

2. Pradhan Mantri Matru Vandana Yojana- Economy

Pradhan Mantri Matru Vandana Yojana flagship scheme completes nine years. The Pradhan Mantri Matru Vandana Yojana (PMMVY), now a component of Mission Shakti's 'Samarthya' sub-scheme, celebrates nine years of providing conditional cash transfers to pregnant and lactating mothers to compensate for wage loss and improve health outcomes. The revamped scheme offers ₹5,000 for the first child and an increased incentive of ₹6,000 for a second child (if it is a girl), targeting socially and economically disadvantaged women while excluding government employees.

Pradhan Mantri Matru Vandana Yojana (PMMVY)- 9-Year Milestone

1. Introduction and Context

Milestone- The PMMVY, a flagship scheme of the Government of India for pregnant women and lactating mothers, has successfully completed nine years of operation.

Core Function- It serves as a conditional cash transfer scheme designed to provide financial support and health incentives to expectant and nursing mothers.

2. About Pradhan Mantri Matru Vandana Yojana (PMMVY)

Launch Year- Originally launched in 2017.

Scheme Integration (2022)- It was incorporated under the sub-scheme 'Samarthya' of Mission Shakti, aiming to streamline women's empowerment initiatives.

Scheme Type- It is a Centrally Sponsored Scheme.

Nodal Ministry- The scheme is administered by the Ministry of Women and Child Development.

Financial Mechanism- It provides direct financial assistance through the Direct Benefit Transfer (DBT) mode to ensure transparency and efficiency.

3. Key Objectives

Wage Compensation- To provide cash incentives as partial compensation for wage loss, enabling women to take adequate rest before and after the delivery of their first child.

Health Seeking Behavior- To improve health-seeking behavior amongst Pregnant Women and Lactating Mothers (PW&LM), encouraging regular check-ups and institutional care.

Promoting the Girl Child- To promote positive behavioral change towards the girl child by providing additional cash incentives for the second child, specifically if it is a girl.

4. Financial Benefits Structure

Criteria	Benefit Amount	Details
First Child	₹5,000	Provided in two installments to the bank/post office account of the beneficiary.
Institutional Delivery	~₹1,000	Beneficiaries also receive incentives under Janani Suraksha Yojana (JSY), bringing the total average benefit to ₹6,000 for the first child.
Second Child (Girl)	₹6,000	Provided as a single cash incentive under PMMVY 2.0, strictly if the second child is a girl.

Miscarriage/Stillbirth Clause- In the unfortunate event of a miscarriage or stillbirth, the beneficiary is treated as a fresh beneficiary for any future pregnancies, allowing them to claim benefits again.

5. Target Beneficiaries and Eligibility Criteria

Age Limit- Pregnant women aged between 18 years 7 months and 55 years.

Socio-Economic Focus- The scheme targets women from socially and economically disadvantaged sections.

Specific Criteria for Inclusion- Women from Scheduled Castes (SC) and Scheduled Tribes (ST). Women with partial (40%) or full disability (Divyang Jan). Holders of BPL ration cards. Beneficiaries under Pradhan Mantri Jan Aarogya Yojana (PMJAY) (Ayushman Bharat). Holders of E-shram cards. Women farmers under Kisan Samman Nidhi. Holders of MGNREGA Job Cards. Women with a net family income of less

than ₹8 Lakh per annum. Pregnant and Lactating AWWs (Anganwadi Workers) / AWHs (Anganwadi Helpers) / ASHAs.

Exclusions- Women in regular employment with the Central or State Government or PSUs. Those receiving similar benefits under any other law are not entitled to PMMVY benefits.

6. Implementation and Monitoring

Executing Authorities- The scheme is implemented by State and UT officials.

Technological Platform- Managed through PMMVYSoft, an online platform launched in March 2023. Ensures efficient tracking and management across National, State, District, Block, and Village levels.

Verification Process- Uses Aadhaar authentication through UIDAI. NPCI verification ensures funds are directly transferred to DBT-enabled, Aadhaar-seeded bank or post office accounts.

7. Impact and Achievements

1. Enrollment- As of now, the scheme has enrolled 4.5 crore beneficiaries.
2. Disbursement- Over ₹19,000 crore has been disbursed directly to beneficiaries for maternal health support.

8. About Mission Shakti

Mission Shakti is a comprehensive and integrated women empowerment program serving as an umbrella scheme for various initiatives.

Objective- To promote the safety, security, and empowerment of women across India.

Components

1. Sambal Scheme- Focuses on the safety and security of women (e.g., One Stop Centres, Women Helplines).
2. Samarthya Scheme- Focuses on empowering women economically, educationally, and socially (includes PMMVY, Hub for Empowerment of Women).

Source- <https://www.newsonair.gov.in/pradhan-mantri-matru-vandana-yojana-flagship-scheme-completes-nine-years/>