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Secretary
Government of India
Ministry of Health & Family
Welfare
Nirman Bhawan, New Delhi



Rabindra Panwar
Secretary
Government of India
Ministry of Women & Child
Development
Shastri Bhawan, New Delhi

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

Date : 30th April, 2019

Dear Chief Secretary,

As you are aware, Hon'ble Prime Minister has launched the Pradhan Mantri Matru Vandana Yojana (PMMVY), which is targeted providing conditional cash transfers to Pregnant Women and Lactating Mothers (PW&LM). The objective of the scheme is to provide partial compensation for the wage-loss in terms of cash incentives so that the woman can take adequate rest before and after delivery of the first living child leading to improved health seeking behaviour amongst the Pregnant Women and Lactating Mothers (PW&LM).

2. Cash incentive of Rs.5,000/- is provided under this Scheme in three installments. The eligible beneficiaries also receive the remaining cash incentives (approximately Rs.1,000/-) as per approved norms towards maternity benefit under the Janani Suraksha Yojana (JSY) after institutional delivery so that on an average, a woman will get Rs.6,000/-
3. The 'Scheme' came into effect on 1st January, 2017. As on 1st April, 2019, Rs.2,597 Crore have been disbursed to 70.64 Lakh beneficiaries which are credited directly into the bank/post office account of the beneficiary through Direct Benefit Transfer.
4. The 'Scheme' is being implemented by WCD/Social Welfare Department in 26 States/UTs and Health and Family Welfare Department in the remaining 10 States/ UTs.
5. PMMVY-CAS is the software platform that has been deployed to enroll beneficiaries and process the benefits disbursement. To ensure that benefits under both PMMVY and JSY are being availed by eligible beneficiaries, provision has been made in PMMVY-CAS software to capture JSY data as part of third installment. This facility was introduced since July 2018 and addresses data capture for prospective cases. However, it has been observed that data of JSY beneficiaries are not being adequately entered so far and it is a mere 3% of the estimated PMMVY beneficiaries. To ensure close monitoring and effective implementation of both the Schemes, it would be necessary to ensure that the data is entered into the PMMVY-CAS, as both these Schemes serve the same purpose of improved maternal and child health.
6. In order to address this gap, Ministries of Health and WCD have jointly taken-up this matter and evolved a protocol that would need to be followed for time bound implementation. A copy of this self-explanatory protocol has been *attached* for your kind perusal. It is requested that the concerned department(s) be directed to implement these

protocols and co-ordinate closely with each other. The implementation of these protocols should be taken up at the Block level and shall be mandatorily monitored by the concerned department in-charge of the PMMVY Scheme in the State/UT (Viz. Health or WCD/Social Welfare) on a monthly basis, as explained in the enclosed document.

7. We, therefore, request you to instruct the officials concerned to ensure feeding of JSY data of beneficiaries on the PMMVY-CAS.

8. A regular review at your level is also required to ensure seamless coordination between the various departments towards delivering the desired outcomes of this important initiative.

With regards,

Yours sincerely,


(Preeti Sudan)


(Rabindra Panwar)

Chief Secretary of all States/UTs