

Minutes of the Video Conference held under the Chairpersonship of Secretary, Women & Child Development to discuss the implementation modalities of District Action Plans with the DCs of Jammu & Kashmir selected under the scheme of Beti Bachao, Beti Padhao on 13th February, 2015, New Delhi.

A Video Conference was organized under the Chairpersonship of Secretary, Women & Child Development to discuss the implementation modalities of District Action Plans with the District Collectors (DCs) of Jammu & Kashmir (J&K) selected under the scheme of Beti Bachao Beti Padhao (BBBP) on 13th February, 2015, New Delhi at 3.30 P.M. The video conference was attended by the Secretary, Social Welfare, Govt. of J&K, DCs & Chief Medical Officers (CMOs) of **Jammu, Pulwama, Kathua, Budgam & Anantnag** districts. Representatives from concerned Ministries of Health and HRD also attended the video conference.

2. At the outset, **Smt. Preeti Sudan, Additional Secretary, MWCD** welcomed the participants and set the context for the video conference. Attention of the DCs was drawn to the importance of the Beti Bachao, Beti Padhao Programme, which was launched by the Prime Minister of India on 22nd January, 2014 in Panipat, Haryana.

3. **Sh. V.S Oberoi, Secretary, MWCD**, in his remarks, highlighted the alarming trend of decline in the Child Sex Ratio witnessed all over the country. It was pointed out that Jammu & Kashmir recorded the highest decline in Child Sex Ratio, which was 941 in 2001 and dipped to 862 in 2011. It is a matter of concern that Pulwama district in J&K showed the highest decline by a drastic 217 points. Secretary, WCD said that the issue of declining CSR has to be addressed and tackled as a national commitment and priority through inter-departmental, inter-sectoral efforts at all levels. Secretary, WCD called out on DCs and CMOs to work jointly in tackling this grave problem in their respective districts. It was emphasized that intensive action focussed on implementation of Pre-Conception and Pre Natal Diagnostic Techniques Act (PC&PNDT Act) and sustained efforts towards changing people's mind-sets, social attitudes and behaviour are required to arrest this declining trend in CSR.

4. **Smt. Preeti Sudan, Additional Secretary, MWCD**, briefly explained the scheme and district action plan to the Collectors/Deputy Commissioners. It was informed that the BBBP is a joint initiative of the Ministries of Women & Child Development, Health & Family Welfare and Human Resources Development to tackle and arrest the declining Child Sex Ratio (CSR).

Under the BBBP Scheme, the Guidelines and templates for district action plan had been shared with all concerned. Ms. Sudan laid thrust on the key actionable points for 100 districts which should include focus on ensuring early registration of pregnancies; institutional deliveries, registration of birth; training and sensitization of front line workers- ASHAs, AWWs and ANMs; creating gender champions at local level; celebrating birth of girl child & felicitating the mother, incentivizing and recognizing individuals, villages, gram panchayats supporting the cause of Beti Bachao Beti Padhao.

5. **Ms. Sudan, Additional Secretary, MWCD** informed that Mobile Exhibition Vans have been operationalized for community engagements across the country from 22nd January 2015 onwards, for a period of one month. An audio video package (1 and half hour duration) comprising of pre-existing films, songs and other awareness raising material has been compiled together for screening through these Vans to generate awareness on various aspects of BBBP. Secretary, Social Welfare, J&K, was requested to hold a press conference for giving wide publicity to the vans which are to be flagged off from DC's office of the five select districts of J&K.

6. **Sh. Sanjeev Verma, Secretary, Social Welfare Department, J & K** complimented the initiative taken by the Government of India and assured of all possible support to the implementation of the BBBP Scheme in select five districts of J&K. It was stated that survival rate of girls is better than the boys biologically, however CSR in J&K is heavily skewed due to misuse of technology and discriminatory practises towards girls. It was proposed to use area specific approach, analyzing the village level data and identifying pockets or blocks requiring intensive action. It was shared that DCs are usually overloaded with work and it would be important to have dedicated manpower in the districts for providing handholding and supportive supervision and monitoring.

7. **Smt. Sudan, Additional Secretary, MWCD**, clarified that technical expertise of the State Resource Centre for Women (SRCW) under NMEW may be taken for implementation and monitoring of BBBP at state level. Further it was informed that the ground level support to the BBBP programme in these 100 districts shall be provided through the new component "Village Facilitation & Convergence Service (VCFS)" of NMEW.

8. **Ms. Ifat Hamid**, Consultant (Gender), RCH & PNDDT shared the actionable points of MoHFW under BBBP related to implementation of PCPNDT Act which include constitution of

State Supervisory Board, nd District level Appropriate Authorities and Advisory Committees; Identification of vulnerable blocks and pockets using HMIS data; mapping of ultrasound centres and machines in the district; Form-F duly filled and submitted Online as well as Offline.

9. **Ms. Jyoti Pahwa, Under Secretary, Department of Education & Literacy, MoHRD** shared the information about the targeted interventions for girls under Sarva Siksha Abhiyan (SSA) and actionable points of MoHRD under BBBP.

10. This was followed by an interactive session with the DCs from the 5 districts of J&K. The highlights of the session are given below:

i. **Sh. Tasadyq Jeelani, Deputy Commissioner, Anantnag** informed that the district action plan has been formulated and submitted to State WCD. District task Force has been constituted as per the guidelines. It was requested to share the IEC material prepared for BBBP programme for wider dissemination and awareness raising.

ii. **Sh. Mir Altaf Ahmed, Deputy Commissioner, Budgam**, shared that district task force and block task force under BBBP has been constituted in the district as per the guidelines received from the Centre. Accordingly Nodal Officers have also been selected. District Action Plan has been formulated with support from concerned departments. The district action plan shall be submitted to Secretary, Social Welfare shortly.

iii. **Sh. Neeraj Kumar, Deputy Commissioner, Pulwama**, shared that he has recently taken the charge of the district and shall review the status of BBBP with CMO and develop the district action plan in accordance with the guidelines and material shared on BBBP by MWCD. The route map for plying the mobile exhibition van has been shared with the PMU-BBBP.

iv. **Sh Shahid Iqbal Chodhary, Deputy Commissioner**, confirmed that the material related to BBBP scheme has been reviewed and the process of formulation of district action plan will be completed soon.

v. **Sh. Robinder Kajuria, CMO, Jammu**, shared that the tableau of National Health Mission (NHM), Jammu and Kashmir has bagged first prize among various tableaus which participated in the 66th Republic Day function in Jammu. The theme of winning tableau was “Beti Bachao

Beti Padhao”. In order to create awareness, two schools from each block have been selected for organizing debates and quizzes around the issue of declining CSR.

11. The Video Conference ended with concluding remarks from Secretary, WCD stating that the District Action Plans be sent through the State Social Welfare to MWCD so that funds could be released to the districts at the earliest. It was re-iterated that DCs and CMOs have to play a catalytic role for smooth implementation of the scheme. IEC/Publicity material in English and Hindi shall be shared with the districts and may be translated in local regional language for wider dissemination and awareness raising.

Meeting ended with vote of thanks to the Chair and the participants.

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