

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**RAJYA SABHA
UNSTARRED QUESTION NO. 2055
TO BE ANSWERED ON 18.03.2025**

**RENAMING OF HEALTH AND WELLNESS CENTRES AS SUSWASTHYA KENDRAS
IN WEST BENGAL**

2055: SHRI SAMIK BHATTACHARYA:

Will the **Minister of HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether Government is aware that Health and Wellness Centres (HWCs) under Ayushman Bharat have been renamed as Suswasthya Kendras in West Bengal, and if so, whether this was approved by the Centre;
- (b) whether the renaming has led to the removal of Ayushman Bharat branding, thereby affecting public awareness about the Central Government's role in funding and implementing the scheme;
- (c) whether Central funds for HWCs in West Bengal are being properly utilized or being diverted; and
- (d) the steps being taken to ensure that the benefits of HWCs are clearly communicated to beneficiaries in West Bengal and whether the scheme is implemented as per Central guidelines?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI PRATAPRAO JADHAV)**

(a) to (d): Branding Guidelines for Ayushman Bharat –Health and Wellness Centres, now renamed as Ayushman Arogya Mandir (AAM) have been issued vide letter no. D.O.No.Z-15015/11/2017-NHM-I dated 30th May 2018. All States/UTs were directed to rename Ayushman Bharat – Health and Wellness Centres (AB-HWCs) as ‘Ayushman Arogya Mandir’ (AAM) vide letters dated 25th November 2023.

Vide letter dated 18.01.2025, Government of West Bengal has informed of the decision to rename “Health & Wellness Centres” as “Ayushman Arogya Kendra” across the state. The same has been agreed to.

Under NHM, the performance of various health programmes is regularly assessed in all the States/UTs including West Bengal, through review meetings, mid term reviews of key

deliverables, field visits of senior officials, promoting performance by setting up benchmarks for service delivery & rewarding achievements etc.

Also, Common Review Missions (CRM) are conducted annually to assess and monitor the progress and implementation status under the scheme. 16th CRM in 2024 visited Malda and 24 North Pargana Districts of West Bengal wherein detailed review for the public health systems was done including visiting to the facilities, beneficiary interaction, discussion with the Health care Team. The key strategies and priority areas of CRM is to analyze challenges with respect to strengthening health systems, identify trends in progress of key indicators, evaluate the readiness of the state to undertake implementation of new initiatives, and review the progress and coordination mechanisms with various partners. The details of 16th CRM report are available at the Uniform Resource Locator (URL) as under:

<https://nhsrcindia.org/16th-crm-report-2024>
