



Government of Jammu & Kashmir  
State Health Agency

**Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana**

Registered under J&K Societies Registration Act VI (1941 A.D)

(Reg. No.: D18C/7188-RS/916)

Swasth Bhawan, Bemina, Srinagar/Directorate of Stationery & Office Supplies, Rail Head Complex, Jammu

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**CIRCULAR**

**Subject: Implementation of State Business Reform Action Plan (BRAP), 2022 under Ease of Doing Business – Online Mode Only**

The Business Reform Action Plan under Ease of Doing Business & Living initiative circulated by Department for Promotion of Industries & Internal Trade (DPIIT), Government of India has given emphasis on “No physical touch point between Investor and Government/No Physical Visit to the Department”.

Accordingly, State Health Agency, J&K has rolled out service for Ayushman Card Generation through online web portal developed by National Health Authority and relevant services like *Register yourself & Search beneficiary, Do your eKYC & wait for Approval, Download your Ayushman Card etc.* are made available at [setu.pmjay.gov.in](http://setu.pmjay.gov.in) in “online mode” only.

It is, therefore, impressed upon all concerned that no offline/manual application shall be processed/entertained for the rolled out service.

(Ayushi Sudan), IAS  
Chief Executive Officer

No: SHA/AB-PMJAY/JK/2022-23/19499-501

Dated: 28/08/2022

**Copy to:**

1. Administrative Secretary, Health & Medical Education Department, J&K for kind information.
2. All Concerned for Compliance.
3. Office Record File.