

GOVERNMENT OF INDIA  
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

**LOK SABHA**  
**STARRED QUESTION No. 92**  
TO BE ANSWERED ON 25.07.2025

**PRADHAN MANTRI MATRU VANDANA YOJANA**

\*92. SHRI ANURAG SHARMA:  
SHRI KANWAR SINGH TANWAR:

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

- (a) the number of beneficiaries registered under the Pradhan Mantri Matru Vandana Yojana (PMMVY) in Jhansi and Amroha districts of Uttar Pradesh since its inception;
- (b) the quantum of financial assistance disbursed to these beneficiaries in the said districts;
- (c) the details of the steps taken by the Government to enhance awareness, accessibility, and outreach of the PMMVY in rural and urban areas of the said districts indicating the manner in which the services of Anganwadi Centres, ASHA workers and digital platforms are being utilised for the purpose;
- (d) the number of applications received/approved under the scheme in said districts during the last three years, along with the percentage of rejections, if any, and the reasons for such rejections;
- (e) whether the Government proposes to introduce any reforms to ensure smoother delivery and greater coverage of the said scheme in aspirational districts like Jhansi and Amroha; and
- (f) if so, the details thereof?

**ANSWER**

MINISTER OF WOMEN AND CHILD DEVELOPMENT  
(SHRIMATI ANNAPURNA DEVI)

- (a) to (f) A Statement is laid on the Table of the House.

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**STATEMENT REFERRED TO IN REPLY TO PARTS (A) TO (F) OF LOK SABHA STARRED QUESTION NO. 92 TO BE ANSWERED ON 25.07.2025 RAISED BY SHRI ANURAG SHARMA, HON'BLE MP, LOK SABHA (JHANSI) AND SHRI KANWAR SINGH TANWAR, HON'BLE MP, LOK SABHA (AMROHA) REGARDING "PRADHAN MANTRI MATRU VANDANA YOJANA"**

(a) to (f) The number of beneficiaries enrolled and amount disbursed to the beneficiaries in Jhansi and Amroha districts of Uttar Pradesh under the Pradhan Mantri Matru Vandana Yojana (PMMVY), since its inception are as under:

<b>District</b>	<b>Beneficiaries enrolled</b>	<b>Amount Disbursed</b>
<b>Amroha</b>	61,724	₹ 26,13,63,000
<b>Jhansi</b>	67,964	₹ 27,41,24,000

(Data since inception of PMMVY till 20.07.2025)

Under PMMVY, maternity benefit of ₹5,000 is provided directly to the bank/ post office account of the beneficiary (in two instalments) in DBT mode for the first child. Similarly, Maternity benefit of ₹6,000 (in one instalment) is also provided to eligible beneficiaries for the second child, provided the second child is a girl child. Each instalment is treated as a separate application and processed for payment individually. Accordingly, the number of applications received under the scheme are higher than the number of beneficiaries enrolled.

From 01.04.2023, implementation of PMMVY was shifted from the old software (PMMVY-CAS) to the new system (PMMVYSoft). Details of the number of applications received, approved and rejected during the last two financial years (01.04.2023 to 31.03.2025) are as under:

	<b>Applications received</b>	<b>Applications Approved</b>	<b>Applications Rejected</b>
<b>All India</b>	1,54,55,533	1,23,89,097	10,71,912
<b>Amroha</b>	9,309	6,648	720
<b>Jhansi</b>	9,004	3,489	2,161

Applications under PMMVY may be rejected for any of the following reasons:

- Not eligible for availing benefits under the scheme guidelines
- Uploaded Documents (MCH/ RCH Card or Eligibility Document) are not correct
- Already availed full benefit under PMMVY

The Ministry of Women & Child Development 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 also runs special campaign for registration of eligible beneficiaries in all the States and UTs under PMMVY on a periodic basis.

The implementation of the Scheme is done by officials of States and UTs through their field functionaries using the new Portal {Pradhan Mantri Matru Vandana Yojana Software (PMMVYSoft)} which has been developed and launched in March, 2023. Under PMMVYSoft, Aadhaar authentication through UIDAI is done digitally and National Payment Corporations of India (NPCI) verification is ensured so that funds are directly transferred to their DBT-enabled Aadhaar-seeded bank or post office accounts. A number of reforms have been introduced in the PMMVY portal, to ensure smoother delivery and greater coverage of the scheme. Some of these are:

- All processes on the PMMVY portal are completely Paperless.
- Mobile-App based right from Anganwadi worker level and provides the Services at the beneficiaries' door step.
- Payments are through Aadhaar Bridge Payment System [ABPS].
- PMMVY portal is enabled for Aadhaar-based biometric verification (by means of facial recognition) to confirm identity details of the applicants.
- All the mandatory provisions like Aadhaar verification, DBT enablement of bank account etc. are checked at the time of registration itself for faster processing.
- Search and Track Status for all enrolled beneficiaries/applicants to check the approval and payment status of their applications.
- Grievance Lodging and status module for all citizens to lodge any PMMVY related grievance. The Module directly sends the grievance to the implementing authorities thus saving time and leads to swifter resolution.
- PMMVY toll-free and multi lingual helpline (14408) is available for PMMVY related enquiries and grievances
- For transparency purposes, the Applicants/ beneficiaries receive SMS in one of the 12 languages at different stages such as registration of application, rejection of registration, payment etc.

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