



भारत सरकार
Government of India
राष्ट्रीय स्वास्थ्य प्राधिकरण
National Health Authority

Kiran Vaska, IAS
Director

No. S-12019/128/2021-NDHM

Date: 29th September 2022

To,

1. Additional Chief Secretaries/ Principal Secretaries/Secretaries of Health, of all States/UTs
2. State Mission Directors of ABDM of all States/UTs

Subject: Allocation of funds for undertaking Capacity Building (CB) and Information Education and Communication (IEC) activities under Ayushman Bharat Digital Mission (ABDM)

Sir/Ma'am

As we move to the second year of national level implementation of ABDM. Planning and effective implementation of the CB and IEC activities is one of the key components to the success of this Mission. These activities are not to be treated as 'stand-alone' but as a mechanism to nudge communities and stakeholders into adopting digital health practices.

In this regard, kind reference is invited to the letter dated 16th March 2022, regarding the setting up of state offices for the ABDM. (Attached herewith for ready reference) wherein it was mentioned that States/UTs will be provided with separate funding for undertaking the IEC and CB activities for the adoption of ABDM. In fact, IEC and CB funds were allocated to several states/UT's for the FY 21-22.

Further to support States/UTs for CB & IEC initiatives, dedicated funding is being proposed for four (4) years i.e from FY 22-23 to 25-26. The details of such state-wise, year-wise allocation can be found in Annexure 1 to this letter. In the said allocation due care has been taken so that less populated or most populated states are not placed in a position of undue disadvantage.

The following points may be noted for the IEC and CB funds:

1. State/UT shall submit a detailed plan for IEC/CB for the respective financial year (format is enclosed) on the basis of which funds will be allocated by National Health Authority (NHA). However, the allocation of funds will be capped at the total annual IEC/CB budget as mentioned for the said State/UT in the Annexure for the said FY or the requirement of the State/UT's, *whichever is lower*. It may also be noted that States/UTs will have complete flexibility to plan the activities suited as per their need and requirements.
2. The disbursement, expenditure, utilization, return etc of such funds will be as per the manner prescribed by instructions issued by Department of Expenditure, Ministry of Finance, Government of India from time to time in this regard such as OM F.No.3/(04)/PFMS/2022 dated 19.04.2022, OM Pr.AO/CDM/TSA/2022-23/5193 dated 25.4.2022 and others. Further it may be noted that it is mandatory to submit UC's (generated through PFMS) before release of further funds.

3. It should be ensured that no float is maintained at the State/UT's level and funds allocated in this head are utilized for IEC/CB activities only.
4. Any unasked or unutilized funds of the State/UT's will be distributed to all other States/UT's on pro-rata basis.
5. This allocation may be revised by NHA as per future requirement of the Mission.

For any further support, you may reach out to Dr Akshay Jain, Joint Director Coordination (011-23468720; jd.coord1@nha.gov.in).

Thanking you

Your Sincerely,



(Kiran Gopal Vaska)

Annexure - I

State/UT wise allocation of funds for CB/IEC for FY 2022-26 in INR Crores

State/UT	CB/IEC Outlay 2022-23	CB/IEC Outlay 2023-24	CB/IEC Outlay 2024-25	CB/IEC Outlay 2025-26	Total
Lakshadweep	0.26	0.28	0.24	0.24	1.02
Ladakh	0.27	0.28	0.25	0.24	1.04
Andaman and Nicobar Islands	0.27	0.28	0.25	0.24	1.04
The Dadra and Nagar Haveli	0.27	0.29	0.25	0.24	1.05
Sikkim	0.27	0.29	0.25	0.24	1.05
Chandigarh	0.31	0.32	0.26	0.25	1.13
Mizoram	0.31	0.32	0.26	0.25	1.13
Puducherry	0.31	0.33	0.26	0.25	1.14
Arunachal Pradesh	0.31	0.33	0.26	0.25	1.15
Goa	0.31	0.33	0.26	0.25	1.15
Nagaland	0.32	0.34	0.27	0.25	1.18
Manipur	0.36	0.38	0.31	0.26	1.32
Meghalaya	0.36	0.39	0.31	0.26	1.32
Tripura	0.37	0.40	0.32	0.27	1.36
Himachal Pradesh	0.62	0.67	0.49	0.31	2.09
Uttarakhand	0.70	0.75	0.53	0.34	2.32
Jammu and Kashmir	0.74	0.80	0.56	0.36	2.46
Delhi	0.86	0.93	0.65	0.40	2.83
Haryana	1.06	1.14	0.76	0.47	3.42
Chhattisgarh	1.06	1.14	0.76	0.47	3.43
Punjab	1.12	1.21	0.82	0.49	3.63
Assam	1.20	1.30	0.86	0.52	3.88
Jharkhand	1.26	1.36	0.89	0.53	4.03
Kerala	1.24	1.34	0.89	0.54	4.00
Telangana	1.29	1.39	0.91	0.55	4.15
Orissa	1.50	1.62	1.22	0.74	5.07
Gujarat	1.83	1.97	1.45	0.89	6.15
Karnataka	1.87	2.02	1.46	0.90	6.24
Rajasthan	2.02	2.18	1.59	0.96	6.74
Tamil Nadu	2.08	2.24	1.64	0.99	6.94
Madhya Pradesh	2.11	2.28	1.64	0.99	7.02
Andhra Pradesh	2.21	2.38	1.77	1.09	7.45
West Bengal	2.45	2.64	1.88	1.15	8.12
Bihar	2.71	2.93	2.08	1.26	8.98
Maharashtra	2.85	3.08	2.19	1.32	9.44
Uttar Pradesh	4.61	4.98	3.44	2.05	15.09
Total	41.68	44.88	32.24	20.80	139.59

**Format for release of funds to the State Under the Central Sector Scheme of
Ayushman Bharat Digital Mission (ABDM) for CB/IEC activities**

**Table 1 - Information Education &
Communication (IEC)**

Si No	Proposed Activity	Quantity Required	Unit Cost	Total Cost

Table 2 - Capacity Building (CB)

Si No	Proposed Activity	Total Participants	Total Cost



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No. S-12019/128/2021-NDHM
Date: 16th March 2022

To,

1. Additional Chief Secretaries/ Principal Secretaries, Health of all States/UTs
2. State Mission Directors of Ayushman Bharat Digital Mission (ABDM) of all States/UTs

Subject: Submission of proposal for release of funds during F.Y. 2021-22 for setting up of State Mission office for Ayushman Bharat Digital Mission (ABDM)

Sir/Maám

Kindly refer to the letter dated March 8, 2022 vide D.O.No. S-12019/128/2021-NDHM sent by CEO, NHA regarding setting up of state offices for the Ayushman Bharat Digital Mission (ABDM).

With the recent approval of the Cabinet, a sum of ₹ 500 crores would be provided to the states and UTs in the next five years to support manpower for implementing ABDM at state level.

In addition to above separate funding will be provided for undertaking of Information Education & Communication (IEC) and Capacity building (CB) activities at the States/UTs. Please note that for IEC, States/UTs can use existing vendors engaged by them (e.g.- printing presses on their panel with rates already discovered). Material/templates may be provided by NHA in the coming few days.

As stated above you are requested to kindly submit the proposal for release of funds during F.Y. 2021-22 as prescribed in the issued guidelines and in the enclosed format. Utilisation certificates in respect of these funds disbursed by NHA would be required from respective states/UTs by March 30, 2022. Please accord top priority so that proposal for first release reach us latest by March 22, 2022.

It is also mentioned that the fund disbursement from NHA would only be possible if a bank account for state office of ABDM is operational. Chapter 6 of the guidelines issued for setting up the state office may be referred in this regard.

Yours Sincerely,

(Dr Praveen Gedam)

Mission Director, Ayushman Bharat Digital Mission,
Additional Chief Executive Officer, National Health Authority