



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Perunthalaivar Kamarajar"

Pradhan Mantri Matru Vandana Yojana/ Godh Bharai

Published On: 13-06-2023

Why is in news? PM Modi lauds new initiative of celebrating Pradhan Mantri Matru Vandana Yojana as a 'Godh Bharai' ceremony in Dausa, Rajasthan

- Prime Minister has lauded the new initiative of celebrating Pradhan Mantri Matru Vandana Yojana as a '**Godh Bharai**' ceremony in Dausa, Rajasthan.
- In India, **every third woman is undernourished and every second woman is anaemic**. An undernourished mother almost inevitably **gives birth to a low birth weight baby**.
- Owing to economic and social distress many women continue to work to earn a living for their family right up to the last days of their pregnancy.
- Furthermore, they resume working soon after childbirth, even though their bodies might not permit it, thus preventing their bodies from fully recovering on one hand, and also impeding their ability to exclusively breastfeed their young infant in the first six months.
- Pradhan Mantri Matru Vandana Yojana(PMMVY) is a **Maternity Benefit Programme** that is **implemented in all the districts of the country** in accordance with the **provision of the National Food Security Act, 2013**.
- It is a **centrally sponsored scheme** being executed by the **Ministry of Women and Child Development**.
- The cash benefits are **provided to pregnant women in their bank account directly** to meet enhanced nutritional needs and partially compensate for wage loss.

Objectives:

- Providing **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.
- The cash incentive provided would lead to improved health seeking behaviour amongst the Pregnant Women and Lactating Mothers (PW& LM).

Target Beneficiaries:

- **All Pregnant Women and Lactating Mothers (PW&LM), excluding those who are in regular employment** with the Central Government or the State Governments or PSUs or those who are in receipt of similar benefits under any law for the time being in force.
- All eligible Pregnant Women and Lactating Mothers who have their pregnancy **on or after 1st January 2017 for the first child in the family**.
- The Centre is extend the benefits under the Pradhan Mantri Matru Vandana Yojana (PMMVY) — currently applicable to eligible pregnant women and lactating mothers for the first child in the family to **the second one — only if the child born is a girl**.

Benefits:

- Beneficiaries receive a cash benefit of **Rs. 5,000 in three installments** on fulfilling the following conditions:
- Early registration of pregnancy

Kamaraj IAS Academy

Plot A P.127, AF block, 6 th street, 11th Main Rd, Shanthi Colony, Anna Nagar, Chennai, Tamil Nadu 600040

Phone: **044 4353 9988 / 98403 94477 / Whatsapp : 09710729833**

Ante-natal check-up

- Registration of the birth of the child Completion of the first cycle of vaccination for the first living child of the family.
- The eligible beneficiaries also receive cash incentive **under Janani Suraksha Yojana (JSY)**. Thus, on an average, a woman gets Rs. 6,000.

Some of the other schemes related to Women:

- Indira Gandhi Matritva Sahyog Yojna (IGMSY).
- Kudumbashree in Kerala.
- Poshan Abhiyaan.
- Integrated Child Development Services (ICDS) Scheme.