

A STUDY OF AYUSHMAN BHARAT PM-JAY SCHEME AS AN ENABLER OF SOCIAL UPLIFTMENT

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ABSTRACT

Providing Universal Health Care to the population at large is the dream of any society. India ranks very low in provisioning for healthcare to its citizens, particularly, its poor and those living in rural areas. Ayushman Bharat is a revolutionary scheme which aspires to provide entire gamut of health services to every citizen. It has the prospect of changing the face of the society. This paper discusses the details of the scheme, its key features and challenges in implementation.

KEYWORDS: *Health-Care, Insurance, Ayushman Bharat, PM-JAY*