

F. No. 11-9/2017-MBP
Government of India
Ministry of Women and Child Development

Shastri Bhawan, New Delhi
Dated the 19th May 2017

To

Principal Secretaries/Secretaries/Administrator
Social Welfare / Women & Child Development / Health & Family Welfare Department,
All States/UTs (As per the list attached)

Subject: Administrative Approval on Pan-India Implementation of Maternity Benefit Programme (MBP) – a Conditional Maternity Benefit (CMB) Programme

Sir/Madam

I am directed to inform that Pan-India implementation of Maternity Benefit Programme – Conditional Maternity Benefit (CMB) Programme, a scheme for Pregnant Women and Lactating Mothers (PW&LM) has been approved by the Government of India to be implemented in all the districts across the country with effect from 01.01.2017. The scheme will help in improving health seeking behavior and nutrition among the Pregnant Women & Lactating Mothers to reduce the effects of under-nutrition namely stunting, wasting and other related problems. The Scheme will be implemented using the platform of Integrated Child Development Services (ICDS) under Women & Child Development/Social Welfare Department of the respective State/UT. However, it will be implemented by respective Health Department in Andhra Pradesh, Chandigarh, Meghalaya, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and West Bengal.

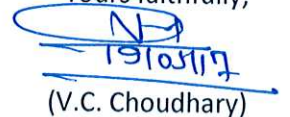
2. Maternity Benefit Programme would be a Centrally Sponsored Scheme under which the grant-in-aid would be released to States/UTs in cost sharing ratio between the Centre and the States & UTs with Legislature 60:40, for North-Eastern States & Himalayan States it will be 90:10 and 100% for Union Territories without Legislature.
3. The Scheme envisages providing cash incentive amounting to Rs.5,000/- directly to the Bank/Post Office Account of PW&LM during pregnancy and lactation in response to individual fulfilling specific conditions as detailed below:

Cash Transfer	Conditions	Amount in Rupees
First Installment	<ul style="list-style-type: none">• Early Registration of Pregnancy	1,000/-
Second Installment	<ul style="list-style-type: none">• Received at least one antenatal Check-up (after 6 months of pregnancy)	2,000/-
Third Installment	<ul style="list-style-type: none">• Child birth is registered• Child has received first cycle of BCG, OPV, DPT and Hepatitis-B or its equivalent/substitute	2,000/-

The eligible beneficiaries would receive the remaining cash incentive as per approved norms towards Maternity Benefit under existing scheme after institutional delivery so that on an average, a women will get Rs.6,000/-.

4. The objectives of the scheme are as follows:-
 - i. Providing partial compensation for the wage loss in terms of cash incentive so that the woman can take adequate rest before and after delivery of the first child.
 - ii. The cash incentive provided would lead to improved health seeking behavior amongst the Pregnant Women & Lactating Mothers (PW&LM).
5. All eligible Pregnant Women and Lactating Mothers for first live birth are entitled for benefits under the scheme. All Government/PSUs (Central & State/UT) employees or those who are in receipt of similar benefits under any law for the time being, are excluded from the scheme. The eligible beneficiaries will be paid Rs.5,000 in three instalments on fulfilling specific conditions related to maternal and child health to partly compensate for wage loss to mothers/women during pregnancy and period of lactation.
6. The amount of the maternity benefit would be transferred to the beneficiary's bank/post office account linked to her Aadhaar Number in Direct Benefit Transfer (DBT) mode. To ensure dedicated and timely availability of funds to the beneficiaries, without parking of funds at the State/UT level, States/UTs shall maintain a State/UT level Escrow Account for the Scheme. The fund transfer from Government of India and the State/UT will be made to this account for further transfer to the beneficiary's account.
7. The beneficiaries under Maternity Benefit Programme in 53 pilot Districts, who have already received first installment of maternity benefit, shall be entitled for receiving the cash incentive as per approved norms towards Maternity Benefit under existing scheme for Institutional delivery and also the third installment under Maternity Benefit Program, if they are otherwise eligible under the Schemes and fulfil the conditions laid down therein.
8. A copy each of the Scheme and the Implementation Guidelines would be sent shortly.
9. States/UTs, vide Ministry of Women and Child Development's D.O. letter No. IG/11/4/2017/IGMSY dated 1st March 2017 were requested to ensure opening of dedicated Bank Account, Estimate the number of beneficiaries for 2016-17 (01.01.2017 to 31.03.2017) and 2017-18 along with requirement of funds, making budget provision, orientation of officers/officials, transfer of unspent balance to the dedicated bank account and nomination of Nodal Officer so that there is no delay in the implementation of the Scheme after its approval. It is requested to complete all the above exercise immediately for seamless roll out of the Scheme, if not yet done.
10. Further, the unspent balance available with the States/UTs under Maternity Benefit Programme in 53 pilot Districts as on date will immediately be transferred to the Escrow Account and details of the amount transferred be sent to Ministry of Women and Child Development immediately.

Yours faithfully,


(V.C. Choudhary)

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MATERNITY BENEFIT PROGRAMME

Departments in States/UTs identified for implementation of Maternity Benefit Programme:

State/UT	Department
Andaman & Nicobar	Social Welfare
Andhra Pradesh	Health, Medical and Family Welfare
Arunachal Pradesh	Women & Child Development
Assam	Social Welfare
Bihar	Social Welfare
Chandigarh	Health
Chhattisgarh	Women & Child Development
D & NH	Social Welfare
Daman & Diu	Social Welfare
Delhi	Women & Child Development
Goa	Women & Child Development
Gujarat	Women & Child Development
Haryana	Women & Child Development
Himachal Pradesh	Social Justice & Empowerment
Jammu & Kashmir	Social Welfare
Jharkhand	WCD & Social Security
Karnataka	Women & Child Development
Kerala	Social Welfare
Lakshadweep	Women & Child Development
Madhya Pradesh	Women & Child Development
Maharashtra	Women & Child Development
Manipur	Social Welfare
Meghalaya	Health & Family Welfare
Mizoram	Social Welfare
Nagaland	Social Welfare
Odisha	Women & Child Development
Puducherry	Women & Child Development
Punjab	Social Security, Women & Child Development
Rajasthan	Medical & Health
Sikkim	Social Justice, Empowerment & Welfare
Tamil Nadu	Health & Family Welfare
Telangana	Health & Family Welfare
Tripura	Social Welfare
Uttarakhand	Women & Child Development
Uttar Pradesh	Health
West Bengal	Health (yet to be confirmed)