

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 2877
TO BE ANSWERED ON 17.03.2023

BENEFICIARIES UNDER PMMVY

2877. SHRI VISHNU DATT SHARMA:

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

- a. whether the Government has data from birth registration statistics and BPL statistics about the number of eligible women taking benefits of Pradhan Mantri Matru Vandana Yojana in Madhya Pradesh;
- b. if so, the details and the extent of coverage of eligible population under the scheme in Madhya Pradesh in general and in the districts of Panna, Katni and Chhatarpur in particular; and
- c. the other measures being taken by the Government to improve the coverage to last mile?

ANSWER

MINISTER FOR WOMEN AND CHILD DEVELOPMENT
(SHRIMATI SMRITI ZUBIN IRANI)

(a) & (b) Madhya Pradesh is the top performing State under Pradhan Mantri Matru Vandana Yojana (PMMVY) since inception of the scheme in 2017-18 and till dated (06.03.2023). The State has enrolled 33.68 lakh beneficiaries and disbursed maternity benefits of more than ₹1491.48 crores (includes both Central and State share) to more than 32.91 lakh beneficiaries during this period. The Status of implementation of the scheme in the districts of Panna, Katni and Chhatarpur is as under:

District Name	Number of Beneficiaries Enrolled	Number of Beneficiaries Provided Maternity Benefits	Amount Disbursed (₹ In Crore)
Panna	47,928	47,308	21.43
Katni	57,493	56,532	25.52
Chhatarpur	86,795	85,204	38.71

(c) Under the revamped Pradhan Mantri Matru Vandana Yojana (PMMVY) under Mission Shakti, the maternity benefit amounting to ₹6,000/- is also to be provided for the second child, but only if the second child is a girl child, to discourage pre-birth sex selection and promote the girl child.

The Ministry of Women and Child Development has provided funds under PMMVY to all States/UTs for undertaking information, Education and Communication (IEC) activities in the States/UTs. The ministry also celebrates 'Matru Vandana Saptah' every year to intensify implementation of the scheme and create a healthy competition amongst States/UTs. States/UTs undertake various IEC and Behavior Change Communication (BCC) activities such as Prabhat Pheri, Nukkad Natak, Newspaper Advertisements, Airing Radio Jingles, Selfie Campaign, Door to Door Campaign, Community Programmes at field functionary level etc.
