

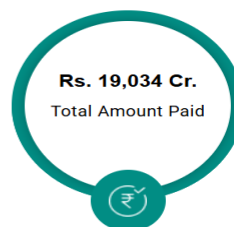
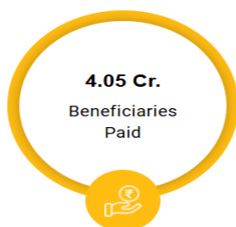
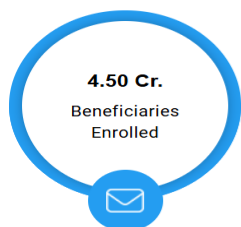


BACKGROUNDERS
Press Information Bureau
Government of India

Pradhan Mantri Matru Vandana Yojana

Empowering mothers, shaping generations

August 24, 2025



Source: Ministry of Women and Child Development

Key Features

- Government maternity benefit scheme under Ministry of Women and Child Development.
- Part of Mission Shakti for women's empowerment.
- Supports pregnant & lactating women, especially from disadvantaged backgrounds.
- ₹5,000 for first child; ₹6,000 for second girl child (PMMVY 2.0).
- Linked to Janani Suraksha Yojana (JSY) benefits for institutional delivery (~₹6,000 total).
- Promotes healthcare, nutrition, and positive behaviour change towards girl child.

Introduction

Under-nutrition remains a pervasive issue for many women in India, with every third woman being undernourished and every second woman suffering from anaemia. This nutritional deficit often leads to an undernourished mother giving birth to a low birth weight baby, a condition that begins in-utero and whose largely irreversible effects can extend throughout the life cycle. Exacerbating these health challenges, economic and social distress compels many women to continue working right up to the advanced stages of pregnancy and to prematurely resume work after childbirth. This sustained labour prevents their bodies from fully recovering and impedes their ability to exclusively breastfeed their infants during the crucial first six months.

In response to these critical challenges, the Pradhan Mantri Matru Vandana Yojana (PMMVY), a maternity benefit programme, was launched on the 1st January 2017. The scheme is implemented by the Ministry of Women and Child Development and forms a key component of the Government of India's 'Mission Shakti' for women's empowerment.

Under the 'Samarthya' sub-scheme, PMMVY focuses on economic empowerment and holistic development of women. It provides financial support to pregnant and lactating mothers under the National Food Security Act, 2013, to improve their health and nutrition and compensate for wage loss. In April 2022, PMMVY 2.0 extended maternity benefits for the second living child, if a girl, and to promote positive attitudes towards girls and improve the Sex Ratio at Birth. Mission Shakti guidelines support PMMVY 2.0 implementation across national, state, and district levels.¹

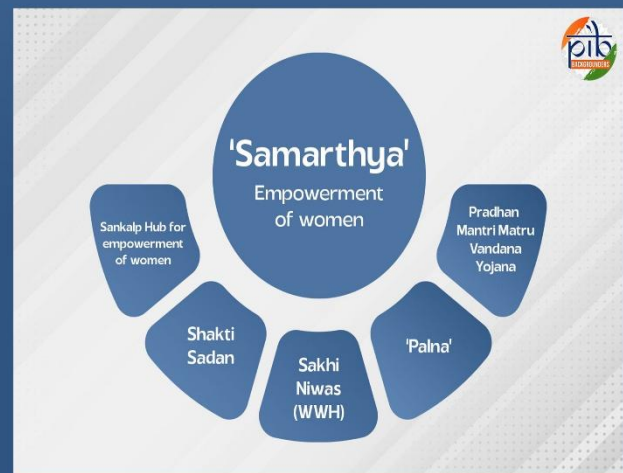
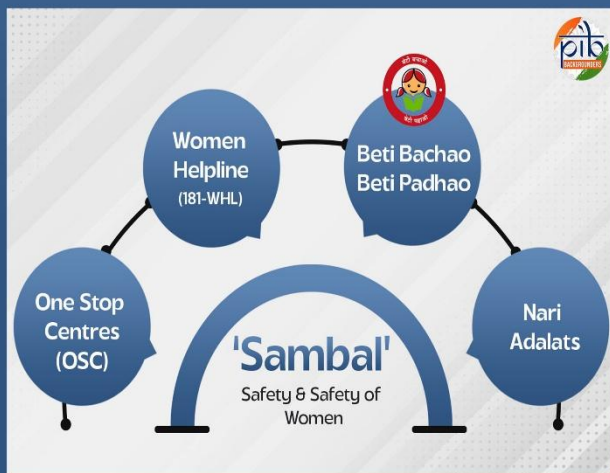


Source: Viksit Bharat Ka Amrit Kaal Seva, Sushasan, Garib Kalyan Ke 11 Saal

¹[Pradhan Mantri Matru Vandana Yojana](#)

Mission Shakti

- An umbrella programme launched for implementation during the 15th Finance Commission period (2021-22 to 2025-26), by the Ministry of Women and Child Development.
- Comprises 2 sub-schemes - 'Sambal' and 'Samarthya'.



Source: Press Information Bureau

Objectives

- To provide cash incentive for partial compensation for the wage loss so that the woman can take adequate rest before and after delivery of the first child;
- To improve health seeking behavioural amongst the Pregnant Women & Lactating Mothers (PW&LM).
- To promote positive behavioural change towards girl child by providing additional cash incentive for the second child, if it is a girl child.

Feature	PMMVY (Since 01.01.2017 till 31.03.2022)	PMMVY 2.0 (Since 01.04.2022)
Objective	₹5,000 cash incentive for first living child to offset wage loss and improve maternal health-seeking behaviours	In addition to previous objectives, promotes girl child welfare by extending incentives to the second child if a girl
Eligible Children	First Child only	First Child; Second Child if girl
Benefit Amount & Installments	₹5,000 paid in three installments: ₹1,000 → on early registration. ₹2,000 → after ≥1 antenatal checkup. ₹2,000 → after birth & first immunisation	First child: ₹5,000—2 installments— Second girl-child: ₹6,000 in a single payout
Conditionalities	Pregnancy registered by 150 days Last Menstrual Period (LMP)- ≥1 Antenatal check (ANC) after 6 months- Birth registered & baby's immunisation done	Mirrors original conditionalities for first child; for second girl-child, condition is simply childbirth, gender confirmation and immunization
Inclusion of JSY Benefit	JSY (Janani Suraksha Yojana) amount counted towards total—bringing average benefit to ₹6,000	Same integration applies
DBT Mode	Direct Benefit Transfer to bank/post office account	Continued via PMMVYsoft MIS and DBT (Aadhar Payment bridge system)

Source: Ministry of Women & Child Development

Eligibility Criteria & Exclusions



Who Is Eligible?

Criteria	Details
Age	Pregnant women between 18 years 7 months to 55 years.
Applicable To	- First child (for PMMVY) - Second child only if it is a girl (under PMMVY 2.0)
Timeline for Application	Must apply within 90 days of pregnancy from LMP & 270 days from child birth as recorded in the Mother and Child Protection (MCP) card

Category	Inclusion Basis
Scheduled Castes (SC) & Scheduled Tribes (ST)	Caste certificate
Women with disabilities	Partial ($\geq 40\%$) or full disability certificate
BPL Ration Card holders	Below Poverty Line identification
PM-JAY Beneficiaries (Ayushman Bharat)	Ayushman Bharat ID
e-Shram card holders	Registered under Ministry of Labour
Farmers under PM-Kisan	Beneficiary under PM-Kisan Samman Nidhi
MGNREGA job card holders	Active job card
Income-based eligibility	Annual family income $< ₹8$ lakh
FLWs (AWWs, AWHs, ASHAs)	Proof of engagement as frontline worker
NFSA Ration Card holders	Coverage under National Food Security Act
Other vulnerable groups	As notified by Central Government

For enrollment, the link to the official website for the **Pradhan Mantri Matru Vandana Yojana (PMMVY)** portal is <https://pmmvy.wcd.gov.in/>.

For downloading the PMMVY mobile app for field functionaries (such as Anganwadi Workers or ASHA workers), the beneficiary can visit the same portal and look for the "Download PMMVY App" section. The app is primarily for field functionaries to facilitate beneficiary enrolment and is available through the official portal.

Alternatively, eligible women can also enroll directly through the **UMANG platform** (Unified Mobile Application for New-age Governance) at <https://web.umang.gov.in/>, which provides access to PMMVY services among other government schemes.

Documents required for applying: Mother and Child Protection (MCP) Card and eligibility proof (e.g., BPL card).³

² [Pradhan Mantri Matru Vandana Yojana](#)

³ https://web.umang.gov.in/landing/scheme/detail/pradhan-mantri-matru-vandana-yojana_pmmvy.html

Pradhan Mantri Matru Vandana Yojana

[Track Status](#)[Lodge / Track Grievances](#)[↓ PMMVY App](#)[Aadhaar FaceId](#)[Resources For Enrolment Drive](#)

Key Implementation *Points to Remember*



The **first instalment** of ₹3,000 is given on registration of pregnancy & at least one (Ante - Natal Check) ANC with in 6 months from Last Menstrual Period (LMP) date.



The **second instalment** of ₹2,000 is given after childbirth is registered and the child receives all due vaccines till the age of **14 weeks**.



The PMMVY is implemented via a web-based MIS software (**PMMVYsoft MIS**), with Anganwadi Centres (AWC) and ASHA workers as focal points for beneficiary registration.

Monitoring, Reporting and Evaluation

The implementation of the PMMVY is actively monitored and supervised at multiple levels of administration: national, state, district, block/project, and village using the newly developed PMMVY Software (PMMVYSoft), launched in March 2023. This digital platform enables seamless tracking and evaluation of scheme delivery through multiple reforms designed to enhance transparency, efficiency, and beneficiary coverage.

1. Real-Time Authentication and Verification:

- The system incorporates Aadhaar-based authentication via UIDAI and verification by the National Payment Corporation of India (NPCI) to ensure direct benefit transfers (DBT) into Aadhaar-seeded bank or post office accounts, enabling real-time tracking of fund disbursement.
- Biometric verification using facial recognition on the PMMVY portal ensures accurate identity confirmation at registration, preventing duplication and fraud.
- The portal mandates verification of key criteria such as Aadhaar authentication and DBT-enabled accounts upfront, accelerating processing times and minimizing delays.

2. Digital Reporting and Field-Level Access:

- The fully paperless PMMVY portal and mobile app allow field workers, starting from the Anganwadi level, to report beneficiary data and service delivery status promptly and accurately from the beneficiaries' doorstep.
- Beneficiaries and officials can search and track application approval and payment status in real time, promoting transparency and accountability.

3. Transparency:

- A toll-free, multilingual helpline (14408) supports ongoing queries and complaints, contributing to continuous feedback and program evaluation.
- Applicants and beneficiaries receive automated SMS updates at critical stages of the process (registration, rejection, payment) in 12 different languages, ensuring transparent communication and enhancing user engagement.
- An integrated grievance lodging and status module enables stakeholders to report and monitor grievances effectively, with direct routing to implementing authorities for quicker resolution.



4. Training and Awareness:

- To ensure smooth implementation, state-level training programs have been conducted for officials and field functionaries.
- YouTube video tutorials have been developed and disseminated to provide step-by-step guidance on PMMVY portal usage.
- Comprehensive IEC materials have been created and distributed to raise awareness about the scheme, system functionalities etc.

Conclusion

The PMMVY uses a well-structured system with multiple levels of governance, digital tracking, direct money transfers, and community reviews to ensure transparency and effective delivery. By promoting health check-ups, good nutrition, and financial awareness, the scheme helps women take control of their lives and supports the goal of women-led development.

References

PIB Sources

1. pib.gov.in – PMMVY Guidelines
2. pib.gov.in – PMMVY 2.0 Notification
3. <https://www.pib.gov.in/PressReleaseIframePage.aspx?PRID=1841498>

Ministry of Women and Child Development

1. pmmvy.wcd.gov.in – PMMVY Portal

SK/RK