



No- 977 /PS/CEOSTC/2026

Date: 05.06.2026

Office of
Chief Executive Officer
State Transformation Commission, Uttar Pradesh

Email : ceostc.up@gmail.com | Ph : 0522-2236116

The Mission Director,
State Rural Livelihood Mission (SRLM)
Lucknow, Uttar Pradesh

Subject: Regarding participation of different staff and functionaries for development of Mukhyamantri Matritva Suraksha Sankalp application (MMSSapp) during 12-06-2026 to 13-06-2026 in Hotel Renaissance, Lucknow.

The State Transformation Commission (STC), Government of Uttar Pradesh is working towards reduction of Maternal Mortality Ratio (MMR). As per the Sample Registration System (SRS) report, 2026. The state as highest MMR in the country (MMR of 154 per 1 Lakh Live Births, 2022-24, against the all-India level MMR of 87), and accounts for approximately 36% of the total deaths in the country.

In this regard, STC has developed a draft road map for reduction of MMR to a level of 70 in the state by 2030, which is United Nation Sustainable Development Goal (SDG). The road map is developed by a series of activities including review and analysis of publicly available data, a consultation workshop on 15 January 2026 engaging health department, Panchayati Raj department, ICDS, NITI Aayog, and other stakeholders, visit to other states who have demonstrated examples of reduction of MMR, a consultative workshop with private sector medical associations, including FOGSI, IMA, IAP, and NNF, on 3 May 2026, among others.

The road map is available in the STC website for public review and comments (<https://www.transform.up.gov.in/>).

Seven highly effective interventions have been proposed in the road map to prevent mothers dying from childbirth, which includes universal and early pregnancy registration including **self-registration of women**, 9+ high quality ANC visits, high risk pregnancy management, birth planning, safe institutional delivery, engagement of medical collage & private hospitals, and longitudinal tracking of each mother & child dyad till one year.

In order to implement these interventions, we are in the process of developing a WhatsApp based digital solutions that will integrate all existing digital platforms, and provide a real time decision support system for effective monitoring of every woman for positive pregnancy outcome. A Hackathon competition has been launched by STC during 18th to 20th

May, 2026 where 54 participants have presented their solutions, and 11 are selected for next round of the competition. The next round of competition will take place during 12-06-2026 to 14-06-2026 in Hotel Renaissance , Lucknow, and three best solutions will be awarded based on merit. The winner solutions will be used for development of Mukhyamantri Matritva Suraksha Sankalp application (*MMSSapp*) and implemented across the Uttar Pradesh for tracking the women for ensuring safe delivery and positive pregnancy outcome.

There is a felt need for incorporating the feedback of last mile users of the digital solution. We noticed that the exiting solutions are not able to meet the requirement of last mile functionaries (ASHA/ANM/AWW) and creating huge administrative burden at the district and block level officials for Health, WCD, PRI, and other departments. Hence, during the next round of Hackathon from 12-05-2026 to 13-05-2026, we will engage representatives of the staff from various departments including Health, WCD, PRI, and Urban Local Bodies and systematically take their inputs to make the application more user friendly.

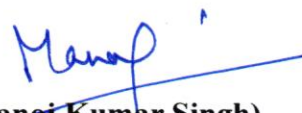
To achieve this objective kindly designate staff who are working at block and panchayat level. The list of required officials and functionaries is given below:

Sl#	Designation	Number of participants
1.	Deputy Commissioner, SRLM	
2	District Mission Manager	1
3	Block Mission Manager	2-3
3	Cluster Resource Person (CRP) / Food Health Nutrition Worker (FHNW)	2 -3
4	SHG Chair Person	2


(Manoj Kumar Singh)
Chief Executive Officer

Copy to:

1. Shri. Saurabh Babu, Principal Secretary, Rural Development, Government of Uttar Pradesh


(Manoj Kumar Singh)
Chief Executive Officer