

आस्था सक्सेना खटवानी
संयुक्त सचिव
Aastha Saxena Khatwani
Joint Secretary



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D.O. No. PM-13/2/2017-PMMVY-Part(1)

Dated the 10th June, 2019

Dear

This is regarding implementation of Centrally Sponsored Pradhan Mantri Matru Vandana Yojana (PMMVY), *inter-alia*, in your State/UT. Ministry has prepared a 100 Days Action Plan for the period **from 31st May, 2019 to 7th September, 2019**, to increase the performance of implementation of the 'Scheme' across the Country.

2. The objective of 100 day action plan is (i) To increase the uptake of the 'Scheme' and improve overall performance, (ii) To increase the awareness of the 'Scheme' among the community, (iii) To streamline and improve the PMMVY benefit disbursement process as 'Best Practice' in DBT and (iv) Target - Beneficiary Enrollment of 12 Lakh and Disbursement of ₹ 500 Crore during the 100 Days Plan.

3. The detail activities to be undertaken at 'Central' as well as 'State' Level during 100 Days is **annexed** herewith. The performance of the States/UTs during the 100 Days will also be an indicator, among others, of performance for felicitation of States/Districts during '**Matru Vandana Saptah-2019**'.

4. I would, therefore, request you to kindly instruct the Officer(s) concerned to carry out the activities mentioned in the 100 Days Action Plan adhering with the timelines and achieve the objective of the plan. Reporting format as well as details of IEC campaign, to be undertaken in July 2019, including creatives for IEC will be shared with the States/UTs in due course.

With regards,

Yours sincerely,


(Aastha Saxena Khatwani)

Additional Chief Secretary/ Principal Secretary/Secretary
Women & Child Development/Social Welfare/Health and Family Welfare Department
All States/UTs

Copy to: The Nodal Officer (PMMVY), All States/UTs

Pradhan Mantri Matru Vandana Yojana (PMMVY)

100 Day Action Plan

Plan Structure

Objectives

To increase the uptake of the scheme and better overall performance

To increase the awareness of the 'Scheme' among the beneficiaries

To on-board the States of Telangana and Odisha

To streamline and improve the PMMVY benefit disbursement process as 'Best Practice' in DBT

Target - Beneficiary Enrollment of 12 Lakhs and Disbursement of ₹ 500 Crore

First 31 Days (31 May – 30 June 2019)

1. Roll Out Mobile Application in 4 States
2. Visit States/UTs (especially poorly performing Districts) to consolidate field level challenges
3. Engage Communication Agency and prepare Mass Media Campaign to create awareness

Second 31 Days (1 -31 July 2019)

1. Launch Mass Media Campaign
2. Regional Workshops with States/UTs
3. Field Level Workshops in selected areas
4. Onboard Telangana and initiate Odisha
5. Roll Out Mobile Application in 10 States

Third 31 Days (1 -31 August 2019)

1. Creation of Best Practices and sharing with States/UTs
2. Software related Workshops
3. Facilitate poorly performing Districts to improve performance
4. Roll Out mobile application in all States/UTs (except Health States/UTs)

Last 7 Days as 'Matru Vandana Saptah' (1 -7 September 2019)

1. Field level Campaigns
2. National Level Orientation/Workshop with States/UTs
3. Felicitate Good performers

Monday Outreach Campaigns – Every 1st and 3rd Monday throughout 100 Days

A. Scheme Overview and Objectives:

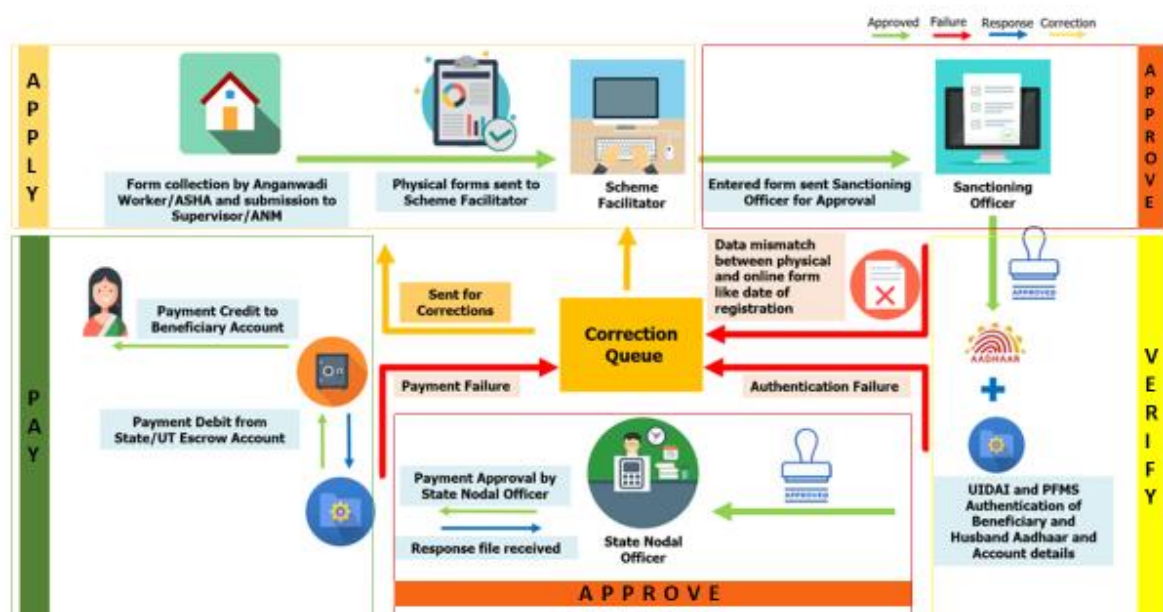
The Pradhan Mantri Matru Vandana Yojana (PMMVY) is a Centrally Sponsored Conditional Cash Transfer Scheme which aims at providing maternity benefit to compensate for partial wage loss before and after delivery of the first living child. The cash incentive would also lead to improved health seeking behavior of Pregnant Women and Lactating Mothers (PW&LM). The Scheme was announced by Hon'ble Prime Minister on 31.12.2016 and is effective from 01.01.2017. This program is implemented across all districts of the country in accordance with the provisions of the National Food Security Act, 2013.

The Scheme is being implemented in DBT mode with a cash incentive of ₹ 5,000 being provided in three instalments directly in the bank/ post office account of the beneficiary. The eligible beneficiaries would also receive the remaining cash incentives as per approved norms towards maternity benefit under Janani Suraksha Yojana (JSY) after institutional delivery so that on an average, a woman will get ₹ 6,000.

The first installment, amounting to ₹ 1,000, requires registration of pregnancy with the filed functionary within 150 days from the Last Menstrual Period (LMP) date. The second installment, amounting to ₹2,000, can be claimed only after 180 days from the LMP date and requires the beneficiary to undergo at least one Ante Natal Check-Up. The third installment, amounting to ₹2,000, can be claimed if child birth is registered and child has received first cycle of immunization. Aadhaar is mandatory in all States/UTs (except for Jammu & Kashmir, Assam, Meghalaya) for claiming the third installment. For claiming first and second installments, the beneficiary/husband can provide alternate IDs in lieu of Aadhaar, only if she/he does not have Aadhaar. A table summarizing the conditions and amount of each incentive is as follows:

Instalment	Conditions required to be fulfilled	Amount (In ₹)
First Instalment	Requires mother to: <ul style="list-style-type: none">Register her pregnancy at any field functionary center along with required documentsRegister her pregnancy within 150 days	₹ 1,000
Second Instalment	<ul style="list-style-type: none">At least one Ante Natal Check-Up (ANC)Can be claimed post 180 days of Pregnancy	₹2,000
Third Instalment	<ul style="list-style-type: none">Child Birth is registeredChild has received first cycle of immunizations of BCG,OPV,DPT and Hepatitis-BAadhaar is mandatory in all States/UTs (except for J&K, Assam, Meghalaya)	₹2,000

Flow Diagram showing simplified process flow under PMMVY - Apply, Verify, Approve and Pay:



The complete process of the data entry of application form of beneficiary, approval at various stages and final payment is managed through PMMVY-CAS, a centralized web based software designed and developed for this specific purpose. This software is also integrated with the PFMS system and also does Aadhaar authentication of beneficiaries through well-established system to system protocols.

B. Salient Features of the Scheme:

- Dedicated Escrow bank account for each State/UT has enabled quick launch of the Scheme yet and transfer of benefits.
- The conditional cash transfer occurs directly to Beneficiary's bank/ post office account.
- Benefit delivery process designed to transfer benefits within 30 days from the date of registration.
- Aadhaar compliant Scheme with Aadhaar mandatory for both beneficiary and her husband for claiming the third instalment. This also allows de-duplication of beneficiaries and mitigates the possibility of ghost beneficiaries/ multiple payments to same beneficiary.
- Under the Scheme, migrant population are permitted to continue claiming benefits from anywhere in the country without any need for re-registration.
- Local Government Directory (LGD) compliant Scheme with each field functionary (Anganwadi Center/ ASHA/ ANM) mapped to corresponding Village/ Town/ City (VTC) LGD Code. This enables monitoring the implementation of Scheme throughout the country, even for village level of each State/UT.
- Co-branded implementation of the scheme has been taken up in Tamil Nadu and Telangana.

C. Flexibility Provided for Implementation

PMMVY is being implemented either by WCD/ Social Welfare department (in 26 States/UTs) or Health department (in 10 States/UTs) of States/UTs. The 10 States/UTs in which Health department is the implementing department are Andhra Pradesh, Chandigarh, Dadra & Nagar Haveli, Daman & Diu, Maharashtra, Meghalaya, Tamil Nadu, Telangana, Uttar Pradesh and West Bengal.

D. Current Status of Implementation (as on 24th May, 2019):

- i. **90.81 lakh** beneficiaries have been enrolled since commencement of the Scheme, out of which **76.48 lakh** beneficiaries have been paid.
- ii. **2.14 Crore** applications have been entered on PMMVY-CAS, out of which **1.82 Crore** have been paid amounting to **₹2,916 Crore**.
- iii. **10.73 lakh** field functionaries have been on boarded and LGD mapped. This corresponds to approximately 99% of total field functionaries locations in 721 districts of the country.
- iv. The development and operation of the software was provided by Bill & Melinda Gates Foundation (BMGF). The transition of the software from BMGF to independent third party agency selected by the Ministry through an open procurement process has been completed in March, 2019.

E. Detailed Plan

I. 100 day Plan: First 31 Days (31 May – 30 June 2019)

- Progressive increase in number of new beneficiary enrolments and applications for 2nd and 3rd instalments by focusing on low performing districts/ blocks
- First 31 Days will focus rolling out the Mobile Application for data entry at field functionary level in 4 States
- It will also involve field visits to understand field level challenges and preparation of mass media campaign
- Engagement of communication agency to support media initiatives

Key Activities

1. Mobile Application will be rolled out in the following States (Phase - 1):
 - i. Delhi
 - ii. Himachal Pradesh
 - iii. Madhya Pradesh
 - iv. Chhattisgarh
2. Field visits will be conducted in few of both high and low performing Districts to:
 - a. Collect feedback from the Field Functionaries (FF), Field staff and the Beneficiaries
 - b. Understand the field level challenges
 - c. Record good practices in the Districts which can be replicated in other States and UTs
3. In order to increase the awareness of the Scheme and to target potential beneficiaries, a mass media campaign will be created based on the understanding of field level challenges. The mass media campaign will be done to promote the Scheme and create awareness about its objective and coverage. It shall have mix of print, audio, visual and other media channels to have a comprehensive coverage by engaging a communication agency.

II. 100 day Plan: Second 31 Days (1- 31 July 2019)

- The Second 31 Days will focus on creating awareness about the Scheme among common masses through Mass Media Campaign so as to create a 'pull effect' for the Scheme
- Progressive increase in number of new beneficiary enrolments and applications for 2nd and 3rd instalments by focusing on low performing districts/ blocks
- Increase the Scheme coverage and uptake through field level workshops with State specific reviews
- Facilitate on-boarding of States with Co-Branding of Schemes
- By end of this period, the mobile application will also be rolled out to locations where mobile devices are operational in the following States/UTs:
 - i. Chhattisgarh (continuation from Phase 1)
 - ii. Delhi (continuation from Phase 1)
 - iii. Himachal Pradesh (continuation from Phase 1)
 - iv. Jharkhand
 - v. Madhya Pradesh (continuation from Phase 1)
 - vi. Mizoram
 - vii. Puducherry
 - viii. Rajasthan
 - ix. Sikkim
 - x. Uttarakhand

Key Activities

1. Mass Media campaign activities through multiple channels will be launched centrally in the month of July, 2019
2. To ensure the effectiveness of the Scheme, workshops will be conducted with all the States/UTs to improve the Scheme's coverage
3. Field level visits/workshops will aim at training the stakeholders to perform well and to achieve the aim of the Scheme. Following shall be the broad objective-
 - a. Help in spreading DO's and DON'Ts which will help in performance
 - b. Capacity building activities
 - c. Address LGD and software issues, if any
 - d. Reduce the number of zero enrolment/inactive field functionaries
 - e. Corrective measure to improve the performance

4. Feedback will be obtained from all the stakeholders to determine the effectiveness of the Scheme. This will allow to identify the challenges, if any. It is envisaged that the workshop will be helpful to motivate the functionaries for getting the maximum number of enrolment
5. Focus will be to enhance the performance of the States which have not even achieved 50 percent of their indicative target
6. In parallel, States of Telangana and Odisha will be pursued to launch the co-branded Schemes with PMMVY

III. 100 day Plan: Third 31 Days (1-31 August 2019)

- Third 31 days will focus on field level workshops and information dissemination on best practices engaged by States for adoption by others
- Progressive increase in number of new beneficiary enrolments and applications for 2nd and 3rd instalments by focusing on low performing districts/ blocks
- Further focus will be on capacity building and handholding on use of application software to reduce data errors
- Focus on low performing Districts for improving enrolment and payment
- By end of this period, the mobile application will also be rolled out to locations where mobile devices are operational in all States/UTs, except the ten States/UTs in which the scheme is being implemented by the Health and Family Welfare Department.

Key Activities

1. Dissemination of best practises for adoption by other States/UTs through workshops and field visits. Exchange visits between States/Districts may also be carried out
2. Workshops on capacity building and handholding on use of application/software to improve the performance of the Scheme. The workshops will focus on:
 - a. Providing hands-on training of the software, especially the mobile version
 - b. Refresher training on the software for the officials of States/UTs, Districts and Blocks
 - c. Explaining the new features added to the application for improved Scheme monitoring
 - d. Addressing technical issues faced by the States/ UTs
3. Workshops will be organised in States/District who are poorly performing (low performing Districts) /average performing with specific purpose of -
 - a. Identify the bottleneck for poor performance and suggesting corrective measures
 - b. Training & IEC activities conducted
 - c. Capacity building activities
 - d. Reduce the number of zero enrolment/inactive field functionaries
 - e. Motivate ASHA/AWWs to perform better

IV. Last 7 Days (1-7 September 2019): 'Matru Vandana Saptah'

- Last Seven Days of 100 Days will be celebrated as a 'Matru Vandana Saptah', coinciding with the completion of two years of launch of PMMVY Implementation Guidelines, PMMVY-CAS and PMMVY-CAS User Manual
- Focus to reach the unreached beneficiaries through special drives and campaigns i.e. reaching out to beneficiaries who are eligible but have not yet been enrolled in the Scheme

Key Activities

1. Field Level Campaigns with Anganwadi and ASHA workers to increase Scheme awareness
2. Increased thrust on nationwide IEC activities through Print Media, TV and Radio etc.
3. Special PMMVY Scheme enrolment, through adoption of 'camp-mode', at Block & Village levels
4. Create a positive sense of competition amongst States/UTs to increase enrolment
5. Recognizing and felicitating best performing States and Districts during the National event

V. Monday Outreach Campaigns

- During these 100 days, on every 1st and 3rd Monday of the each month, the Field Functionaries will be required to carry outreach activities at local level so as to enrol maximum beneficiaries.
- This may be supplemented by special awareness campaign which may be organised by the Sanctioning Officers through multiple Field Functionaries.

Key Activities

1. The IEC activities would include the promotion of scheme in print media, television, radio jingles, outdoor publicity (including local transportation) etc. apart from sharing best practices with all States/UTs.