre - Primary Health Centre (HWC-PHC)	Ayushman Arogya Mandir - Primary Health Centre (AAM-PHC)
PHC (Urban)	Health and Wellness Centre - Urban Primary Health Centre (HWC-UPHC)	Ayushman Arogya Mandir - Urban Primary Health Centre (AAM-UPHC)
SHC (Rural)	Health and Wellness Centre - Sub Health Centre (HWC-SHC)	Ayushman Arogya Mandir - Sub Health Centre (AAM-SHC)
SHC (Urban)	Urban Health and Wellness Centre (introduced in operational guidelines of 15 th Finance Commission and PM- ABHIM in the year 2021)	Ayushman Arogya Mandir - Urban Sub Health Centre (AAM-USHC)