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D.O.No.13/2/2017/PMMVY Part(2)

Date : 30th April, 2019

Dear Chief Secretary,

As you are aware, Hon'ble Prime Minister has launched the Pradhan Mantri Matru Vandana Yojana (PMMVY), which is targeted providing conditional cash transfers to Pregnant Women and Lactating Mothers (PW&LM). The objective of the scheme is to provide partial compensation for the wage-loss in terms of cash incentives so that the woman can take adequate rest before and after delivery of the first living child leading to improved health seeking behaviour amongst the Pregnant Women and Lactating Mothers (PW&LM).

2. Cash incentive of Rs.5,000/- is provided under this Scheme in three installments. The eligible beneficiaries also receive the remaining cash incentives (approximately Rs.1,000/-) as per approved norms towards maternity benefit under the Janani Suraksha Yojana (JSY) after institutional delivery so that on an average, a woman will get Rs.6,000/-
3. The 'Scheme' came into effect on 1st January, 2017. As on 1st April, 2019, Rs.2,597 Crore have been disbursed to 70.64 Lakh beneficiaries which are credited directly into the bank/post office account of the beneficiary through Direct Benefit Transfer.
4. The 'Scheme' is being implemented by WCD/Social Welfare Department in 26 States/UTs and Health and Family Welfare Department in the remaining 10 States/ UTs.
5. PMMVY-CAS is the software platform that has been deployed to enroll beneficiaries and process the benefits disbursement. To ensure that benefits under both PMMVY and JSY are being availed by eligible beneficiaries, provision has been made in PMMVY-CAS software to capture JSY data as part of third installment. This facility was introduced since July 2018 and addresses data capture for prospective cases. However, it has been observed that data of JSY beneficiaries are not being adequately entered so far and it is a mere 3% of the estimated PMMVY beneficiaries. To ensure close monitoring and effective implementation of both the Schemes, it would be necessary to ensure that the data is entered into the PMMVY-CAS, as both these Schemes serve the same purpose of improved maternal and child health.
6. In order to address this gap, Ministries of Health and WCD have jointly taken-up this matter and evolved a protocol that would need to be followed for time bound implementation. A copy of this self-explanatory protocol has been *attached* for your kind perusal. It is requested that the concerned department(s) be directed to implement these

protocols and co-ordinate closely with each other. The implementation of these protocols should be taken up at the Block level and shall be mandatorily monitored by the concerned department in-charge of the PMMVY Scheme in the State/UT (Viz. Health or WCD/Social Welfare) on a monthly basis, as explained in the enclosed document.

7. We, therefore, request you to instruct the officials concerned to ensure feeding of JSY data of beneficiaries on the PMMVY-CAS.

8. A regular review at your level is also required to ensure seamless coordination between the various departments towards delivering the desired outcomes of this important initiative.

With regards,

Yours sincerely,


(Preeti Sudan)


(Rabindra Panwar)

Chief Secretary of all States/UTs

2019

Standard operating Procedure (SoP)

Updation of JSY beneficiary
data in PMMVY-CAS



Ministry of Health and Family Welfare
&
Ministry of Women and Child Development

Government of India



STANDARD OPERATING PROCEDURE (SOP)
PMMVY & JSY BENEFICIARY DATA UPDATION IN PMMVY-CAS

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I. INTRODUCTION

- 1) The Pradhan Mantri Matru Vandana Yojana (PMMVY) is a Centrally Sponsored Conditional Cash Transfer Scheme which aims at providing maternity benefit to compensate for partial wage loss before and after delivery of the first living child. The cash incentive would also lead to improved health seeking behavior of Pregnant Women and Lactating Mothers (PW&LM).
- 2) The Scheme has come into effect from 01.01.2017 and is administered by the Ministry of Women and Child Development (MoWCD). This program is implemented across all districts of the country in accordance with the provisions of the National Food Security Act, 2013. The Scheme is being implemented in DBT mode with a cash incentive of Rs. 5,000/- being provided in three installments directly in the bank/ post office account of the beneficiary.
- 3) Janani Suraksha Yojana (JSY) is a cash benefit that is provided by the Ministry of Health and Family Welfare (MoHFW) to specific economic categories of mothers, in the event they deliver their babies at a Government Health facility. Also, the amount of this benefit varies for beneficiaries in Low performing states (LPS) & High performing states (HPS) and Rural & Urban areas as per details below:

Category	Rural area		Urban area	
	Mother's package	ASHA's package	Mother's package	ASHA's package
LPS	1400	600	1000	400
HPS	700	600	600	400

- 4) The JSY data is essential for ensuring that the women are getting the **complete benefit package covering both PMMVY and JSY.**
- 5) **Conditionalities and instalments under PMMVY Scheme:**
 - a) Eligible pregnant women and lactating mothers are entitled for **PMMVY** cash assistance of Rs. 5000/- for first child in family in three instalments at following stages:

Instalments	Conditions	Amount
First	Early registration of pregnancy (within 150 days of LMP)	Rs. 1,000/-
Second	Received at least one ANC (can be claimed after 6 months of pregnancy)	Rs. 2,000/-
Third	1) Child birth is registered 2) Child has received first cycle of BCG, OPV, DPT and Hep-B or its equivalent/substitute	Rs. 2,000/-

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- b) In 10 States/UTs Dept. of Health is PMMVY implementing department. [Andhra Pradesh, Chandigarh, D & N Haveli; Daman & Diu; Maharashtra; Meghalaya; Tamil Nadu; Telangana; Uttar Pradesh and West Bengal]

II. OBJECTIVE:

The objective of collection of the data of JSY beneficiaries who have availed the benefit of JSY for deliveries on or after 01.01.2017 and updating the same into PMMVY-CAS is to monitor and ensure that the women are getting the complete benefit package covering both PMMVY and JSY.

III. CONCERNS / PROBLEM AREA:

- 1) MoWCD has developed a web based software application i.e. **PMMVY-CAS** which has provision for capturing the JSY beneficiaries' data also. **Reporting on this aspect by States/UTs is not satisfactory.**
- 2) Since **July, 2018 provision in PMMVY-CAS** has been made to collect JSY data. Consequent to the introduction of this new data item in Form 1-C, it was necessary to devise a mechanism to capture the backlog data also. The data entry by States/UTs both for backlog and prospective cases has been grossly inadequate.
- 3) It has been reported that in almost all States/UTs there are issues in the collection and updation of the data of **JSY beneficiaries who have availed the benefit of JSY for deliveries on or after 01.01.2017.**
- 4) In 10 States/UTs where Department of Health is PMMVY implementing department, it should have been easier to be done. However, same issues have been reported in these States/UTs.
- 5) **In addition, NITI Aayog in its recent field study on PMMVY has flagged following issues:**
 - a) *MCP cards are not being properly filled up.*
 - b) *The cards lacked critical information like date of immunization, ANC check-up etc. causing delays in payments of PMMVY instalments.*
 - c) *At national level only 36% of the registered beneficiaries under PMMVY have received their 3rd and final instalment.*

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IV. SOLUTION

Based on the above findings States/UTs are advised to issue necessary directions to the concerned field functionaries to ensure the following:

- 1) *The need for a greater emphasis on **outreach and home based visits by AWWs/ASHAs.***
- 2) *Steps are taken to get **the MCP cards updated immediately.***
- 3) ***Expedite data feeding on PMMVY-CAS** in respect of JSY beneficiaries.*

Point of action (1) and (2) above has to be taken regularly at the field level. However, for point no (3) a details SOP has been worked out jointly by the MoHFW and MoWCD which has been detailed in the following section.

V. SOP - For Data updation of PMMVY beneficiaries who are also the JSY beneficiaries in the PMMVY-CAS software

While discussing the modalities of the protocol, there were three issues that emerged:-

- 1) *Establishing the identity of the individual in an unambiguous manner*
- 2) *Extracting the data for the first child (primigravida)*
- 3) *In addition, as of now there is no automated mechanism for updating the PMMVY-CAS database using the digitized records of JSY in the RCH portal of MoHFW and/ or the records of DBT payments.*

Given these three critical issues, it was decided that the PMMVY-CAS system would be used as a BASE system against which Health Department systems would provide the data. Therefore, the strategy suggested is - **Manual updation of records as per timelines below:-**

- a) **One time special drive** to update the backlog data in the PMMVY-CAS of JSY beneficiaries who have availed the benefit of JSY for deliveries on or after **01.01.2017**. [**Timeline: 01 Month and to be completed by 30.06.2019**] and
- b) **Regular updation** henceforth [**Monthly basis**].

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I. Manual updation of records.

- In this process the database of PMMVY-CAS will be used to get the details of the PMMVY beneficiaries whose records are yet to be updated w.r.t JSY beneficiary data.
- PMMVY will enable a report on the PMMVY web portal (<https://pmmvy-cas.nic.in>) accessible to the PMMVY implementer at field level (Block level).
- **The above report will be generated block-wise.** The report will have the **pre-printed columns** (viz. SNo, State, District, Block, Village, PMMVY Beneficiary Name, husband's name, Date of Child birth, account number, bank name, IFSC code, etc.) and **space for updating the columns** (viz. JSY beneficiary – Y/N, Payment date, Amount paid under JSY, etc). **A sample format is given below:**

REPORT: PMMVY FORMAT FOR JSY DATA UPDATION IN PMMVY-CAS								
SNo	State	District	Block	Village	PMMVY Beneficiary name	JSY beneficiary (Yes/ No) [To be entered]	Date of payment [To be entered]	Amount paid [To be entered]
1	UP	D1	B1	V1	Smt. Sita			
2.	UP	D1	B1	V2	Smt. Gita			

- In addition, MOWCD will also develop a **consolidated report** for all States/UTs to monitor the progress and backlog for updation of JSY data. This report to be also given at national level for monitoring by MoWCD and MoHFW.

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II. PROCESS FLOW/ METHODOLOGY:

The Process flow for the manual updation of the records is illustrated in the table below.

Note:

- ✓ In case, Health department is the PMMVY implementing department, the field functionary responsible for PMMVY and JSY data updation into PMMVY-CAS will be the same i.e. **Block Programme Manager – BPM of NHM.**
- ✓ In case, WCD department is the PMMVY implementing department, the field functionary responsible for PMMVY updation into PMMVY-CAS will jointly be the **Block Programme Manager – BPM and Child Development Project Officer – CDPO.**
- ✓ **BPM/ BAM** are suggested functionaries responsible for this. This is indicative and States/UTs may modify this suitably in their context based on the available field functionaries at Block level handling this scheme.

PROCESS FLOW / STEPS FOR UPDATION OF JSY DATA INTO PMMVY-CAS				
#	PROCESS	ACTIVITIES	TIMELINE	RESPONSIBILITY
I.	Report Generation.	<ul style="list-style-type: none"> •The report will be accessed from website and printed in two copies for each block in the prescribed formats. 		<ul style="list-style-type: none"> •PMMVY field functionary (CDPO) at the block level.
II.	Sharing the 2 copies for record verification and updation.	<ul style="list-style-type: none"> •The copies will be shared with the JSY in-charge at block level (Block Programme Manager - BPM). <i>Note: Both the copies need to be signed and stamped with date by the PMMVY in-charge at block (CDPO)</i> •BPM will share the two copies with the Block Accounts Manager – BAM for verification and updation of records. 	<ul style="list-style-type: none"> •'T' is the date on which the report is shared. •T + 2 days 	<ul style="list-style-type: none"> •PMMVY field functionary (CDPO) at the block level. •JSY field functionary (Block Accounts Manager – BAM) at the block level.
III.	Record verification	<ul style="list-style-type: none"> •Block Accounts Manager – BAM will verify the records 		<ul style="list-style-type: none"> •JSY field functionary

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PROCESS FLOW / STEPS FOR UPDATION OF JSY DATA INTO PMMVY-CAS				
#	PROCESS	ACTIVITIES	TIMELINE	RESPONSIBILITY
	and updation in hard copies.	and update the required columns in both the copies and submit to BPM .	• T + 9 days	(Block Accounts Manager – BAM) at the block level.
IV.	Sharing back the updated sheet for data entry into PMMVY-CAS.	<ul style="list-style-type: none"> • JSY in-charge at block (Block Programme Manager - BPM) will share back one copy with the PMMVY in-charge at block (CDPO) for data entry into PMMVY-CAS. • <i>JSY in-charge at block (Block Programme Manager - BPM) will take sign of the PMMVY in-charge at block (CDPO) and keep one copy as a receiving for future reference.</i> 	• T + 11 days	• JSY field functionary (Block Programme Manager - BPM) at the block level.
V.	Data entry/ updation in PMMVY-CAS.	• PMMVY in-charge at Block (CDPO) will ensure the data entry into PMMVY-CAS of the updated columns received for JSY.	• T + 15 days	• PMMVY field functionary (CDPO) at the block level.
VI.	Monitoring of the progress by respective State/UT.	<ul style="list-style-type: none"> • A report sharing the details of data backlog for records yet to be updated for JSY data into PMMVY-CAS will be made available by MoWCD. • The above report to be monitored regularly with the districts/blocks by respective States/ UTs. 	<ul style="list-style-type: none"> • 15th May, 2019 • Weekly monitoring to be done till the backlog is cleared. 	<ul style="list-style-type: none"> • MoWCD • Department(s) in the States/ UT implementing PMMVY and/or JSY
