



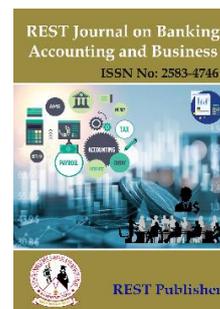
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A Study on the Impact of Pradhan Mantri Mathru Vandhana Yojana Among Rural Women in Kerala

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Abstract: *Pradhan Mantri Mathru Vandhana Yojana is a maternity benefit programme started in 2017, for transferring financial benefits to pregnant lactating women to solve the problem of undernourishment in women. It is playing a prominent role in solving this issue by giving timely assistance for their first living child to pregnant women and mothers who are lactating. Pradhan Mantri Mathru Vandhana Yojana has been a helping hand to the rural women of Kerala especially in Wayanad, Kasargode, Quilon and Kozhikode districts. Many rural women in Kerala especially tribal women are suffering from one major problem undernourishment. Most of them work till their delivery date. Many of the problems of this rural women are solved by this scheme. Since their financial problems are solved at the correct time they are able to take rest and give birth to healthy babies who are the promises of tomorrow. Women in urban area working in daily wages are also taken care under this scheme.*

Keywords: *Maternity benefit, rural women, undernourishment, financial problems, rest*

1. INTRODUCTION

Pradhan Mantri Mathru Vandhana Yojana is introduced by the Ministry of Women and Child Development. Since its launch in 2017, it is providing Direct Benefit Transfer (DBT) to pregnant lactating women to solve the problem of undernourishment in women. PMMVY plays a vital role in solving the severe issue of undernourishment in women by providing timely and adequate support for their first living child to pregnant women and mothers who are lactating. The scheme is implemented by the Ministry of Women and Child Development. The money for this scheme are shared between the government and the states in the ratio 6:4. The north eastern states are getting more benefits under this scheme. Cash incentives are given under different stages of pregnancy and after delivery. The scheme is coming from the central government and benefits are directly given to the beneficiaries without much administrative difficulties. Eligible beneficiaries are also receiving monetary benefits under this scheme.

Objectives of the Study

- To understand whether mathruvandhana scheme improves the health of the rural women.
- To know the relationship between mother's health and its impact on the first living child.
- To study the relationship between the financial status of women and its impact on the mother's health.
- To understand the relationship between rest during pregnancy time and its consequences on mother's health.
- To know the importance of proper nutrition of the mother and its impact on baby's health.

2. METHODOLOGY

Sampling design

The sampling plan used is random sampling. In addition to secondary data, the researcher has also gathered primary data. Through the use of questionnaires and in-person interviews, primary data was gathered. Secondary information was gathered online, from books, and from journals.

Sample Size

400 respondents made up the sample size employed by the researcher. This was accomplished by gathering data from responses collected from various districts in Kerala.

Method of Analysis

The researcher has carried out a descriptive study by using surveys, word of mouth and by administering questionnaire among the respondents. The replies had been recorded and an empirical study had been conducted. The findings were assessed and recorded.

Summary of Findings

From the above analysis & interpretation of data the researcher found the following summary of findings :

- 70.33 percent of the respondents are of the opinion that mathruvandhana scheme improves the health of the rural women where as only 34% are of the opinion that mathruvandhana scheme does not improve the health of the rural women
- 74% are of the opinion that mother's health has an impact on the first living child where as only 37% are of the opinion that mother's health does not have an impact on the first living child.
- 62.5% of the respondents believe that financial status has an impact on the mother's health where as only 30 % of the respondents are of the opinion that financial status does not have an impact on the mother's health
- 66.3% of the respondents believe that if proper rest is taken during pregnancy time it will definitely improve the health of the mother where as 32% of the respondents believe that there is no relationship between rest during pregnancy time and health of the mother.
- 56.3% of the respondents are of the opinion that proper nutrition of the mother has an impact on baby's health where as 40% of the respondents are of the opinion that proper nutrition of the mother does not have an impact on baby's health
- A null hypothesis is framed as "Pradhan Mantri Mathru Vandhana Yojana does not improve the health of the rural women. Chi square test shows that null hypothesis is rejected. Therefore we can conclude that Pradhan Mantri Mathru Vandhana Yojana improves the health of the rural women.

5. CONCLUSION

PMMVY is only providing financial support to ensure coverage of the most important primary health care services for maternity benefit and nutrition. If targeted guidance is being provided to the needy people, this financial support can be well used to provide better health supplementaries during pregnancy. This parameter is currently showing wide difference across districts. Similarly, the PMMVY transfers could be extended to give incentives to improve the new born babies and children health status. Nowadays anemia is a wide spread disease among children due to lack of proper nutrition, but this problem is not well addressed by several districts in India. Financial support and conditions attached to the PMMVY scheme can become an effective tool which will help in improving the status of child anemia in India. Most of the rural districts in India have more than 30% home-based births and are thus far behind in institutional deliveries which again becomes a threat to the health of the women. The PMMVY scheme should be setting a target of designing strategies to better understand and improve these problems. Moreover steps should be taken to design a card for the protection of mother and the child as well as giving protection against neonatal tetanus which is a major concern in many districts in India.

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