



प्रीति सूदन

सचिव

PREETI SUDAN
Secretary



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण विभाग
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
Government of India
Department of Health and Family Welfare
Ministry of Health & Family Welfare

D.O. No.:7(26)/2018-NHM-I

1 March 2018

Dear Chief Secretary,

I am writing to you in connection with the recently announced Ayushman Bharat scheme. As you are aware, Health and Wellness Centres to deliver primary health care is one of the two pillars of Ayushman Bharat. The strengthening of 150,000 sub- centres and the Primary Health Centres requires monumental effort and significant infusion of resources.

2. While the budget has made significant provision for the operationalization of Health and wellness centres to deliver comprehensive primary health care, upgradation of existing and even new constructions are likely to be required.

3. In order to enable this, I request you to mobilize commitment of community, by business and private sector through Corporate Social Responsibility / philanthropy which aims to benefit the community and society at large.

4. CSR and private investments have spurred new forms of public-private partnerships and have proven to be a key mechanism to leverage private sector resources. This has the potential of substantially increasing the resource envelope for strengthening the H&WC. The expected cost of building a new sub centre is Rs. 50 lakhs, while about Rs. 10 lakhs would be required for renovation of tertiary structures.

5. If you are able to mobilize CSR funds / appeal for philanthropy, to either construct or renovate existing infrastructure, it would free up resources from the national and state envelopes to undertake other important interventions for CPHC. As an acknowledgement of the financial contribution, a commemorative plaque can be displayed with the name of the donor in the front of the building. The state should also make efforts to acknowledge the contribution by public announcements.

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6. Attached is a brochure that provides details of the CPHC which you can circulate to raise awareness about the Health and Wellness Centres and kindle interest among companies and private philanthropies to make financial commitments.
7. We look forward to hearing from you on the quantum of funds that you are able to mobilize.

With regards
Yours sincerely,

pdan
(Preeti Sudan) 2/18

Encl: As above

Chief Secretaries of all States

Copy to:

1. Principal Secretary / Secretary (Health), all States.
2. Mission Directors of all States