

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1889
TO BE ANSWERED ON 16TH DECEMBER, 2025**

SCHEMES TO IMPROVE WOMEN'S HEALTH

1889# DR. M. DHANAPAL:

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) Government's ongoing schemes aimed at improving women's health, including maternal and adolescent nutrition programmes;
- (b) Government's efforts to tackle anemia and reproductive health issues among women through enhanced medical infrastructure and awareness; and
- (c) the digital and telemedicine initiatives introduced by Government to provide accessible healthcare services to women in rural and remote areas?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY
WELFARE
(SMT. ANUPRIYA PATEL)**

(a) Under the National Health Mission (NHM), the Government of India implements various schemes to improve women's health, including maternal and adolescent nutrition programmes across the country, the key amongst which are as follows:

- **Janani Suraksha Yojana (JSY)** is a demand promotion and conditional cash transfer scheme for promoting institutional delivery.
- **Janani Shishu Suraksha Karyakram (JSSK)** entitles all pregnant women delivering in public health institutions to have free and no-expense delivery, including caesarean section. The entitlements include free drugs and consumables, free diet during the stay, free diagnostics, free transportation and free blood transfusion, if required. Similar entitlements are also in place for sick infants.
- **Pradhan Mantri Surakshit Matriitva Abhiyan (PMSMA)** provides pregnant women a fixed day, free of cost, assured and quality antenatal checkup by a Specialist/Medical Officer on the 9th day of every month.

Extended PMSMA strategy focuses on quality antenatal care (ANC) for pregnant women, especially high-risk pregnant (HRP) women and individual HRP tracking with financial incentivization for the identified high-risk pregnant women and

accompanying Accredited Social Health Activists (ASHAs) for extra 3 visits over and above the PMSMA visit.

- **Surakshit Matritva Aashwasan (SUMAN)** aims to provide assured, dignified, respectful and quality healthcare at no cost and zero tolerance for denial of services for every woman and newborn visiting a public health facility, to end all preventable maternal and newborn deaths.
- **Optimizing Postnatal Care** aims to strengthen the quality of post-natal care by laying emphasis on detection of danger signs in mothers and incentivization of ASHAs for prompt detection, referral & treatment of such high-risk postpartum mothers.
- **Anemia Mukt Bharat (AMB)** strategy as a part of POSHAN Abhiyan aims to strengthen the existing mechanisms and foster newer strategies to tackle anemia which includes testing & treatment of anemia in school going adolescents & pregnant women, addressing non-nutritional causes of anemia and a comprehensive communication strategy.
- Under **National Deworming Day (NDD)** albendazole tablets are administered in a single fixed day approach via schools and Anganwadi centres in two rounds (February and August) to reduce the soil-transmitted helminth (STH) infestation among all children and adolescents (1-19 years).
- **Pradhan Mantri Matru Vandana Yojana (PMMVY)**: The Ministry of Women and Child Development is implementing Pradhan Mantri Matru Vandana Yojana (PMMVY) across the country through State Governments/Union Territory Administrations. The PMMVY is a Centrally Sponsored Maternity Benefit Scheme under which cash incentives of ₹5,000/- is provided directly to the Bank/Post Office account of the beneficiary in Direct Benefit Transfer (DBT) mode for the first child. Cash incentive of ₹6,000/- is also provided under PMMVY to eligible beneficiaries for second child subject to the second child being a girl.

(b) The Government of India has undertaken following activities to address anemia and reproductive health issues among women, which are as follows;

- Intensified behavioural change communication campaigns to improve compliance with Iron and Folic Acid (IFA) supplementation and to promote the intake of iron-rich foods through diet diversity.
- Strengthened anemia screening through testing with digital invasive haemoglobinometers, followed by treatment as per standard management protocols.
- Mandatory provision of IFA fortified foods under public health programmes.
- Appropriate preventive and corrective measures to address non-nutritional causes of anemia, particularly malaria, fluorosis and haemoglobinopathies.
- In alignment with National Population Policy 2000 and National Health Policy 2017, the Ministry of Health and Family Welfare focuses on voluntary adoption of family planning services, with programmatic interventions addressing critical concerns of healthy timing and spacing of pregnancies for health and well-being of the mother and child.
- An integrated approach with Continuum of Care across maternal, child, and adolescent health is supported with various IEC and awareness activities to safeguard health of the mother and child.

- State-specific budgets under the Programme Implementation Plan are considered for approval based on the proposals submitted by the States.
- Capacity building of medical officers on safe abortion techniques.

(c) The Government has introduced several digital health and telemedicine initiatives to improve access to quality healthcare for women across the country including in rural and remote areas. Key initiatives include:

- **eSanjeevani National Telemedicine Services:** E-Sanjeevani is implemented in two variants: eSanjeevani OPD, which enables direct patient-to-doctor video consultations and eSanjeevani AB-AAM (Ayushman Arogya Mandirs), which facilitates doctor-to-doctor teleconsultations, allowing primary healthcare providers to seek expert opinions from specialists in higher-level hospitals.
- **U-WIN (Digital Vaccination Platform):** The U-WIN Portal, launched in October 2024, is developed for the complete digitization of vaccination services and maintaining vaccination records for pregnant women and children from birth to 17 years under the Universal Immunization Programme.
- **Tele-MANAS (Mental Health Helpline):** The Government has launched a “National Tele Mental Health Programme” on 10th October 2022, to further improve access to quality mental health counselling and care services in the country.
- **Mobile Medical Units (MMU) Monitoring Portal:** Tracks Mobile Medical Units (MMUs) via GPS, enhancing field healthcare services.
- **Pradhan Mantri Surakshit Matritva Abhiayan (PMSMA) Portal:** Facilitates digital tracking of pregnant women attending PMSMA clinics, identification and monitoring of high-risk pregnancies, follow-up care and referral linkages.
- **Reproductive and Child Health (RCH) Portal:** Name-based digital platform for tracking reproductive, maternal, newborn, child and adolescent health services, including due list generation, HRP follow-up, service gaps, and outcome monitoring.
- **The Maternal Perinatal Child Death Surveillance Response (MPCDSR) software** is an online data reporting platform designed to facilitate real-time monitoring by providing information to strengthen maternal and child health interventions.
- **Mera Aspataal** is an initiative to capture patient feedback for the services received at the hospital through user-friendly multiple channels such as SMS, Outbound Dialing mobile application and web portal.
