

MAMATA

(A conditional cash transfer scheme for Pregnant Women)

The much-awaited 'Mamata' Scheme, a Conditional Electronic Cash Transfer Programme for benefit of pregnant women in the State, has been launched by Shri Naveen Patnaik, Chief Minister, Odisha on 19th October 2011.

The Pregnant Women who have registered their names with Anganwadi Centres will receive Rs.5000/- in four installments under this innovative scheme. It aims not only at reducing infant mortality and maternal mortality rates but also helps in improving the nutrition status of Pregnant Women and newborn babies. 'Mamata' Scheme will be the largest State Sponsored Scheme after Rs.2/- per Kg. rice Scheme. Nearly 6 lakh Pregnant Women will be covered every year under "Mamata" resulting in an annual disbursement of Rs.350 crore".

Intrauterine nutrition has a strong impact on birth weight and subsequent malnutrition of children. However, often both during pregnancy and lactation, the women are forced to go for work, thereby neglecting their own health and that of the child. Thus proper rest and adequate nutrition during pregnancy and child care are essential not just for the mother's health and well being but also for the infant.

Various studies have shown that low weight infants have less chances of survival and even when they survive they are more prone to diseases, growth retardation and impaired mental development (Lancet Series, 2008). Also, intrauterine growth retardation contributes largely to the high incidence of Low Birth Weights (LBWs). Although Odisha has made considerable progress in curbing the high rates of maternal mortality (258 per 100,000 live births) and infant mortality (65 per 1000) live births (SRS, 2009), a lot still needs to be done before we reach the Millennium Development Goals (MDGs).

MAMATA – THE SCHEME

Goals and Objectives

Goals

1. Contribute as a factor in reducing maternal and infant mortality.
2. Improve the health and nutrition status of pregnant and lactating mothers and their infants.

Objectives

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

2.1 This scheme is operational in all the 318 rural projects of the State. Pregnant and Lactating women of 19 years of age and above for the first 2 live births, except all Government/Public Sector Undertaking (Central and State) employees and their wives will be covered.

Age, number of live births and employment status would be as reported by the beneficiary in the format prescribed. In case of false claim by the beneficiary, the amount paid to her would be recovered as per law. A signed undertaking to this effect will be necessarily taken from the beneficiary at the time of registration under MAMATA.

2.2 **Beneficiary Registration:**

1. To avail the benefits under this scheme, a pregnant woman has to register herself at the AWC/mini AWC to which she belongs.

2. For all new cases of pregnancy, registration at the AWC should be done within 4 months of conception. However for claiming the first installment under MAMATA scheme, a pregnant woman may be allowed to register within 6 months of conception.

3. Care should be taken to see that every pregnant woman registers her pregnancy at the AWC/mini AWC to whose service area she ordinarily resides. (A pregnant woman may avail services at any AWC, but she will receive her entitlements under MAMATA only from the AWC where she is registered.

4. In case of AWW vacancy, the beneficiary will register in the nearest AWC. However. The AWW while sponsoring her name to the CDPO shall mention the name of the AWC to which the beneficiary originally belongs and the reason for sponsoring her name. In that case the AWW will submit two separate reports for two AWCs.

5. It is the duty of the AWW to monitor that every pregnant woman registered at the AWC receives an MCP card. The AWW shall keep a duplicate copy of all cards issued to her. The MCP card will be used as a means of verification of the conditionalities for payment. Hence the AWW and ANM should ensure that the MCP card is provided to every beneficiary and the required information is filled in this card in time.

6. The names of all pregnant women, who have registered at the AWC/mini AWC will also then be entered in the ante-natal register along with an entry in the MCP Card.

7. From among the pregnant woman, the AWW shall identify those women who are eligible to receive entitlements under the MAMATA scheme.

8. All such eligible women shall be asked by the AWW to open an account in a bank which has core banking facility. The account should be a single account in the name of the beneficiary. (A Joint Account or an Account other than in the name of the beneficiary shall not be accepted). The beneficiary must give the photocopy of the first page of the Bank Pass Book with her name to the AWW. The AWW should check the correctness of the details so submitted. It is extremely important that the bank details and submitted correctly to the AWW as the mode of payment is e - transfer and any mistake will result in non – sanction of funds to the beneficiary. The bank details shall be filled up by the AWW in the MCP card at the appropriate place i.e. reverse side of the cover page.

9. All such women shall then be given two copies of the self declaration form. The beneficiary should fill up both copies of the self declaration form, with two photographs and return it to the AWW as soon as possible.

10. The AWW shall keep one copy of the self declaration with her at the AWC and submit one copy to the CDPO through the supervisor. The CDPO shall then enter the details in the MIS format. The CDPO should keep all copies of self declaration forms given by the AWWs, AWC wise, in her office for purpose of cross verification and audit.

11. The AWW should also get the beneficiary to sign a declaration on the MCP card at pg 4 after first installment that she will (i) initiate breast-feeding within one hour of delivery (ii) continue exclusive breastfeeding till six months.

2.3 Amount of Payment and Conditionality

The beneficiary will receive a total incentive of Rs. 5000 in four installments, subject to the fulfillment of specific conditions. Payment will be made by e-transfer from the CDPO to the beneficiary account. Why four installments and why incentive of RS. 5000 only ?

— The first three installments and amounts have been worked out such that the beneficiary gets a reasonable amount every three months after the second trimester of pregnancy up to nine months after delivery (including the JSY tranche.)

— This is a part wage loss compensation given as maternity benefit, for ensuring that the mother takes the much required rest before delivery and soon after delivery, to enable her to take better care of herself and her young infant. This amount should be used for improving the nutritional intake of pregnant and lactating women.

— The fourth installment is intended to ensure continuing contact with the mother to promote continued breast feeding, ensure appropriate complementary feeding, ensure appropriate complementary feeding, and full immunization of the child at 9-12 months.

Every beneficiary shall be sponsored for the installment, only then can subsequent installments be claimed. No beneficiary can enter at any other stage. Claim for every subsequent installment can be made, if only the previous installment has been cleared.

The “Mamata” Scheme has the potential of transforming the nutritional status of many underprivileged women and children. It is great opportunity for all of us to contribute in the reduction of maternal and child mortality and give a headstart in life to the next generation.