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No. 484 /SWCD
ICDS(Monitoring)-22/2011
Date: 11.08.2011

To

All Collectors.

Sub: New conditional Cash Transfer Scheme of State Government for mothers-"Mamata".

Madam/Sir,

It is well documented that 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 mothers health and well being but also for the infant. World over, it has been found that conditional cash transfers are a strong incentive for behaviour change. Thus, a State Govt. conditional cash transfer scheme called "Mamata" is being rolled out from September, 2011 to enable mothers to compensate for some wage loss and get adequate rest and nutrition, and also to incentivize positive health seeking behaviors like immunization, appropriate child feeding practices etc.

The scheme marks a departure from any other cash transfer scheme as it is founded on the principle of timely e-transfers into the eligible woman's account. Timeliness is important, both because the payments are linked to fulfillment of certain conditions, and also because the woman must receive payment while she is at a particular stage of pregnancy/child rearing. You will agree that any delay in payments defeats the very purpose of the scheme by denying the benefit to the mother.

Thus, effective coordination at the district level is of paramount importance. The collectors are required to ensure that:

1. Zero balance accounts are opened for all eligible women as soon as possible, and definitely before she is due to receive her first payment at 6 months of pregnancy. This will have to be monitored strictly on a monthly

basis as every month new beneficiaries will be entering the pool of eligible women. The department is also taking this up with the SLBC for issuing necessary instructions to the banks.

2. Secondly, the photo copy of the pass book of the woman is essential for the first payment. It has been communicated by the field staff that there is often a delay in this. Since this is a critical activity, the banks will have to be told to ensure issue of pass book simultaneously with the opening of the bank account. This is of paramount importance as non compliance of this factor alone can delay payment to the eligible woman.
3. Next, the Mother and Child Protection [MCP] Cards will be printed and distributed to the Anganwadi workers by NRHM through the CDMOs. This requires constraint interdepartmental coordination. A joint letter to this effect has been issued by Secretary Health and Family Welfare and myself [L.No.17128 dated.10.8.2011], the modalities laid down in which may please be adhered to and monitored.
4. The formats and returns prescribed under the scheme must be closely studied and monitored during the monthly ICDS meetings. The flow of funds statement from the AWW to CDPO, scrutiny of accounts at the CDPO level and triggering e-payments are essential steps, and need monitoring at every level.
5. The scheme will require intensive monitoring as the entry and exit of beneficiaries is a dynamic database, there can also be leakages unless close monitoring is done, and detailed follow ups are required at each level and stage so that the eligible beneficiaries get their dues on time. The monthly ICDS meetings must discuss the scheme in detail, review the tours and monitoring done at different levels, and sort out different issues encountered.
6. As was done in the decentralization process, please open a dedicated grievance help line for getting complaints/ suggestions under the scheme. The helpline should be opened in the office of the DSWO, and the consultants appointed under Unicef for the W&CD Department may be asked to initially receive and monitor calls.

7. Wide publicity needs to be given to the scheme. A campaign at the state level is being designed and will be taken up. Districts should also use the kala jathas widely for this. Separate funds will be sanctioned for this. However, till receipt of the same, please ensure that all eligible women know about the scheme and avail of the benefits. Information booklets for the women and their families have been developed and are also being sent to you prior to the launch of the scheme.

In order to strengthen the WCD programme management, and to ensure better implementation of this and other schemes such as NSAP, each district will get the following support shortly:

- i. A Programme assistant/DEO in the CDPO office. He/She shall help the CDPO in monitoring and supervision of this scheme. Please ensure that the guidelines [being issued separately] for their engagement followed and they are made functional immediately.
- ii. PMU in each district with a District Programme manager and a Programme assistant. They should compile data, monitor, man the grievance helpline, and manage the MIS etc.
- iii. Collectors have been asked to supply computers to all CDPO offices. Please ensure these are installed and ready to use by end-August.

The detailed guidelines for the scheme are attached with this letter. Please discuss them positively by the end of August in the monthly ICDS meetings at the district, block and sector level, and draw up action plans for implementation.

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

We look forward to your personal involvement and monitoring of the scheme.

Yours faithfully,

(Arti Anuja) 17/8/01