



(RESEARCH ARTICLE)



A study to assess the awareness and utilization regarding government scheme “Janani Suraksha Yojana” (JSY) among general public in New Delhi

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Abstract

Maternal health remains a pressing public health challenge in India, with high maternal and neonatal mortality rates influenced by poverty, limited healthcare access, and cultural barriers. To address these issues, the Government of India introduced the Janani Suraksha Yojana (JSY) in 2005, a conditional cash transfer program promoting institutional deliveries to reduce mortality rates. Despite its significance, awareness and utilization of the scheme remain low among the public. So, in this concern a quantitative and descriptive research was conducted, the aim of the study aimed to evaluate the awareness and utilization of JSY among attendees of the antenatal outpatient department at Lal Bahadur Shastri Hospital, New Delhi with 112 participants selected through convenient sampling. Data were gathered using a structured questionnaire distributed via a Google Form link and Bar Code. The data were analyzed using descriptive statistics, including frequencies, percentages, means, and chi-square tests. The results revealed that 57.1% of respondents were unaware of JSY, and 77.7% had not utilized the scheme. No significant association was found between demographic factors and awareness levels. Knowledge regarding Janani Suraksha Yojana was disseminated through charts, posters, pamphlets and nukkad natak among the general public. The study highlights the need to increase awareness and utilization of JSY among the general public in New Delhi. Health education programs and awareness campaigns can be implemented to promote the scheme and improve maternal and child health outcomes.

Keywords: Awareness; Utilization; Janani Suraksha Yojana (JSY); General public

1. Introduction

“Giving birth and being born brings us into the essence of creation, where the human spirit is courageous and bold and the body, a miracle of wisdom.”

– Harriette Hartigan

Maternal health has been a significant public health concern in India, a country that historically faced high rates of maternal and neonatal mortality. Factors such as inadequate access to healthcare, poverty, and cultural practices have contributed to a high Maternal Mortality Ratio (MMR). In response to these challenges, the Government of India launched the Janani Suraksha Yojana (JSY) in 2005, a conditional cash transfer scheme aimed at promoting institutional deliveries by providing financial incentives to pregnant women, especially those from disadvantaged socio-economic groups¹.

JSY is implemented under the National Health Mission (NHM), with the goal of improving access to skilled birth attendance, particularly in rural and economically weaker sections of the population. By encouraging institutional deliveries, the program seeks to reduce the risks associated with home births, such as birth complications and delayed

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medical interventions². Although JSY has made significant contributions to increasing institutional delivery rates across India, various studies indicate that gaps in awareness and utilization still persist, particularly among marginalized populations in both rural and urban settings³.

In Delhi, the national capital, the overall healthcare infrastructure is better than in many other regions of the country, yet there are notable disparities in healthcare access and utilization. In particular, populations living in urban slums and informal settlements often experience barriers to accessing government schemes like JSY due to a lack of awareness, bureaucratic hurdles, and socio-economic constraints⁴. This study seeks to assess the level of awareness and utilization of JSY among general public.

The objectives of the study were to assess the awareness and utilization regarding the government scheme JSY, to disseminate the knowledge regarding JSY and to find out the association between knowledge and utilization regarding the government scheme JSY with the specific variables.

2. Material and methods

The study was conducted in July 2024. The research approach was quantitative and descriptive research design was used. The study was conducted at Lal Bahadur Shastri hospital. A total 112 sample were selected from the random people present in the antenatal outpatient department by convenient sampling technique. A tool was designed to evaluate the general public awareness and utilization towards government scheme." Janani Suraksha Yojana. Questionnaire was asked through online mode to access the awareness and utilization. A structured questionnaire was comprised of 10 items. Each item has one correct response. The maximum and minimum marks awarded for each item were 1 & 0 respectively. Permission from the Principal, the Group director of Nursing, the Medical Officer of LBS Hospital and ethical clearance from Organizational Review Board was taken before starting the study. Before the questionnaire was given to the participants, consent was taken, aims and objectives were explained to them. Awareness regarding Janani Suraksha Yojna was created to the general public was disseminated using pamphlets, charts and nukkad natak. The data was analyzed by using descriptive in term of frequencies, percentage, mean, median and chi-square.

3. Results

Table 1 reveals that the most of the general public were of the age 26-35 years 58(51.8%). More than half the general public were female 70(62.5%). Majority of the general public were Hindu 95(84.8%). Most of the general public were married 88(78.6%). Most of the general public were below or up to 12th class pass 49(43.8%). Mostly the people were not working 41(36.6%). Most of the family's income was between 15001-30000 41(36.6%). Majority of people lived in joint family 74(66.1%). Majority of the people have 2 children 36(32.1%).

Table 1 Frequency and Percentage Distribution of Background Information of General Public. (N=112)

S.no	Content	Frequency (f)	Percentage (%)
1.	AGE		
a	21-25 years	30	26.8
b	26-35 years	58	51.8
c	above 35 years	24	21.4
2.	GENDER		
a	Male	42	37.5
b	Female	70	62.5
c	Others	0	0
3.	RELIGION		
a	Hindu	95	84.8
b	Muslim	14	12.5
c	Christian	02	1.8

d	Sikh	01	0.9
e	Others	00	00
4.	MARITAL STATUS		
a	Married	88	78.6
b	Unmarried	22	19.6
c	Widow /widower/separated	02	1.8
d	Divorced	00	0
5.	EDUCATION		
a	Illiterate / uneducated	7	6.3
b	Below or up to 5 th class	15	13.4
c	Below or up to 12 th class	49	43.8
d	Graduate	35	31.2
e	Post graduate or above	6	5.3
6.	OCCUPATION		
a	Not working	41	36.6
b	Self employed	28	25.0
c	Private employed / non health care sector	11	9.8
d	Private employed / health care sector	10	8.9
e	Government employed / non health care sector	5	4.5
f	Government employed health care sector	17	15.2
7.	TYPE OF FAMILY		
a	Nuclear	38	33.9
b	Joint	74	66.1
8.	FAMILY INCOME		
a	Below 15000	31	27.7
b	15001 - 30000	41	36.6
c	30001- 45000	20	17.9
d	45001- 60000	07	6.2
e	Above 60000	13	11.6
9.	NUMBER OF LIVING CHILD		
a	None	35	31.3
b	1	25	22.3
c	2	36	32.1
d	3 or more	16	14.3
10	DO YOU KNOW ABOUT THE SCHEME" JANNANI SURAKSHA YOJANA" (JSY)?		
a	Yes	48	42.9
b	No	64	57.1
11	HAVE YOU EVER AVAILED THE SCHEME "JANNANI SURAKSHA YOJNA" (JSY)?		

a	Yes	25	22.3
b	No	87	77.7

Table no.-2 reveals that mean of the data collected is 4.94 median is 6 and standard deviation is 3.082.

Table 2 Mean, Median, and Standard Deviation of Awareness Level. (N =112)

Mean	Median	Standard deviation
4.94	6	3.082

Figure no 1 showed that some of the public was having good awareness level 44 (39.3%).

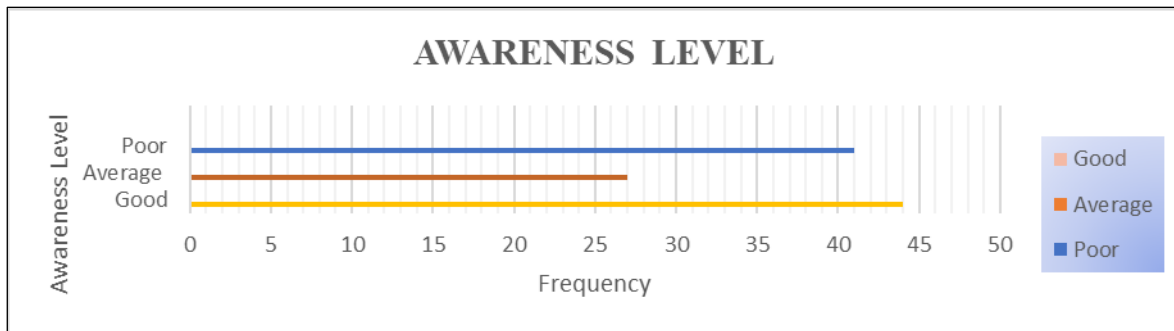


Figure 1 Item Wise Frequency Distribution of General Public Regarding Awareness Level.

Figure no 2 showed that majority of the general public has not utilized the government scheme “JSY” 87(77.7%).

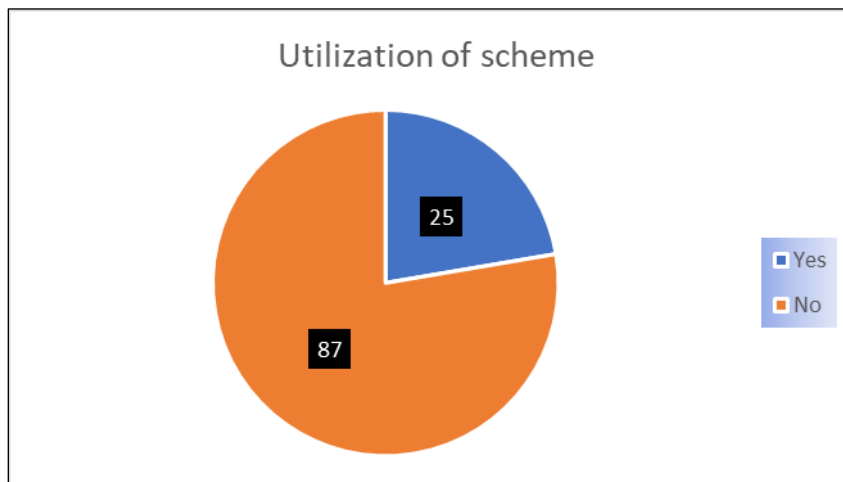


Figure 2 Pie chart showing frequency of utilization of the number of people availing the scheme.

Table no.3 shows that the computed Chi-square value to establish the association between the awareness scores and age (0.96), gender (0.02), marital status (1.67), occupation (7.1), and no. of living child (2.17) was not statistically significant at 0.05 level of significance for degree of freedom two, one, three, five and three respectively. This shows that there is no association between the awareness scores and specific demographic data (age, gender, marital status, occupation, and no. of living child).

Table 3 Association between the general public awareness with the demographic variables. (N=112)

S.no	Demographic data	Above median	Below median	CHI-Square	Table Value	df	Significance
1.	Age (in years)			0.96	5.99	2	Non-significant
	21-25years	14	16				
	26-35years	31	27				
	Above 35 years	14	10				
2.	Gender			0.02	3.89	1	Non-significant
	Male	22	20				
	Female	37	33				
3.	Marital status			1.67	7.81	3	Non-significant
	Married	47	41				
	Unmarried	10	11				
	Widowed	2	1				
	Divorced	0	0				
4.	Occupation			7.1	11.07	5	Non-significant
	Not working	24	17				
	Self employed	9	19				
	Private employed/non health care worker	7	4				
	Private employed/health care worker	4	6				
	Government employed/ non health care worker	4	1				
	Government employed /health care worker	11	6				
5.	No. of child living			2.17	7.81	3	Non-significant
	None	19	16				
	1	11	14				
	2	22	14				
	3 or more	7	9				

4. Discussion

The finding of the present study was in agreement with study conducted by Chauhan; Premlata. (2015) to assess the knowledge, awareness and utilization pattern of services under JSY among the beneficiaries in rural area of Shimla, Himachal Pradesh. Findings from study shows that more than half of the study participants 44(56%) had good knowledge about the scheme and 42(53.85%) registered their name in health institution during the first trimester of last pregnancy. 44(56.4%) beneficiaries had undergone three antenatal checkups and only 11(14.1%) of them received three postnatal visits. All the beneficiaries received the JSY incentives 1- week the following delivery 5

The finding of the study was in the agreement of with the study conducted by Revathi S Julakatti et,al. (2016) to assess the awareness and utilisation of the Janani Suraksha Yojna among the postnatal women of the urban slum. A study was

conducted on the 380 women, result of the study shown that awareness of JSY was 332(87.4%) among the mothers, only 253(66.6%) of the mother had utilised⁶.

The finding of the study was in disagreement with similar study conducted by N Ramkrishna Reddy et, al. (2016) to assess the knowledge and utilization of Janani Suraksha Yojna among Postnatal mothers attending the urban health centre of Bangalore medical college and research institute, Bangalore. A study was conducted on 120 postnatal women, result of study reveals out of 120(82.9%) had received cash assistance under JSY ⁷.

5. Conclusion

The study revealed that awareness and utilization of the Janani Suraksha Yojana (JSY) among the general public in New Delhi remain significantly low. Over half of the respondents were unaware of the scheme, and a majority had not availed of its benefits. This highlights critical gaps in the dissemination of information and accessibility of the program. Despite the government's efforts to address maternal and neonatal mortality through JSY, its potential impact is undermined by insufficient awareness and engagement among the target population.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

Statement of informed consent

Informed consent was obtained from all individual participants included in the study.

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