



# **Campaign for health insurance - Achieving highest percentage of enrolment in the country in RSBY campaign**

Jiji

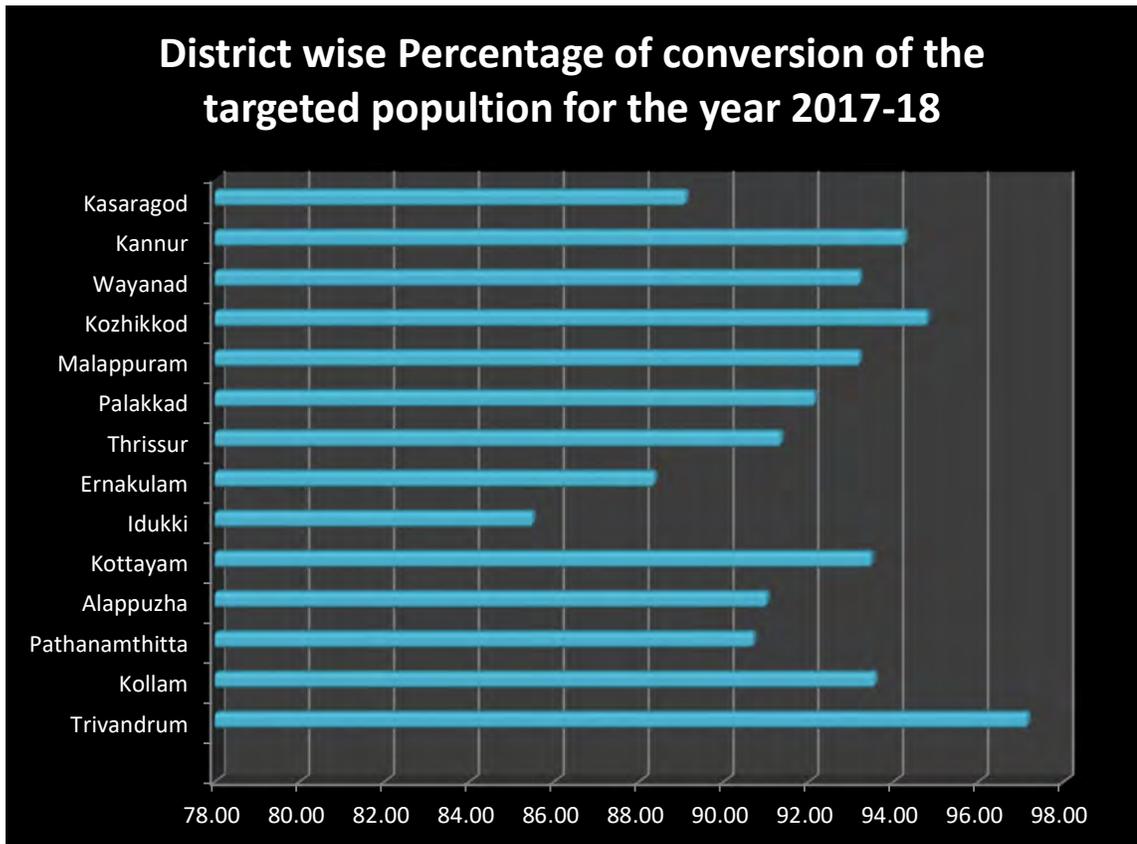
## **Cherishing Partnership- Kudumbashree- Comprehensive Health Insurance**

### **Agency of Kerala (CHIAK) tie up for RSBY /CHIS Enrolment campaign**

Kudumbashree with its mission to wipe out poverty through women empowerment has not left any opportunity that could support sustainable growth. Joining hands with Comprehensive Health Insurance Agency of Kerala (CHIAK) was one such decision. While Kudumbashree is built through women especially from economically backward families, CHIAK was intending to improve access to quality medical care to the poor and to provide financial protection against high medical expenses. It was indeed an apt decision to engage Kudumbashree to play the intermediary role to invite people to enrollment stations, to organize awareness campaigns and to initiate the needy beneficiaries to seek treatment benefits from empanelled hospitals. No other Organization except Kudumbashree could carry out this task as it is empowered with ubiquitous network. Over and above, at least 50% of the targeted beneficiaries are Kudumbashree members as it constitute more than 45 lakhs women from 45 lakhs families!!

As far as Kudumbashree is concerned, reaching out to individual beneficiaries and orienting them about the benefits of the schemes and making them to visit the enrolment station for registration/renewal was much of an easier task as they are either NHG members or their kith and kin. Crowd management at the enrolment station was another responsibility which was also performed well by the members. In order to do the door to door campaign, 2 NHG Members at the Area Development Society (second Level federation) were selected and they were given with slip containing the details of beneficiaries. Kudumbashree members went from door to door and educated the citizen about the eligibility criteria and the benefits of the insurance scheme. The result was astonishing.

The achievement was beyond expectations of both, CHIAK & Kudumbashree. The members who are selected to perform the task get from Rs.5 to Rs.6 per enrolment as a token of appreciation.



The year 2017-18 witnesses a record breaking performance ie., the enrolment figure of 34.85 is highest ever in the history of CHIS Kerala.

**RSBY Enrolment for the year 2017-18**

DISTRICT	Total	
	Data	Achievement
Trivandrum	462210	449051
Kollam	389137	364079
Pathanamthitta	148677	134839
Alappuzha	363337	330655
Kottayam	218460	204196
Idukki	142635	121932
Ernakulam	221685	195868
Thrissur	266901	243783
Palakkad	300156	276538
Malappuram	360326	335788
Kozhikkod	428905	406533
Wayanad	132334	123328
Kannur	230721	217479
Kasaragod	91441	81472
<b>Total</b>	<b>3756925</b>	<b>3485541</b>



**Brief about CHIAK:**  
 Comprehensive Health Insurance Agency of Kerala, shortly called CHIAK, is the Nodal Agency constituted mainly for the implementation of the RSBY-CHIS health insurance

schemes in Kerala .The two health insurance schemes for the poor are being implemented in Kerala are namely, Rashtriya Swasthya Bima Yojna (RSBY) and Comprehensive Health Insurance Scheme(CHIS). RSBY is implemented with the assistance of Government of India for the benefit of families coming under Below Poverty Line (BPL) and CHIS is implemented by State Government for benefitting families not coming under the purview of RSBY. Both the scheme cover 35 lacs families which is near 60% of the population of the State.

The huge success of the program could touch the lives of over 50% of the total population. Kudumbashree cherish its partnership with CHIAK which could provide treatment benefits to 45.09 lakhs beneficiaries amounting to Rs.1804.52 crores



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