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## **PMMVY SCHEME IN BIHAR- STUDY ON INTER DEPARTMENTAL APPROACH**

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### **ABSTRACT :**

The Pradhan Mantri Matru Vandana Yojana (PMMVY) is a comprehensive initiative implemented by the central government, designed to assist pregnant and lactating women throughout India. Its main goal is to provide additional support during pregnancy to encourage effective vaccination for children. This assistance is delivered in the form of financial transfers made directly to mothers' bank accounts. The primary ambition of the program is to enhance both delivery and postpartum care systems and to improve health outcomes for mothers and infants alike. Furthermore, it aims to reduce maternal and infant mortality rates by promoting institutional support and decreasing the number of home births or those conducted by untrained personnel.

This research investigates the inequities and challenges stemming from various departmental, social, cultural, economic, and individual factors that influence accessibility, affordability, acceptance, and quality of maternal healthcare services at individual, community, and district levels. The focus is particularly on antenatal, midwifery, and postnatal care. The study seeks to understand the current status of departmental integration and the initiatives launched in this area. Key objectives include examining what has propelled maternal health to be a significant political, social, cultural, and economic priority in the district, as well as evaluating how different departments have collaborated to tackle this issue. Additionally, the research intends to assess how personal, community, and district-level factors affect the utilization of maternal health services, specifically the PMMVY scheme, with particular attention to antenatal care, skilled birth attendance, and postpartum care. Lastly, the paper examines the sociological and service delivery aspects of an interdisciplinary approach in Aurangabad, Bihar, through the perspective of the average citizen.

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### **INTRODUCTION :**

All expectant and nursing mothers can receive ₹5,000 in financial aid under the PMMVY scheme. This assistance is transferred directly to their bank accounts in two installments: the first after the necessary registration of the pregnant woman, and the second following the registration of the child. In addition to this, pregnant women can receive a total of ₹6,000 from the Janani Suraksha Yojana, which aims to decrease maternal and newborn mortality rates by promoting hospital deliveries. Starting in the fiscal year 2022, if the second child is a girl, the PMMVY will support two children.

To combat female foeticide, mothers of girl children receive ₹6,000 as a single payment following the child's birth. Women who experience a stillbirth or miscarriage can reapply for the program as new beneficiaries if they conceive again. The financial incentive not only enhances a mother's access to and engagement with healthcare but also ensures she gets adequate rest before and after the birth of her first child. However, to truly improve the health of mothers and children, it is essential to strengthen healthcare infrastructure and procedures alongside financial assistance.

The aim of this study is to analyze the Bihar government's collaborative approach across different departments to reach eligible women and help enhance their maternity and healthcare experiences. Various departments cover all aspects of the scheme, as it is an integrated program with diverse opportunities that require collaboration among multiple entities.

The execution of the PMMVY strategy is closely coordinated with other departments, and the VHSND Day serves as a platform for integrating services from these various sectors.

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### **HEALTH DEPARTMENT:**

Guaranteeing the accessibility and utilization of the Mother and Child Card (MCP). Make certain that expectant mothers obtain prompt antenatal check-ups (ANC) and that their children are vaccinated according to schedule. Aiding in the execution of antenatal check-ups (ANCs) as part of the PMMVY framework. This article advocates for institutional deliveries, early initiation of breastfeeding, the importance of colostrum, and exclusive breastfeeding during the first six months of life.

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**PANCHAYATI RAJ INSTITUTIONS:**

The process of organizing events aimed at enhancing community awareness. By utilizing their own resources, women can gain extra advantages from this initiative. This includes how complaints are addressed and social audits are conducted. Ensuring that births are officially registered is also part of this effort. Many panchayats involve expectant and nursing women in their discussions. Furthermore, they organize youth engagement activities with the intent of shaping the next generation of advocates for the needs and rights of these mothers. Panchayats are responsible for promoting awareness through various initiatives, events, and persuasive strategies. To access the benefits of the scheme, they must provide support.

**UIDAI:**

Beneficiaries and their spouses without an Aadhaar number may apply for one. Adjustments or changes can be facilitated with the assistance of UIDAI. To receive payments, beneficiaries are required to link their Aadhaar account to their primary account. Initially, the Aadhaar-linked account is verified, after which the funds are disbursed accordingly. Additionally, Aadhaar serves as a valid document for account opening. It also aids in preventing duplication and provides authentication for beneficiaries.

**INFORMATION / PUBLIC RELATIONS DEPARTMENT:**

Various media outlets, including All India Radio (AIR), the Song and Drama Department of the Directorate of Advertising, the Visual Publicity Department of the Advertising Division, the Field Publicity Division of the State Information and Communications Technology Bureau, print media, regional television channels, and social media platforms, play a pivotal role in promoting products and services while ensuring widespread distribution. Efforts are made to connect with a larger local audience, and the diverse media and transmission sources significantly enhance the initiative's reach. It is the inspiration and motivation of individuals that drive the success of such programs, with their engagement and interest being key factors.

**LEAD STATE AND DISTRICT POST OFFICE/BANKS:**

The objective is to establish Jan-Dhan Accounts (Zero Balance Accounts) for beneficiaries of the PMMVY scheme and to develop an efficient cash transfer system that supports smooth transactions across all districts. While banks are accessible, they sometimes struggle to connect with the last person in the line. It is noteworthy that post offices have long been a reliable presence in remote areas. Today, post offices function like banks, allowing individuals to open accounts, which is akin to starting and managing a traditional bank account.

**STATE TRAINING INSTITUTES/MEDICAL COLLEGES**

Ensuring that training on the PMMVY is incorporated into their educational curriculum is essential. This institution's primary responsibilities encompass not only providing induction, refresher, and in-service training programs for the state's key departments and organizations, but also evaluating the training needs of officers across various levels and departments, and offering suitable training programs accordingly. To facilitate the smooth execution of initiatives like PMMVY, regular evaluations and updates are imperative. This approach helps to achieve the objectives of the scheme. Training programs in the medical field, ICDS, and other sectors must consistently refine their strategies while delivering services to the community.

**LITERATURE REVIEW :**

**Mukherjee & Bhattacharjee (2022)**<sup>3</sup> This study examines how communities identify "nutrition risk pregnancies" and analyzes the connection between these risk factors and adverse birth outcomes, including low birth weight and premature delivery. The intervention is part of a maternal and child nutrition initiative currently being implemented in three districts of West Bengal. The study focused on a cohort of 417 pregnant women, all of whom were recruited from 74 sub-health facilities across three distinct blocks in West Bengal while attending a prenatal clinic during their first trimester. Among the five intervention strategies designed to achieve desired birth outcomes associated with pregnancy weight gain, the study specifically examined the connection between these outcomes and "nutrition risk pregnancies," including instances of low birth weight.

**Chourasia & Verma (2020)**<sup>4</sup> In the context of marriage, women are often called "better halves" or recognized for possessing a more advanced intellect (supported by clinical research). They have gained prominence in numerous sectors and have achieved significant authority and respect in our nation. Typically, women assume additional responsibilities because of their increased awareness of the social and cultural environments around them. This suggests that women in the workforce, irrespective of their socioeconomic status, work to juggle various roles within their communities.

**Nakamura et al. (2023)**<sup>5</sup> This research focused on investigating how occupational stress and associated factors affect working women of reproductive age in Japan, particularly those who are currently pregnant or have recently given birth. Despite the expectation for women in Japan to engage in the

<sup>3</sup> Mukherjee,S., Bhattacharjee,I., (2022)., "Nutrition-risk pregnancies and its association with birth outcomes: findings from a community-based intervention in India" cited from Researchgate

<sup>4</sup> Chourasia,B., Verma,S., (2020). "Assessment of Role Conflict Faced By Working Women" cited from Researchgate.

<sup>5</sup> Nakamura,Y., Tsuno,Y., Nagasaka,K., Wada,A.. (2023). " Occupational stress and related factors among childless working women in their 20s–40s: A pregnancy perspective". Environmental and Occupational Health

workforce, a significant number leave their jobs due to pregnancy or childbirth. The objective of this study is to analyze the influence of work-related stress on various aspects of women's reproductive experiences, including their aspirations for pregnancy and experiences of early childbirth. To conduct this research, a web-based survey was administered in Japan from April to May 2019, targeting female employees aged 20 to 44 who did not have children.

**Banerjee (2022)**<sup>6</sup> Recurrent Pregnancy Loss (RPL) is characterized by having two or more miscarriages, commonly known as biochemical pregnancy losses. Factors that increase the risk of miscarriage encompass immunodeficiency, thrombophilia, hormonal imbalances, and obesity. Since there is currently no recognized treatment for recurrent miscarriages, it is crucial to adopt nutritional and pharmaceutical strategies on both national and international fronts. To find pertinent research articles for this study, we accessed various databases, including Google Scholar, the Directory of Open Access Journals (DOAJ), and Semantic Scholar.

**WHO report on maternal health**<sup>7</sup> Regular prenatal visits throughout pregnancy, proper support during childbirth, and postnatal care are critical for safeguarding the health and safety of all women. Each delivery should be overseen by qualified healthcare professionals, as prompt diagnosis and intervention can greatly influence the health and welfare of both mother and child.

**NHM maternal health guidelines**<sup>8</sup> This brochure is created for expectant mothers, offering essential insights to help guide them toward a fulfilling pregnancy experience. It covers important subjects such as preparing for parenthood, understanding fetal growth, and ensuring adequate prenatal care. By utilizing this resource, mothers-to-be can feel well-informed and empowered throughout their journey. Engaging with this book, specifically designed for future moms, can be incredibly beneficial as they get ready for their baby's arrival. It offers comfort and answers to common questions regarding conception, pregnancy, and childbirth. The book features personal anecdotes from other mothers and expert guidance from healthcare professionals. It prepares expectant moms for what to anticipate during and after pregnancy while emphasizing critical elements like breastfeeding and nutrition.

**Chapter – 3 maternal and adolescent healthcare. MoHFW.**<sup>9</sup> Significant and thoughtfully planned investments have been made to improve maternal health as a result of the National Health Mission (NHM). Maternal health is essential for the progress of every country, especially concerning social equity and poverty alleviation. In addition to being critical for their own well-being, mothers' health and wellness are key to tackling a range of wider economic, social, and developmental issues.

**Pradhan mantra surakshit matritva abhiyan**<sup>10</sup> On the ninth day of each month, the Indian government, through the Ministry of Health and Family Welfare, has introduced a program that offers all expectant mothers free, comprehensive, and high-quality prenatal care. This initiative was first announced by the Honorable Prime Minister during the Mann Ki Baat broadcast on July 31, 2016. Women participating in the PMSMA program receive essential prenatal care services at government health institutions during their second and third trimesters. The program adopts a systematic strategy to engage the private sector, motivating private healthcare providers to work in partnership with government health facilities and taking part in the initiative, alongside running awareness campaigns.

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## METHODOLOGY :

The methodology of the study includes a qualitative analysis of online texts along with an extensive review of existing research conducted by specialists in the area. The researcher opted for this approach due to the exploratory nature of the paper's goals and objectives. Consequently, the researcher gathered textual information and viewpoints from a range of online resources, including research papers and relevant articles.

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## ANALYSIS, DISCUSSION & FINDINGS :

The Pradhan Mantri Matru Vandana Yojana (PMMVY) aims to enhance the health of mothers and children by offering monetary aid to pregnant and lactating women as a maternity benefits program. Effective collaboration between departments is crucial for the successful implementation of PMMVY in Bihar. The Women and Child Development Department supervises the distribution of funds; consequently, it is vital to coordinate with the Finance Department to guarantee that beneficiaries receive payments promptly. Creating a strong program to supervise financial transactions and handle discrepancies within departments is crucial.

Collaboration with the Health Department is essential to improve healthcare access, guaranteeing beneficiaries receive prenatal and postnatal care, as well as other vital health services. Collaborative health initiatives can increase knowledge on nutrition, maternal well-being, and the advantages of PMMVY, reaching a wider range of people. By merging the Health and Women and Child Development Departments, enhancing training programs for frontline workers is possible, leading to improved support for beneficiaries. It is crucial to interact with local community organizations to raise awareness about the program and provide education to the public. Enabling shared data mechanisms can enhance transparency through tracking beneficiary numbers, fund distribution, and health outcomes. Ultimately, creating feedback loops that include various departments will help constantly assess the program's effectiveness, enabling any needed changes to be implemented.

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<sup>6</sup> Banerjee, S.. (2022). "Role of the Proper Nutrition for Indian Women with Recurrent Pregnancy Loss (RPL)" cited from Researchgate

<sup>7</sup> <https://www.unicef.org/india/what-we-do/maternal-health>

<sup>8</sup> [https://nhm.gov.in/images/pdf/programmes/maternal-health/guidelines/my\\_safe\\_motherhood\\_booklet\\_english.pdf](https://nhm.gov.in/images/pdf/programmes/maternal-health/guidelines/my_safe_motherhood_booklet_english.pdf)

<sup>9</sup> <https://main.mohfw.gov.in/sites/default/files/03Chapter.pdf>

<sup>10</sup> <https://pmsma.mohfw.gov.in/>

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**CONCLUSION :**

Improving maternal and child health outcomes for the Pradhan Mantri Matru Vandana Yojana in Bihar requires cooperation among different departments. Bihar can improve the efficiency of PMMVY and enhance the well-being of women and children in the state by encouraging cooperation between departments, simplifying processes, and tackling current obstacles.

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**LIMITATION & RECOMMENDATION :**

Challenges in coordination: Bureaucratic obstacles may surface; holding frequent meetings between departments could aid in goal alignment and process streamlining.

Limited resources: Limited resources can be alleviated by partnering with NGOs and civil society groups to increase engagement.

Studying Different States: Looking at effective partnerships between departments in other states can provide guidance on implementing PMMVY in Bihar.

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