Tezpur, December 2: The Matru Vandana Saptah was formally launched in Sonitpur district today in a meeting held at the Conference Hall of the Deputy Commissioner’s office. The Matru Vandana Saptah is being observed from December 2 to 8 this year with various events under the Pradhan Mantri Matru Vandana Yojana.

Deputy Commissioner Manvendra Pratap Singh inaugurated the programme by lighting the ceremonial lamp. Speaking on the occasion, the Deputy Commissioner directed all officials associated with implementation of the programme to ensure proper execution of the week-long maternity benefit programme and ensure that a maximum number of pregnant women are benefitted from this scheme. The Pradhan Mantri Matru Vandana Yojana is a conditional cash transfer scheme and provides for partial wage compensation to women for wage-loss during childbirth and child care. Pregnant and lactating women above 19 years of age can avail this scheme for first live birth only.

Divisional Programme Officer and i/c DSWO Samsera Hazarika spoke in details about the scheme. Chief Executive Officer, Zilla Parishad, Diganta Baishya, Addl Deputy Commissioner Kulen Sarma, Circle Officer, Tezpur, Pankaj Chamuah, TMB Chairperson Pushpa Deka, Joint Director Health Services Dr. Krishna Kemprai, Superintendent, KCH, DrRini Duarah, and heads of various government departments concerned along with CDPOs, Supervisors, AWWs, AWHs, District and Block level POSHAN staff, District Level PMMVY staff, college students and representatives of NGOs were present at the launching ceremony.

Various women who had benefitted from the scheme previously were also present in today’s meeting.

A rally to create awareness about the scheme will be flagged off from Deputy Commissioner’s office on the second day of the Matru Vandana Saptah.