

INNOVATIVE WORK CARRIED OUT FOR PMMVY IMPLEMENTATION IN THE DISTRICTS OF ASSAM

BAKSA DISTRICT Intervention:

A Research study is conducted in Baksa district title of the study named ***“A Study of Maternity Benefit Programme – Pradhan Mantri Matru Vandanan Yojana (PMMVY) Implementation in Baksa district of Assam”***. As sample, Baska ICDS is taken for this study and structured and semi structured interview schedules are prepared for AAA (ASHA, Anganwadi Worker and ANM) and PRI/VCDC members. The primary resource groups are 1st Pregnant and lactating mothers where, the other resource groups are – ICDS Supervisors, Joint Director of Health Services, CDPOs, DSWO, DPC, DPA and other articles, journals, reports, newspaper, books etc. Objectives of the study are - a) to know the level of awareness among pregnant & lactating mother regarding PMMVY and b) to understand how government officials give the response to pregnant & lactating mothers. The said research study is conducting under the supervision of Dr. Suchitra Pujari, Assistant Professor & Project Coordinator, NIRDPR, Hyderabad, Ministry of Rural Development & Panchayatiraj, and Govt. of India and technical mentors are Dr. Girimallika Sarma, Department of Community Medicine, and Tezpur Medical College & Hospital. Dr Bijoy Das, Assistant Professor, Programme of Social Work, Faculty of Humanities of Social Sciences, Assam Down Town University, and Guwahati. Dr Pallavi Morang, District PMMVY Cell, Office of the District Social Welfare Officer, Majuli.

In this research period, offer 6 months Sustainable Rural Development Internship Programme for Rural Youth of entire Baksa district for data collection in field work and analysis of data as a part of volunteer internship programme 2022. The period is up to June 2022.

Apart from the guidelines works and activities of PMMVY, I, Partha Protim Borah, DPC PMMVY, Baksa conducting this research study as an innovative idea as one of my hobby work on Sustainable Rural Development. After completed the study, it will create awareness among people of the villages, awareness on financial inclusion, importance of VHSND and actual benefits of PMMVY scheme.

Karimganj District Intervention:

1. **Name of Scheme** : Pradhan Mantri Matru Vandana Yojana
2. **State performance (no. of beneficiaries enrolled)** :
3. **District Name & Performance (no. of beneficiaries enrolled):**Karimganj District & Beneficiaries enrolled 11282 nos.
4. **List of 10 selected Beneficiaries from that State/UT:**
5. **Beneficiary Name** : PINKI DAS
6. **Husband’s details** : SURAJIT DAS, SALESMAN
7. **Age / Gender** : 36/ FEMALE
8. **Occupation** : HOUSEWIFE
9. **Address (with proof)** : MALIPARA, LONGAI ROAD, KARIMGANJ
11. **Beneficiary Background:** NUCLEAR FAMILY,
14. **Social, Economic, Geographic & Family Background:** LIVING IN OWN KACHHA HOUSE

Success story of Pmmvy beneficiary:- One beneficiary she belongs from North Karimganj ICDS Project. She and her husband stay in a small house and her husband professionally a salesman. Financially they are not sound when Anganwadi worker visit her house during her pregnancy she happily submitted all the required documents and registration her name in PMMVY CAS-portal. Her Sector supervisors verifying her name but its showing PFMS pending, as per procedure DEO instructed to visit her Branch and submit the KYC. But after almost two years later she came to District office and discussed with DPC and after checking also found PFMS problem, again DPC instructed her to visit the bank and contact with Branch Manager. As per instruction she visited and consult with Branch Manager & he replied he don't know about this it is totally Social Welfare Departmental issue, they cannot solve. Beneficiary told her Sector Supervisor that already two years completed and she did not receive any installment and also discussed with Bank manager about this problem .After all this the Sector supervisor informed the DPC in District PMMVY Cell and the DPC visited the branch and talked with Branch Manager and give one application through Beneficiary and with her own risk withdraw her name from PMMVY portal and resubmitted her forms. After 10days the beneficiary received her all installments. This issues creates problem for AWW or sector supervisor because they raise their voice against AWW that she is not doing her job properly. But AWW she is doing her job perfectly because of system problem she is not getting her installments but others beneficiaries receive. After receiving her all installments she apologies and thanks to the Department for helping her and constantly follow up with Bank.

Dibrugarh District Intervention:

In Dibrugarh district, to ensure full enrollment of beneficiaries under Pradhan Mantri Matru Vandana Yojana, the District PMMVY Cell organizes daylong Enrollment Camps quarterly in a year in areas where there are no Anganwadi centres. These camps are organised with the help of Tea Associations and Health Department. Till date these camps are organised in areas like Halmari Tea Estate under Khowang ICDS project, TTeenali Tea Estate under Tingkhong ICDS Project and Charkalia Chapori under Lahowal ICDS Project.

To organize these camps successfully the District PMMVY Cell, Dibrugarh prepare a proper agenda. Firstly, a list of beneficiaries is collected from the field level workers or community mobilizers of Tea Associations. Then these beneficiaries are informed to bring their required and necessary documents on that day. On the day of the Camps the staffs of PMMVY cell, ICDS Supervisors AWWs and AWHs of the nearest Anganwadi Centres does on the spot registration of the beneficiaries in the PMMVY CAS-Portal. In these camps even the Additional Deputy Commissioner (SW), DSWO, Tea Garden Management, PRI's, Community workers participates.

Objective: Since these areas are uncovered and have no Anganwadi Centres, the beneficiaries are not being able to avail the benefits under the Scheme. Moreover, the nearest AWC's are almost 4 to 5 km away because of which the beneficiaries show unwillingness to reach the centres to avail the

benefits. During the camps while interacting with the community members it was also found that they are not aware of any of the schemes of the department. Therefore, these camps are organised to ensure enrollment of the left out beneficiaries in the nearest Anganwadi Centres.

Outcomes/Success Story: In these camps a total of around 640 beneficiaries were enrolled under the scheme and as a result they were able to avail the benefits under the scheme and utilize it to fulfill their nutritional needs and take proper care of their child. The community members, Tea Garden Management etc appreciated the organization of the camps and gradually today support is extended by all to organize these camps successfully in their respective areas. Also most of the people are now aware of the scheme and are happy that such a scheme exists for the pregnant and lactating mothers where they can take adequate rest and have nutritional food during and after their pregnancy.

