



A Report of CR Campaign on **Building Awareness for PM-JAY**

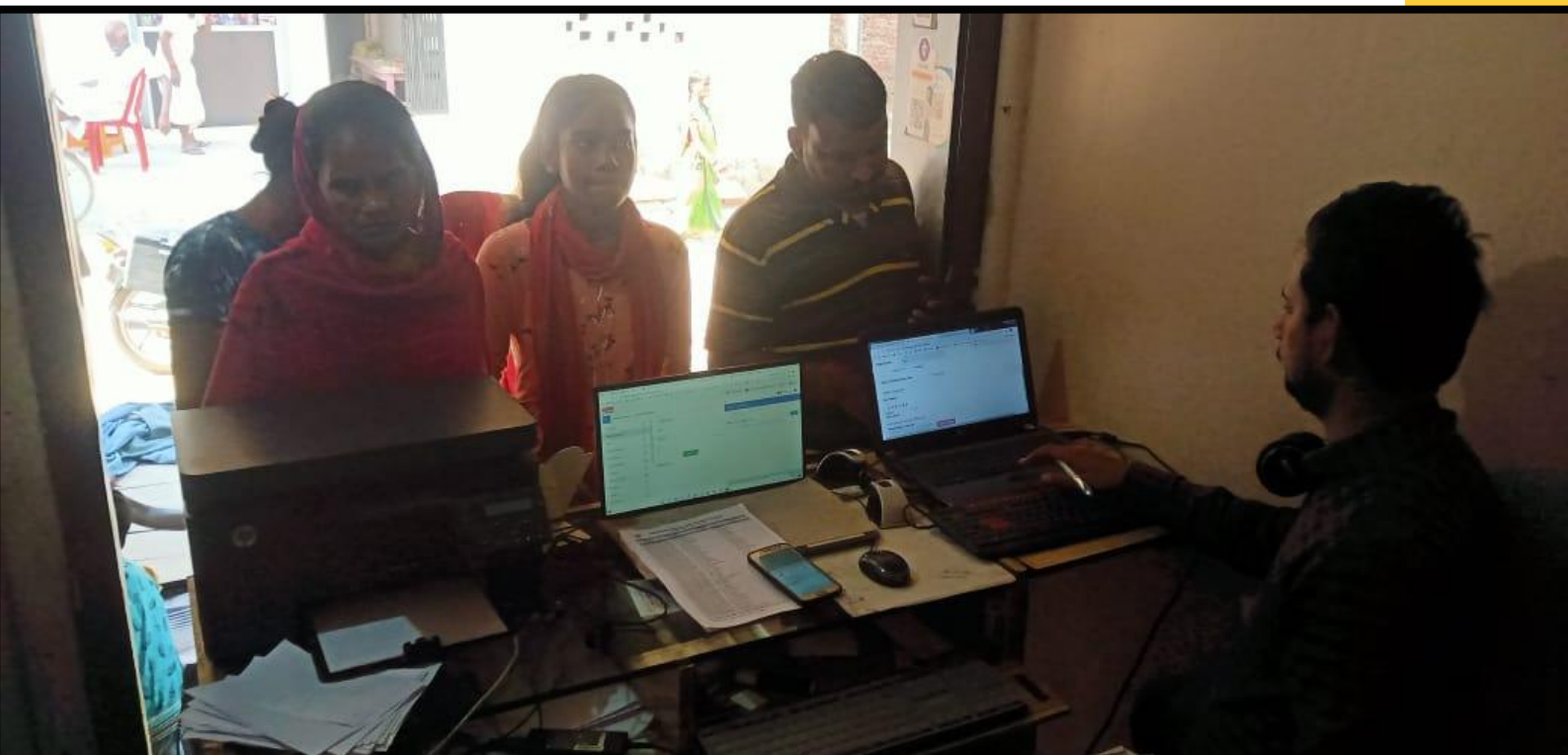
September- December, 2021

smart

SEEKING MODERN APPLICATIONS
FOR REAL TRANSFORMATION

Key Objective: **Build awareness and increase uptake of Golden Cards among eligible beneficiaries via CRs**

1. Disseminate **correct information** on the scheme, eligibility criteria, process and its benefits
2. Recording **testimonials of beneficiaries** and sharing with a wider audience
3. Conduct **outreach activities** to mobilise communities to avail the benefit
4. Facilitate Community Members to get their **Golden Cards** made



Radio Station	District
Loudspeaker FM	Gorakhpur
Radio Gorakhpur	Gorakhpur
Radio IIMT	Meerut
Radio SD	Muzaffarnagar
Waqt Ki Awaaz	Kanpur Dehat



Campaign at a Glance

(1st December- 31st December, 2021)

Total Airtime-**13,650** minutes

- RJ Links- **332**

- Original Promos created & broadcast everyday- **50**

- Bytes & Testimonials received- **89**

- Calls received- **971**

1036 Golden Cards made by CRs in 3 Months



Campaign at a Glance (September- December, 2021)

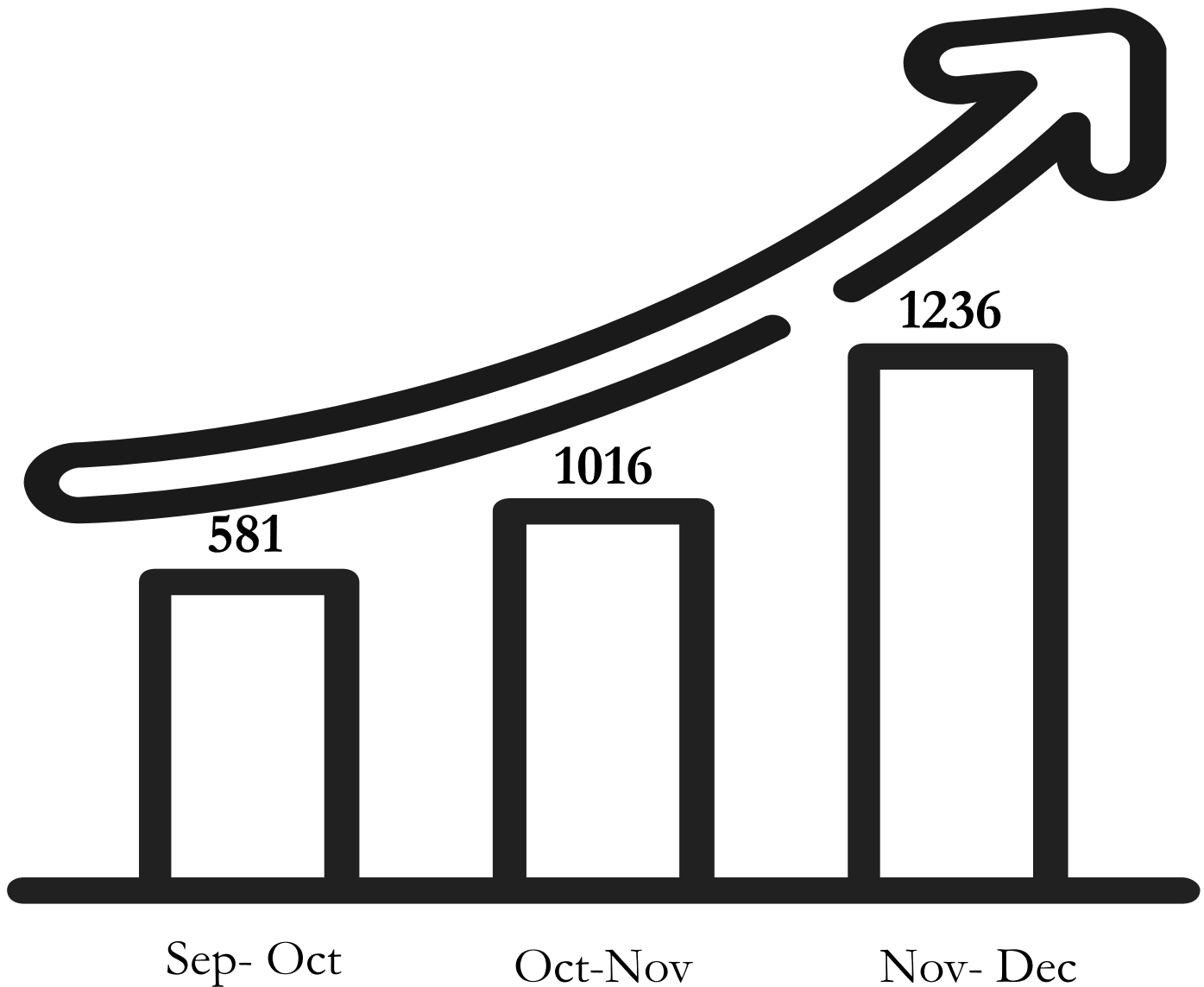
Total Airtime-**42,958** minutes

- RJ Links- **845**
- Original Promos created & broadcast everyday- **95**
- Bytes & Testimonials received- **373**
- Calls received- **5100**

2833 Golden Cards made by CRs
in 3 Months



Increase in number of Golden Cards made by CRs



Community Feedback

Anju, Kanpur Dehat

I was suffering from sugar and hypertension. Our family didn't have enough money to get my treatment done. then I got the information about the golden card from a program on Waqt ki Awaz. I called them and they guided me and helped me get my golden card. I was admitted in the hospital. All my treatment was free of cost and now I much better.

Anil Kumar, Muzaffarnagar

I got many benefits from PM-JAY. Radio SD, took me to the camp and got my golden card made. My stone removal surgery was free of cost.



Community Feedback

Munni Devi, Meerut

I lost my eyesight. The doctor said that I needed to be operated. I didn't have enough money to get operated but after listening to the programs on Radio IIMT and with their help my golden card was made. My operation was successful without any amount of money.

Aruna, Gorakhpur

I was pregnant, and there was a need to do cesarean surgery. With the help of the Golden card ,the surgery has been done without any cost. I would like to thank Radio Gorakhpur for helping me throughout the process.



Challenges

- Despite having the golden card, people are unaware of its purpose and how and where to use it. Many think it is one card per family.
- Many are misinformed about the benefits and expect OPD to be subsidised, thus get disappointed when refused.
- There are misconceptions regarding the services and benefits that can be accessed through the card.
- Many wrongly believe that getting the card would automatically activate a transfer of Rs 5 lakh into their accounts, which is not the case
- DIUs are not responsive and some were unavailable throughout the campaign.

