

BETI BACHAO BETI PADHAO

1. Background and Context

1.1 The Census (2011) data showed a significant declining trend in the Child Sex Ratio¹ (CSR) between 0-6 years with an all time low of 918. The issue of decline in the CSR is a major indicator of women disempowerment. CSR reflects both, pre-birth discrimination manifested through gender biased sex selection, and post birth discrimination against girls. Easy availability and affordability of diagnostic tools has been critical in increasing Sex Selective Elimination (SSE) leading to low Sex Ratio at Birth (SRB)². Further it also contributes to the decline in CSR. Strong socio-cultural and religious biases, preference for sons & discrimination towards daughters has accentuated the problem.

1.2 Coordinated & convergent efforts are needed to ensure survival, protection and education of girl child to help realize her full potential. The Government has announced Beti Bachao, Beti Padhao programme to address the issue of decline in CSR through a mass campaign & Multi-Sectoral action in 100 gender critical districts.

2. Overall Goal:

Improvement in the Child Sex Ratio in 100 Gender Critical Districts

3. Objectives:

The objectives of the Scheme are as under :

- i) **To prevent Gender biased sex selective elimination:** Focussed intervention targeting enforcement of all existing Legislations and Acts, especially to Strengthen the implementation of Pre-Conception & Pre-Natal Diagnostic Techniques (Prohibition of Sex Selection) Act, 1994 (PC&PNDT Act) with stringent punishments for violations of the law.

¹Child Sex Ratio is defined as number of girls per 1000 of boys between 0-6 years of age.

²Sex Ratio at Birth is defined as number of girls born per 1000 boys born

- ii) **To ensure survival & protection of the girl child:** Article 21 of the Constitution defines ‘protection of life and liberty’ as a legitimate right of its citizens. The difference in mortality rates of girls and boys indicates the difference in access to various health care and nutrition services as well as the preferential care and treatment given to boys. The access to various entitlements, changes in patriarchal mind-set etc. are to be addressed in order to ensure equal value, care for and survival of the infant and young girl child. Further implementation of various legislative provisions for the protection of the girl child and women has to be ensured to create a nurturing and safe environment for the girl child.
- iii) **To ensure education & participation of the girl child:** The access and availability of services and entitlements during the various phases of the life cycle of the Girl Child has a bearing on her development. Essential requirements related to Nutrition, Health Care, Education and Protection have to be fulfilled to enable every girl child to develop to her full potential- especially the right to quality early childhood care, elementary and secondary education. Right To Education (RTE) Act, 2010 provides children the right to free and compulsory education till completion of elementary education in a neighbourhood school. Further, Sarva Shiksha Abhiyan (SSA) is a flagship programme for achievement of Universalization of Elementary Education (UEE) in a time bound manner, as mandated by 86th amendment to the Constitution of India making free and compulsory Education to the Children of 6-14 years age group, a Fundamental Right. Denial of these entitlements is a violation of children’s rights, which will have a lasting lifelong negative impact. This will also adversely impact upon future human development.

3.2 Discrimination and neglect of girl child can lead to low self-esteem, lifelong deprivation and exclusion from the social mainstream. Appropriate initiatives will be taken to encourage girls to express their views and to be heard, to participate actively, effectively and equally at all levels of social, economic, and political leadership.

3.3 Long term interventions for gender equality would focus on creating enabling environment including employable opportunities, safety & security, mobility & speedy justice.

3.4 The Objectives stated above will be achieved through Convergence and Coordination with concerned Ministries/Departments/District Administration.

4 Monitorable Targets:

- i) Improve the Sex Ratio at Birth (SRB) in 100 gender critical districts by 10 points in a year.
- ii) Reduce Gender differentials in Under Five Child Mortality Rate from 8 points in 2011 to 4 points by 2017.
- iii) Improve the Nutrition status of girls - by reducing number of underweight and anaemic girls under 5 years of age (from NFHS 3 levels).
- iv) Ensure universalization of ICDS, girls' attendance and equal care monitored, using joint ICDS NRHM Mother Child Protection Cards.
- v) Increase the girl's enrolment in secondary education from 76% in 2013-14 to 79% by 2017.
- vi) Provide girl's toilet in every school in 100 CSR districts by 2017.
- vii) Promote a protective environment for Girl Children through implementation of Protection of Children from Sexual Offences (POCSO) Act 2012.
- viii) Train Elected Representatives/ Grassroot functionaries as Community Champions to mobilize communities to improve CSR & promote Girl's education.

5. Core strategies:

The proposal is envisaged for focused interventions to improve the CSR, within an overall National Strategy for Beti Bachao, Beti Padhao. Recognizing that the issue of decline in Child Sex Ratio is complex and multi-dimensional, it shall be addressed within the broad framework of survival, protection and education of girl children. A multi- sectoral strategy which is governed by the core principles of respecting, protecting and fulfilling the rights of girls and women, including the ending of gender based violence will be adopted. The core strategies will be as follows:

- i) **Evolving a sustained Social Mobilization and Communication Campaign** to change societal norms, to create equal value for the girl child.

- ii) **Positioning improvement in the Child Sex Ratio as a lead development indicator** for good governance.
- iii) **Focusing on very low Child Sex Ratio or gender critical districts and cities** for accelerated impact.
- iv) **Mobilizing and empowering frontline worker teams** as catalysts for social change, in partnership with local community/women's/youth groups (Ahimsa Messengers).
- v) **Developing capacity of Panchayati Raj Institutions/Urban local bodies** - especially women panchayat /urban local body members, to create community and peer support for making panchayats / urban wards girl child friendly.
- vi) **Engendering development and essential services:** to ensure that service delivery structures are sufficiently responsive to issues of gender and children's rights.
- vii) **Enabling Inter-Ministerial and inter-institutional convergence** at different levels.

6. Components:

- i) **Mass Communication Campaign on Beti Bachao-Beti Padhao :** The programme will be initiated with the launch of "Beti Bachao, Beti Padhao", a nation-wide campaign to increase awareness on celebrating Girl Child & enabling her education. The campaign will be aimed to ensure that girls are born, nurtured and educated without discrimination to become empowered citizens of this country with equal rights. Ministry of Information & Broadcasting (DAVP) has been entrusted with the responsibility of developing a Media Campaign in consultation with Ministry of Health & Family Welfare (M/o H&FW), Ministry of Human Resource Development (M/o HRD) & Ministry of Women & Child Development (M/o WCD).
- ii) **Multi-Sectoral intervention in 100 Gender Critical Districts worse on CSR:** MWCD will initiate a Multi-Sectoral Action in selected 100 districts covering all States/UTs for schematic intervention. Sectoral actions are drawn in consultation with M/o H&FW & M/o HRD. Measurable outcomes and indicators will bring together concerned sectors, states and districts for urgent concerted Multi-Sectoral Action to improve the CSR. A flexible framework

for Multi-Sectoral Action will be adapted and contextualised by State Task Forces for developing, implementing and monitoring State/ District Plans of Action to achieve the State Specific Monitorable Targets. State/ Districts will similarly develop their plans responsive to different State/District contexts. The list of 100 districts worse on CSR is attached at **Annexure 1**. A framework for Sectoral Interventions has been developed in consultation with M/o H&FW & M/o HRD are placed at **Annexure 2**.

7. Linkage

7.1 At the Centre, linkages under the proposal shall be established with concerned line ministries/departments namely Ministry of Health & Family Welfare (MoHFW) and Ministry of Human Resource Development (MoHRD) & Ministry of Women & Child Development (MoWCD). At the States/UTs level, Dept. of WCD will work in close coordination with these concerned departments for inclusion of issue of Child Sex ratio as a priority agenda. Further, Linkages will also be strengthened with the existing government training institutions and Autonomous Training Institutes at national and State Levels to provide training on matters related to CSR. Sharing of good practices with line departments/states for encouraging adoption of good practices would be done.

7.2 At the District level, appropriate linkages with Panchayats, Anganwadi Centres, PHCs will also be strengthened. Grassroot functionaries of different departments shall be sensitized & trained on the issue of CSR, value of girl child & promote her education and will in turn facilitate community ownership and participation on creating an enabling environment for survival, protection & education of girl child.

8. Project Implementation

8.1 The Ministry of Women and Child Development would be responsible for budgetary control and administration of the scheme from the Centre. At the State level, the Secretary, Department of Women and Child Development will be responsible for overall direction and implementation of the scheme. The Structure of the proposed Scheme may be seen as follows:

8.2 At National level, a National Task Force for Beti Bachao, Beti Padhao headed by Secretary, WCD with representation from concerned ministries namely Ministry of Health & Family Welfare, Ministry of Human Resource Development, National Legal Services Authority, Department of Disability Affairs and Ministry of Information & Broadcasting; Gender Experts and Civil Society representatives. The Task Force will provide guidance and support; finalize training content; review state plans and monitor effective implementation. A sub group would be constituted for a Joint Communication Action Committee (JCAC) with representatives from relevant ministries to work out the joint and comprehensive National Communication and Media Campaign . This would be convened every quarter.

8.3 The Scheme would be anchored by the Ministry of Women and Child Development, with the critical task of coordinating and monitoring Multi-Sectoral interventions. Concerned ministries would be responsible for ensuring relevant sectoral inputs for the effective implementation. MWCD will have the responsibility of coordinating the implementation of the scheme through the Women's Welfare Bureau. Technical inputs for the implementation and coordination would be extended by the Project Management Unit (PMU) supported by National Resource Centre for Women (NRCW).

8.4 At the State level, the States shall form a **State Task Force** with representation of concerned Departments including State Level Services Authority and Department of Disability Affairs for Beti Bachao, Beti Padhao to coordinate the Multi-Sectoral implementation of the Scheme. As the issue requires convergence & coordination between Departments, the Task Force would be headed by the Chief Secretary. In UTs the Task Force would be headed by Administrator, UT Administration. Some States/UTs have their own mechanism at the State/UT level for Women's Empowerment, Gender and Child related issues which may be considered and/or strengthened as State/UT Task Force. Principal Secretary, WCD/Social Welfare will be the convenor of this body. Department of Women & Child Development will have the responsibility of coordinating all the activities related to implementation of the Plan in the State/UTs through the Directorate of ICDS. State Resource Centre for Women (SRCWs) will act as a Secretariat to provide technical and coordination support for implementation of the state action plan.

8.5 At the District level, a District/City Task Force led by the District Collector/Deputy Commissioner/CEO ZilaParishad with representation of concerned Departments including State Level Services Authority will be responsible for effective implementation, monitoring & supervision of the District Action Plan. Technical support and guidance for the implementation of Action Plan in the district would be provided by District Programme Officer (DPO) in the District ICDS Office for formulation of District Action Plan using the Block level Action Plans.

8.6 At the Block level, a Block level Committee would be set up under the Chairpersonship of the Sub Divisional Magistrate/Sub Divisional Officer/Block Development Officer (as may be decided by the concerned State Governments) to provide support in effective implementation, monitoring & supervision of the Block Action Plan.

8.7 At the Gram Panchayat/Ward level, the respective Panchayat Samiti/Ward Samiti (as may be decided by concerned State Governments) having jurisdiction over the concerned Gram Panchayat/Ward would be responsible for the overall coordination & supervision for effectively carrying out activities under the Plan.

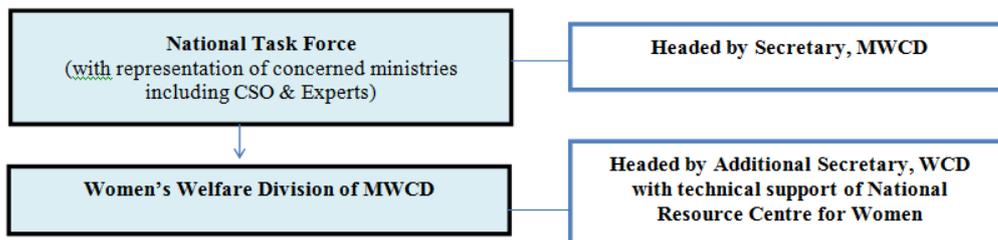
8.8 At Village level, Village Health Sanitation and Nutrition Committees, (recognised as sub committees of panchayats) will guide and support village level implementation and monitoring of the plan. Gram Sahyog Sakhi (GSS) will catalyze action on ground by creating awareness on the issue of CSR, collecting data, dissemination of information about schemes/programmes related to girl child & their families etc.

8.9 In identified cities/ urban areas, the plan shall be implemented under the overall guidance & leadership of Municipal Corporations.

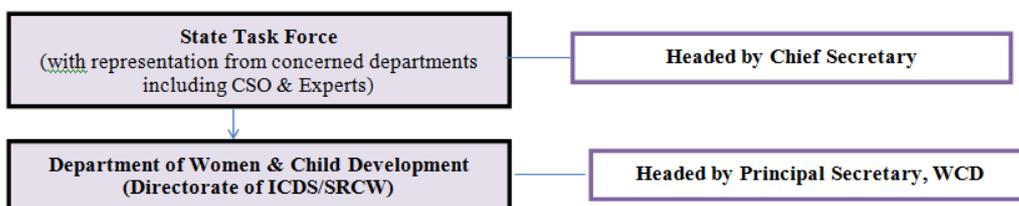
8.10The Guidelines for District Collectors/Deputy Commissioners are at Annexure- IV.

8.11 The flow chart of the administrative set for implementation of the scheme at various levels are as under

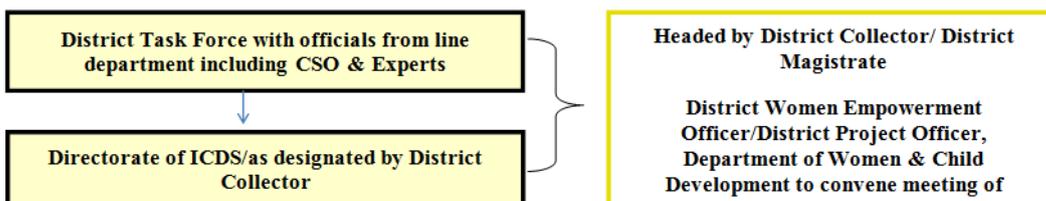
National Level:



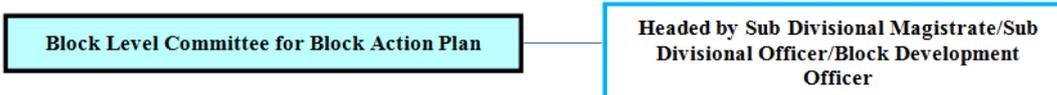
State/UT level:



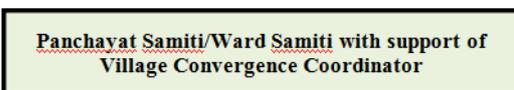
District/City/Municipal Corporation level:



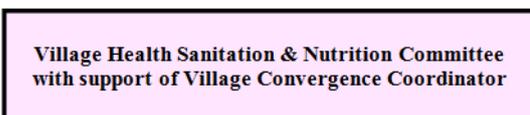
Block level:



Gram Panchayat/Ward level:



Village level:



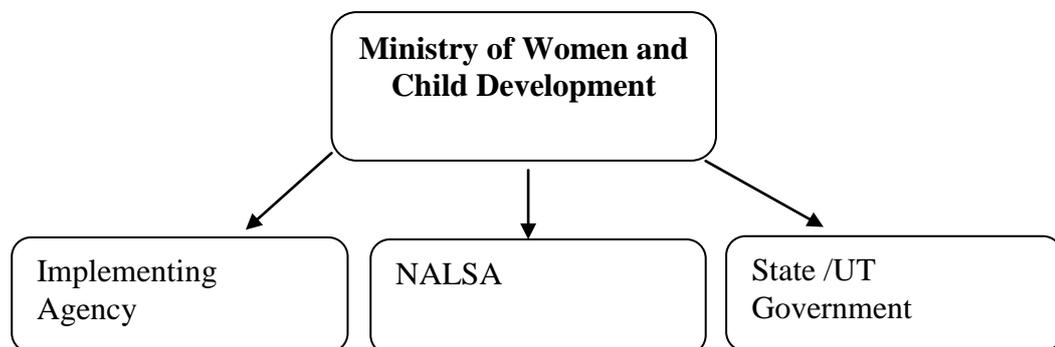
9. Budget:

9.1 A budgetary allocation of Rs. 100 Cr. has been made under the budget announcement for BetiBachao, BetiPadao campaign and Rs. 100 Cr. will be mobilized from Plan Outlay of the Planned scheme ‘Care and Protection of Girl Child - A Multi Sectoral Action Plan’ for the 12th Plan. Additional resources can be mobilized through Corporate Social Responsibility at National & State levels.

9.2 The estimated cost of the Scheme is Rs. 200 cr. Out of 200 cr. Rs. 115 cr. is proposed to be released during the current year i. e 2014-15 (for six month) . Rs. 45 Cr. and 40 cr. will be released during the 2015-16 and 2016-17 respectively. The component wise details of the estimated cost of the Scheme are at Annexure- 3.

10. Fund Flow

The MWCD will be responsible for budgetary control and administration of the scheme at the Central level. The MWCD will transfer the funds to the consolidated funds of the State Government after approval of Action Plan of the respective Government.



11. Monitoring Mechanisms

A Monitoring System will be put in place right from National, State, District, Block and Village levels to track progress on monitorable targets, outcomes and process indicators. At the national level, a National Task Force headed by Secretary MWCD will monitor quarterly progress on a regular basis. At state level, a State Task Force headed by the Chief Secretary will monitor progress. At the district level, the District Collectors (DC) will lead and coordinate action of all Departments through District-level officials. They shall also undertake monthly review of the progress on the activities listed in the Department Plans of action at the district level. DC will have

the overall responsibility for validating the measurable changes in identified indicator related to CSR.

12. Evaluation

The Scheme would be evaluated at the end of the 12th Five Year Plan to assess its impact and take corrective measures. Mapping of Ultra-sonography machines, baseline survey of concurrent assessment of % age of births of male & female child, reporting of complaints under PC& PNDT act will also help in assessing the impact or outcome.

13 Audit and Social Audit

Audit: Audit shall be done as per Comptroller & Auditor General of India norms and that channel will be followed at the Central and State Government levels.

Social Audit: Social Audit will also be undertaken which will be conducted by Civil Society Groups to obtain direct feedback from public and institutions involved in implementation of the scheme.

| LIST OF GENDER CRITICAL DISTRICTS COVERING ALL STATES & UTs | | | | |
|--|---------------------------|----------------------|--------------------|--------------------|
| SN | Name of State / UT | Districts | Census 2001 | Census 2011 |
| 1 | Andaman& Nicobar | Nicobars | 937 | 945 |
| 2 | Andhra Pradesh | Y.S.R. | 951 | 918 |
| 3 | Arunachal Pradesh | Dibang Valley | 874 | 889 |
| 4 | Assam | Kamrup Metropolitan | 943 | 946 |
| 5 | Bihar | Vaishali | 937 | 904 |
| 6 | Chandigarh | Chandigarh | 845 | 880 |
| 7 | Chhattisgarh | Raigarh | 964 | 947 |
| 8 | Dadra & Nagar Haveli | Dadra & Nagar Haveli | 979 | 926 |
| 9 | Daman & Diu | Daman | 907 | 897 |
| 10 | Goa | North Goa | 938 | 939 |
| 11 | Gujarat | Surat | 859 | 835 |
| 12 | | Mahesana | 801 | 842 |
| 13 | | Gandhinagar | 816 | 847 |
| 14 | | Ahmadabad | 835 | 857 |
| 15 | | Rajkot | 854 | 862 |
| 16 | Haryana | Mahendragarh | 818 | 775 |
| 17 | | Jhajjar | 801 | 782 |
| 18 | | Rewari | 811 | 787 |
| 19 | | Sonipat | 788 | 798 |
| 20 | | Ambala | 782 | 810 |
| 21 | | Kurukshetra | 771 | 818 |
| 22 | | Rohtak | 799 | 820 |
| 23 | | Karnal | 809 | 824 |
| 24 | | Yamunanagar | 806 | 826 |
| 25 | | Kaithal | 791 | 828 |
| 26 | | Bhiwani | 841 | 832 |
| 27 | Panipat | 809 | 837 | |
| 28 | Himachal Pradesh | Una | 837 | 875 |
| 29 | Jammu & Kashmir | Jammu | 819 | 795 |
| 30 | | Pulwama | 1046 | 829 |
| 31 | | Kathua | 847 | 831 |
| 32 | | Badgam | 963 | 832 |
| 33 | | Anantnag | 977 | 841 |
| 34 | Jharkhand | Dhanbad | 951 | 916 |
| 35 | Karnataka | Bijapur | 928 | 931 |
| 36 | Kerala | Thrissur | 958 | 950 |
| 37 | Lakshadweep | Lakshadweep | 959 | 911 |
| 38 | Madhya Pradesh | Morena | 837 | 829 |
| 39 | | Gwalior | 853 | 840 |
| 40 | | Bhind | 832 | 843 |
| 41 | | Datia | 874 | 856 |

| | | | | |
|----|--------------|------------------------------|-----|-----|
| 42 | Maharashtra | Bid | 894 | 807 |
| 43 | | Jalgaon | 880 | 842 |
| 44 | | Ahmadnagar | 884 | 852 |
| 45 | | Buldana | 908 | 855 |
| 46 | | Aurangabad | 890 | 858 |
| 47 | | Washim | 918 | 863 |
| 48 | | Kolhapur | 839 | 863 |
| 49 | | Osmanabad | 894 | 867 |
| 50 | | Sangli | 851 | 867 |
| 51 | | Jalna | 903 | 870 |
| 52 | Manipur | Senapati | 962 | 893 |
| 53 | Meghalaya | Ribhoi | 972 | 953 |
| 54 | Mizoram | Saiha | 950 | 932 |
| 55 | Nagaland | Longleng | 964 | 885 |
| 56 | NCT of Delhi | South West | 846 | 845 |
| 57 | | North West | 857 | 865 |
| 58 | | East | 865 | 871 |
| 59 | | West | 859 | 872 |
| 60 | | North | 886 | 873 |
| 61 | Odisha | Nayagarh | 904 | 855 |
| 62 | Puducherry | Yanam | 964 | 921 |
| 63 | Punjab | Tarn Taran | 784 | 820 |
| 64 | | Gurdaspur | 789 | 821 |
| 65 | | Amritsar | 792 | 826 |
| 66 | | Muktsar | 811 | 831 |
| 67 | | Mansa | 782 | 836 |
| 68 | | Patiala | 776 | 837 |
| 69 | | Sangrur | 784 | 840 |
| 70 | | SahibzadaAjit Singh Nagar | 785 | 841 |
| 71 | | Fatehgarh Sahib | 766 | 842 |
| 72 | | Barnala | 792 | 843 |
| 73 | | Firozpur | 822 | 847 |
| 74 | Rajasthan | Jhunjhunun | 863 | 837 |
| 75 | | Sikar | 885 | 848 |
| 76 | | Karauli | 873 | 852 |
| 77 | | Ganganagar | 850 | 854 |
| 78 | | Dhaulpur | 860 | 857 |
| 79 | | Jaipur | 899 | 861 |
| 80 | | Dausa | 906 | 865 |
| 81 | | Alwar | 887 | 865 |
| 82 | | Bharatpur | 879 | 869 |
| 83 | | SawaiMadhopur | 902 | 871 |
| 84 | Sikkim | North District | 995 | 929 |
| 85 | Tamil Nadu | Cuddalore | 957 | 896 |
| 86 | Telengana | Hyderabad | 943 | 914 |
| 87 | Tripura | South Tripura | 961 | 951 |

| | | | | |
|-----|---------------|---------------------|-----|-----|
| 88 | Uttar Pradesh | Baghpat | 850 | 841 |
| 89 | | Gautam Buddha Nagar | 854 | 843 |
| 90 | | Ghaziabad | 854 | 850 |
| 91 | | Meerut | 857 | 852 |
| 92 | | Bulandshahr | 867 | 854 |
| 93 | | Agra | 866 | 861 |
| 94 | | Muzaffarnagar | 859 | 863 |
| 95 | | Mahamaya Nagar | 886 | 865 |
| 96 | | Jhansi | 886 | 866 |
| 97 | | Mathura | 872 | 870 |
| 98 | Uttarakhand | Pithoragarh | 902 | 816 |
| 99 | | Champawat | 934 | 873 |
| 100 | West Bengal | Kolkata | 927 | 933 |

*** As per 2011 Census, the national CSR is 918 girls per 1000 boys**

Muti-sectoral Interventions for improving the Child Sex Ratio**Overall Goal:** Improvement in the Child Sex Ratio in 100 Gender Critical Districts**Objectives**

1. Prevent gender-biased sex selective elimination
2. Ensure survival & protection of the girl child
3. Ensure education and participation of the girl child

Longterm Objectives

1. Long term interventions for gender equality would focus on creating enabling environment including employable opportunities, safety & security, mobility & speedy justice.

Monitorable Targets:

- i) Improve the SRB in 100 gender critical districts by 10 points in a year.
- ii) Reduce Gender differentials in Under Five Child Mortality Rate from 8 points in 2011 to 4 points by 2017.
- iii) Improve the Nutrition status of girls - by reducing number of underweight and anaemic girls under 5 years of age (from NFHS 3 levels).
- iv) Ensure universalization of ICDS, girls' attendance and equal care monitored, using joint ICDS NRHM Mother Child Protection Cards.
- v) Increase the girl's enrolment in secondary education from 76% in 2013-14 to 79% by 2017.
- vi) Provide girl's toilet in every school in 100 CSR districts by 2017.
- vii) Promote a protective environment for Girl Children through implementation of Protection of Children from Sexual Offences (POCSO) Act 2012.
- viii) Train Elected Representatives/ Grassroot functionaries as Community Champions to mobilize communities to improve CSR & promote Girl's education.

| Ministry/ Department | Action-points | Outcome & Timeline |
|--|--|---|
| Ministry of Women & Child Development (MoWCD) | National level | |
| | 1. Collation of best practises/ initiatives/ incentive schemes on creating a value of girl child. | Document on Best Practises on incentive schemes shared with States/UTs by September 2014 |
| | 2. Formulate a Training Core Group in National Institute of Public Cooperation & Child Development (NIPCCD) for Training & Capacity building) with representatives from MoHFW; MoHRD | Standardized Training Modules developed by September 2014; disseminated to States/UTs by October 2014 |
| | 3. Development of State Action Plans on BBBP/ State specific policies on Girl Child by States/UTs | State Action Plans formulated by September 2015; |
| | 4. Protection of Children from Sexual Offences (POCSO) Act 2012 notified; National & State Specific Guidelines | State Specific Policies for the Girl Child adopted in majority of States by 2015 |

| | | |
|---|--|---|
| | issued. | Guidelines issued by 2015 |
| | <p>State/District level</p> <ol style="list-style-type: none"> 5. Improve awareness & utilization by women/girls of MoWCD's Schemes & Programmes for - ICDS, ICPS, IGMSY, Sabla, Creche, SwadharGreh, CARA, Working Women's Hostel. 6. Promote early registration of pregnancy in the first trimester at AWCs/Health Centres by ensuring release of 1st instalment (Rs. 35,00/-) under IGMSY to pregnant mother at the registration of pregnancy. 7. Facilitate effective implementation of Mother & Child Protection Card (MCPC). 8. Train existing network of AWWs/ASHAs to generate awareness on the CSR issue, manage and monitor relevant data, & facilitate convergence on ground. 9. Sensitize women/girls, young married couples at the AWCs/ VHSNC/VHND on the issue of decline in CSR & Value of Girl Child. Undertake Sensitization of youth (NSS, NYKS) /SHGs/ CBO/ EWR 10. Community mobilization through initiatives like celebration of birth of Girl Child/Women & Child friendly Panchayats/Celebration of Girl Child Day (Monthly). 11. Provide legal counselling/aid/awareness on PC & PNDT Act/PWDWA/Dowry Prohibition/POCSO/ and other legislations through NALSA/SLSA | <p>Improved Awareness & Utilization of MWCD's schemes/programmes by 2015-17</p> <p>Guidelines issued by September 2014</p> <p>Implementation of Mother & Child Protection Card universalized.</p> <p>Sensitized front line workers on issue of CSR</p> <p>Sensitized community to act as Community Watch Groups on CSR issue & enhanced value of girl child</p> |
| Ministry of Health & Family Welfare (MoHF&W) | <p>Effective Implementation of Pre-Conception & Pre-natal Diagnostic Techniques (PC&PNDT) Act</p> <p>National level</p> <ol style="list-style-type: none"> 1. Reconstitution of CSB and to ensure regular meetings of the CSB 2. Two national meeting per year to review the implementation of PC& PNDT Act | <p>30th September, 2014</p> <p>Rigorous monitoring of the implementation of PC&PNDT Act besides ensuring the implementation of specific state annual plan</p> |

| | | |
|--|---|--|
| | <ol style="list-style-type: none"> 3. Five regional review meetings 4. National Inspection and Monitoring Committee Visits (24 visits in a year) 5. National Capacity Building workshop of State Appropriate Authorities and State Nodal Officers 6. National Capacity Building workshop for NIMC members 7. Orientation program for the State Appropriate Authorities and State Nodal Officers on new amendments to the PC&PNDT Rules | <p>by end of 2014 & monitored through 2015- 2017</p> |
| | <p>State level</p> <ol style="list-style-type: none"> 1. Constitution/ reconstitution of State supervisory Board, Multimember State appropriate Authority and State Advisory Committee and ensure regular meetings. 2. Strengthening of the state PNDT cell with technical human resource. 3. Review meetings and field inspections and monitoring in every three months of the identified 100 districts. 4. Setting up of Inspection targets for the state inspection committees. 5. Orientation and sensitisation of the judiciary at both the levels state and district level through State Judicial Academies to ensure speedy decisions on the pending PNDT cases. 6. Setting up of a dedicated legal cell at the state level to ensure adequate and prompt defending of all the ongoing PNDT court cases and timely filing of appeals. The state coordinator of the legal cell may be a retired magistrate or the district judge with at least four lawyers with adequate office support. 7. Analysis, monitoring of all the on-going PNDT court cases pending in the district courts and updating of information (including the most crucial interventions required in each case) at the district level by state legal consultant 8. Follow-up with Registrars of Supreme Court/ High Court for disposal of PNDT cases with review by PMO 9. Timely communication to the State Medial Council in case of conviction or charge sheet is secured against any medical doctor to ensure suspension/ cancellation of medical license. | <p>30th September 2014</p> <p>Rigorous implementation of PC&PNDT Act at the district level besides other interventions as per the district plan by end of 2014 & monitored through 2015-2017</p> |
| | <p>District level</p> | |

| | | |
|---|--|---|
| | <ol style="list-style-type: none"> 1. Selected districts to measure/identify baseline data for measuring the CSR, SRB 2. Strengthen District PC & PNDD cells with technical manpower, office equipments and space within the DM's office. 3. Mapping of all available ultra-sonography machines (individual machines not the clinics), in the districts and update of this data after every 03 month. 4. Ensure statutory Institutional bodies (as contained in the PC & PNDD Act- District Appropriate Authorities, & District Advisory Committees) and ensure District Inspection & Monitoring Committees are set up in the districts. 5. Update information (including the most crucial interventions required in each case) of all the on-going PNDD court cases by District Legal Consultant. 6. Set up Special Task Forces under DM/SP, to review the implementation every month and submit report to State Authority & PNDD Division, GOI 7. Analysis of the birth records, at IVF centres, Surrogacy clinics, and genetics counselling centres in the district. 8. Follow-up with district Judge on PNDD cases. 9. Ensure functioning of anonymous online complaint portal by September, 30, 2014 10. Institute Rewards for the informers to help in identify the unregistered/ illegal ultrasound machines and the clinics indulging in illegal practice of sex selection. 11. Initiate mechanism for regular capacity-building of State & District Appropriate Authorities. | <p>Baseline data available by September 30, 2014</p> <p>Strengthened PC & PNDD cell by September 2014</p> <p>Ultra-sonography machines mapped & update every 3 months</p> <p>September, 30, 2014.</p> <p>End of September, 2014 Action taken report by the Legal Consultant to District Magistrate every month</p> <p>September, 30, 2014.</p> <p>Concurrent assessment of % age of births of male & female child.</p> <p>Improved disposal of PNDD cases</p> <p>Increased reporting of complaints under PC& PNDD act</p> |
| <p>Ministry of Human Resource Development (MoHRD)- Department of School Education and Literacy</p> | <ol style="list-style-type: none"> 1. Activate School Management Committees (SMCs) to ensure universal enrolment of girls. 2. Create Forums to encourage participation of girls through BalikaMandh. 3. Construction of Girl's toilets & efforts to make dysfunctional toilets functional. | <p>SMC acting as Women's agency to promote girls education</p> <p>Girls encouraged to pursue sports, arts & crafts, cultural activities.</p> <p>96509 girl's toilets in elementary and 6688 in secondary schools to be constructed by August,</p> |

| | | |
|--------------------------------|--|--|
| | <ol style="list-style-type: none"> 4. Completion of Kasturba Gandhi BalVidyalayas 5. Campaign to re-enroll drop-out girls in secondary schools 6. Construction of girls hostels for secondary and senior secondary schools 7. Sensitization of teachers on Child Sex Ratio through SarvaShikshaAbhiyan. 8. Institutionalize standard guidelines/ protocols for Girl Child Friendly Schools including residential schools & ensure its effective implementation. 9. Institute a district level award to be given to 5 Schools/year for strengthening education in 100 specified districts | <p>2015. 89013 girls toilets in elementary schools & 9542 in secondary schools constructed</p> <p>Standard guidelines/ protocols for Girl Child Friendly Schools by 2015 Guidelines issued by September 2014</p> |
| <p>MoI&B (DAVP)</p> | <ol style="list-style-type: none"> 1. Execution of an effective Media Campaign in consultation with the concerned Ministries through Mass media, Social-media & outreach through existing grassroot functionaries (Specific content for the Media Campaign to be provided to DAVP by MoHF&W; MoHRD&MoWCD). | <p>Media Plan developed by 31st August, 2014; Campaign rolled out in all States by September 2014</p> |

Annexure 3 (i)

| Component and year wise expenditure | | | | | | | | | | | |
|-------------------------------------|--|---------------|------------|-----------------------|----------------|------------|-------------------|---------------|------------|-------------------|--------------------|
| | | | | | | | | | | | (Rs. in Lakhs) |
| S. No | Particulars at each level | Cost per unit | No of unit | 2014-15 (for 6 month) | Cost per unit | No of unit | 2015-16 | Cost per unit | No of unit | 2016-2017 | Total |
| 1 | Central Level | | | | | | | | | | |
| | (i) Media Campaign (by MoI&B, DAVP) | 25000000 | | 250,000,000 | | | | | | | |
| | (ii) Training/orientation/ Consultation, Development of standardized Training Modules, Programme for legal counselling & awareness involving NALSA | 68600000 | | 68,600,000 | 20,000,000 | | 20,000,000 | 18,800,000 | | 18,800,000 | |
| | (iii) Monitoring and Evaluation | 32,400,000 | | 32,400,000 | 23,650,000 | | 23,650,000 | 20,000,000 | | 20,000,000 | |
| | (iv) Contingency | 9,000,000 | | 9,000,000 | 1,350,000 | | 1,350,000 | 1,200,000 | | 1,200,000 | |
| | Sub Total (Central Level) | | | 360,000,000 | | | 45,000,000 | | | 40,000,000 | 445,000,000 |
| 2 | State Level | | | | | | | | | | |
| | (i) Inter-sectoral Consultation/ meetings and meetings of state task force | | | | | | | | | | |
| | (a) States | 250000 | 29 | 7,250,000 | 410,000 | 29 | 11,890,000 | 350,000 | 29 | 10,150,000 | |
| | (b) UTs | 200000 | 7 | 1,400,000 | 250,000 | 7 | 1,750,000 | 200,000 | 7 | 1,400,000 | |
| | (ii) Training & Capacity-building-Orientation & Sensitization | | | | | | | | | | |
| | (a) States | 900000 | 29 | 26,100,000 | 800,000 | 29 | 23,200,000 | 700,000 | 29 | 20,300,000 | |
| | (b) UTs | 300000 | 7 | 2,100,000 | 300,000 | 7 | 2,100,000 | 400,000 | 7 | 2,800,000 | |
| | (iii) Innovation and Awareness generation activities | | | | | | | | | | |

| | | | | | | | | | | | |
|---|---|----------------|-----|--------------------|-----------|-----|-------------------|---------|-----|-------------------|--------------------|
| | (a) States | 2550000 | 29 | 73,950,000 | 1,000,000 | 29 | 29,000,000 | 900,000 | 29 | 26,100,000 | |
| | (b) UTs | 800000 | 7 | 5,600,000 | 400,000 | 7 | 2,800,000 | 300,000 | 7 | 2,100,000 | |
| | (iv) Monitoring and Evaluation | | | | | | | | | | |
| | (a) States | 300,000 | 29 | 8,700,000 | 400,000 | 29 | 11,600,000 | 400,000 | 29 | 11,600,000 | |
| | (b) UTs | 300,000 | 7 | 2,100,000 | 200,000 | 7 | 1,400,000 | 175,000 | 7 | 1,225,000 | |
| | (v) Flexi fund (10%) | | | | | | | | | | |
| | (a) States | | | 11,600,000 | | | 7,569,000 | | | 6,815,000 | |
| | (b) UTs | | | 1,120,000 | | | 805,000 | | | 682,500 | |
| | Total (State Level) | | | 139,920,000 | | | 92,114,000 | | | 83,172,500 | 315,206,500 |
| 3 | District Level | | | | | | | | | | |
| | (i) Inter-sectoral Consultation & Meetings, Meeting of DTF and BTF | 500,000 | 100 | 50000000 | 300,000 | 100 | 30,000,000 | 200,000 | 100 | 20,000,000 | |
| | (ii) Training & Capacity building/sensitization programme | 600,000 | 100 | 60000000 | 300,000 | 100 | 30,000,000 | 220,000 | 100 | 22,000,000 | |
| | (iii) Innovations | 1,000,000 | 100 | 100000000 | 600,000 | 100 | 60,000,000 | 600,000 | 100 | 60,000,000 | |
| | (iv) Monitoring and Evaluation | 310,000 | 100 | 31000000 | 400,000 | 100 | 40,000,000 | 350,000 | 100 | 35,000,000 | |
| | (v) Documentation | 300,000 | 100 | 30000000 | 300,000 | 100 | 30,000,000 | 250,000 | 100 | 25,000,000 | |
| | (vi) Awareness generation, Community Mobilization and outreach activities | 2,200,000 | 100 | 220000000 | 940,000 | 100 | 94,000,000 | 900,000 | 100 | 90,000,000 | |
| | (vii) Sectoral activities of M/O HRD | 500,000 | 100 | 50000000 | | | | | | | |
| | (viii) Sectoral activities of MoH&FW | 500,000 | 100 | 50000000 | | | | | | | |
| | Flexi fund (10%) | | | 59100000 | | | 28400000 | | | 25200000 | 112,700,000 |
| | Sub Total (District Level) | | | 650,100,000 | | | 312,400,000 | | | 277,200,000 | 1,239,700,000 |
| | Grand Total | | | 1,150,020,000 | | | 449,514,000 | | | 400,372,500 | 1,999,906,500 |

Central Level Norms

| Sl. No. | Item | Cost Norm | Units | 2014-15 (Oct-March) | 2015-16 | 2016-17 | Total |
|---------|--|--------------------|-------|---------------------|-------------------|-------------------|--------------------|
| 1 | Media Campaign (by MoI&B, DAVP) | 250,000,000 | 1 | 250,000,000 | 0 | 0 | 250,000,000 |
| 2 | Sectoral activities (5 Cr. Each to MoHRD, MoHFW) | 50,000,000 | 2 | 100,000,000 | 0 | 0 | 100,000,000 |
| 3 | Training/orientation, Consultation, Development of standardized Training Modules and Programme for legal counselling & awareness involving NALSA | | | 0 | | | |
| | (i) Orientation of Pr. Secretary/Secretary, DWCD; DM/DC (100 districts) | 3,500,000 | | 3,500,000 | 3,000,000 | 2,600,000 | 5,600,000 |
| | (ii) Development of standardized Training Modules & awareness generation materials by Technical Agency on CSR | 20,000,000 | 1 | 20,000,000 | 0 | 0 | 20,000,000 |
| | (iii) Consultations with MPs/Judiciary/ IMA/ stakeholders/Associations-FICCI, CII etc | 9,100,000 | 2 | 9,100,000 | 9,100,000 | 7,000,000 | 25,200,000 |
| | (iv) Logo competition/Advertisement/Prize | 1,000,000 | 1 | 1,000,000 | 0 | 0 | 1,000,000 |
| | (v) Programme for legal counselling & awareness involving NALSA (Programme for legal counselling & awareness @ 15,000 per annum per district for outreach & @20,000 per annum per district for counselling) | 35,000,000 | 1 | 35,000,000 | 0 | 0 | 35,000,000 |
| | Sub Total (3) | 68,600,000 | | 68,600,000 | 12,100,000 | 9,600,000 | 86,800,000 |
| 4 | Monitoring and Evaluation | 27,400,000 | | 27,400,000 | 27,400,000 | 26,200,000 | 81,000,000 |
| 5 | Documentation | 5,000,000 | 1 | 5,000,000 | 4,150,000 | 3,000,000 | 12,150,000 |
| 6 | Contingency | 9,000,000 | | 9,000,000 | 1,350,000 | 1,200,000 | 11,550,000 |
| | Grand Total | 410,000,000 | | 460,000,000 | 45,000,000 | 40,000,000 | 541,500,000 |
| | | | | | | | |

State Level Norms

| Sl. No. | Item | | 2014-15 (Oct-March) | 2015-16 | 2016-17 |
|---------|--|---------------|---------------------|------------------|------------------|
| 1 | Inter-sectoral Consultation/meetings and meetings of state task force | | | | |
| | (i) Quarterly meetings of State Task Force (headed by Chief Secretary with representatives of concerned Depts. & Civil Society Organization) | States | 100,000 | 400,000 | 350,000 |
| | | Uts | 100,000 | 250,000 | 200,000 |
| | (ii) Consultation for developing State Action Plan, State policy for Girl Child. | States | 150000 | 0 | 0 |
| | | Uts | 100000 | 0 | 0 |
| | Sub Total (1) | | States | 250,000 | 400,000 |
| | | Uts | 200,000 | 250,000 | 200,000 |
| 2 | Training & Capacity-building-Orientation & Sensitization | | | | |
| | (i) Orientation/Worshop of IMA-State Chapter/Medical Professionals/ Corporate Sector/Media/School-College Teachers/State Legal Service Authority/ Ultrasound Manufacturers | States | 450,000 | 400,000 | 350,000 |
| | | Uts | 150,000 | 150,000 | 200,000 |
| | (ii) Sensitization of Members of Legislative Assembly/Members of Parliament (MLAs/MPs)/ Judiciary/Police | States | 450,000 | 400,000 | 350,000 |
| | | Uts | 150,000 | 150,000 | 200,000 |
| | Sub Total (2) | | States | 900,000 | 800,000 |
| | | Uts | 300,000 | 300,000 | 400,000 |
| 3 | Innovation and Awareness generation activities | | | | |
| | Innovation Fund, Celebration of Girl Child Day (monthly)Annual event for felicitating district for adopting any best practice on Girl Child Day | States | 1,550,000 | 700,000 | 600,000 |
| | | Uts | 400,000 | 200,000 | 150,000 |
| | Awareness Generation activities such as Seminar/Community Radio/ Pamphlets/ dissemination of best practices at district/sub district level | States | 1,000,000 | 300,000 | 300,000 |
| | | Uts | 400,000 | 200,000 | 150,000 |
| | Sub Total (3) | | States | 2,550,000 | 1,000,000 |
| | | Uts | 800,000 | 400,000 | 300,000 |
| 4 | Monitoring and Evaluation. Documentation | States | 300,000 | 400,000 | 400,000 |
| | | Uts | 300,000 | 200,000 | 175,000 |
| 6 | Flexi fund (10%) | States | 375,000 | 220,000 | 200,000 |
| | | Uts | 160,000 | 115,000 | 97,500 |

| District Level Norms for 100 gender critical districts | | | | |
|---|---|---------------------|----------------|----------------|
| Sl. No | Item | 2014-15 (Oct-March) | 2015-16 | 2016-17 |
| 1 | Inter-sectoral Consultation & Meetings | | | |
| | At least 10 Convergence Meeting with line departments and other stakeholders | 100,000 | 80,000 | 50,000 |
| | At least 10 Meeting of DTF and BTF | 100,000 | 80,000 | 50,000 |
| | At least 3 Media Campaign | 300,000 | 140,000 | 100,000 |
| | Sub Total (i) | 500,000 | 300,000 | 200,000 |
| 2 | At least 10 Training & Capacity building/sensitization programme | | | |
| | District Officers/Religious leaders/PRI/Judiciary, frontline workers/VHSNC members/Youth groups, SHGs, NGOs | 600,000 | 300,000 | 220,000 |
| 3 | Innovation | | | |
| | Adoption of Innovative practices (Celebration of Girl Child Day (Fix day in a month), /BetiJanmotsava/ Incentivising panchayat/ Urban ward/ frontline worker for adopting best practice/felicitating Girls child & her family in hospitals with birth certificate & sweets) and any other activity identified by DTF/BTF | 1,000,000 | 600,000 | 600,000 |
| 4 | At least 10 Outreach Activities | | | |
| | Awareness generation and outreach activities such as NukkadNatak/rally/baby show, Celebration of Girl Child Day (Fix day in a month) regular meetings of Village Health Sanitation and Nutrition Committee (VHSNC), organise special Gram Sabha on CSR on quarterly basis and similar other activities identified by DTF/BTF | 2,200,000 | 940,000 | 900,000 |
| 5 | Monitoring and Evaluation | | | |
| | Develop tools for data Collection & monitoring of programme | 310,000 | 400,000 | 350,000 |
| 6 | Documentation | 300,000 | 300,000 | 250,000 |
| 7 | Sectoral activities of M/O HRD i.e. institution of district level award to be given to 5 Schools in each 100 gender critical districts @ 1 laks per school through education department of the respective district for strengthening education for girl child | 5,000,000 | - | - |

| | | | | |
|----------|---|------------------|---|---|
| 8 | Sectoral activities of M/O H&FW such as effective Implementation of Pre-Conception & Pre-natal Diagnostic Techniques (PC&PNDT) Act in 100 gender critical districts @ 5 lakh per district through health department of the respective district | | - | - |
| | (i) Human resource to strengthen the district PNDT cell per district | 200000 | - | - |
| | (ii) Source money for generating active information of violation under per district | 100000 | - | - |
| | (iii) Monitory mechanisms per district | 50000 | - | - |
| | (iv) Innovations , research studies or surveys per district | 100000 | - | - |
| | (v) IEC Activities / Capacity building per district | 50000 | - | - |
| | Subtotal of 8 | 5,000,000 | - | - |

Draft

**Guidelines for District Collectors/Deputy
Commissioners**

BetiBachao, BetiPadhao
(BBBP)

**MINISTRY OF WOMEN AND CHILD DEVELOPMENT
GOVERNMENT OF INDIA**



Table of Contents

- 1. Introduction**
- 2. Beti Bachao, Beti Padhao (BBBP) Scheme**
 - 2.1. Overall Goal**
 - 2.2. Objectives**
 - 2.3. Monitorable Targets**
 - 2.4. Strategies**
 - 2.5. Components**
 - 2.5.1. Mass Communication Campaign on BBBP**
 - 2.5.2. Multi-Sectoral Action in 100 districts**
- 3. Districts identified**
- 4. Guidelines on strategic actions**
 - 4.1. Mechanisms for planning, implementation & monitoring**
 - 4.2. Implementation Activities**
 - 4.2.1. Orientation & Sensitization**
 - 4.2.2. Effective Implementation of PC&PNDT Act**
 - 4.2.3. Enabling Environment for value of girl child & promote her education**
 - 4.2.4. Capacity building & Training**
 - 4.2.5. Advocacy, Community Mobilization & Awareness Raising**
 - 4.2.6. Data collection, Monitoring & Evaluation**
 - 4.2.7. Reporting & Documentation**
- 5. Budgetary Provision for the districts**

1. Introduction:

The Census (2011) data showed a significant declining trend in the Child Sex Ratio (CSR), calculated as number of girls for every 1000 boys between age group of 0-6 years, with an all time low of 918. The decline in CSR has been unabated since 1961. A skewed CSR indicates that number of girls is getting disproportionately less in comparison to the boys. It reflects both pre birth discrimination manifested through gender biased sex selection, and post birth discrimination against girls. The decline is widespread across the country and has expanded to rural as well as tribal areas.

Though the CSR is influenced by number of factors such as under-registration of girls, differential infant & child mortality, strong socio-cultural and religious biases, preference for sons & discrimination towards daughters, it is in large measure determined by Sex Ratio at Birth (SRB). SRB is defined as number of girls born per 1000 boys. The SRB for the period 2008-10 was 908 as against the internationally observed normal SRB of 952 clearly pointing out to lesser number of girls born

than the boys in India. A low SRB is directly linked to easy availability and affordability of diagnostic tools leading to increasing Sex Selective Elimination (SSE).

The sharp decline as pointed by Census 2011 data is a call for urgent action, as it highlights that the girl child is increasingly being excluded from life itself. Coordinated & convergent efforts are needed to ensure survival, protection and education of the girl child. The Government has announced *Beti Bachao, Beti Padhao* (BBBP) programme to address the issue of decline in CSR through a mass campaign across the country, and focussed intervention & Multi-Sectoral Action in 100 gender critical districts.

The District Collectors/Deputy Commissioners (DCs) will lead and coordinate action of all departments for implementation of BBBP at the District level.

2. Beti Bachao, Beti Padhao (BBBP) Scheme

2.1 Overall Goal: Celebrate the Girl Child & Enable her Education

2.2 Objectives:

- Prevent gender biased sex selective elimination
- Ensure survival & protection of the girl child
- Ensure education of the girl child

2.3 Monitorable Targets:

- Improve the SRB in 100 gender critical districts by 10 points in a year.
- Reduce Gender differentials in Under Five Child Mortality Rate from 8 points in 2011 to 4 points by 2017.
- Improve the Nutrition status of girls - by reducing number of underweight and anaemic girls under 5 years of age (from NFHS 3 levels).
- Ensure universalization of ICDS, girls' attendance and equal care monitored, using joint ICDS NRHM Mother Child Protection Cards.
- Increase the girl's enrolment in secondary education from 76% in 2013-14 to 79% by 2017.
- Provide girl's toilet in every school in 100 CSR districts by 2017.
- Promote a protective environment for Girl Children through implementation of Protection of Children from Sexual Offences (POCSO) Act 2012.
- Train Elected Representatives/ Grassroot functionaries as Community Champions to mobilize communities to improve CSR & promote Girl's education.

2.4 Strategies: The strategies include:

- i. Implement a sustained Social Mobilization and Communication Campaign to create equal value for the girl child & promote her education.
- ii. Place the issue of decline in CSR/SRB in public discourse, improvement of which would be a indicator for good governance.
- iii. Focus on Gender Critical Districts and Cities low on CSR for intensive & integrated action.
- iv. Mobilize & Train Panchayati Raj Institutions/Urban local bodies/ Grassroot workers as catalysts for social change, in partnership with local community/women's/youth groups.
- v. Ensure service delivery structures/schemes & programmes are sufficiently responsive to issues of gender and children's rights.
- vi. Enable Inter-sectoral and inter-institutional convergence at District/Block/Grassroot levels.

2.5 Components:

2.5.1. Mass Communication Campaign on *BetiBachao-BetiPadhao*

The programme will be initiated with the launch of "*BetiBachao, BetiPadhao*", a nation-wide campaign to increase awareness on celebrating the Girl Child & enabling her education. The campaign will be aimed at ensuring girls are born, nurtured and educated without discrimination to become empowered citizens of this country with equal rights. The Campaign will interlink National, State and District level interventions with community level action in 100 districts, bringing together different stakeholders for accelerated impact.

2.5.2. Multi-Sectoral interventions in 100 Gender Critical Districts covering all States/UTs low on CSR

Multi-Sectoral actions have been drawn in consultation with MoHFW&MoHRD. Measurable outcomes and indicators will bring together concerned sectors, states and districts for urgent concerted Multi-Sectoral action to improve the CSR. The States/UTs will adapt a flexible Framework for Multi-Sectoral Action through the State Task Forces for developing, implementing and monitoring State/ District Plans of Action to achieve the State/District Specific Monitorable Targets.

3. Districts identified

The 100 districts have been identified on the basis of low Child Sex Ratio as per Census 2011 covering all States/UTs.

4. Guidelines for strategic actions to be undertaken:

4.1. Planning, Implementation & Monitoring at District/Block & Gram Panchayat levels:

District (Action- DC)

i. Constitute District Task Force (DTF) headed by DC with representatives of Line Departments (Health & Family Welfare; Education; Panchayati Raj/ Rural Development & Police) to:

- Develop District Action Plans through a consultative process involving Departments of Women & Child Development, Health & Education.
- Provide guidance for implementation of Multi-Sectoral action.
- Undertake monthly review of the progress on the activities listed in the Department Plans of action at the district level.
- Nominate Nodal Officer (Senior Official) from each Department for formulation, implementation & monitoring of District Action Plans under overall supervision of DC/DM.
- Designate a Coordinating Officer amongst them to facilitate the process of formulation of District Action Plan.
- Undertake overall responsibility for measurable changes in identified indicators related to CSR/SRB.
- Review the implementation of PC&PNDT Act.
- Follow-up with district Judge on PNDT cases and submit monthly report to the State Authority with copy to PNDT Division, GOI.
- Establish linkages with:
 - Local NGOs working on the issue of Gender, Child Sex Ratio, Education
 - Schools, colleges, professional colleges and universities to promote youth campaign on value of girl child & enable her education.
 - Corporates to mobilize resources under Corporate Social Responsibility
 - Undertake overall responsibility for measurable changes in identified indicators related to CSR/SRB.

The technical support and guidance for the implementation of Action Plan in the district would be provided by District Programme Officer (DPO) in the District ICDS Office/PNDT Cell or any other structure as deemed fit by the DC/DM. This structure will also supervise the day to day coordination & monitoring related to implementation of activities on ground. In identified cities / urban areas, the plan will be implemented through the Urban Local Bodies/Municipal Corporations.

Block: (Action-Sub Divisional Magistrate/Sub Divisional Officer/Block Development Officer)

- i. Constitute Block Task Force (BTF) headed by SDM/SDO/BDO.
- ii. Ensure that Quarterly meeting of BTF are held on a regular basis.
- iii. Ensure follow-up actions are taken in a time-bound manner.

Gram Panchayat (*Action-Sarpanch/ Pradhan*)

- i. Existing forum of Village Health Sanitation & Nutrition Committee (VHSNC), a sub-committee of Gram Panchayat, will have the responsibility of coordinating implementation & monitoring of action plan.
- ii. Existing platform of Village Health & Nutrition Day to be used for service delivery & counselling on *BetiBachao, BetiPadhao*.

Timelines:

- i. DCs should constitute District Task Force/Block Task Force within 1 month of approval of the scheme.
- ii. Ensure first meeting of the DTF/BTF within a week of its constitution,
- iii. Finalize timelines & monitorable targets for district action plan within 15 days & submit the same to Dept. of Women & Child Development (DWCD) in their respective State for collation & onward submission to MWCD for approval.
- iv. The District Action Plans will be rolled out as soon as the funds are transferred to the District through the State.

4.2. Implementation Activities:

4.2.1. Orientation & Sensitization

Orientation

- i. Orientation of District Officers/ ZilaParishad members/ Judiciary/ District Legal Services Authority (DLSA)/NGOs/Doctors for identifying role & responsibility (within 1st quarter of the roll out of the scheme).
- ii. Orientation of Block Officers/Block Parishad/Panchayat Pradhans/Sarpanches/Front line workers/SHG members (over a continuum).
- iii. Orientation of Panchayat members, Village Health Sanitation & Nutrition Committee (VHSNC) members on tools for data collection/ Community Mobilization/dissemination of information on schemes and programmes/ Reporting.

Sensitization

- i. Sensitization of Member of Parliament (MP)/Members of Legislative Assembly (MLA)/Elected representatives/ Religious leaders/ Community leaders (within 1st quarter of the roll out of the scheme).
- ii. Sensitization of teachers on Child Sex Ratio through SarvaShikshaAbhiyan (within 1st quarter of the roll out of the scheme).

4.2.2. Effective Implementation of PC&PNDT Act

- i. Identify source of baseline data for measuring the CSR, SRB. Selected districts will have to measure/identify baseline data by September, 30, 2014. Against this, the progress of the proposed intervention will be measured after 02 years.
- ii. Strengthen District PC & PNDT cells by recruitment of at least 05 human resources (Cell Administrator, Legal Consultant, Inspector (Rtd.) for monitoring, and Data Entry Operators-2) with office equipments and space within the DM's office.
- iii. Map all the available ultra-sonography machines (individual machines not the clinics), in the districts and update of this data after every 03 month.
- iv. Ensure statutory Institutional bodies (as contained in the PC & PNDT Act- *District Appropriate Authorities, & District Advisory Committees*) and ensure *District Inspection & Monitoring Committees* are set up in the districts.
- v. Update information (including the most crucial interventions required in each case) of all the on-going PNDT court cases by District Legal Consultant. Review of action taken by the Legal Consultant is to be done by the District Magistrate every month.
- vi. Analyze birth records, at IVF centres, Surrogacy clinics, and genetics counselling centres in the district, with a view to know the percentage of births of male & female child there. This will be done by the District Appropriate Authority and the report submitted to the State Appropriate Authority (SAA).
- vii. Ensure functioning of anonymous online complaint portal.
- viii. Institute Rewards for the informers to help in identify the unregistered/ illegal ultrasound machines and the clinics indulging in illegal practice of sex selection

Note: However while implementing these interventions at the district/block/gram panchayat level; the aim should be to prohibit and regulate the illegal practice of sex selection / determination and not to track pregnancies. Interventions should not impede the implementation of MTP Act meant for providing safe abortion services to women as such steps can further victimize the women.

4.2.3. Enabling environment for value & education of Girl Child

- i. **Enabling environment for the birth of Girl Child** through the following:

- Promote early registration of pregnancy in the first trimester at AWCs/Health Centres through public awareness campaigns
- Incentivize pregnant mothers for registration of pregnancy in the 1st trimester (Rs. 3,500/- under IGMSY) - by end of 2014.
- Promote effective implementation of Mother & Child Protection Card (MCPC) by AWWs/ASHAs-across the continuum.
- Improve awareness & utilization of MoWCD's Schemes & Programmes for women/girls - ICDS, ICPS, IGMSY, Sabla, Creche, SwadharGreh, CARA, Working Women's Hostel-across the continuum.
- Incentivise Schools/ Panchayat/ Urban ward/ Frontline worker/Community volunteer on annual basis.

ii. **Enable education** in order to

- Activate School Management Committees (SMCs) to ensure universal enrolment of girls through special drives- over a continuum.
- Encourage participation of girls in schools through BalikaManch-over a continuum.
- Construct Girl's toilets where none exists & make dysfunctional toilets functional (96509 girl's toilets in elementary and 6688 in secondary schools)-to be constructed by August, 2015.
- Construct 162 Kasturba Gandhi Bal Vidyalayas (KGBV) buildings - to be completed by August 2015
- Initiate Campaign to re-enroll drop-out girls in secondary schools
- Construct 500 girls hostel for secondary and senior secondary schools by August 2015.
- Operationalize standard guidelines/ protocols for Girl Child Friendly Schools including residential schools & ensure its effective implementation by August 2015.
- Institute a district level award to be given to 5 Schools/year for promoting girl's education.

4.2.4. Training & Capacity-building

• **Mainstreaming Gender equality related concerns**

- i. **Integration of gender equality related concerns in curriculum** across the educational institutions with special emphasis on Medical Colleges
- ii. **Integration of the girl child and gender equality related concerns in the training strategy of:**

- Administrative, police, judicial, medical colleges and other training academies, such as LBSNAA, ATIs.
- iii. Integration of Gender Concerns in the recruitment of personnel at district level
- iv. **Strengthen capacities of the existing training institutions of the relevant Departments-** including
 - Through Gender and Girl Child Units - to impart effective training on Gender Sensitization and issues related to the CSR.
- v. **Inclusion/ Integration of the girl child and gender equality related concerns into the training curricula and modules of relevant flagship programmes/schemessuch as**
 - ICDS, NRHM/NHM, SSA, NRLM, MGNREGA, TSC etc. and that of PRIs, ULBs, women's SHGs and youth groups.
- **Capacity-building**
 - vi. **Undertake training of Frontline workers such as AWWs/ ASHAs** to enhance their understanding on
 - Issue of declining CSR, female feoticide and its social impact; implementation of PC&PNDT Act; manage and monitor relevant data, & facilitate convergence on ground.
 - vii. **Train District Appropriate Authorities & other functionaries under the PC & PNDT Act.**
 - viii. **Build capacities of the existing training institutions working with youth groups and Sabla groups**
 - To enable these groups to emerge as change agents (community volunteers) for improving the CSR and ending gender based violence.

4.2.5 Advocacy, Community mobilization & Awareness Generation

- i. **Community Mobilization and Outreach** through initiatives like *Naariki Chaupal*³, *Beti Janmotsav* etc. may be initiated to spread the message of *Beti Bachao Beti Padhao*.
- ii. **Dedicate a special day** every month for celebration of *Beti Bachao, Beti Padhao*.
- iii. **National Girl Child Day** may be celebrated on 24th January every year by all stakeholders including local opinion makers, PRI Members, MLAs, MPs etc. at District levels, led by the District Administrations of the 100 gender critical districts.

³ *Naari Ki Chaupal* aims to create a vibrant meeting space that enables a large number of community groups, civil society organizations and women from various communities to come together, reflect and have a dialogue on issues that affect women with an approach towards finding solutions.

- iv. **International Women's Day** may be celebrated in order to send out a strong message highlighting the need of empowering women and girls. Further, celebration of this Day can be used to highlight the contribution of empowered mothers to the BBBP Scheme.
- v. **Pledge** for protection, safety, value and education of the girl child may be adopted by Govt. of India and the same may be taken on the occasion of National Girl Child Day by DC/DM along with other government functionaries. The Pledge shall be in Hindi and English and States/UTs may get the translation of the same done in regional languages for dissemination in the Districts.
- vi. **Encouraging reversal of son centric rituals and customs** may be done through
 - ✓ Advocacy efforts and community mobilization initiatives like celebrating *Lohri* for the birth of a daughter, siblings tying rachis to each other on *Raksha Bandhan*, encouraging forgotten age old, progressive concepts like *ardhangini* (an equal life partner) etc.
 - ✓ Social customs which promote men and boys over women and girls may be targeted and reversed gradually in order to foster gender equality as a long term goal and bring about social and behavioural change with regard to son preference and sex selection.
- vii. **Inclusion of Local Religious/Spiritual Leaders** in advocacy and community mobilization initiatives may be done in order to enhance the acceptance of such efforts by the community.
- viii. **Positive Reinforcements of Daughters** need be done as providers of old age security. It needs to be highlighted that daughters look after parents in their old age as much as sons do and sometimes even more⁴.
- ix. **Promotion of Simple Weddings** may be done aggressively to protect parents from financial burden of dowry and ostentatious marriage ceremonies
- x. **Promotion of Equal Property Rights** for daughters & sons may be done in the community through community mobilization initiatives.
- xi. **Email Signatures of Government officials** may have the embedded social message of *Beti Bachao Beti Padhao* for creating a brand identity and ownership of the Campaign at District Levels. NIC or any other appropriate body at State/UT can facilitate the same.
- xii. **Support may be extended to the following national activities by DC/DM:**
 - ✓ **Field Publicity** by the Song and Drama Division of Ministry of Information and Broadcasting

⁴Examples of breaking age old tradition such as daughters performing last rites of their parents, allowing mothers to participate in religious activities involving their children's marriage should be promoted to send out progressive message across the community.

- ✓ **Display of Posters and other IEC material:** Efforts may be made to organize display of Posters and any other IEC material related to the Campaign in schools, primary health centres, block and district level hospitals, Anganwadi Centres etc. Panchayat Bhawans etc.
 - ✓ **Mobile Exhibition Vans** to be aligned with community mobilizing efforts
- xiii. **Encouraging Effective Use of Social Media:** A variety of social media platforms may be used for pushing positive messages out. Social media initiatives may be pushed aggressively as these do not have any financial implications. The following ways and means are suggested:
- ✓ Inform and encourage people to like Facebook, Twitter handles, G+ etc. of PMO, MWCD, MoI&B, MoHRD and MoH&FW etc. leading to a large online support base for BBBP.
 - ✓ Encouraging communities, especially youth to access the *Beti Bachao Beti Padhao* YouTube Channel (through desktop/mobile phone), created for screening a pool of relevant films and appropriate audio visual content drawn from all over the country, forming a playlist. This play list of online content may be used for the purpose of screening (live and as downloaded).
 - ✓ Encouraging Community Champions who have defied social norms for the cause of the girl child to contribute personal stories of triumphs and tribulations to this channel.
 - ✓ DM/DC may consider engaging with people live through Google Hangout which can lead to manifold increase in the subscriber base of BBBP social media platforms.
- xiv. **Local Champions:** All The efforts suggested above may be lead by strategic involvement of local opinion and change makers who can set positive examples and serve as Local Champions. Some suggested activities are given below:
- ✓ Peer sharing and learning reinforced by community support groups along with pressure created by culturally appropriate local media may be done.
 - ✓ DC/DM may reach out to MLAs, Parliamentarians, elected women representatives of PRIs and ULBs etc. to serve as Local Champions of this campaign.
 - ✓ Senior Officials from PSUs/Private Sector may be encouraged to promote the issue at their level.
 - ✓ Government functionaries at grass roots level like AWW, ASHAs, CDPOs etc. may serve the role of Champions to promote education for girls.
- xv. **Timeline:** All the community mobilization & outreach programmes need to be staggered through-out the year to keep the momentum of the Campaign going. The

DC/DM may workout the detailed and customised District Action Plan with timeline for each activity.

4.2.6. Data Collection, Monitoring and Evaluation:

- i. Develop/Finalize tools & formats for data collection/ Reporting/ Monitoring
- ii. Collect Primary Data & Compile Secondary data on SRB&CSR indicators from allied departments including Civil Registration System (CRS).
- iii. Monitor birth registration and Sex Ratio at Birth (SRB) through the AWW, ASHAs & Panchayats.
- iv. Monitor implementation of PC&PNDT Act in terms of registrations/ cancellation/ court cases/ complaints/ convictions and thorough mapping/survey exercises through state/ district Appropriate Authorities.
- v. Identify unregistered machines in the district with support from Grassroots functionaries/Community Volunteers.
- vi. Monitor ANC registration/ checkup, immunisation of girl child, birth registrations by Grass roots functionaries (ASHAs/ANMs/AWWs) & community volunteers.. Data may be collated at block level & compiled block-wise report may be submitted every month to DCs.
- vii. Monitor the Scheme, analyse, interpret and take corrective action at appropriate levels

4.2.7. Reporting & Documentation

It is important to document all activities conducted at the District, Block & Gram Panchayat Level, related to the Scheme and Campaign, through regular reports, MIS and photographic documentation. At the district level, a Nodal Officer would be responsible for process & progress documentation in each of the 100 Districts. The Programme Management Unit (PMU) of BBBP at the National level will compile the monthly reports received from States and may produce quarterly Newsletters.

5. Budgetary Provision for the districts:

| Budget per District | | (in Lakhs) | | |
|---|------------------------------|-------------------|--------------|---------------|
| Budget-item | 2014-15 (for 6 month) | 2015-16 | 2016 | Total |
| (i) Inter-sectoral Consultation & Meetings, Meeting of DTF and BTF | 5.00 | 3.00 | 2.00 | 10.00 |
| (ii) Training & Capacity building/sensitization programme | 6.00 | 3.00 | 2.20 | 11.20 |
| (iii) Innovations | 10.00 | 6.00 | 6.00 | 22.00 |
| (iv) Monitoring and Evaluation | 3.00 | 4.00 | 3.50 | 10.50 |
| (v) Documentation | 3.00 | 3.00 | 2.50 | 8.50 |
| vi) Awareness generation, Community Mobilization and outreach activities | 23.00 | 9.40 | 9.00 | 41.40 |
| Flexi fund (10%) | 5.00 | 2.84 | 2.52 | 10.36 |
| Sub Total (District Level) | 55.00 | 31.24 | 27.72 | 113.96 |

Note: Besides the budgetary provision given above, Rs. 5 lakh/ district each from Ministry of HRD & Ministry of Health would be given to the district for implementation of schematic interventions of these two Ministries.