Section: Community Medicine

Original Research Article

# AWARENESS OF JANANI SURAKSHA YOJANA (JSY) AND ITS SOCIODEMOGRAPHIC DETERMINANTS: A CROSS-SECTIONAL STUDY IN JALAUN, UTTAR PRADESH

*Namrata Singh[1], Shailendra Pratap Singh[2], Vishal Agarwal[3], Dhiraj Kumar Mahajan[4], Nitin Kumar Singh[5], Ashish Dikshit[6]*

[1]*Postgraduate Resident, Department of Community Medicine, Rajkiya Medical College Jalaun (Orai), Uttar Pradesh, India*
[2]*Associate Professor, Department of Community Medicine, Rajkiya Medical College Jalaun (Orai), Uttar Pradesh, India*
[3]*Associate Professor, Department of Community Medicine, Government Medical College, Jalaun, Uttar Pradesh, India*
[4]*Assistant Professor, Department of Community Medicine, Government Medical College, Jalaun, Uttar Pradesh, India*
[5]*Statistician Cum Assistant Professor, Department of Community Medicine, Government Medical College, Jalaun, Uttar Pradesh, India*

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**Corresponding Author:**
**Dr. Ashish Dikshit**
Statistician Cum Assistant Professor, Department of Community Medicine, Government Medical College, Jalaun, Uttar Pradesh, India
Email: ashishdikshit89@gmail.com

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ABSTRACT

**Background:** India's Janani Suraksha Yojana (JSY) promotes institutional deliveries to reduce maternal mortality. The aim is to assess JSY awareness and its sociodemographic determinants among postpartum women in Jalaun, Uttar Pradesh.

**Materials and Methods:** A cross-sectional study included 440 postpartum women at District Women Hospital, Jalaun (Jan–Dec 2023). Data were collected via semi-structured questionnaires. Associations were analyzed using chi-square tests (SPSS v23).

**Results:** Only 51.82% (228/440) were aware of JSY. Awareness significantly correlated with: Education: 57.89% of aware women had primary education vs. 46.23% illiterate among unaware Occupation: Employed women had higher awareness (80.7% vs. 16.98% unemployed; Socioeconomic status: Class III (lower-middle) had lowest awareness (30.7% aware vs. 37.74% unaware; ASHA workers were the primary information source (77.1%).

**Conclusion:** JSY awareness remains suboptimal, heavily influenced by education, employment, and socioeconomic status. Targeted community-based education through ASHAs is recommended.

**Keywords:** Janani Suraksha Yojana, Sociodemographic Determinants.

## INTRODUCTION

The Janani Suraksha Yojana (JSY), launched in 2005 under India's National Health Mission, provides cash incentives for institutional deliveries to reduce maternal mortality, which remains high (97/100,000 live births) in Uttar Pradesh.[1,2] Despite JSY's decade-long implementation, studies indicate variable awareness (40–78%),[3-5] disproportionately affecting marginalized groups. Low awareness impedes utilization, perpetuating high home-delivery rates (22.7% nationally).[6] This study evaluates JSY awareness and its socio-demographic determinants in Jalaun, a high-priority district with suboptimal maternal health indicators.[7-15]

**Aims and Objectives**

1. Assess JSY awareness among postpartum women.
2. Identify sociodemographic factors (age, education, occupation, socioeconomic status) associated with awareness.
3. Determine primary sources of JSY information.

## MATERIALS AND METHODS

**Design & Setting:** Cross-sectional study at District Women Hospital, Jalaun (Jan–Dec 2023).

**Participants:** 440 postpartum women (purposive sampling; inclusion: age >19 years, permanent residents).

**Data Collection**

**Semi-structured questionnaires covered:**

Sociodemographics (age, education, occupation, income).

JSY awareness (knowledge of existence, purpose, benefits).

Information sources.

**Analysis:** Chi-square tests for associations; p <0.05 considered significant.

## RESULTS

**Key Findings**

**JSY Awareness:** 51.82% (228/440) were aware of JSY.

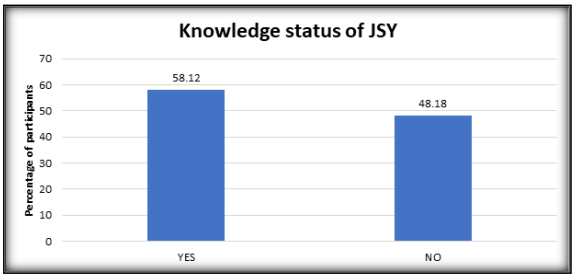


**Figure 1. Bar graph showing Knowledge status regarding the JSY scheme among the study participants (%)**

**Among aware women:** 77.1% learned about JSY from ASHAs.

**Table 1: Knowledge status regarding the JSY scheme among the study participants (n=440)**

| Knowledge status | Number | Percentage |
|---|---|---|
| YES | 228 | 51.82% |
| NO | 212 | 48.18% |
| Total | 440 | 100% |

**Table 2: Source of information about the JSY scheme in participants having knowledge about the scheme (n=228)**

| Source of information | YES |
|---|---|
| ANM | 33 (14.47) |
| ASHA | 176 (77.1) |
| Other/Hospital Staff | 20 (8.77) |
| Total | 228 (100) |

**Table 3: Distribution of participants who had knowledge of JSY regarding what participants think what is the main purpose of the Scheme (N=228)**

| What is the main purpose of the Scheme | YES (228) | Percentage |
|---|---|---|
| Don't know | 68 | 29.82 |
| For diet &drugs | 76 | 33.33 |
| Medical assistance | 84 | 36.84 |
| Total | 228 | 100 |

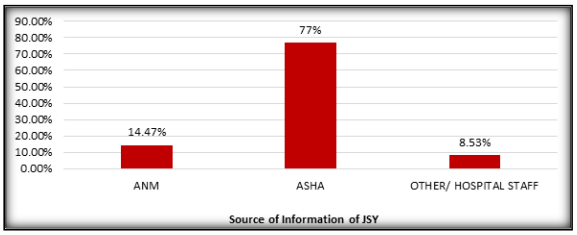


**Figure 2: Bar graph showing distribution Source of information about the JSY scheme (%)**

Only 36.84% correctly identified its purpose (medical support for delivery).

**Sociodemographic Determinants:**

**Education:**

**Aware group:** 57.89% had primary education; 10.53% were illiterate.

**Unaware group:** 46.23% were illiterate (p<0.0001). Illiterate husbands were more common among unaware women (48.58% vs. 8.33%; p<0.0001).

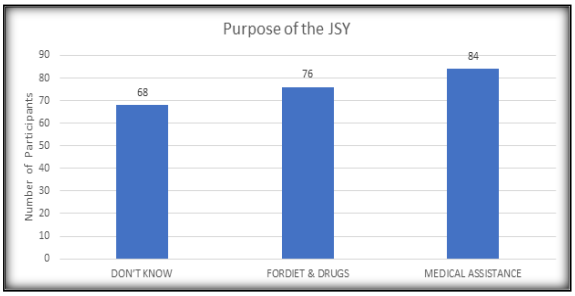


**Figure 3: Bar graph showing distribution of participants regarding what participants think What is the main purpose of the Scheme (%)**

**Table 4: Association of knowledge status of JSY scheme among participants with Educational qualification of participants & husband (n=440)**

| Educational qualification (Participants) | Yes | No | Total | df | χ2 | P value |
|---|---|---|---|---|---|---|
| Illiterate | 24 (10.53) | 98(46.23) | 122 (28.86) | 4 | 89.155 | <.0001 |
| Primary school | 132 (57.89) | 50(23.58) | 182 (41.36) | | | |
| Highschool | 45 (19.74) | 34(16.04) | 79 (15.91) | | | |
| Intermediate | 24 (10.53) | 18(8.49) | 42 (9.55) | | | |
| Graduate | 3 (1.32) | 12(5.66) | 15 (3.14) | | | |
| Total | 228(100) | 212(100) | 440 (100) | | | |
| Educational qualification (Husband) | | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| Illiterate | 19(8.33) | 103(48.58) | 122 (27.73) | 4 | 163.204 | <.0001 |
| Primary school | 20(8.77) | 37(17.45) | 57(12.95) | | | |
| Highschool | 14(6.14) | 32(15.09) | 46 (10.45) | | | |
| Intermediate | 53(12.04) | 25(11.79) | 78 (17.73) | | | |
| Graduate | 122(27.72) | 15(7.08) | 137 (31.14) | | | |
| Total | 228(100) | 212(100) | 440 (100) | | | |

**Occupation:** Employed women had higher awareness (80.7% vs. 16.98% unemployed; p <0.0001).

**Table 5: Association of knowledge status of JSY scheme among participants with Occupational status of participants & husband (n=440)**

| Occupational status of participants | Yes | NO | Total | df | χ2 | P value |
|---|---|---|---|---|---|---|
| Semi skilled | 184(80.7) | 36( 16.98) | 220 (50) | 1 | 178.41 | <.0001 |
| Unemployed | 44(19.30) | 176(83.02) | 220 (50) | | | |
| Total | 228 (100) | 212 (100) | 440 (100%) | | | |
| Occupational status of the husband | | | | | | |
| Clerk | 23 (10.09) | 6 (2.83) | 29 (6.59) | 4 | 23.61 | <.0001 |
| Farmer | 112 (49.12) | 90 (42.45) | 200 (45.4) | | | |
| Semi-skilled worker | 35 (15.35) | 75 (35.38) | 110 (25%) | | | |
| Shopkeeper/s killed worker | 48 (21.05) | 40 (18.87) | 88 (20) | | | |
| Professional | 10 ( 4.39) | 1 (0.47) | 11 (2.95) | | | |
| Total | 228 (100) | 212 (100) | 440 (100) | | | |

**Socioeconomic Status (Modified BG Prasad):** Class III (lower-middle income) had the highest proportion of unaware women (37.74% vs. 30.70% aware; p<0.0001)

**Table 6: Association of knowledge status of JSY scheme among participants with Socioeconomic status (Modified BG Prasad classification) (n=440)**

| Modified BG Prasad classification for May 2022 | Yes | No | Total | df | χ2 | P value | Percentage |
|---|---|---|---|---|---|---|---|
| I | 22 (9.65) | 6 (2.83) | 28 | 4 | 31.65 | <.0001 | 6.36 |
| II | 60 (26.32) | 30 (14.15) | 90 | | | | 20.45 |
| III | 70 (30.70) | 80 (37.74) | 150 | | | | 34.09 |
| IV | 61 (26.75) | 55 (25.94) | 116 | | | | 26.36 |
| V | 15 (6.58) | 41 (19.34) | 56 | | | | 12.73 |
| Total | 228 (100) | 212 (100) | 440 | | | | 100 |

**Other Associations:** ANC Registration: Aware women registered earlier (68.42% in first trimester vs. 40.57%; p<0.0001).

**Table 7: Association of knowledge status of JSY scheme among participants with health care worker visit you during ANC period among the study participants (n=440)**

| Health care worker visits you during ANC period | Yes | No | Total | df | χ2 | P value |
|---|---|---|---|---|---|---|
| No | 130 (57.02) | 108(50.94) | 238 (54.09) | 1 | 1.63 | .201 |
| Yes | 98(42.98) | 104(49.06) | 202 (45.91) | | | |
| Total | 228(100) | 212(100) | 440 (100) | | | |

**Cash Incentives:** Unaware women were less likely to receive JSY benefits (25.94% vs. 11.4%; p<0.0001) .

**Table 8: Association of knowledge status of JSY scheme among participants with the amount of cash incentives among the study participants (n=440)**

| Cash incentives | Yes | No | Total | df | χ2 | P value |
|---|---|---|---|---|---|---|
| Not received | 26(11.4) | 55(25.94) | 81 (18.41) | 1 | 15.46 | <.0001 |
| Received | 202(88.60) | 157(74.06) | 359 (81.59) | | | |
| Total | 228(100) | 212(100) | 440 (100) | | | |

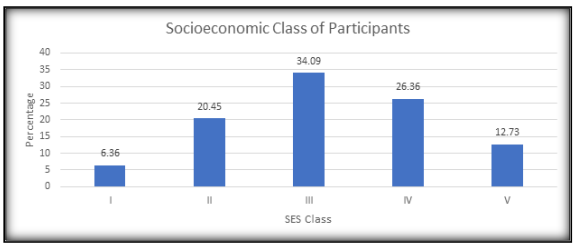


**Figure 4: Bar graph showing distribution of participants according to Socioeconomic status (Modified BG Prasad classification) (%)**

## DISCUSSION

### Key Observations

**1. Low Awareness:** Only half of participants knew about JSY, consistent with studies in Maharashtra (52.7%) but lower than urban Chhattisgarh (78.3%).[3,5] This highlights rural-urban disparities.

**2. Education as Critical Enabler:** Illiteracy strongly predicted unawareness, aligning with Singh et al,[3] and Khes et al.[5] Education empowers women to

access health information and navigate bureaucratic processes (e.g., incentive claims).

**3. Employment & Economic Status:** Unemployed and lower-middle-class women had significantly lower awareness, reflecting limited healthcare access and competing survival priorities.[8]

**4. ASHAs as Primary Information Source:** Over 75% relied on ASHAs, emphasizing their role as community health liaisons. However, gaps persist in messaging clarity (only 36.84% understood JSY's purpose).

## CONCLUSION

JSY awareness remains inadequate in Jalaun, heavily influenced by illiteracy, unemployment, and lower-middle-class status. ASHAs are pivotal information conduits but require enhanced training to communicate JSY's purpose beyond cash incentives.

**Recommendations**

1. **Targeted IEC Campaigns:**
- Simplify JSY messaging (visual aids, local language) for illiterate women.
- Engage husbands in community workshops to address patriarchal barriers.
2. **ASHAs Capacity Building:**
- Train ASHAs to explain JSY's health benefits (not just financial incentives).
- Integrate JSY education into routine home visits.
3. **Socioeconomic Support:**
- Link JSY awareness with livelihood programs for unemployed women.
- Prioritize outreach in lower-middle-class communities (Class III).

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