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**An Analytical Study of Ayushman Bharat Advertisement in YouTube Channels of Press Information Bureau and Ayushman NHA****Bichitrnanda Panda, Kunnathully Nakulan Kishore, Ph.D., Nandinee Chakraborty**
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ABSTRACT

Utilizing YouTube as a platform for promoting health schemes through advertisements has proven to be a highly effective method for reaching the intended audience. These advertisements play a crucial role in educating, creating awareness, and disseminating information about the advantages of various health schemes. Notably, Ayushman Bharat advertisements are featured on the YouTube channels of both the Press Information Bureau (PIB) and Ayushman Bharat National Health Authority (AyushmanNHA). This analytical study focuses on assessing the content and effectiveness of these YouTube advertisements from both channels. The investigation includes a comparative analysis of viewer engagement metrics such as likes, comments, and views for each channel, accompanied by visually representative plots of the advertisements. By conducting content analysis on the top three videos from each channel, the study aims to evaluate the objectives and hypotheses. It identifies areas of strength and areas for improvement, offering insights that contribute to refining strategies. The goal is to ensure that crucial healthcare information is easily accessible to all, thereby contributing to enhanced healthcare outcomes for the population.

KEY WORDS

Ayushman Bharat, Press Information Bureau (PIB), AyushmanNHA, Advertisement, YouTube, Health.

INTRODUCTION

Launched on September 2018, Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PM-JAY)

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is a healthcare initiative by the Government of India that aims to provide health insurance coverage to 50 crores of people in need. It offers financial protection for medical expenses and promotes access to quality healthcare services. It is a cashless and paperless program which covers both secondary and tertiary healthcare services. Both Government and private hospitals are accredited to provide these healthcare services. There are two major components of Ayushman Bharat.

1. Pradhan Mantri Jan Arogya Yojana (PM-JAY) offers health insurance coverage to more than 50 crore people. It was earlier also known as the National Health Protection Scheme. This scheme provides coverage of up to Rs. 5 lakh per family every year and ensuring access to quality health services.
2. The second component is Health and Wellness Centers (HWC). The centers aim to transform primary health centers and sub-health centers into Health and Wellness centers. These centers majorly focus on childbirth, non-communicable diseases, child health, essential health problems and diagnostics.

Ayushman Bharat is a terrific step to ensure that no citizen is denied access to quality healthcare services. It is a good step towards achieving the Universal Health Coverage in India (UHC). In the comparative study of this topic there are various aspects covered such as its visual elements, the message delivered, its effectiveness, the communication strategy applied on YouTube platform along with its impact on people and thus reaching its target audience of both the channels.

Literature Review

The review article 'Pradhan Mantri Jan Arogya Yojana-Ayushman Bharat' by Vinoth Gnana Chellaiyan, Hanitha Rajasekar and Neha Taneja (2020) had studied about the scheme and analyzed its potential to attain universal health coverage in India. It also states how outpatient services should be monitored and how middle-class families are typically disregarded under these health insurance schemes.

The IOSR Journal of Humanities and Social Sciences titled 'Importance of Mass Media in Communicating Health Messages: An Analysis' by N. Naveena (2015) stated how mass media is an important medium to reach to its target audience through social media, television, or print. Since face-to-face interaction requires a lot of human resources, hence using these mediums to reach the larger audience is an effective step.

In the book 'Effectiveness of YouTube Advertising: A Study of Audience Analysis' by Paula R. Rodriguez (2017) studies how social media is an effective medium and how easily one could analyze how many people has it reached, what to include and what not to through the comment section and if it is being perceived in a better way or not. The feedback of the audience plays a major role.

The article 'Evaluating the influence of YouTube advertising for attraction of young customers' by Milad Dehghani, Mojtaba Khorram Niaki, Iman Ramezan and Rasoul Sali (2016) explains how advertising is useful if it reaches its target audiences. YouTube has also become one of the best mediums to disseminate information to the public and people connect to it well. The creators could also check the insights of their content to see if it is being perceived well by the audience or not.

The Asian Bioethics review article titled 'Ayushman Bharat National Health Protection Scheme: An Ethical Analysis' by Vijayaprasad Gopichandran (2019) studies that the Ayushman Bharat scheme is one of the largest health insurance schemes in the world. This scheme helps the poor people not to worry about the health expenses as this scheme covers both secondary and tertiary healthcare services. However, there are some loopholes in it too which the Government should work upon immediately so that the public could get maximum profit out of this scheme.

The book 'YouTube: Online Video and Participatory Culture' by Jean Burgess and Joshua Green (2018) explains how YouTube has become a very vital medium to interact with the audience. With so many options available in it, one could ensure effective communication takes place. One could also ask questions and get the answers they wanted from the creators. However, one must be unique here, as there are so many videos available on this platform which makes the user to quickly skip videos if they are not finding the content to be interesting or worth their time.

Objectives

1. Evaluating audience interaction with Ayushman Bharat advertisements by examining metrics like views, likes, and comments.
2. Assessing the effectiveness of both channels in conveying information through visual representation and plot to effectively reach their target audience.

Hypothesis

- H₁** The Ayushman Bharat advertisements effectively convey their message through well-crafted visual representation and a thoughtfully developed plot.
- H₂** Noticeable variations in viewer engagement metrics (likes, comments, and views) are observed between the advertisements on both channels.

Methodology

The methodology used in this research is content analysis of the Ayushman Bharat advertisements on the YouTube channels. The Press Information Bureau (PIB) and Ayushman Bharat National Health Authority (AyushmanNHA) are identified as YouTube channels. Data collected on the advertisements include video content, metadata (title, description, tags), views, likes, dislikes, comments, and audience engagement metrics. The top three videos from both channels are studied to assess their effectiveness and impact on the audience. The content is analyzed with different parameters of audio-visual production by developing a coding scheme to categorize and analyze the content of the advertisements. This could include themes, messages, visual elements, tone, and target audience. The audience engagement metrics such as views, likes, dislikes, comments, and shares are also analyzed in the study. The advertisements uploaded on the PIB and AyushmanNHA channels are compared by looking for differences or similarities in content, messaging, and audience engagement.

Analysis

YouTube Channel: PIB- Press Information Bureau

Advertisement 1: Pradhan Mantri Jan Arogya Yojana- Ayushman Bharat

A farmer is shown living happily with his family and then suddenly he falls ill. All the health expenses were quite high, leading to which they had to sell many things. Then the features of Ayushman Bharat are shown and how the needy people could get help from it. It also shows how the scheme was implemented and how you can go to the listed hospital, under the scheme, and get to know more about it. All the features are written in Hindi and in white color font and with the color's orange, green and white in the background symbolizing the Indian flag. The entire storytelling is done with a song made in Hindi to engage the audience. A helpline number is also mentioned to get more details always in the end, along with the logo. A few pictures of our Prime Minister helping the people are also shown. The duration of the advertisement is 2 minutes 19 seconds uploaded on 17th September 2019 and has 39K views, 611 likes and 24 comments.

Advertisement 2: Bimari se jude har dar par vijay ke liye- Ayushman Bharat Yojana (Hindi)

The 58 seconds advertisement starts with a voice over by Indian Professional Badminton Player, Saina Nehwal with a black background and the dialogues written in white color. Nehwal speaks about the victory of people in terms of health expenses and all the health issues through Ayushman Bharat-Jan Arogya Yojana. In the description box of PIB social media links of PIB are given for further information. The advertisement was uploaded on 19th September 2019 and has 3.3K views with 126 likes and 5 comments. However, no replies to the comments enquiring about the scheme are answered by PIB in any of the advertisements uploaded.

Advertisement 3: Knockout all diseases for free- Pradhan Mantri Jan Arogya Yojana

The advertisement starts with World Champion, Mary Kom boxing in the ring. She addresses how people can knock out all ailments for free through Ayushman Bharat Jan Arogya Yojana. Helpline number is

mentioned along with its website at the end. The duration of the advertisement is 45 seconds and was uploaded on 17th September 2019 and has received 2.8K views, 117 likes and 10 comments.

YouTube Channel: AyushmanNHA- Ayushman Bharat National Health Authority

Advertisement 1: Everyone from kids to elderly can get their Ayushman Bharat Health Account #ABHAnumber

The one minute 45 seconds advertisement is entirely made of animations. It starts with a peon bringing a bunch of files to a teacher at school. The peon asks for what is an ABHA number to which the teacher answers him as that it is the Ayushman Bharat Health account number and the briefs him about it. Important points are highlighted in the black color. Also, this time AyushmanNHA went one step ahead with also uploading the subtitles in English so that there is no language barrier. Also, the entire process to obtain the ABHA number is shown in a few cuts so that one may understand it clearly. In the end, along with the website a QR code to reach the website shot is also given leading to its easy accessibility. The pace of the video is good and doesn't seem lengthy, which helps people to understand the message clearly. The advertisement was uploaded on 22nd December 2022 and has 27K views along with 215 likes and 3 comments.

Advertisement 2: Save your health records digitally with ABHA

In this ad an old man talks to a boy about how he couldn't find his x-ray reports. The boy then suggests the old man about how he can create his ABHA account and save his reports, doctors prescriptions, and other hospital documents in phone itself. The description box gives detailed information about the ABHA account along with the ABHA website. Proper hashtags are used to gather more views. The duration of the advertisement is 1 minute 40 seconds and was uploaded on 22nd December 2022 which has received 18k views, 99 likes and 4 comments. However again no enquiries of the audience has been answered in the comment section.

Advertisement 3: Ayushman Bharat Health Account- ABHA for all

The advertisement starts with a girl watching a small snippet of our Prime Minister giving a speech about the Ayushman Bharat Digital Mission, on her laptop. The girl then explains about the ABHA number to her father who asks about it. All the dialogues this time are in English also there are subtitles too in English which does not fascinate the audience and creates a language barrier. The comment section has people asking for the Hindi translation of it. However, soft music playing in background makes the dialogues more understandable and does not divert our attention elsewhere. The advertisement was uploaded on 31st December 2022 and has 15K views, 113 likes along with 6 comments.

CONCLUSION

The analytical study of Ayushman Bharat advertisements in the YouTube channels of PIB and AyushmanNHA has provided valuable insights in the performance and impact of it. The advertisements deliver the messages in a proper way, with great visual representations, good background score, striking color schemes and good animations which catch the eyes of the viewers. Different voice overs are used to grasp the attention and to not appear boring. The plot is good which goes along with the entire process of showcasing how to get the advantages of the scheme, which is shown through animation to make it easy for people to understand. There is also diverse engagement pattern between the two channels advertisements.

The top three videos of PIB in total have less views than that of AyushmanNHA. AyushmanNHA uses animated characters in their advertisements whereas PIB uses the real person to act and animations in their background. PIB has also used two well know public figures Saina Nehwal and Mary Kom yet the views in these two ads are comparatively low than that of AyushmanNHA ads, who have received more views without using any public figures even though PIB channel has more subscribers. The reason could also be that all PIB advertisements were uploaded back in 2019 whereas AyushmanNHA advertisements were uploaded in 2022. Also, AyushmanNHA has used a good number of relevant hashtags unlike PIB. There is also subtitle given for AyushmanNHA advertisements in English if the dialogues are in Hindi however, they have failed to give the

subtitles in Hindi when the dialogues were in English, which wasn't well received by the audience. In the description box of AyushmanNHA there is detailed information about the ABHA account along with the ABHA website and helpline number is given. There is no such significant information related to Ayushman Bharat given except for the social media links of PIB. The negative point of both the channels that is observed is, both the channels haven't replied to the enquiries of the public in the comment section, which they should have made their priority. Also, the likes and comments are quite low on both the channels in terms of their views. Both the channels should promote their advertisements more so that they can be well received, leading to more engagements and awareness among the audience on a large scale. In conclusion, Ayushman Bharat advertisement on both the channels has proved to be effective means to raise awareness, however both the channels could be more active from their end. The findings also show the significance of using digital platforms to raise awareness about any Government scheme and the areas to work upon during the digital age.

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