

No. 13/7/2017-MBP
Government of India
Ministry of Women and Child Development

Shastri Bhawan, New Delhi
Dated: 09th August, 2017

To

Additional Chief Secretaries/Principal Secretaries/ Secretaries
Women & Development Department/Social Welfare Department/ Health and Family
Welfare Department
All States/UTs (As per the list attached)

Subject: Implementation Guidelines for Pradhan Mantri Matru Vandana Yojana regarding.

Madam/Sir

I am directed to refer this Ministry's letter No. 11-9/2017-MBP dated 19.05.2017 conveying approval for Pan-India implementation of Maternity Benefit Programme and to inform that the Scheme has since been named as "Pradhan Mantri Matru Vandana Yojana (प्रधानमंत्री मातृ वंदना योजना)".

2. The Ministry has now formulated the implementation Guidelines for the Scheme. These have been finalised after extensive discussions with States/UTs and other line Ministries/ Departments of the Government of India. The implementation guidelines are available at Ministry's website i.e. www.wcd.nic.in which may be downloaded and translated in local language for circulation among stake holders. The physical copies of the guidelines are being send separately.

3. The guidelines can also be used by partner agencies and training institutions. It is expected that these guidelines will be used by the target audience as a reference manual for effective implementation of the Scheme at the grass root level. The Hindi version of these guidelines will be uploaded on the Ministry's website shortly.

4. The immediate next steps required to be taken by States/UTs are:

- i. Implementation Guidelines may be translated and widely circulated in local language(s), as required.
- ii. Guidelines contain forms for registration and claiming benefits under Pradhan Mantri Matru Vandana Yojana (PMMVY). These may be translated, printed and circulated among all concerned. It may be ensured that forms in sufficient number are made available at the Anganwadi Center or approved Health facility of the State/UT.
- iii. These guidelines also contain formats for furnishing Annual and Quarterly Utilisation Certificates and Progress Reports which needs to be submitted to the Ministry in due time.
- iv. Training of concerned ICDS and Health functionaries at all levels may be organised and completed by 30.09.2017.



- v. The Guidelines includes budgetary norms for setting up of PMMVY Cells at various levels. A proposal for setting up of State and District PMMVY Cells may be submitted by 31.08.2017.
5. I am directed to request you to take actions suggested in para 4 above immediately so that PMMVY could be rolled out smoothly across your State/UT.

Yours faithfully,

K. B. Singh
29.08.2017

(K. B. Singh)

Director

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Copy to:

Director of Women & Development Department/Social Welfare Department/ Health and Family Welfare Department of all States/UTs (As per the list attached)

LIST OF IMPLEMENTING DEPARTMENTS

State/UT	Department
Andaman & Nicobar	Social Welfare
Andhra Pradesh	Health, Medical and Family Welfare
Arunachal Pradesh	Women & Child Development
Assam	Social Welfare
Bihar	Social Welfare
Chandigarh	Health
Chhattisgarh	Women & Child Development
D & NH	Medical and Health Services
Daman & Diu	Medical and Health Services
Delhi	Women & Child Development
Goa	Women & Child Development
Gujarat	Women & Child Development
Haryana	Women & Child Development
Himachal Pradesh	Social Justice & Empowerment
Jammu & Kashmir	Social Welfare
Jharkhand	WCD & Social Security
Karnataka	Women & Child Development
Kerala	Social Welfare
Lakshadweep	Women & Child Development
Madhya Pradesh	Women & Child Development
Maharashtra	Women & Child Development
Manipur	Social Welfare
Meghalaya	Health & Family Welfare
Mizoram	Social Welfare
Nagaland	Social Welfare
Odisha	Women & Child Development
Puducherry	Women & Child Development
Punjab	Social Security, Women & Child Development
Rajasthan	Medical & Health
Sikkim	Social Justice, Empowerment & Welfare
Tamil Nadu	Health & Family Welfare
Telangana	Health & Family Welfare
Tripura	Social Welfare
Uttarakhand	Women & Child Development
Uttar Pradesh	Health
West Bengal	Health / WCD