

Comp No: 628569/ I/1349497/2025

Date: 10-12-2025

**ATAL AMRIT ABHIYAN SOCIETY, ASSAM**

Atal Amrit Abhiyan Society, Assam, a Society notified by the Govt. of Assam and registered under the Societies Registration Act, 1860 for implementation of Pradhan Mantri Jan Arogya Yojana and Mukhya Mantri Jan Arogya Yojana, two unique Health Assurance Schemes in the State of Assam aimed to provide cashless healthcare coverage to Low Income households. The Society is also implementing Mukhya Mantri Lok Sewak Arogya Yojana, CTRAV and Vyay Vandana Schemes to different sections of the Society in the State of Assam.

For implementation of the schemes, Atal Amrit Abhiyan Society, Assam, will conduct a walk-in-interview for the following vacancies on a purely **Contractual Basis**:

Sl No	Name of the Position	No of positions	Date of Interview	Time of Interview	Reporting time
1	Hospital Administrator	6	22/12/2025	11:30 AM onwards	9:30 AM
2	Operation Executive	1	22/12/2025	2:30 PM onwards	12:30 PM
3	District Medical Officer	5	23/12/2025	11:30 AM onwards	9:30 AM
4	IEC Manager	1	23/12/2025	2:30 PM onwards	12:30 PM

Details relating to qualification/eligibility etc. of the mentioned positions are available at: [www.atalamritabhiyan.assam.gov.in](http://www.atalamritabhiyan.assam.gov.in). Salary will be as indicated in respective ToRs of the positions.

Candidates having requisite qualification and experience are required to attend the interview/test with all relevant documents/ testimonials regarding educational qualification, a resume, proof of identity and address, a recent passport size photograph as well as work experience in original and a set of self attested photocopy. If at any stage, the information furnished or supporting documents are found to be forged/ misrepresented/ incomplete or false, the candidature shall be liable for cancellation at any stage of the recruitment process. The undersigned reserves the right to cancel the advertisement as well as to reject any or all applications without assigning any reasons thereof.

The aspiring candidates are required to visit the AAAS website for Terms of Reference and other updates in order to attend the interview/test on the above mentioned date and time at Atal Amrit Abhiyan Society, 3rd Floor, Above Nayantara Supermarket, Six Mile, Guwahati-781022.

Digitally signed by  
SIDDHARTH SINGH

Date: 10-12-2025

22-01-20  
Executive Officer

Atal Amrit Abhiyan Society, Assam





## **TERMS OF REFERENCE FOR THE POST OF HOSPITAL ADMINISTRATOR UNDER ATAL AMRIT ABHIYAN SOCIETY**

**Qualification:** Master Degree / Post Graduate Degree in Hospital Administration from a government recognized University/Institution

**Experience:** Minimum 5 years in medical/insurance sector

**Place of Duty:** District Hospital/Government Medical College Hospitals. However the Hospital Administrator will be responsible for the smooth functioning of the Schemes in all the EHCPs located in the allocated zone/area

**Reporting:** Hospital Administrators will be administratively reporting to Superintendent of the Hospital, but functionally they will be reporting to designated SHA personnel of AAAS.

**Job Purpose:** Hospital Administrator will be mainly responsible for assisting the Superintendent of the hospital in implementation of cashless "Patient Care" under the PMJAY & MMJAY Scheme besides assisting in general administration matters.

### **Key Responsibilities:**

1. Ensure that the beneficiaries have a totally cashless experience while availing treatment under PMJAY & MMJAY and to collect proper feedback from every beneficiary and monitor so that discharged beneficiaries get the transport allowance from the hospital, wherever applicable. Guiding the beneficiary about overall benefits, providing information and ensuring all possible support for prompt and seamless treatment. Ensure.
2. The supervision and monitoring of the Arogya Mitra (ARM)/Pradhan Mantri Arogya Mitra (PMAM). Roster preparation, leave applications and attendance of the ARMs/PMAMs will be the responsibility of the Hospital Administrators.
3. Coordinate with the ISA Officials to ensure that the beneficiaries of the Schemes do not face any problem. Ensure proper enrollment of new beneficiaries in the zone/area allocated
4. Coordinate with the AAAS IT Team in case of problems/difficulties faced in the IT portals/platforms of the Schemes, to ensure timely Beneficiary Identification System (BIS), pre-auths for the beneficiaries of the Schemes and operation of the Transaction Management System(TMS)
5. Coordinate with the clinics and the pharmacists so that the medicines are provided to beneficiaries by their bedside to avoid direct transaction with medicine and implant vendors.
6. Coordinate with the hospital clinical department to ensure pre-authorization within the specified, reasonable timeline such that all relevant documentation is submitted as required. Ensure complete and timely claim documents to be submitted within specified timelines.
7. Reporting to the Hospital Superintendent and following the instructions issued by him/her. Duty hours and rosters will be assigned by the Superintendent. Also reporting to designated SHA representative and following the instructions issued by the SHA in letter and in spirit.
8. Provide the MIS/daily/monthly reports to the designated SHA personnel and conduct Audits of Hospitals as per instructions of AAAS. Escalate beneficiary grievance redressal and escalation to SHA SPOC/Superintendent, as and when necessary.
9. There should be seamless administration of both the schemes in the hospital. Ensure that "PMJAY First" is strictly adhered to, i.e., the beneficiaries are being converted from MMJAY to PMJAY in case of common beneficiaries and common packages.
10. Any other work assigned by CEO.

**Compensation:** The compensation for the post will be Rs. 40,000/- per month consolidated.

## **TERMS OF REFERENCE FOR THE POST OF OPERATIONS EXECUTIVE**

**Position: OPERATIONS EXECUTIVE**

**Qualification:** Full time MBA from a recognized Institute/University.

**Experience:** Minimum 5 years in related sector

**Place of Duty:** The normal place of work for the party will be the office of the State Health Agency (SHA), Assam.

He/She shall work under the overall guidance and supervision of the Senior Operations Manager, SHA and will be directly responsible for the following tasks:

***Job Purpose:***

Provide support for the overall success in the implementation of different schemes under AAAS. The Operations Executive is expected to provide overall support to the Operations Manager. He/she would oversee and be responsible for the speedy execution of proposals once received from the field level in order to ensure the efficiency, relevance and impact of the different schemes in the state of Assam is maximized.

***Key Responsibilities:***

- Assisting the Operations Manager in supervising the Key Control System w.r.t. veracity of claims and their speedy disposal.
- Adopting methods and monitoring the swift settlement of the claims once received from the field level.
- Ensuring compliance with the procedural requirements as set up in the implementation guidelines of the Schemes.
- Monitoring the information system about the performance outcomes of different functionaries and entities provided for in the scheme.
- Coordinate with ISA and all other stakeholders for smooth implementation of the Schemes.
- Regular coordination with NHA/SHA for better monitoring of the Schemes.
- Attend meetings on behalf of the Society with various stakeholders and analyse MIS/reports and propose suggestions for increasing uptake of the Schemes.
- Any other responsibilities as and when assigned by the authority.

**Compensation:** The compensation for the post will be Rs. 40,000/- per month consolidated.



## **TERMS OF REFERENCE FOR THE POST OF 'DISTRICT MEDICAL OFFICER' UNDER ATAL AMRIT ABHIYAN SOCIETY**

### **Place of Duty:**

The normal place of work for the party will be in the district as mentioned in appointment letter.

### **Key Responsibilities:**

He/ She shall work under the overall guidance and supervision of the Senior Medical Officer, Atal Amrit Abhiyan Society, Assam and will be directly responsible for the following tasks:

- Implement criteria for empanelment of hospitals & quality assurance in various categories
- Coordinate the empanelment and de-empanelment process of hospitals
- Enquire complaints related to hospital and submit the report with inference to SHA for necessary action.
- Responsible for medical audits, other anti-fraud activities as per guidelines.
- Compile and analyze the reported data to highlight trends in public safety and quality
- Restore grievances related to Health Benefit Packages and their proper effective implementation
- Responsible for quality service in the empanelled hospitals including implementation of STG.
- Responsible for District level trainings of scheme stakeholders.
- Involve in claim processing, investigation and audit process as per instructions issued by SHA.

### **Eligibility:**

**Qualifications** – MBBS/BDS/BAMS from a recognized medical college. Preferable MBA (healthcare) or Master of Hospital/Health Administration or Public Health would be of additional advantage.

**Experience** – At least 5 years of work experience in the area of healthcare quality/hospital accreditation/hospital operations of a multi-specialty hospital

### **Required Skills:**

- Strong analytical skills.
- Team player
- Strong strategic focus and project management skills.
- Eye for details.
- Excellent interpersonal and communication skills

### **Compensation:**

Consolidated pay of Rs. 50,000/- per month



## **TERMS OF REFERENCE FOR THE POST OF IEC MANAGER**

**Position: IEC Manager**

**Qualification:** Full time Masters Degree in Mass Communication from a recognized Institute/University

**Experience:** Minimum 8-10 years in related sector

**Place of Duty:** The normal place of work for the candidate will be the office of the State Health Agency (SHA), Assam

### **Job Purpose:**

Oversee strategic communication planning and execution for Atal Amrit Abhiyan, Pradhan Mantri Jan Arogya Yojna and any other scheme implemented by Atal Amrit Abhiyan Society. He/ She shall work under the overall guidance and supervision of the Sr. Manager, SHA and will be directly responsible for the following tasks:

### **Key Responsibilities:**

- 1) Responsible for 360 degrees IEC campaign and activities of the Schemes run by Atal Amrit Abhiyan Society - Newspaper advertisements, Electronic Media advertisements (Scrolls/ Advertisements, etc.), Health Melas/Health Camps, Hoardings, Standees, Leaflets, Brochures, Wall-painting, Van Miking, Beneficiary Videos, Social Media Campaigns, Bites of leading personalities, Radio Jingles, Rallies/Walkathons, Organizing Press Meet ,competitions etc.
- 2) Development of Twitter handles and Face book page for the Schemes being implemented by the Society. Necessary planning schedule in advance for observation of important days.
- 3) Responsible for Press releases in local and National Newspapers with regards to any activity carried out by the Society. Preparation of clarifications with regards to any adverse news item published in the local dailies in context of the Society or the Schemes implemented by the Society.
- 4) Organizing special events, publicity campaigns, meetings with Press, Radio, Television network.
- 5) Publicity Campaign (Mass Media /IPC) for creating awareness for different schemes of AAAS.
- 6) Vendor selection/empanelment work/preparation of RFB and tendering work for selection of IEC vendors. Using different methods for selection of vendors - QCBS, Cost based, etc.
- 7) Liasoning with different empanelled vendors for creation of creative, captions, slogans and other IEC work.
- 8) Assist the Senior Manager of the society in organizing launch and other IEC activities.
- 9) Co-ordination with other departments of AAAS in establishing IEC related monitoring, evaluation, survey and research at districts and field.
- 10) Co-ordination with NHA in showcasing the IEC activities in the State and executing IEC guidelines from NHA.
- 11) Exploration and use of alternative/traditional/folk media forms for dissemination of information regarding the schemes being implemented by AAAS among people residing in remote areas of the State.
- 12) Any other work assigned by CEO