

GOVERNMENT OF INDIA  
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

**LOK SABHA**  
**UNSTARRED QUESTION No. 5585**  
TO BE ANSWERED ON 04.04.2025

**PMMVY COVERAGE AND ACCESS GAPS**

5585. SHRI AMRINDER SINGH RAJA WARRING:

Will the Minister of Women and Child Development be pleased to state:

- (a) the number of beneficiaries under the Pradhan Mantri Matru Vandana Yojana (PMMVY) since its inception in Punjab, year-wise;
- (b) whether the ministry has identified barriers such as social norms, cultural beliefs and lack of awareness that hinder timely pregnancy registration and access to PMMVY benefits particularly in rural areas, if so, the details thereof alongwith the steps taken to address them;
- (c) the details of the initiatives undertaken to increase awareness about PMMVY benefits and promote early Antenatal Care (ANC) especially in rural regions;
- (d) the details of the coverage of ANC in Punjab with regard to first, second, third, and complete ANC check-ups; and
- (e) the details of the steps taken to improve the coverage/quality of maternal healthcare services to ensure that PMMVY beneficiaries receive comprehensive antenatal care, particularly in regions with poorer coverage?

**ANSWER**

MINISTER OF STATE IN THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT  
(SHRIMATI SAVITRI THAKUR)

(a) The year-wise number of beneficiaries enrolled, beneficiaries paid and amount disbursed under PMMVY in the State of Punjab is given below:

Financial Year	Beneficiaries Enrolled	Beneficiaries Paid	Amount Disbursed (₹ in crores)
2017-18	60,052	38,074	7.86
2018-19	1,17,401	1,27,520	59.77
2019-20	1,06,767	1,05,641	50.08
2020-21	1,05,737	82,254	41.57

2021-22	81,212	47,089	19.11
2022-23	91,021	1,41,304	68.40
2023-24	1,26,948	83,221	39.47
2024-25	1,04,650	2,03,913	79.42

(b) PMMVY is implemented in 34 States and UTs of the country. The Government of Odisha is in the process of onboarding PMMVY in their State and the Government of Telangana is not implementing PMMVY in their State. In 29 States and UTs, the scheme is implemented through the Women & Child Development Departments, where applications are registered at the level of Anganwadi Worker, and subsequent processing is done at the level of Supervisor, Child Development Project Officer (CDPO) and State Nodal Officer. In the 5 States of Andhra Pradesh, Gujarat, Maharashtra, Tamil Nadu and West Bengal, the scheme is implemented through the Health & Family Welfare Departments, where applications are registered at the level of Accredited Social Health Activist (ASHA), and subsequent processing is done at the level of Auxiliary Nurse Midwife (ANM), Medical Officer and State Nodal Officer. The registration, processing and day-to-day monitoring of PMMVY is done by the respective State and UT Governments. The release of Central funds to States and UTs is done in a timely manner provided they utilise the funds available in the State Nodal Agency (SNA) Account on time. States and UTs are regularly requested to clear the payments of beneficiaries under PMMVY Scheme.

Further, to facilitate the beneficiaries for tracking the status of their applications and payments, a 'Track and Search' feature is available on the PMMVY portal to show real time location and status of Application. Also, a Grievance redressal module has been implemented to lodge and track any PMMVY related grievances by any beneficiary.

The Ministry conducts various awareness programs including those on Maternity Benefits through SANKALP-Hub for Empowerment of Women (HEW) scheme for all States and UTs. It includes various Information, Education and Communication (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 which are conducted at field functionary levels. Further, the Ministry is also running special campaign for registration of eligible beneficiaries in all the States and UTs under PMMVY on a periodic basis.

(c) to (e) Under National Health Mission (NHM), the Government of India has undertaken following initiatives to promote early Antenatal Care (ANC) across the country including rural regions.

- Janani Suraksha Yojana (JSY), is a demand promotion and conditional cash transfer scheme for promoting institutional delivery.
- Janani Shishu Suraksha Karyakram (JSSK) entitles every pregnant woman to free delivery, including caesarean section, in public health institutions along

with the provision of free transport, diagnostics, medicines, blood, other consumables and diet.

- Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA) provides pregnant women a fixed day, free of cost assured and quality antenatal checkup by an obstetrician/Specialist/Medical Officer on the 9th day of every month. Extended PMSMA strategy was launched to ensure quality ANC to pregnant women, especially to high-risk pregnancy (HRP) women, and individual HRP tracking until a safe delivery is achieved through financial incentivization for the identified high-risk pregnant women and accompanying ASHA for extra three visits over and above the PMSMA visit.
- Surakshit Matritva Aashwasan (SUMAN) provides assured, dignified, respectful and quality healthcare at no cost and zero tolerance for denial of services for every woman and newborn visiting public health facilities to end all preventable maternal and newborn deaths.
- Monthly Village Health, Sanitation and Nutrition Day (VHSND) is an outreach activity at Anganwadi centers for provision of maternal and child care including nutrition in convergence with the ICDS.
- Outreach camps are provisioned to improve the reach of health care services, especially in tribal and hard-to-reach areas. This platform is used to increase awareness for the Maternal and Child health services and community mobilization as well as to track high-risk pregnancies.

The details of the coverage of ANC in Punjab during last three years is given below:

2021-22			2022-23			2023-24		
Total number of new pregnant women registered for ANC	Out of the total NEW ANC registered, number registered within 1st trimester (within 12 weeks)	Number of Pregnant Women received 4 or more ANC check ups	Total number of new pregnant women registered for ANC	Out of the total NEW ANC registered, number registered within 1st trimester (within 12 weeks)	Number of Pregnant Women received 4 or more ANC check ups	Total number of new Pregnant Women registered for ANC	Out of the total NEW ANC registered, number registered within 1st trimester (within 12 weeks)	Number of Pregnant Women received 4 or more ANC check ups
4,31,209	3,40,220	3,28,473	4,41,818	3,55,585	3,53,843	4,28,048	3,46,195	3,57,100

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