

Role of Information, Education and Communication (IEC) in Ayushman Bharat

- a. Understand the various target audiences for PM-JAY, and their attitudes and perceptions towards PM-JAY.
- b. Drive awareness and educate the target audience about PM-JAY, by disseminating accurate information.
- c. Develop communication based on key insights, so that it drives changes in attitudes and behaviour.
- d. Create user friendly IEC material, select relevant communication channels and roll out messages at appropriate time; to maximize reach and impact amongst the target audiences.