

# MAMATA

## (A conditional cash transfer Maternity Benefit Scheme)

MAMATA is a Conditional Cash Transfer Maternity Benefit Scheme enunciated by Women and Child Development Dept., Govt. of Odisha.

The Major aims of the benefit scheme are :

- To provide partial wage compensation for pregnant and nursing mothers so that they are able to rest adequately during their pregnancy and after delivery.
- To increase utilization of maternal and child health services, especially antenatal care, postnatal care and immunization.
- To improve mother and child care practices especially exclusive breast feeding and complementary feeding of infants.

The goals of the MAMATA scheme is to contribute as a factor in reducing maternal and infant mortality and to improve the health and nutritional status of pregnant and lactating mothers and their infants.

The target beneficiaries of the scheme 'MAMATA' are the pregnant and lactating women of 19 years of age and above for the first 2 live births, except all Govt. and / Public Sector Undertakings (Central and State) employees and their wives will be covered. This scheme is operational in all ICDS projects of the State.

**How to avail the scheme :** To avail the benefits under this scheme a pregnant woman has to register herself at the Anganawadi Centre (AWC) / Mini AWC to which she belongs. She has to submit her Bank Account details (single account) with a Bank of her choice with core banking facility, to the Anganawadi workers who shall record it correctly.

### **Amount of Payment and Conditionality :**

The beneficiary will receive a total incentive of Rs.5000 (Five thousand) only in four installments, subject to the fulfillment of specific conditions. Payment will be made by e-transfer from the Child Development Project Officer (CDPO) to the beneficiary account.

### **Scheme Launch and Flow of Funds :**

The scheme was launched by the State Govt. on 19<sup>th</sup> September, 2011. The flow of funds to eligible beneficiaries started in October, 2011 as on 1.10.2013 the benefit has reached 10 lakh women of the State through direct fund transfer to the right / legitimate beneficiary (pregnant women) bank account in a transparent way, removing any / all forms of intermediaries in a time bound manner. This reflects the State Govt.'s commitment for the well being of women and children of the State and speaks huge on the success of the State initiatives.

**To celebrate completion of two years of Mamata implementation and coverage of more than ten lakh beneficiaries “Mamata Utsav” begins from 1<sup>st</sup> October 2013.**

At the State level the programme was graced by the Hon'ble CM, Shri Naveen Patnaik, Hon'ble Minister, Women & Child Dev., Smt. Usha Devi, Hon'ble Minister, Health & Family welfare, Chief Secy., Addl. Chief Secy., Development Commissioner, Chairpersons of Commissions, Secretaries and other dignitaries.

At the State level programme a short documentary on MAMATA was displayed, Hon'ble Chief Minister handed over letters to selected new beneficiaries / husbands, advising them and their family members to follow all conditions for the betterment of mother and the child and selected AWWs and AWHs received letter of honour from Honourable Chief Minister for taking adequate care and follow up of MAMATA beneficiaries.

Implementation of the Mamata scheme in the field happens through convergent efforts by Health & Family Welfare Department and Women & Child Development Department.

The primary convergence platform is the Mamata Diwas (Village Health and Nutritional Day) which happens at the Anganwadi Centres at the villages. On the Mamata Day the ANM, AWW (Anganwadi Workers) and ASHA workers jointly provide health services and nutrition counseling to the pregnant and lactating women. Mother and Child Protection Card is used as a tracking and validation tool for Mamata Scheme.

Mamata is one of the steps towards empowerment of women through financial inclusion. Odisha has been one of the pioneer States which has facilitated the opening of Bank Accounts even for the women who resides in the remotest corner of the State.