

Sarvah: Health Awareness Campaign with Manipal Cigna





INTRODUCTION

Sarvah: The Complete Health Insurance Plan is ManipalCigna's initiative to provide comprehensive protection and promote financial preparedness in the face of unexpected medical events. To build awareness about the scheme and the importance of health insurance, ManipalCigna partnered with Tapas Foundation to engage communities in Bhopal, Madhya Pradesh.

Through this campaign, 500 people were engaged to share critical information on preventive health practices and the vital role of health insurance in mitigating financial risks, protecting families against potential losses, and ensuring peace of mind.



OUR APPROACH

As part of the awareness drive for ManipalCigna's Sarvah: The Complete Health Insurance Plan, Tapas Foundation used **Nukkad Natak**—a street theatre format—as the medium of communication. Known for its ability to engage people directly in public spaces, Nukkad Natak is a powerful tool for driving social awareness. Its relatable and interactive style made it effective in starting conversations about staying healthy and the importance of health insurance.



Tapas's team of trained theatre artists scripted and performed the acts across multiple locations in Bhopal. Through these performances, the campaign was able to reach diverse community members, spreading the message of preventive health and financial protection through insurance, while encouraging people to think about long-term well-being.



IMPORTANCE OF HEALTH INSURANCE

A major theme of the campaign was the rising cost of healthcare in India. The Nukkad Natak highlighted how healthcare expenses are increasing by 10–15% annually and how nearly 60% of medical costs are paid out-of-pocket, among the highest rates globally. The audience also learned that each year, 5.5 crore Indians are pushed into poverty due to health-related expenses, especially in the absence of insurance. These insights built urgency for communities to consider insurance as a necessary form of financial protection.

Through engaging analogies and examples, the campaign demonstrated the role of health insurance as a safety net in medical emergencies. Audiences were shown how paying affordable premiums is far less burdensome than managing sudden hospital bills. To make the concept relatable, performers explained: *“Just like locks secure homes and the army secures the nation, health insurance secures families in medical crises.”* This messaging helped audiences view insurance not as a luxury but as an essential safeguard for family well-being.

The campaign delivered several key messages: health insurance offers financial protection by preventing families from falling into debt; ensures accessibility with coverage for minor and major health needs; provides trust and relief through cashless claims and immediate support; ensures inclusivity with plans suited to different income levels; and guarantees future security by protecting savings during emergencies.

OUR IMPACT



2
Street Plays
performed



City covered:
Bhopal



500
People
engaged



CONCLUSION

Health-related financial stress remains one of the biggest causes of poverty in India. By simplifying health insurance concepts through theatre, the campaign made complex financial topics accessible to ordinary families. It helped communities reimagine insurance as protection rather than a burden and gave them the confidence to plan proactively for health emergencies. This aligns with ManipalCigna's broader goal of promoting universal health coverage and advancing financial inclusion across India.

The campaign successfully raised awareness on the importance of health insurance, educated communities on the features and benefits of Sarvah plans, and built trust by addressing common fears and myths openly. It inspired families to think about long-term financial security and proactive health planning.

“Sahi health insurance chuno, sada secure raho. ManipalCigna sang, har sapna sakaar karo.”



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