ROLE OF SOCIAL MEDIA IN PROMOTING HEALTH AWARENESS IN CHHATTISGARH WITH REFERENCE TO AYUSHMAN BHARAT YOJANA

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This is to certify that **Sonali Swarnkar**, a student in the IV Semester of the **Master of Arts (M.A.) in Journalism and Mass Communication** at **Guru Ghasidas University, Bilaspur (C.G.)**, has successfully completed her dissertation titled **"Role of Social Media in Promoting Health Awareness in Chhattisgarh with Reference to Ayushman Bharat Yojana."**

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INTRODUCTION

Social media has become an essential tool in the dissemination and implementation of the Ayushman Bharat Yojana (ABY), India's ambitious healthcare initiative aimed at providing affordable health coverage to millions of Indians. Launched in 2018, the scheme offers up to ₹5 lakh per family per year for secondary and tertiary hospital care to economically vulnerable populations.

The role of social media in Ayushman Bharat can be understood through several key aspects:

Awareness and Education: Social media platforms such as Facebook, Twitter, and WhatsApp have been effectively utilized to inform the public about the scheme's benefits, eligibility criteria, and registration processes. These platforms provide a cost-effective means of reaching a wide audience quickly.

Real-Time Communication: Social media facilitates real-time updates on scheme-related developments, including new policy changes, successful case studies, and important notifications. This instant communication ensures that the public remains informed and engaged.

Feedback and Engagement: Social media platforms provide beneficiaries and stakeholders with a space to voice their concerns, share experiences, and seek clarification on various aspects of the scheme. This interactive feedback loop allows for prompt issue resolution and contributes to the continuous improvement of the scheme's implementation.