



Revised MAMATA Guidelines



Government of Odisha
Department of Women & Child Development and Mission Shakti

Acronym

Sl. No.	Acronym	Description
1	ANC	Ante Natal Check up
2	ANM	Auxiliary Nurse Midwifery
3	AWCs	Anganwadi Centres
4	AWHs	Anganwadi Helpers
5	AWWs	Anganwadi Workers
6	BCC	Behaviour Change Communication
7	BCG	Bacillus Calmette–Guérin
8	CDPO	Child Development Project Officer
9	CHC	Community Health Centre
10	DPC	District Programme Coordinator
11	DPMU	District Programme Management Unit
12	DSWO	District Social Welfare Officer
13	ECCE	Early Childhood Care and Education
14	GKS	Gaon Kalyan Samiti
15	GP	Gram Panchayat
16	HSC	Health Sub Centre
17	ICDS	Integrated Child Development Scheme
18	IEC	Information Education and Communication
19	IFA	Iron and Folic Acid
20	IFSC	Indian Financial System Code
21	IMR	Infant Mortality Rate
22	IYCF	Infant and Young Child Feeding
23	JSY	Janani Suraksha Yojana
24	LBW	Low Birth Weight
25	MCPC	Mother and Child Protection Card
26	MCT	Mother and Child Tracking
27	MDG	Millennium Development Goal

28	MIS	Management Information System
29	MMR	Maternal Mortality Rate
30	MO	Medical Officer
31	NEFT	National Electronic Funds Transfer
32	NRC	Nutrition Rehabilitation Centre
33	PHC	Primary Health Centre
34	PRI	Panchayati Raj Institution
35	PVTG	Particularly Vulnerable Tribal Group
36	RCH	Reproductive Child Health
37	SHG	Self Help Group
38	SPMU	State Programme Management Unit
39	SRS	Sample Registration System
40	TT	Tetanus Toxoid
41	UID	Unique Identification
42	VHND	Village Health Nutrition Day

1. INTRODUCTION

There exists a close relationship between maternal nutrition and pregnancy outcomes. During pregnancy the foetus is solely dependent on maternal food intake and nutritional stores, mostly fat, for its energy. Poor maternal nutrition during pregnancy in turn implies a risk of poor nutritional availability to the foetus resulting in low birth weight babies. (mainly due to pre-term births or intra-uterine growth retardation) In the case of undernourished women, however, 30-40% of their children will have low birth weights (World Resources Institute, 2000).

Various studies have shown that low birth weight infants have less chances of survival and even when they survive they are more prone to disease, growth retardation and impaired mental development (Lancet Series, 2008). Also, intrauterine growth retardation contributes largely to the high incidence of low birth weights (LBWs). Moreover, even after pregnancy women resume work much before the body has recuperated which leads to a depletion in the nutrient stores of the body. This results in higher rates of neonatal morbidity and neonatal and perinatal mortality.

Although Odisha has made considerable progress in curbing the high rates of maternal mortality (222 per 100,000 live births) and infant mortality [(51 per 1000 live births (SRS, 2013)], a lot still needs to be done before we reach the Millennium Development Goals (MDGs).

To address the situation and alleviate the problem of maternal and infant undernutrition, Government of Odisha (Department of Women and Child Development) has envisaged a state-specific scheme for pregnant and lactating mothers called '**MAMATA**'- a conditional cash transfer maternity benefit scheme. The scheme will provide monetary support to the pregnant and lactating women which will enable them to seek improved nutrition and promote health seeking behavior.

2. 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 utilisation of maternal and child health services, especially ante-natal care, postnatal care and immunization.
3. To improve mother and child care practices, especially exclusive breastfeeding and complementary feeding of infants.

2.1 Target Beneficiaries and Coverage

This scheme is operational in all the 304 projects from 28 districts of the State, excluding Bargarh and Sundergarh. In the 34 Projects of Bargarh & Sundargarh similar guideline will be applicable.

Pregnant & Lactating women of 19 years of age and above for the first 2 live births, except all Government/Public Sector Undertakings (Central and State) employees and their wives will be covered. The first 2 live birth norms shall be relaxed for PVTGs as per the Government Order No WCD-ICDS-SCHM-0029-2015/1672/WCD dated 31.01.2015

Age, number of live births and employment status would be as reported by the beneficiary in the format prescribed. In case of wrongful 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 3 months of conception. However for claiming the first instalment under Mamata scheme, a pregnant woman may be allowed to register within - 4 months of conception.
3. Care should be taken to see that every pregnant woman registers her pregnancy at the AWC/mini AWC in 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. For e.g. If a woman discovers her pregnancy at her maternal home, she may go for her ANC at the maternal village, but her pregnancy should be registered at the AWC in whose service area she ordinarily resides).
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 see that every pregnant woman registered at the AWC receives an MCP card. 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 on time. It shall be the duty of the ANM to ensure that the MCT/RCH No of each beneficiary is recorded on the respective MCP Card within one month of her registration in the AWC/Mini AWC.
6. The names of all pregnant women who have registered at the AWC/

mini AWC will also be entered in the Register-5 : (Pregnancy & Delivery (of Revised ICDS MIS)) along with an entry in the MCP Card.

7. In the Register-5 : Pregnancy & Delivery (of Revised ICDS MIS), additional columns shall be added manually to capture Age, No of live Births and Self/Spouse employee in Government/ Public Sector Undertaking (Central or State). Based on these details for each pregnant women, the AWW shall identify those women who are eligible to receive entitlements under the MAMATA scheme and the existing practice of using Annexure A may be discontinued.
8. All such eligible women shall be asked by the AWW to open an account in a bank which has NEFT banking facility. The account shall 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 shall give the two numbers of photocopy of her first page of the bank passbook to the AWW. The AWW shall check the correctness of the details so submitted. It is extremely important that the bank details are submitted correctly to the AWW as the mode of payment shall be through e transfer 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 briefed on MAMATA scheme & its conditionalities and given two copies of the self-declaration form **(Annexure-B)**. The beneficiary shall fill up both copies of the self declaration form, with two photographs, mobile no details (of self or husband/guardian, if available) and undertaking by Husband/Guardian and return it to the AWW as soon as possible. Two numbers of photocopy of Aadhaar Card of the beneficiary and two numbers of photocopy of MCP Card of the beneficiary with MCT/RCH No shall be submitted. In case, if either or both of these two cards are not available, the reason for non-availability of such documents to be mentioned in the Annexure-B
10. The AWW shall keep one set of the documents submitted by-

(Annexure B with Photograph, photocopy of first page of bank passbook in the name of the beneficiary, photocopy of Aadhaar Card and photocopy of MCT/RCH Card with MCT/RCH No) with her at the AWC and submit the other set of documents to the CDPO after four months of pregnancy of the beneficiary. The CDPO shall then enter the details in the Online MIS format. The CDPO should keep all copies of self declaration forms (AWC wise) submitted the AWWs, in her office for purpose of cross verification and audit.

11. The AWW shall also get the beneficiary to sign a declaration on the MCP card after first instalment that she will
 - i) initiate breastfeeding within one hour of delivery
 - ii) continue exclusive breastfeeding till six months,
 - iii) initiate complementary food on completion of six months and
 - iv) continue age appropriate complementary feeding to after six months onwards,

2.3 Amount of Payment and Conditionality

The beneficiary shall be given total incentive of Rs.5000 in two instalments, subject to the fulfillment of prescribed conditions. Payment shall be made through e-transfer by the CDPO concerned to the beneficiary account.

2.4 First Instalment:

Rs.3000. Shall be given only during the third trimester of pregnancy i.e., completion of six months of pregnancy, on fulfillment of **all the five conditions** mentioned below:

- i. Pregnancy registered at the AWC/Mini AWC.
- ii. Received at least 2 antenatal check-up (ANC)
- iii. Received IFA tablets.
- iv. Received at least one TT vaccination (out of optimal 2).
- v. Received at least one counseling session at the AWC/ Village Health and Nutrition Day (VHND)/ Home Visit.

- 2.4.1 The first four conditions shall be verified through the MCP card. Condition five should be verified through Mamata Scheme Register or ICDS Home Visit Register at the AWC/mini AWC.
- 2.4.2 All pregnant women who have fulfilled all the conditions of the first instalment (including, earlier submission of the self-declaration form and supporting documents specified in Annexure B) and completed the second trimester of pregnancy (i.e. have completed 6 months of pregnancy) shall be entitled to receive the first instalment.
- 2.4.3 The AWW shall then submit a list of all such eligible women, due to receive the first instalment to the supervisor at the sector meeting in the form prescribed at **Annexure-D, alongwith a photocopy of filled-in forms Annexure-C**. The AWW shall follow the same ICDS month, as followed in revised ICDS reporting, i.e. completed calendar month for this scheme too. Every AWW must submit the monthly report to the supervisor concerned on the 1st of next month without fail.
- 2.4.4 It is to be noted, that even if a woman fulfils all the conditions of the first instalment before completion of the second trimester of pregnancy, her name shall be submitted by the AWW only after she completes the second trimester .i.e. after completion of 6 months of pregnancy.

2.5 Second Instalment:

Rs. 2000. Shall be given only after completion of **ten months** after **delivery** on fulfillment of **all the eleven conditions** mentioned below:

- i. Child birth is registered at AWC or HSC.
- ii. Child has received BCG vaccination.
- iii. Child has received Pentavalent 1 & 2 & 3 vaccinations.
- iv. Child has received Polio 1 & 2 & 3 vaccinations.
- v. Child has received Rotavirus 1 & 2 & 3 vaccinations.
- vi. Child has received Measles vaccine before attaining 1 year of age
- vii. Child has received Vitamin-A first dose before attaining 1 year of age

- viii. Mother has attended atleast six Growth Monitoring and IYCF counselling sessions after delivery till 9 months
- ix. Child has been exclusively breastfed for first six months (self-certification)
- x. Child has been introduced to complementary food on completion of six months of age (self- certification)
- xi. Child is being fed age-appropriate complementary feeding and continuing (self- certification)

2.5.1 Conditions (i) to (vii) are to be verified through the MCP card. Condition (viii) shall be verified through MCP Card, ICDS Growth Monitoring Register and Mamata Scheme Register at the AWC. Conditions (ix) to (xi) are to be self-certified in the MCP card.

2.5.2 The AWW shall then submit a list of all such eligible women, due to receive the second instalment to the supervisor at the sector meeting in the form prescribed at Annexure-D, alongwith a photocopy of filled-in Annexure-C. The AWW should follow the same ICDS month, as followed in revised ICDS reporting, i.e. completed calendar month for this scheme too. Every AWW must submit the monthly report to the supervisor concerned on the 1st of next month without fail. It is again reiterated that every beneficiary shall have to be sponsored for the first instalment, only then the second instalment can be claimed. No beneficiary shall be allowed enter at any other stage.

2.6 Special Conditions:

- i. If the beneficiary fulfills the conditions for the 1st.instalment, but undergoes a miscarriage she may be given the 1st instalment after he /she producing proper documentation.
- ii. If the beneficiary on her first delivery gives birth to live twins she can

avail the benefit of the Scheme only once (since the wage loss and rest required would be only once).

- iii. If the beneficiary has one child and then in second delivery gives birth to twins she can avail the benefit of the Scheme for the second time .
- iv. If the beneficiary delivers twins, and only one child survives ten months after delivery, and all conditions have been fulfilled for the living child, she will be given the 2nd instalment
- v. If the beneficiary migrates permanently from the AWC where she registers and is not traceable even after six months after due date, the AWW to intimate the fact to in writing the CDPO through the Supervisor. An enquiry to be conducted by the DPC (Mamata) on utilization of Health Services from the MCT System, and by ICDS Supervisor through discussion with community. Based on these two reports, the CDPO to take approval for closure of the pending cases.

2.7 Verification of the Conditionality:

2.7.1 Verification by AWW:

Means of verification of each conditionality to be used by AWW are listed below (further details in Table 1):

1. Mother Child Protection (MCP) card.

1.1 HOW TO FILL UP THE MCP CARD.

- 1.1.1 As the main source of verification of the fulfilment of conditions under this scheme is the MCP card, due care shall be taken while filling up the MCP card. The MCP card shall be filled by ANM and AWW related to them as mentioned on the top of the every pages.
- 1.1.2 The bank details shall be entered on the reverse side of the cover page of the MCP card by the AWW.

- 1.1.3 It shall be the duty of the ANM and the AWW to enter the details of services provided in MCP card , on the same day as the provision of service. There shall not be any time lag between services provided and entry in the MCP card.
- 1.1.4 The entry in MCP Card shall have the signature of the ANM or AWW with the date. The ANM shall put the date in the relevant box for that service. Shall not be just a tick.
- 1.1.5 Every pregnant woman coming to the VHND session must carry the MCP card with her.
- 1.1.6 The MCP Card is meant for the woman and shall not be retained with the AWW. In case the card is lost by the woman, a duplicate can be issued on application to the CDPO concerned . For any Duplicate MCP Card issue by the CDPO, the details to be added from ANM Register and Scheme Register.
- 1.1.7 The AWW shall weigh the child every month and plot in the MCP Card, in addition to ICDS Growth Monitoring Register. AWW shall counsel on IYCF practices appropriate for the child.

B. MAMATA Scheme register (format at Annexure – C)

- C.** Every beneficiary must fill in the undertakings in MCP card in advance for conditions of exclusive breastfeeding, initiation of complementary foods and giving age specific complementary foods. On completion of conditions, they are **to be self-certified** by the beneficiary **in the MCP card again).** .

D. ICDS Growth Monitoring Register / ICDS Register 10 – Weight Records

2.8 Verification by ANM and updation of service delivery in MCT/RCH System

- 2.8.1 Eleven of the sixteen conditions of MAMATA are in

MCT/RCH System. Service delivery information from MCT/RCH System may also be used for verification of fulfilment of conditionality. Every ANM shall not only update the MCP card, but ensure immediate updation of service delivery information in the MCT/RCH system.

2.9 Role of ICDS Supervisor and CDPO:

- 2.9.1 The supervisor should make sure that every AWW sends the scheme report every month in the prescribed format. In case of AWW being absent, the AWH and the tagged AWW as decided by the Supervisor shall bring the monthly report in time i.e. by 1st of next month.
- 2.9.2 She must ensure that all formats of all the AWCs under her jurisdiction are collected by her during the sector meeting. It is the responsibility of the supervisor to collect these formats from every AWC in her jurisdiction in the sector meeting. The supervisor shall be held responsible if any AWW fails to submit information in the prescribed format in time. Even if for a particular month, an AWC has no eligible beneficiary, **a nil report should be filed by the AWW.**
- 2.9.3 The Supervisor shall then submit the forms collected from all the AWWs in her jurisdiction to the CDPO by the 3rd of the next month. The reporting month should be the same as that of the ICDS MPR.
- 2.9.4 The Supervisor shall countersign Annexure-D and attach Annexure-C before submitting to the CDPO.
- 2.9.5 The Supervisor shall assist the CDPO to monitor the correct entry of the conditionalities in the MIS.
- 2.9.6 During field monitoring visits, the ICDS supervisor shall check at least 20 cases sponsored by the worker every month. At the same time the Supervisor should ensure sufficient spread across different AWCs. She shall check the

scheme register for correctness and verify the fulfillment of conditionalities through **discussion with beneficiaries**. She shall also check the MCP cards and compare them with the scheme register and the display calendar at the AWC/mini AWC.

2.9.7 It is the responsibility of the CDPO to enter the data so collected from the workers, in the prescribed MIS format. As payments will be made online, the CDPO shall ensure that the beneficiary, bank account and other details are entered correctly and there are no errors at the data entry level.

2.9.8 The CDPO shall monitor the correct entry of the conditionalities in the MIS. The CDPO shall approve the data entry of conditionalities in the MIS. Only those beneficiary details shall be entered as are submitted by the AWW through the Supervisor. No new names shall be entered at this level, that has not been sponsored by the AWW.

2.9.9 In addition to data entry at the ICDS Project office, the data from MCT/RCH System shall also be imported. The quality checks as to the veracity of the two data sources, etc. to be monitored by the CDPO with support from the Data Entry Operator.

2.9.10 All fund transfer to beneficiaries shall happen through e-transfers. Therefore, it shall be the responsibility of the Supervisor and CDPO to ensure that the correct data on conditionality fulfilment is updated in the MIS, without any delay.

2.9.11 The CDPO shall review the monthly progress of Mamata scheme with the Supervisors every month. The focus shall be on timely submission of details in the MIS.

2.9.12 The CDPO shall randomly check 20 cases every month through field visits. She is responsible for effective delivery

of scheme benefits and smooth implementation of Mamata in the project area.

2.10 Role of Programme Assistant at the Project Level

2.10.1 The Programme Assistant at the project will ensure that the information of all AWCs submitted by the Supervisors is entered in the MIS format at the project level. It is his/her duty to see that the data is entered correctly and within the deadline i.e. by 10th of every month.

2.10.2 The Programme Assistant will ensure that for all new cases, the information in the self declaration form shall be first entered in the MIS format. This is static data which shall remain constant till all the due cash transfers to the beneficiaries are completed. This will be entered only once.

2.10.3 Further, the Programme Assistant shall enter the monthly information submitted by the Supervisors to the CDPO.

2.10.4 The Programme Assistant shall scrutinize all entries made by the Programme Assistant before any further processing. The Programme Assistant will have to ensure that all data entered are without any mistake or misrepresentation.

2.10.5 The Programme Assistant shall take printouts of all successful fund transfers to be given to the AWWs by the Supervisor. The AWW shall put up this list in the calendar format prescribed for display outside the AWC/mini AWC **(Annexure-F)**.

2.10.6 In case any payment has not been made by the bank, the list shall be immediately reviewed by the Programme Assistant and a report must be furnished by him/her to the CDPO by 15th identifying the reasons for non payment and enabling the CDPO to take corrective actions.

2.10.7 The Programme Assistant shall generate AWCwise and Sector wise list of beneficiaries due for payment for this

month and the next month, and share with the Supervisor. The Supervisor shall track the claims raised and intimate the AWW on their next month's due.

2.10.8 The Programme Assistant will have to collate supervision visit details along with that of the CDPO, all Supervisors, and send it to the DSWO by 5th of every month through e-mail with copies to the DPC (Mamata) at the district level. This again will have to be collated at the district level and submitted to the Collector for his/her review along with other reports on Mamata.

2.11 Role of District Programme Coordinator (Mamata) at the District Level

2.11.1 The DPC (Mamata) shall coordinate with the SPMU for the MAMATA scheme.

2.11.2 The DPC (Mamata) shall coordinate with all banks to sort out issues arising in the process of implementation of the scheme.

2.11.3 The DPC (Mamata) shall make field monitoring visits, and should check at least 50 cases sponsored by the worker every month. At the same time he/she shall ensure sufficient spread across different AWCs. He/she shall check the scheme register for correctness and verify the fulfillment of conditionalities through **discussion with beneficiaries**. He/she shall also check the MCP cards and compare them with the scheme register and the display calendar at the AWC/mini AWCs.

2.11.4 The DPC (Mamata) shall coordinate with Health and other Departments for smooth implementation of the scheme.

2.11.5 The DPC (Mamata) shall prepare presentations and reports on supplies of MCP Card, IFA Tablets, Vaccines, and also delivery of services by ICDS, Health, etc. every month for

the interdepartmental coordination meeting.

2.11.6 The DPC (Mamata) shall undertake periodic audits as per guidelines.

2.11.7 The DPC (Mamata) shall maintain and manage the grievance helpline for MAMATA scheme. He/she shall be responsible for maintain the compliance and keep the Collector updated on it.

2.11.8 The DPC (Mamata) shall ensure all IEC/BCC activities as per the guidelines issued.

2.12 Role of Jaanch Committee, Mothers' Committee and PRI representatives.

2.12.1 The AWW will keep the copy of the bank list with her for record and verification purposes. An abstract in the calendar format prescribed shall be put up outside the AWC. Members of the Jaanch Committee, Mothers' committee and PRI representatives should check the veracity of the display with the Mamata Register kept with the AWW and the bank statement. In case of any wrong doing, they should immediately bring it to the notice of the Collector of the district.

TABLE - 1

Conditionality	Primary Responsibility to ensure service delivery	Means of Verification
First Instalment		
1. Pregnancy registered at the AWC/Mini AWC.	AWW / ANM	MCP Card, Scheme & ICDS Register,
2. Received at least 2 antenatal check-up (ANC)	ANM	MCP Card & MCTS/RCHS
3. Received IFA tablets.	ANM	MCP Card & MCTS/RCHS
4. Received at least one TT vaccination (out of optimal 2).	ANM	MCP Card & MCTS/RCHS
5. Received at least one counseling session at the AWC/ Village Health and Nutrition Day (VHND)/Home Visit.	AWW / ANM	Scheme & ICDS Register
Second Instalment		
6. Child birth is registered at AWC or HSC.	AWW / ANM	MCP Card, Scheme & ICDS Register,
7. Child has received BCG vaccination.	ANM	MCP Card, MCTS/RCHS
8. Child has received Pentavalent 1 & 2 & 3 vaccinations.	ANM	MCP Card, MCTS/RCHS
9. Child has received Polio 1 & 2 & 3 vaccinations.	ANM	MCP Card, MCTS/RCHS
10. Child has received Rotavirus 1 & 2 & 3 vaccinations.	ANM	MCP Card, MCTS/RCHS
11. Child has received Measles vaccine before attaining 1 year of age	ANM	MCP Card, MCTS/RCHS
12. Child has received Vitamin-A first dose before attaining 1 year of age	ANM	MCP Card, MCTS/RCHS
13. Mother has attended atleast six Growth Monitoring and IYCF counselling sessions	AWW	MCP Card, ICDS Growth
14. Child has been exclusively breastfed for first six months	AWW	Self-certification on MCP Card
15. Child has been introduced to complementary food on completion of six	AWW	Self-certification on MCP Card
16. Child is being fed age-appropriate complementary feeding and continuing	AWW	Self-certification on MCP Card

3. SCHEME LINKAGE WITH JANANI SURAKSHA YOJANA (JSY):

AWWs should encourage the beneficiaries to avail the JSY package for institutional delivery. This should also be emphasized by ANMs during VHND. All delivery attendants should be sensitized to motivate mothers to initiate breastfeeding within an hour of birth, colostrum feeding and for exclusive breastfeeding of their infant for the first six months.

4. PROCEDURES FOR PAYMENT:

a. Payment to the beneficiary:

- i. Transfer of amount to the beneficiary will be through bank e-transfer only.
- ii. No disbursement would be in the form of “cash” or “cheque”.
- iii. Responsibility for opening a bank account lies with the beneficiary.

b. Incentive to the AWW and AWH:

All AWWs and AWHs have bank accounts in which their honorarium is credited. The incentive under the scheme to the AWW and AWH should also be credited in the same account through e-transfer.

5. ROLE OF AWWs:

- i. To ensure early registration and fulfillment of conditionalities of each beneficiary in close coordination with ASHA and ANM.
- ii. To motivate the beneficiaries for fulfillment of conditionalities.
- iii. To ensure along with health functionaries that the required supplies/services for fulfilling the conditionalities are available. In case of any difficulty, AWW should immediately report the same to the Supervisor.
- iv. To ensure that beneficiaries are regularly counseled in the VHND or through home visits.
- v. To maintain all records perfectly.

- vi. To display names of beneficiaries and amounts received in prescribed format outside the AWC.
- vii. To discuss beneficiaries and payments received in the monthly meeting of GKS.
- viii. To submit monthly report to the Supervisor at the sector meeting on 1st of next month.
- ix. The AWW and ASHA & ANM shall compare the names of Pregnant Women in their registers maintained by each and match it every month at the end of the VHND in presence of the ANM.
- x. The AWW should give special focus to pregnant women with disability. She shall ensure through home visits that they avail benefits under the Mamata Scheme.

6. ROLE OF AWHs:

- i. To motivate beneficiaries to follow conditions.
- ii. To make home visits to ensure counseling.
- iii. To motivate beneficiaries to come VHND and Fixed Immunization Days.

7. INCENTIVE TO THE AWW AND AWH:

- i. The AWW will receive a cash incentive of Rs. 200 **per beneficiary** after all the **due** cash transfers to the beneficiary are completed.(including AWWs in mini AWCs).
- ii. The AWH will receive a cash incentive of Rs.100 per beneficiary after all the **due** cash transfers to the beneficiary are completed.

What is a due cash transfer?

Completion of due cash transfers to a beneficiary is when either of the following conditions are met.

- a. The beneficiary has received first and second instalments amounting to Rs. 5000.
- b. The beneficiary has had a miscarriage and has received the first instalment of Rs. 3000 only.
- c. The beneficiary has had a still birth and has received till the first instalment of Rs. 3000 only.
- d. The beneficiary has a child who has died within ten months of age and hence receives till the first instalment of Rs. 3000 only.
- e. Beneficiary has delivered twins, but only one child survives after ten months from delivery, fulfils all conditions for the living child, and has received both the instalments amounting Rs 5000.
- f. Beneficiary permanently migrates from the AWC where she is registered, is not traceable even after six months after due date, and approval for closure of the pending case is granted following the protocol defined in 2.6

8. RECORDS AND REGISTERS

- i. The existing practice of using Annexure A may be discontinued. In the Register-5 : Pregnancy & Delivery (of Revised ICDS MIS), additional columns to be added manually to capture Age, No of live Births and Self/Spouse employee in Government/ Public Sector Undertaking (Central or State). Based on these details for each pregnant women, the AWW shall identify those women who are eligible to receive entitlements under the MAMATA scheme.
- ii. The self-declaration form (**Annexure B**) including photograph and photocopy of first page of passbook in the name of the beneficiary, photocopy of beneficiary Aadhaar Card and photocopy of MCT/RCH Card with MCT/RCH No shall be collected from the beneficiary in duplicate. One copy shall be retained by the AWW and the other copy shall be sent to the CDPO through the Supervisor.
- iii. One MAMATA beneficiary tracker register (**Annexure C**) has to be

maintained at the AWC by the AWW. The **Mamata Register** is meant to track conditions record for all beneficiaries in a particular AWC area. A copy of filled-in Annexure-C with service uptake details of conditionalities separately for each tranche shall be submitted by the AWW alongwith Annexure-D at the time of sponsoring for payment during first and second instalments.

- iv. The MCP cards with the beneficiary shall be updated regularly.
- v. The AWW will give a Monthly Progress Report (MPR) on the MAMATA Scheme to the Supervisor in the prescribed format. (**Annexure-D**)
- vi. Mamata Payment Tracker Calendar (**Annexure-E**) to be displayed outside the AWC with all details.

9. MONITORING AND SUPERVISION

- i. The monitoring and supervision mechanism set up under the ICDS at all levels will be used for this Scheme. Field visits should be undertaken by the District Social Welfare Officer / PO/CDPO/Supervisors as per the supervision schedule prescribed in Table 2.

Sl. No.	Category of Official	Schedule/ Proposed requirement
1	Supervisor	Shall randomly check 20 cases reported by the AWWs in her jurisdiction so as to cover maximum number of beneficiaries per visit.
2	CDPO	Shall randomly check 20 cases sponsored every month.
3	District Programme Coordinator (MAMATA) at district level	Shall randomly check 50 cases every month.
4	Programme Officer (ICDS)	Shall randomly check 20 cases every month.
5	DSWO	Shall randomly check 20 cases every month.

- ii. The AWW shall update the scheme register every month. She should share the details of the register with the Jaanch committee GKS and Mothers committee. It is her duty to see the scheme register is kept up to date and

all details are entered there.

- iii. She shall keep one copy of the self declaration form along with the photograph and photocopy of first page of passbook in the name of the beneficiary, photocopy of beneficiary Aadhaar Card and photocopy of MCT/RCH Card with MCT/RCH No submitted by the beneficiary with her at the AWC. The other copy shall be sent to the CDPO through the supervisor in the manner prescribed.
- iv. The details of payments credited to the beneficiaries through e transfer shall be sent by the CDPO to the AWCs through the supervisor. This list shall then be entered by the AWW in the calendar format prescribed and displayed outside the AWC.
- v. The records and documents at the AWC shall be open to verification by the members of the Jaanch committee, Mothers' committee and the PRI members.
- vi. The supervisor shall randomly check 20 cases of all those reported by the AWWs in her jurisdiction so as to cover maximum number of beneficiaries per visit. This **shall not only be a check of the documents**, but she must also interact with the actual beneficiaries and see whether the beneficiary has fulfilled the conditionalities or not and payments due have been received by them or not. She should also compare the bank statement with the display at the AWC.
- vii. The CDPO must randomly check 20 cases from among those beneficiaries sponsored every month. The DSWO and PO must randomly check 20 number of the beneficiaries every month.
- viii. An AWW shall be responsible for every case that she reports. It is her responsibility to ensure that only names of those beneficiaries that fulfill all the conditions are submitted. In case it is found, that an AWW has deliberately given false data regarding a beneficiary, enabling an ineligible woman to get benefits, then strict action shall be taken immediately following due procedure against the AWW and beneficiary.
- ix. In case a beneficiary is registered at one AWC, but has received services in

another AWC, her name shall go to the CDPO only from the AWC where her initial registration is done. This will ensure that a woman can claim the financial benefits of this scheme only from one AWC.

- x. The formats designed under this scheme should be carefully filled out by the AWW, including date of delivery, outcome of delivery, sex, weight details of the child. At the CDPO level, the data entry in the MIS should be meticulously done. Care should be taken to see that there are no errors which will deny a beneficiary from receiving the benefits under this scheme.
- xi. It is extremely important that VHND and Fixed Immunisation Day are strengthened as most of the conditionalities of this scheme will be met in the VHND. The ANM must ensure that vaccine and IFA stocks are adequate and all pregnant women receive ANC and counseling. The VHND should also be publicised well in advance, so that every pregnant and lactating woman shall be aware of VHND.
- xii. All beneficiaries under this scheme shall come with their MCP cards to the VHND and the services provided by the ANM shall be entered by the ANM with her signature and date on the same day itself. The ANM shall ensure updation of Service Delivery details in MCT/RCH System
- xiii. The DPMU (Mamata) at the district level shall work under the overall supervision of the Collector of the district. It is his duty to ensure that the scheme implementation is as per the guidelines.
- xiv. Every district should have a toll free number for registering grievances. This number shall be widely publicized at every AWC, block and GP office and displayed both at AWC and GP office.
- xv. **The Collector of the district shall have overall responsibility for the implementation of this scheme. He/She shall monitor the implementation of this scheme closely. In this work the Collector shall be assisted by District Programme Coordinator (MAMATA).
The Collector shall hold meetings with banks in the district to ensure that the banks open Zero Balance account for the scheme beneficiaries and they issue passbooks simultaneously with the**

opening of account. He/she shall hold interdepartmental coordination meetings every month to monitor supplies of MCP Card, IFA Tablets, Vaccines, and also delivery of services by ICDS, Health, etc.

- xvi. **The Collector shall initiate regular audits to prevent possibilities of leakages, with the assistance of the PMU at the district level.**
- xvii. **The Collector should ensure engagement of Project Programme Assistants at Project level and PMU at the district level. He/she should ensure early filling-up of vacancies whenever such situation arises.**
- xviii. **It is the duty of the district Collector to set up a grievance redressal system at the district level including a toll free number. In the role of an Enquirer he will also be able to check the online transactions being effected. He/She must ensure that the field visits are taking place as per schedule. The Collector must also initiate any action required on the basis of field visit reports etc. The scheme implementation must be reviewed by the Collector once every month.**

10. Grievance Redressal

- i. Issues and grievances related to the Scheme should be discussed in the meeting of the Jaanch Committee. The Jaanch Committee President/Secretary must sign every month on the calendar displayed at the AWC. The AWW must share the details of the beneficiaries who have received the benefits with the PRI members, GKS and the Jaanch committee members. The Mothers committee should also be informed about the beneficiaries sponsored by the AWW/Mini AWW.
- ii. Entitlements under the scheme, eligibility criteria and list of beneficiaries should be displayed at the AWC/Mini AWC level. The scheme should be an agenda point during the Gram Sabhas and panchayat meetings.
- iii. The block and GP level Womens' SHG federations should actively discuss this scheme and help generate awareness of this scheme among their members.



Mamata Scheme

UNDERTAKING BY THE BENEFICIARY

(TO BE FILLED BY THE BENEFICIARY AT THE TIME OF REGISTRATION)

AWC Name: _____

Village Name: _____

Sector Name: _____

Project _____

District _____

Passport size

Photograph

APPLICATION FOR REGISTRATION UNDER THE SCHEME : PERSONAL DETAILS

Name _____ (full name)

Wife/daughter of _____ (name of Husband/Father)

Address

 _____ (contact address as per the bank pass book)

Mobile no _____ (Circle -- Self / Husband / Father / Guardian)

Email ID _____ (Circle -- Self / Husband / Father / Guardian)

Caste (1=ST) / (2=SC) / (3=OBC) / (4=Others) (Circle appropriate)

PVTG Yes / No (Circle appropriate) **Minority** Yes / No (Circle appropriate)

BPL Yes / No (Circle appropriate) **Person with Disability** Yes / No (Circle appropriate)

Age _____ (age in completed years) **No of live births** _____

Date of registration at AWC _____ **LMP (date)** _____ / **EDD (date)** _____

I certify that I or my husband is not an employee of the Central/State Government/Public Sector Undertaking. In case I am employed elsewhere, I certify that I am not entitled for any paid maternity benefits at my place of employment (if any). I have registered myself on / / (date) with AWC

(name and address of AWC) to avail benefit under the scheme. My details as per **ICDS Register - 5 : Pregnancy and Delivery** are as follows: Srl No: _____ Srl No of Family: _____ Srl No within Family: _____. **I am not enrolled with any other AWC for this Scheme.**

The aforesaid statements made by me are true, complete and correct to the best of my knowledge and belief. I also agree that any misrepresentation of information would mean removal from the Scheme. I undertake to repay the amount paid to me in such a case. Failing, I may be made liable for prosecution.

Signature/thumb print of Beneficiary: _____ **Date:** _____



Mamata Scheme Beneficiary Tracker

(If Outcome of Delivery is twins or more, then additional sheets to be added for tracking service uptake for each child)

AWC: _____ **Sector:** _____
Project: _____ **District:** _____
Name of Beneficiary (mother): _____
Wife/Daughter of: _____
ICDS Register-5 : Pregnancy & Delivery Details:: Srl No: _____ Srl No of Family: _____ Srl No within Family: _____
MCP Card No: _____ **LMP:** _____
EDD: _____ **Actual Date of Delivery:** _____
Outcome of Delivery: _____ **Sex of child (Boy / Girl) :** _____
ICDS Register-5 : Immunization & VHND Details :: Srl No: _____ Srl No of Family: _____ Srl No within Family: _____

Srl No	Details	(Yes / No) or Date or Wt.
1	2	3
	Undertaking taken (Yes / No)	
First Installment (at the end of 2nd trimester)		
1	Pregnancy registered at the AWC/mini AWC or Health Centre (date from register)	
2a	Received 1st ANC (date from MCP Card)	
2b	Received 2nd ANC (date from MCP Card)	
3	Received IFA tablets (1st quantity received date from MCP Card)	
4	Received at least one TT (date of 1st TT from MCP Card/Immunization card)	
5	Received atleast one counseling session at AWC/VHND/Home Visit (date)	
Satisfied all 5 (five) conditions (Yes / No)		
	Request submitted at Project Office (Reporting Month)	
	Received Rs 3000/= in the account (date) (CDPO to inform the AWW)	
Second Installment (at the end of 3 months after delivery)		
1	Child birth is registered (from register) (Yes/ No)	
2	Child has received BCG vaccination (date from MCP Card)	
3a	Child has received Pentavalent-1 vaccination (date from MCP Card)	
3b	Child has received Pentavalent-2 vaccination (date from MCP Card)	
3c	Child has received Pentavalent-3 vaccination (date from MCP Card)	
4a	Child has received Polio-1 vaccination (date from MCP Card)	
4b	Child has received Polio-2 vaccination (date from MCP Card)	
4c	Child has received Polio-3 vaccination (date from MCP Card)	
5a	Child has received Rotavirus-1 vaccination (date from MCP Card)	
5b	Child has received Rotavirus-2 vaccination (date from MCP Card)	
5c	Child has received Rotavirus-3 vaccination (date from MCP Card)	
6	Child has received Measles vaccination before 1 year of age (date from MCP Card)	
7	Child has received Vitamin-A Oil before 1 year of age (date from MCP Card)	
8	Mother has attended atleast six Growth Monitoring and IYCF counselling sessions after delivery till 9 months (Yes / No)	
8a	Details from ICDS Register-11: Weight Record of Child, MCP card, ICDS Growth Register Birth weight	
8b	-- do -- Weight Month 1	
8c	-- do -- Weight Month 2	
8d	-- do -- Weight Month 3	
8e	-- do -- Weight Month 4	
8f	-- do -- Weight Month 5	
8g	-- do -- Weight Month 6	
8h	-- do -- Weight Month 7	
8i	-- do -- Weight Month 8	
8j	-- do -- Weight Month 9	
9a	Undertaking on MCP card for Exclusive Breastfeeding taken (Yes / No)	
9b	Child has been exclusively breastfed for first six months (self certification on MCP Card) (Yes / No)	
10a	Undertaking on MCP card for Timely Initiation of Complementary Feeding taken (Yes / No)	
10b	Child has been introduced to complementary food on completion of six months of age (self certification on MCP Card) (Yes / No)	
11a	Undertaking on MCP card for Age-appropriate Complementary feeding taken (Yes / No)	
11b	Child is being fed age-appropriate complementary feeding and continuing (self certification on MCP Card) (Yes / No)	
Satisfied all 11 (eleven) conditions (Yes / No)		
	Request submitted at Project Office (Reporting Month)	
	Received Rs 2000/= in the account (date) (CDPO to inform the AWW)	
Exited from the scheme (Yes / No)		
Reason for exit (Received all due installments-1, Maternal Death-2, Infant Death-3, Miscarriage-4, Still Birth-5, Migration-6)		
No of Instalments received		
Total amount received by the beneficiary		

Registered in Janani Suraksha Yojana (Yes / No)

Received money from Janani Suraksha Yojana (Yes / No)

NB: One page for each beneficiary in AWC, but create part extension for twins or more



Mamata Scheme AWC Monthly Report

Annexure-D

(To be collected by the Supervisor and submitted to the CDPO)

Reporting Month :

Year:

AWC: No of new beneficiaries registered this month:
 Sector: No of beneficiaries sponsored for 1st instalment this month:
 Project: No of beneficiaries sponsored for 2nd instalment this month:
 District: No of beneficiaries exiting without instalment this month:

New Registrations

Srl No	Name of Beneficiary	ICDS Register-5 : Pregnancy and Delivery Details	Annexure-B New (Undertaking by Beneficiary) attached (Yes / No)	Photocopy of the first page of passbook attached (Yes / No)	Photocopy of the first page of MCP Card with MCT/RCH No attached (Yes / No)	Photocopy of the Aadhaar / UID Card attached (Yes / No)	Entry Done in Web Based MIS (For CDPO Office use) -- Initial of PA
1							
2							
3							
4							

First Instalment

Srl No	Name of Beneficiary	Aadhaar No	MCT No	Photocopy of filled- in Annexure-C attached	Amount Due	Reason for exit	Entry Done in Web Based MIS (For CDPO Office use) -- Initial of PA
1							
2							
3							
4							

(Reasons for exit: 1-Miscarriage)

Second Instalment

Srl No	Name of Beneficiary	Aadhaar No	MCT No	Photocopy of filled- in Annexure-C attached	Amount Due	Reason for exit	Entry Done in Web Based MIS (For CDPO Office use) -- Initial of PA
1							
2							
3							
4							

(Reason for exit: 5-Received all due installments)

Exit without instalment

Srl No	Name of Beneficiary	Aadhaar No	MCT No	Photocopy of Annexure-C attached	Reason for exit	Entry Done in Web Based MIS (For CDPO Office use) -- Initial of PA
1						
2						
3						
4						

(Reasons for exit: 1-Miscarriage, 2-Maternal Death, 3-Still Birth, 4-Infant Death, 6-Migration)

Declaration :

I certify that the above beneficiaries have fulfilled necessary conditions to get their respective instalment as per the scheme guidelines. The copy of filled in Annexure-C is attached. I also agree that there is no misrepresentation of information on my part.

Reported by:
AWW:
Signature:
Date:

Collected by:
Supervisor:
Signature:
Date:

Data Entry by (For CDPO Office use):
PA
Signature
Date:

