

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 325
TO BE ANSWERED ON 03.02.2023

PRADHAN MANTRI MATRU VANDANA YOJANA

325. SHRI VIVEK NARAYAN SHEJWALKAR:

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

- (a) the status of Pradhan Mantri Matru Vandana Yojana in Madhya Pradesh;
- (b) the amount allocated to the State Government under this scheme;
- (c) the number of women benefitted by this scheme in Madhya Pradesh especially in Gwalior District so far; and
- (d) the steps being taken by the Government to promote this scheme?

ANSWER

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

(a) Madhya Pradesh is the top performing state under Pradhan Mantri Matru Vandana Yojana (PMMVY) since the inception of the scheme in 2017-18 and till date (27.01.2023). The State has enrolled 33.12 lakh beneficiaries and disbursed maternity benefits of more than 1442.04 crores (includes both Central and State share) to more than 32.09 lakh beneficiaries during this period.

(b) Under PMMVY, funds are released on the basis of indicative target and utilization of previous year grants released. Thus, no state-wise allocation has been made under PMMVY.

(c) More than 78,000 eligible beneficiaries under PMMVY have been provided maternity benefits in Gwalior district of Madhya Pradesh since inception of the Scheme in 2017-18 and till 27.01.2023.

(d) 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 Behavioral 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.
