



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण विभाग
स्वास्थ्य एवं परिवार कल्याण मंत्रालय

Government of India
Department of Health and Family Welfare
Ministry of Health and Family Welfare

D.O.No.Z-28016/86/2025-NHM-III

Dated: 8th May, 2026

आराधना पटनायक, भा.प्र.से.
अपर सचिव एवं मिशन निदेशक (रा.स्वा.मि.)
Aradhana Patnaik, IAS
Additional Secretary & Mission Director (NHM)

Dear Colleague,

As you know, effective Information, Education and Communication (IEC) is a critical component of comprehensive primary healthcare as it enhances beneficiary awareness, promotes health-seeking behaviour and improves service utilization.

It is to be noted that during the Manthan Shivir 2024, emphasis was laid on ensuring visibility of all 12 Comprehensive Primary Health Care (CPHC) service packages in Ayushman Arogya Mandirs (AAM) to improve community awareness and service utilization. Thus, it is to be noted that all 12 packages be mandatorily displayed in reception/waiting areas of AAMs in a clear and user-friendly format.

In this regard, based on field visits conducted by MoHFW teams to review display of IEC, a set of 13 service-wise IEC posters have been developed which cover key components of comprehensive primary healthcare. These posters are intended to provide clear, and beneficiary-centric information on the range of services available at AAMs, thereby facilitating better awareness and access. The 13 posters were launched during the 10th National Summit on Innovation and Inclusivity – Best Practices Shaping India's Health Future held on 30th April-1st May, 2026 at Chandigarh. The 13 posters are attached as Annexures.

It may be noted that the IEC posters may be suitably adapted by the States/UTs in their respective local languages, and State/UT-specific images may also be incorporated, wherever required. However, the core content and key messages of the posters should not be altered.

You are requested to ensure dissemination and appropriate display of these 13 service-wise IEC posters across all Ayushman Arogya Mandir in your State/UT, in alignment with the unified IEC framework. The States/UTs may also ensure that the IEC materials are displayed in a clean, organized, and non-cluttered manner, using updated and approved content, positioned at appropriate eye-level for optimal visibility.

I would appreciate your support in facilitating timely implementation of the above to strengthen IEC activities and improve service uptake at AAM.

With regards.

Yours sincerely,

Encl: as above.

To

Addl. Chief Secretary / Pr. Secretary / Secretary (Health) - All States / UTs

[Signature]
8.5.26
(Aradhana Patnaik)

#StopObesity

टीबी हारेगा देश जीतेगा / TB Harega Desh Jeetega

To,

ACS/PS/Secretary (Health) of All States/UTs

Copy To:

1. PSO to Secretary (HFW), MoHFW
2. MD, NHM of all States/UTs