

## **8. Ayushman Bharat PMJAY Start-Up Grand Challenge**

**Prelims:** Governance- Schemes, Policies

**Mains:** GS-II- Issues relating to development and management of Social Sector or Services relating to Health, Education, Human Resources.

### **Why in News?**

- ▶▶ The Prime Minister will launch the Ayushman Bharat Start-Up Grand Challenge in New Delhi at Arogya Manthan function organized by the National Health Authority. This function marks the one-year anniversary of the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PMJAY).

### **Ayushman Bharat PMJAY Start-Up Grand Challenge:**

- ▶▶ The Ayushman Bharat PMJAY Start-Up Grand Challenge is a call to action for the Indian start-up community to generate cutting-edge solutions for supporting the National Health Authority towards more effective implementation of Ayushman Bharat PMJAY.
- ▶▶ It is in partnership with Startup India.
- ▶▶ It is showcased as a unique, first-of-its-kind opportunity for start-ups to be a critical participant and stakeholder in implementing AB-PMJAY. Under this initiative, Startups engaged in sectors such as medical devices, digital health, health communications, hospital services and hospital management, medical workforce training and capacity building, etc. are invited to solve a set of problem statements reflecting critical implementation challenges of AB-PMJAY.
- ▶▶ The top 7 startups will be selected to work with the Ayushman Bharat scheme. Other benefits that winners will receive include cash prizes, piloting and testing opportunities, industry mentorship, procurement and funding support.