

West Bengal Health and Family Welfare Samiti**National Rural Health Mission**

Granthagar Bhawan, Swasthya Bhaban,

GN - 29, Sector - V, Bidhannagar, Kolkata - 700 091

Memo No.: HFW/NRHM-676/2011/2012-675

Dated: 02.03.2012

From: Dr. Rashmi Kamal, IAS
Additional Mission Director, and
Joint Secretary, H&FW,
Government of West Bengal

To: The Chief General Manager,

ALL BANKS

Sub: Payment of JSY Beneficiaries through Bank

Sir,

Janani Suraksha Yojana (JSY) is a scheme launched under the National Rural Health Mission (NRHM), the Government of India's flagship health programme. The scheme is a safe motherhood intervention and seeks to reduce maternal and neo-natal mortality by promoting institutional delivery, i.e. by providing a cash incentive to mothers and get them to deliver their babies in a health facility. There is also provision for other services related to this scheme.

In West Bengal, the JSY scheme provides cash benefits to the pregnant women of 19 years or more age belonging to either BPL category or Schedule Caste or Schedule Tribe upto two live births subject to fulfilling the following conditions:

- (i) Cash benefit of ₹500.00 (Rupees five hundred only) after successful completion of at least three Ante Natal Care (ANC) by paying visits to the respective Sub-centre or PP unit (i.e., ensuring two tetanus toxoid injections and consumption of 100 IFA tablets)
- (ii) Another cash assistance of ₹500.00 (Rupees five hundred only) after giving birth to the babies (delivery) in any government health care institution or private institutions empanelled under Ayushmani Scheme.

The ANMs in-charge of the Sub-centre/PP unit and Sister-in-charge at the health care institutions are currently disbursing this cash benefits directly to the respective beneficiaries upon submission of relevant evidences in support of their claims.

However, State Programme Management Unit (SPMU), NRHM, West Bengal has decided to explore the possibility of disbursing the cash benefits to the eligible beneficiaries through scheduled banks. In connection to the above-mentioned subject, SPMU requests the concerned authorities of the interested scheduled banks (maximum two person per bank) to come-up with competent proposals for an interactive discussion session to be held at the conference hall of NRHM on 13th March, 2012 at

02:00 P.M. The proposals should be prepared in power point presentation. The clarification in this regard, if any, may be sought from Mr. Debasish Chowdhury, Sr. Accounts Officer, NRHM at the abovementioned address or by telephone (ph: 033-23300363).

Looking forward towards your positive and much valued response.

Thanking you,

Yours faithfully,


Rashmi Kamal


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Copy forwarded for information and necessary action to the:

1. Mission Director & Secretary, H & FW, Govt. of West Bengal
2. Executive Director, West Bengal State Health and Family Welfare Samiti
3. State Family Welfare Officer
4. Controller of Finance and Jt. Director,
5. Programme Officer, NRHM
6. Sr. Account Officer, NRHM
7. Guard file
8. Office Copy

Yours faithfully,



Rashmi Kamal

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dt. 02.03.12

Copy forwarded for information & necessary action to:

1. Information Technology Cell of this Dept. for uploading this to the website of W.B. Health & Family Welfare.


Sr. Accounts Officer
National Rural Health Mission
Department of Health & Family Welfare
Govt. of West Bengal