

M.-12015/148/2011 MCH
Ministry of Health & Family Welfare
MH Division

Office Memorandum

Nirman Bhawan, New Delhi
Dated the 14th Feb, 2013

Subject: Enhancement of incentive to Primary Informer (ASHA, AWW etc) under the Maternal Death Review (MDR) intervention.

Maternal Death Review (MDR), an important strategy within the implementation framework of the RCH programme under the National Rural Health Mission has been institutionalized across the country to improve the quality of obstetric care and reduce maternal mortality. GOI Guidelines and tools for the implementation of MDR process have been provided to the states in the year 2010. As one element of the MDR Guidelines certain incentives/transaction costs had been proposed at different levels including an incentive for reporting of deaths of women (15-49 years) in the community by ASHA/AWW/others i.e. the Primary Informer, within the laid down timelines.

Taking into consideration the request of some states to suitably enhance the incentive for Primary Informer from the existing Rs 50/- per such death, the Government of India MoHFW has taken a decision to increase this incentive from the existing Rs 50/- to Rs 200/- for each such death reported by the Primary Informer i.e. the field functionary such as ASHA/AWW/Others. It may be noted however, that the health service providers including ANM and Male Health Worker (MPW) are not entitled to receive this incentive even if the death is reported by them.

It is expected that enhancement of this incentive would encourage and motivate frontline workers to report all such deaths. It is emphasized here that the amount of incentives for other activities would remain the same as before.

The enclosed Annexure provides the details of specific incentives for activities at different levels including the revised amount for Primary Informer.

This issues with the approval of the competent authority.

Manisha
14.2.2013
(Dr. Manisha Malhotra)
Dy. Commissioner (Maternal Health)

Mission Directors of all States

Copy to:

1. PPS to Secretary (HFW)
2. PPS to Addl. Secretary & MD
3. JS(RCH)
- ✓ 4. JS (P)
5. All Directors (NRHM).
6. Director (RCH).

Sir (3/2/13)

M/Y

Limit
18/2

Dr. Arpana
pl sent a copy
to Dr. Rajani

Incentives under MDR

SN	Activity	Time line	Incentive/Transaction Cost		Source
			Existing	Revised	
1	Reporting death of women (15-49 years) by ASHA/AWW/ANM to the Block PHC MO	Within 24 hours of occurrence of death by phone	Rs.50	Rs 200/ for each death reported	HSC untied fund
			NOTE: Health service providers e.g. ANM, MPW, LHV etc are not eligible to receive this incentive.		
2	Reporting death of woman by Block MO to the DNO	Within 24 hours of occurrence of death by phone	No incentive		
3	Community based investigation	Within 3 weeks of occurrence of death	Rs.100 per person to a maximum of three persons		HSC untied fund
4	Monthly MDR meeting chaired by District Magistrate/Dist. Collector	Once in a month	Incentive of Rs.200 each for two persons of the deceased family		District hospital RKS