

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 5672
TO BE ANSWERED ON 04.04.2025

HUB FOR EMPOWERMENT OF WOMEN

†5672. SHRI BABU SINGH KUSHWAHA :

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

- (a) the steps taken by the Government so far to make women empowered and self-reliant under "the Hub For Empowerment of Women Scheme" and the "Pradhan Mantri Matru Vandana Yojana" across the country including Uttar Pradesh;
- (b) the number of women benefited through the said schemes, State-wise;
- (c) the impact of the said schemes on the health, nutrition and economic empowerment of women;
- (d) whether the Government proposes to take any new initiatives or undertake any improvements to make the said schemes more effective and if so, the details thereof;
- (e) whether any challenges have been faced by the Government in the implementation of these schemes in rural areas; and
- (f) if so, the steps taken by the Government to overcome these challenges?

ANSWER

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

(a) to (f) : Ministry of Women and Child Development is implementing the Umbrella Scheme named as 'Mission Shakti' with effect from 01.04.2022 across the country including the State of Uttar Pradesh which aim at strengthening interventions for women safety, security and empowerment. The 'Mission Shakti' has two verticals 'Sambal' for safety and security of women and 'Samarthya' for empowerment of women.

"Hub for Empowerment of Women (HEW)", a component under Samarthya, sub-scheme of 'Mission Shakti' is functioning as a Project Management Unit (PMU) for monitoring and supervisory unit of Mission Shakti Scheme. The HEW centres also engage in widespread outreach and awareness through organising awareness activities, camps, and campaigns to disseminate information related to women centric schemes, programmes, policies and legislations.

Since 01.01.2017, the Ministry of Women and Child Development is implementing Pradhan Mantri Matru Vandana Yojana (PMMVY) across the country (except Odisha and Telangana) through Women & Child Development and Health & Family Welfare Departments of States and UTs. 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 first child. The eligible beneficiaries receive the remaining cash incentive, as per approved norms towards maternity benefit under Janani Suraksha Yojana after institutional delivery, so that on an average a woman gets ₹6,000/-. Cash incentive of ₹6,000/- is also provided under PMMVY to eligible beneficiaries for second child subject to the second child being a girl.

With the introduction of umbrella Mission Shakti from 1st April, 2022, the number of instalments under PMMVY for the first child have been reduced from three (3) to two (2). Further, maternity benefit under PMMVY is also extended for the second child subject to second child being a girl. As a result of revision of scheme, a new online portal, Pradhan Mantri Matru Vandana Yojana Software (PMMVY Soft) was developed and launched in March, 2023. Under PMMVY Soft, Aadhaar authentication through UIDAI is done digitally and National Payment Corporations of India (NPCI) verification is also ensured digitally so that funds are directly transferred only to the DBT-enabled Aadhaar-seeded bank or post office accounts of beneficiaries. The registration, processing and day-to-day monitoring of PMMVY is done by the respective State and UT Governments.

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 of Women & Child Development conducts various awareness programs including those on Maternity Benefits through 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.

A 100-Day Special Campaign for Women's Empowerment under HEW was conducted with a structured approach guiding States in undertaking a week-wise thematic activities like plantation drives, health camps, public interactions, mobilization drives, and gender sensitization workshops.

By adopting these practices, States/UT could contribute to strengthening the social, economic, and cultural fabric of society, advancing the mission of Women-Led Development and Viksit Bharat.

State/UT-wise number of beneficiaries under PMMVY and women assisted under the HEW during the last three years are at **Annexure**.

Annexure

Annexure referred to in the reply to parts (a) to (f) of the Lok Sabha Un-starred Question No. 5672 for answer on 04.04.2025 regarding “Hub for Empowerment of Women”

State/UT-wise number of beneficiaries under PMMVY

Sl. No	State/UT	No. of Beneficiaries		
		2022-23	2023-24	2024-25
1	Andaman and Nicobar Islands	1291	856	1404
2	Andhra Pradesh	392312	150288	314404
3	Arunachal Pradesh	4533	1399	4879
4	Assam	179829	160354	279883
5	Bihar	731838	101686	802894
6	Chandigarh	5868	3038	4307
7	Chhattisgarh	160786	83540	389013
8	Dadra Nagar Haveli and Daman & Diu	4199	2845	8610
9	Delhi	84713	42130	107770
10	Goa	6648	1486	8743
11	Gujarat	254947	158132	477012
12	Haryana	154175	12624	149956
13	Himachal Pradesh	44220	9315	57776
14	Jammu And Kashmir	56049	13012	141120
15	Jharkhand	91961	64824	245991
16	Karnataka	597325	164345	729323
17	Kerala	152962	76924	236039
18	Ladakh	699	1400	2510
19	Lakshadweep	70	531	994
20	Madhya Pradesh	570016	418306	1298493
21	Maharashtra	691219	93891	538936
22	Manipur	6494	7685	19812
23	Meghalaya	10330	3818	15449
24	Mizoram	6817	2423	3772
25	Nagaland	5532	2473	9274
26	Puducherry	6368	243	12918
27	Punjab	141304	83221	203913
28	Rajasthan	405991	186182	915462
29	Sikkim	2845	898	3068
30	Tamil Nadu	135752	286823	537054
31	Tripura	21027	7690	42422
32	Uttar Pradesh	1424694	277011	303300
33	Uttarakhand	67387	48451	117431
34	West Bengal	868049	0	0

Note:

1. The Government of Telangana is not implementing the PMMVY scheme in their State.
2. The Government of Odisha is in the process of onboarding the PMMVY scheme in their State.

State/UT-wise number of women assisted under HEW

Sl. No.	State/UT	No. of women assisted		
		2022-23	2023-24	2024-25 (till 30.03.2025)
1	Andaman & Nicobar Islands	333	354	1235
2	Andhra Pradesh	0	0	5740
3	Arunachal Pradesh	11501	15306	38533
4	Assam	1313	3984	6842
5	Bihar	0	583	1556
6	Chandigarh	3600	5000	6000
7	Chhattisgarh	18	93	138
8	Dadra Nagar Haveli and Daman & Diu	0	2863	7031
9	Delhi	94558	92292	55950
10	Goa	0	0	958
11	Gujarat	0	267415	215110
12	Haryana	0	0	185594
13	Himachal Pradesh	0	682	1417
14	Jammu and Kashmir	17110	24574	28413
15	Jharkhand	0	40	10937
16	Karnataka	0	18600	35550
17	Kerala	0	88581	169026
18	Ladakh	0	160	799
19	Lakshadweep	0	2300	11200
20	Madhya Pradesh	0	2608	4317
21	Maharashtra	4949	9970	7114
22	Manipur	0	0	493
23	Meghalaya	0	49	1027
24	Mizoram	614	728	1989
25	Nagaland	0	3936	7176
26	Odisha	0	0	0
27	Puducherry	0	6379	26685
28	Punjab	0	120276	152076
29	Rajasthan	0	97109	168353
30	Sikkim	0	0	87
31	Tamil Nadu	0	81257	252382
32	Telangana	0	611	1086
33	Tripura	0	11	102
34	Uttar Pradesh	31375	30619	29824
35	Uttarakhand	26025	21887	31840

Note:

1. The State of West Bengal is not implementing the HEW scheme in the State.
2. The State of Odisha onboarded recently.
