नए समाज की ओर
Towards a new dawn

सत्यमेव जयते

Government of India
Ministry of Women and Child Development

Matru Vandana Saptah

2nd - 8th December, 2019

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PMMVY is an effort to ensure safe institutional delivery of women and support the beginning of a healthy life for both mother and child.

1. Matru Vandana Saptah

Matru Vandana Saptah (MVS)", under Pradhan Mantri Matru Vandana Yojana was celebrated nationwide from 2nd -8th December 2019 with the objective to increase the implementation of the Scheme and create a healthy competition amongst state/UTs. The theme of the Saptah was **"Towards building a healthy nation - Surakshit Janani, Viksit Dharini".** All the State/UTs have performed well and made this long week celebration a grand success.

The Saptah was celebrated for 7-Days with 7-Key Focus Areas:

01	Launch Day, Matru Shakti Rashtra Shakti campaign
02	Awareness Day (Meeting of Gram Sabha/Urban Local Bodies for PMMVY)
03	Enrolment Day
04	Issue Resolution Day
05	Backlog Clearance Day
06	Health, Nutrition and Sanitation Day
07	Review and Felicitation Day

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Latitude
24.812252
24°48'44" N
Longitude
93.961882

Activities during the Saptah

01 Women Community Events

02 Aadhaar Camps

03 Bank/Post Office Camps

04 Door to Door Campaign

05 Distribution of Pamphlets & Leaflets

06 Workshop

07 Mass Media Campaigns

08 Awareness via Hoardings and Banners

09 Enrolment Drive

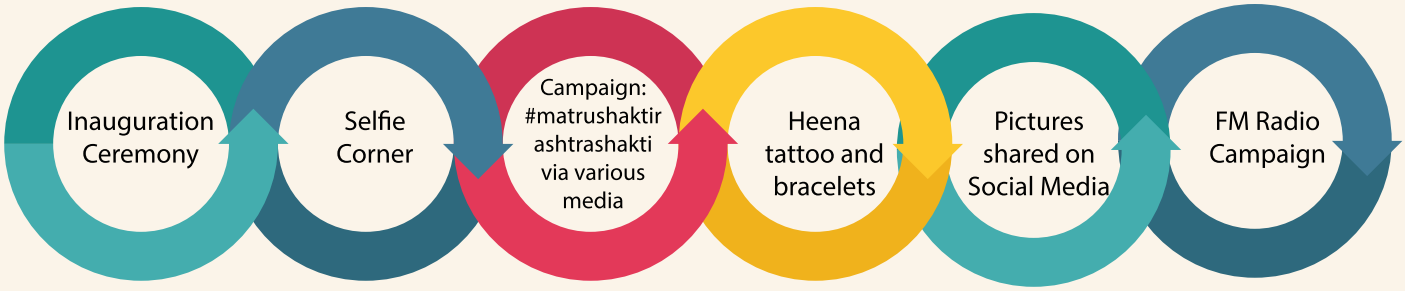
10 Meetings with Stakeholders

11 Marathon, Prabhat

2. Day 1: Launch day

The States/UTs launched the weak long activities with Inauguration function followed by a few activities at the State, district and block level. The Inauguration of the Saptah was done by Hon'ble Ministers in 8 States, Secretaries in 5 States, Commissioners in the remaining States/UTs.

Launch Activities in the States/UTs



The inauguration event was also marked by other fun activities such as selfie corners where pregnant mother and those with their firstborn clicked selfies which were uploaded on the district social media handles with the hashtag #MatruShaktiRashtraShakti

Other Activities for Day 1

3. Day 2: Awareness Day

On the second day of the Saptah, meetings were held with Gram Sabha and Urban Local Bodies to identify potential beneficiaries, facilitate enrolment and spread awareness about the Scheme. The States/UTs reached a larger number of beneficiaries during the Matru Vandana Saptah through different activities and platforms enlisted below.

Day 2

- Door to Door campaign
- Prabhat PheriRally and Marathon
- Rallies Marathon
- Marathons
- Street Plays
- Pamplets, Posters distribution

On this day, a special focus was laid on conducting Home visits which led to collection of huge number new applications. The field functionaries (Aanganwadi /ASHA workers) visited the blocks and informed every potential beneficiary about the scheme and its benefits.

4. Day 3: Enrolment Day

Matru Vandana Saptah, 2019 witnessed mass mobilization through community-based events, door-to-door campaigns by Anganwadi workers, ASHA workers, volunteers, Panchayat members to invite and collect new applications from the eligible beneficiaries. Chief Ministers, Ministers and Senior officers of the States participated in various activities planned for the day. Due to their efforts over 4 lakhs beneficiaries were enrolled during the week.

5. Day 4: Issue Resolution Day

Meeting with the Stakeholders like Banks, PFMS coordinators, State Aadhar teams was done to resolve issues related to various parameters of the Pradhan Mantri Matru Vandana Yojana. Various activities were held in the States/ UTs to ensure resolution of maximum issues. A few of the activities are enlisted below:

- Aadhaar camps for updating beneficiary data
- Bank/ Post office camps resolving bank account related issues in Correction queue
- Review of the Program officers through Video Conference to expedite their performance
- Special drive for clearing the Due applications
- Meeting with conducted with field officials to understand their issues in resolving the application in correctio queue.

6. Day 5: Backlog Clearance Day

Special drives for Clearance of applications in Correction queue, 2nd and 3rd instalment due were conducted. The main focus of the States/UTs were:

- Reduction of application in Correction Queue
- Reduction of application due for 2nd and 3 rd instalment
- Reduction of pendency of forms

Special drives were conducted for reduction of Correction queue and 2nd and 3rd instalment due to reduce the number of pendency. A focus was also laid on the Data entry to clear as much backlogs as possible. The Data Entry Operators worked late nights to complete the backlogs.

7. Day 6: Health, Nutrition and Sanitation Day

The Health, Nutrition and Sanitation Day was celebrated across the States/UTs. The main activities conducted on the 6th day of the Matru Vandana Saptah are:

- *Experts speaking on benefits of good food habits and diet diversity*
- *Informative games based on Health, Nutrition and Sanitation related topics*
- *Promotion of consumption of seasonal fruits and vegetables*
- *Experience sharing of the Beneficiaries*
- *Healthy Recipe making competition*
- *Theme based Performance/ Activities*

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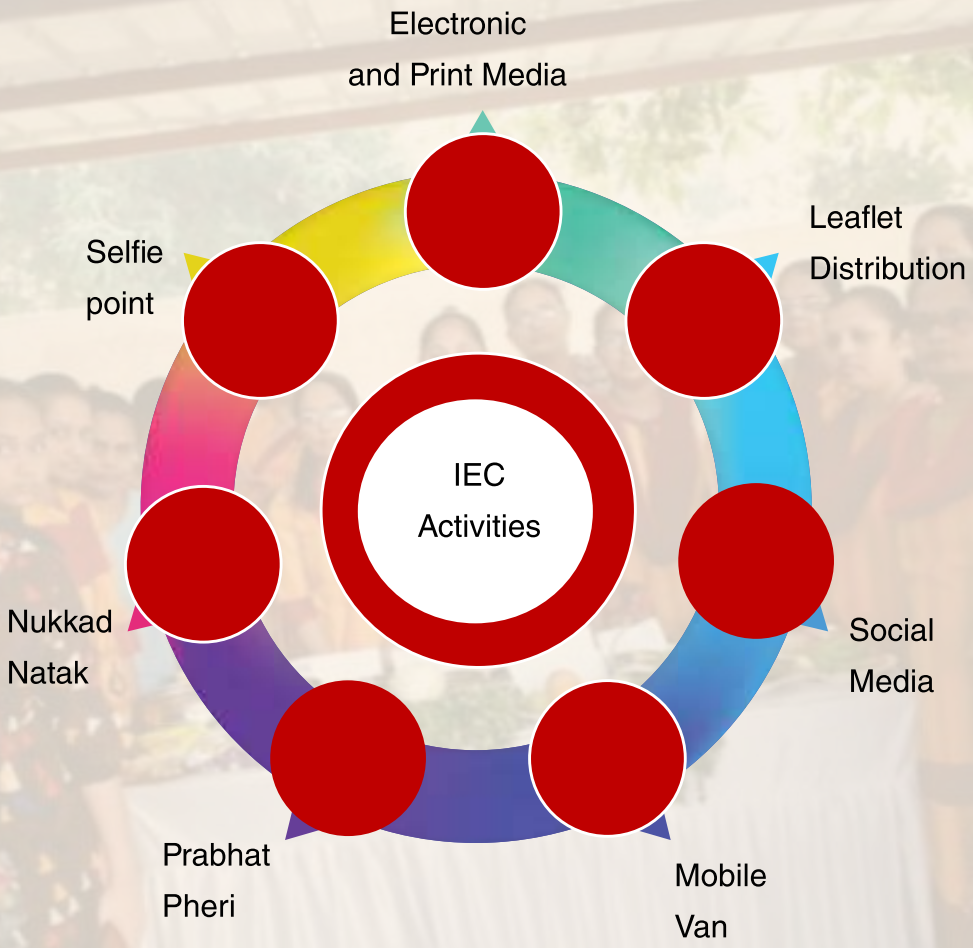
बाल विकास परियोजना बाजपुर

मातृवंदना योजना

8. IEC Campaigns

States and UTs organised IEC campaigns during the Saptah to enhance awareness about the Scheme. IEC activities held during the Saptah:



MATRU VANDANA SAPTAH - 2019
Theme "Surakshit Janani, Viksit Dharini
- Towards building a healthy nation"
under
PRADHAN MANTRI MATRU VANDANA YOJANA
From 02.12.2019 to 08.12.2019
Organised By
ICDS, FERRARGUNJ
Directorate of Social Welfare, A&N Administration

9. Day 7: Review and Felicitation Day

Felicitation was done at every level, i.e. Block level, best performing Field Functionaries; Aanganwadi workers, Aanganwadi Helpers and ANMs. Representation from development partners, representative of NGOs active in the region with similar vision, representative of Gram Panchayat and Urban Local Bodies were invited in the event. States encouraged the best performing Field functionaries and Blocks with Medals and Certificates. The Field functionaries, Officers and beneficiaries shared their success stories and experiences to help and motivate others.

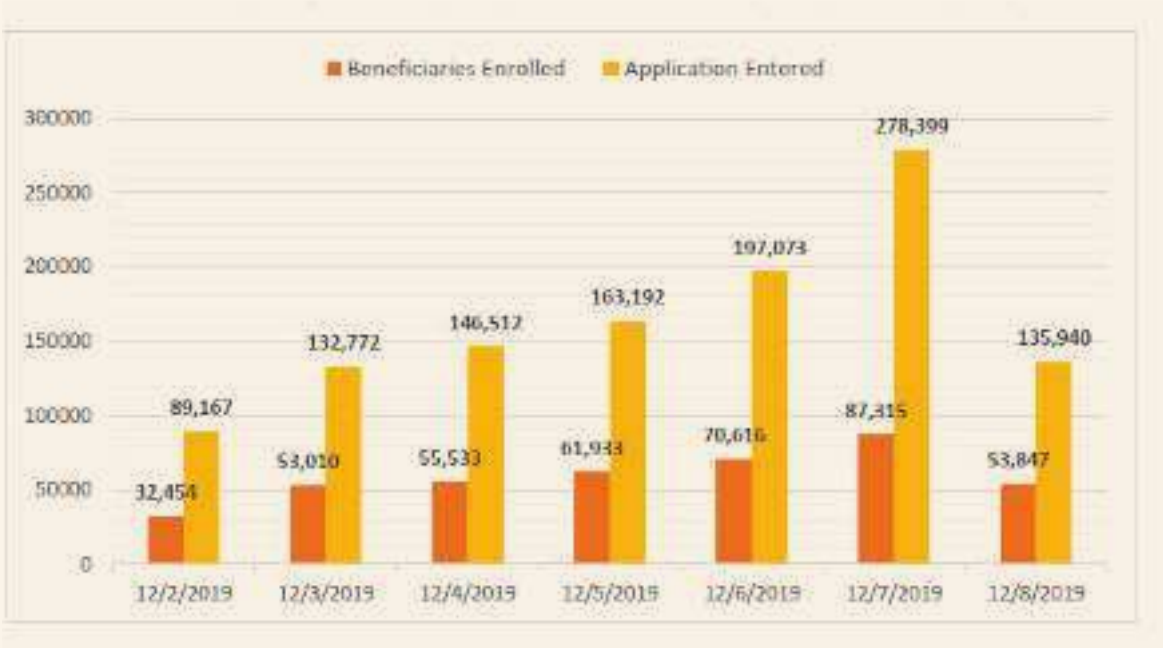
THANK YOU MAMMY
THANK YOU MAMMY

10. Performance during the Saptah

Matru Vandana Saptah recorded an unprecedented participation of various stakeholders. The enthusiasm and commitment with which the States/UTs worked in the Saptah resulted in enrolment of a record 4.14 Lakhs of beneficiaries in just 7 days. A snapshot of the performance is under:

Parameter	MVS 2018 (1st -7th September 2018)	MVS 2019 (2nd -8th December 2019)
Total Beneficiaries Registered	2,19,484	4,14,695
Daily average number of beneficiaries registered	31,355	59,244
Number of applications entered	4,89,163	11,43,055
Daily average number of applications entered	69,880	1,63,294
Amount Paid	Rs. 41.68 Cr	Rs. 81.92 Cr.

The below graph summarizes the daily progress of the Scheme during the Saptah in terms of beneficiaries enrolled and applications entered.



State/UT	Beneficiary enrolled	Total Beneficiaries paid	2nd installment entered	3rd installment entered	Change in correction queue	JSY data entered
ANDAMAN & NICOBAR ISLANDS	54	0	28	27	2	0
ANDHRA PRADESH	19,588	10,203	18,714	28,207	347	1,268
ARUNACHAL PRADESH	444	99	547	390	25	6
ASSAM	12,207	4,302	16,747	15,610	906	171
BIHAR	71,382	10	66,317	26,149	284	538
CHANDIGARH	296	0	281	240	27	6
CHHATTISGARH	10,809	0	10,302	7,938	200	43
DADRA AND NAGAR HAVELI	384	168	688	708	53	10
DAMAN AND DIU	234	2	204	152	41	0
DELHI	1,844	2,843	1,721	1,252	104	7
GOA	99	208	86	78	11	0
GUJARAT	15,466	7,730	14,300	12,509	46	649
HARYANA	4,514	1,496	4,876	3,661	220	5
HIMACHAL PRADESH	2,811	1,135	4,043	3,961	151	41
JAMMU AND KASHMIR	6,387	661	3,934	2,105	333	123
JHARKHAND	8,807	5,170	8,562	5,993	146	44
KARNATAKA	16,602	21,135	15,186	9,502	257	28
KERALA	6,343	1,778	7,499	7,230	138	502
LAKSHADWEEP	5	0	12	0		0
MADHYA PRADESH	47,568	2,326	50,742	43,875	547	863
MAHARASHTRA	35,833	57,308	33,467	22,034	1,965	1,152
MANIPUR	1,408	472	597	377	7	3
MEGHALAYA	169	81	175	102		58
MIZORAM	360	108	482	618	11	124
NAGALAND	441	250	468	400	14	144
PUDUCHERRY	598	256	619	645	4	0
PUNJAB	4,289	3,093	4,389	2,890	143	106
RAJASTHAN	5,801	0	5,603	4,158	94	5
SIKKIM	405	355	321	207	7	80
TAMIL NADU	18,050	9,177	33,753	25,956		0
TRIPURA	540	525	779	583	2	2
UTTAR PRADESH	1,03,690	22,679	98,443	51,224	510	10,487
UTTARAKHAND	1,887	1,512	1,855	1,599	24	95
WEST BENGAL	15,380	5,502	15,150	13,029	111	2,627
Total	**4,14,695**	**1,60,584**	**4,20,890**	**2,93,409**	**6,730**	**19,187**

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