Achievements of Rajasthan's Cash Plus Model

Prelims: Current events of National and International Importance | Governance

Why in News?

The recently released report card on Rajasthan's Cash Plus model indicated that it pushes up early breastfeeding rate, dietary diversity among new mothers.

- **Rajasthan's Cash Plus model** - India's first ***State-led pilot to converge Direct Benefit Transfers (DBT)*** with Behaviour Change Communication (SBCC).
- It indicates a
  - 49% rise in early breastfeeding (now reaching 90% of newborns),
  - 44% of women being more receptive to home-based counselling,
  - 49% improvement in dietary diversity among pregnant women, and
  - 54% more women using cash specifically for nutrition.
- Through the programme, pregnant and lactating women are offered home-based and group nutrition counselling on maternal and child health and nutrition.
- The programme also includes community and social engagements to drive local behaviour change, and the use of digital media to target younger audiences and male household members.
- Meanwhile, the initiative promotes healthy dietary practices, encourages institutional healthcare utilisation, and strengthens community support systems.
- As per the survey report, 80% of women reported improved affordability and access to nutritious food, attributing this to greater household awareness and counselling support.
- **Challenges**
  - Incomplete data collection (maternal deaths),
  - Disparities in care with the large part of this densely populated State being rural and
  - Tackling poverty and lack of education cover.

Pradhan Mantri Matru Vandana Yojana (PMMVY)
• It augments the national Pradhan Mantri Matru Vandana Yojana (PMMVY). • It provides financial assistance to ***pregnant and lactating women for their first living child.*** • It aims to improve the health and nutrition of mothers and their infants by offering cash incentives. • **Implemented by -** The Ministry of Women and Child Development. • The scheme provides a total of ***Rs. 5,000*** in 3 installments to eligible beneficiaries.

Reference

[The Hindu | Rajasthan’s cash plus model]