

Minutes of the Video Conference held under the Chairpersonship of Minister, Women & Child Development to discuss the implementation modalities of District Action Plans with the Districts selected under the scheme of Beti Bachao Beti Padhao on 18th March, 2015, New Delhi.

A Video Conference was organized under the Chairpersonship of Minister, Women & Child Development to discuss the implementation modalities of District Action Plans with the District Collectors (DCs) of the districts selected under the scheme of Beti Bachao Beti Padhao (BBBP) on 18th March, 2015, New Delhi. The video conference was attended by the DCs of Surat, Mehsana, Gandhinagar, Rajkot (**Gujarat**), Daman (**Daman & Diu**), Dadra & Nagar Haveli (**Dadra & Nagar Haveli**), North Goa (**Goa**), Lakshadweep (**Lakshadweep**), Cuddalore (**Tamil Nadu**), Yanam (**Puducherry**) and Dhanbad (**Jharkhand**). Principal Secretaries of these states were present in the video conference. Representatives from concerned Ministries attended the video conference.

2. At the outset, **Sh. V.S Oberoi, Secretary, MWCD** welcomed the participants and invited Minister, WCD to lead the discussion.

3. **Smt. Maneka Sanjay Gandhi, Minister, WCD** drew attention of the DCs to the importance of the Beti Bachao, Beti Padhao Programme for celebrating girl child and enabling her education. Smt. Gandhi laid thrust on the key actionable points for 100 districts which should include ensuring 100% early registration of pregnancies; institutional deliveries, registration of births; engaging with Sarpanches; 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; observance of pledge against gender biased sex selection on important days in villages, government offices, schools and colleges.

4. **Minister, WCD** urged the DCs to ensure *Gudda-Guddi* boards are displayed in every panchayat office/public office at village level providing the details of number of boys and girls born in a month. This gender disaggregated data should be closely monitored and evaluated on monthly basis and every village should be motivated to attain gender parity in Child Sex Ratio.

5. **Minister, WCD** suggested to incentivize and recognize individuals, villages, gram panchayats for their exemplary work on Beti Bachao Beti Padhao. Similarly families with

only 1 or 2 daughters who have opted for permanent family planning techniques to be rewarded and projected as role models. At the same time, naming and shaming of those panchayats, doctors, frontline workers and communities be done who are found to be promoting sex determination and gender discrimination in any form.

6. **Minister, WCD** emphasized on enforcement of Pre-Conception and Pre Natal Diagnostic Techniques Act (PC&PNDT Act) and strict monitoring of ultrasonographic centers. The DCs were urged to examine the Gwalior model wherein active trackers are installed in ultrasonography machines to monitor and track the illegal sex determination tests and suitably replicate the initiative in their districts.

6. **Ms. Gandhi** stressed on undertaking sustained efforts towards changing people's mind-sets, social attitudes and behaviour. In order to enable this, the DCs were told to focus on media campaign. It was informed that Information Education & Communication (IEC) material on BBBP has been developed in form of mobile exhibition package, jingles, video spots, brochures, posters and handouts. This material is also available on Ministry of WCD's website. The states and districts were encouraged to make extensive use of these materials and translate in local language (if required) for generating awareness. The DCs were suggested to screen the audio visual spots and films in Cinema Halls and the audio messages on FM, Radio to maximise its outreach. She suggested the use of Bill Boards at public places to sensitize communities on the issue of declining Child Sex Ratio.

7. **Minister, WCD** suggested DCs to mobilize funds available for their district under Swach Bharat Abhiyan for construction of toilets and provision of sanitary napkins for girls in schools.

8. **Shri V.S Oberoi, Secretary, MWCD**, in his remarks, shared his concern about the alarming trend of decline in the Child Sex Ratio witnessed all over the country as per Census 2011. It was stressed that there is a urgent need for stepping up efforts to arrest this decline. The DCs were explained that while Sex Ratio at Birth (SRB) is the number of girls born to every 1000 boys, Child Sex Ratio (CSR) is the number of girls to every 1000 boys, in the 0-6 years age bracket. They were cautioned not to use the two interchangeably.

9. **Secretary, WCD** urged the participating districts to send their District Action Plans through the State Social Welfare to MWCD so that funds could be released to the districts at the earliest.

10. This was followed by an interactive session with the Principal Secretaries, State WCD and DCs from the 11 districts. The highlights of the session are given below:

11. **Ms. Mitali Name Choom, Collector & DM, Daman & Diu**, stated that CSR of the UT has declined from 907 in 2001 to 887 in 2001. This decline is a matter of concern irrespective of the fact that the population of the UT is small. This concern of declining Child Sex Ratio is being addressed. Several programmes for women and girls are running. The UT has 98% institutional deliveries and 100% birth registration. Sanitary napkins are being provided to adolescent girls from 7th -12th Std. Dikri Development Scheme and Matru Samrudhhi Yojna are being implemented in U T of Daman and Diu. Matru Samrudhhi Yojna provides cash assistance of Rs. 5,000/- to the mother who delivers at Government or registered private hospital of UT of Daman & Diu. Dikri Development Scheme provides assistance to the girl child with an amount of Rs. 41,000/- which is deposited under LIC for 18 years in the name of girl Child. It was informed that District Task Force and Block Task Force under BBBP have been constituted.

12. **Director, Directorate of Health Services, Dadra & Nagar Haveli** apprised that the problem of decline in CSR is more in non-tribal areas, bordering states of Maharashtra and Gujarat. Sustained efforts are being undertaken to attain 100% institutional deliveries, birth registration is on the rise. Every village is being tracked and monitored for number of girls and boys born. To sensitize and create awareness, nukkad natak are performed by school girls. For retention of girls in schools, sanitary napkins are being provided to adolescent girls. Matru Samrudhhi Yojna provides cash assistance of Rs. 5,000/- to the mother. Under Save the Girl Child Policy, Rs. 40,000 is deposited under LIC for 18 years and on maturity the beneficiary would receive approx. Rs. 3.50 Lacs as per NAV. For enforcement of PC&PNDT, silent observer active tracker has been installed in 24 Machines across the 13 Centres.

13. **Collector, Yaman, Puducherry** shared that UT of Puducherry has Population of 55000, which is very small and constitutes mostly the migrant population. It is still unclear as to why the CSR has fallen in Yanam district as the CSR in the UT has remained unchanged i.e 967 from 2001 to 2011. The Overall Sex Ratio of the UT is 1068.

14. **Secretary, WCD** drew attention of DC from Yaman to the sharp decline of 43 points from Census 2001 (964) to Census 2011 (921). It was clarified that Sex Ratio of the UT is high due to Migration however the reasons for the decline in CSR in Yanam district needs to be probed and corrective measures are to be taken.

15. **Sh. J Ashok Kumar, Collector, Lakshadweep** shared that the UT has Population of 65000, which is very small. The UT has matriarchal society wherein household property is secured in the name of Women. It was informed that UT has not come across any incidence of misuse of ultrasound technology or illegal sex determination. The Sex Ratio at Birth is being monitored regularly and is on a increasing trend from 907 in 2010 to 990 in 2013. Minister, WCD suggested that a formal note be sent by the Collector substantiating it with data so that a considered view could be taken.

16. **Nila Mohanan, DC, North Goa, Goa** informed that the district has 99.9% institutional deliveries. It has been decided to install Active Tracker device in all the Ultrasound Machines. Issues of Girl Child are being exclusively addressed under the *Sansad Adarsh Gram Yojna*. While Special Gram Sabhas have been held for Adolescent Girls, Mahila Gram Sabhas have been organized for addressing the concerns of women. It was suggested to have a National Mascot or Ambassador for BBBP Scheme.

17. **Sh. S. Suresh Kumar, Collector, Cuddalore, Tamil Nadu** shared that the district is primarily rural in nature and comprises of people who are agriculturalists. The decline in CSR is a matter of deep concern and is mainly due to mindset issue. In order to arrest the decline, sensitization and awareness programmes are being undertaken at regular intervals. Surprise raids and inspections of Clinics is being done regularly. State Government is implementing several programmes for girl children. Cradle Baby Scheme is getting implemented. 170 Child Marriages have been prevented by concerted efforts of the team comprising of government officials and NGOs. Sh. Kumar appreciated the idea of giving out Cash Incentives and rewards to the frontline workers, informers, panchayats for their exemplary work on BBBP.

18. **Sh. Prasant Kumar, Collector, Dhanbad, Jharkhand** acknowledged that the decline in CSR for the district is quite worrisome. Sustained IEC efforts are being made to promote early registration of pregnancy and institutional deliveries in the district with support of local NGOs and Voluntary Associations. Under the BBBP, orientation and sensitization programmes have been conducted for Indian Medical Association (IMA); Elected Representatives; Special Gram

Sabha on BBBP have been held. It was informed that the Sarpanches have been instructed to put up *Guddi Gudda* Boards in Panchayats. Special attention is being paid to immunization of girls, their enrolment and attendance in Anganwadi Centres and Schools at various levels. Strict monitoring of Ultrasound Centres is being done for effective implementation of PC&PNDT Act in the district.

19. **Dr. Rajender Kumar, Collector, Surat, Gujarat** informed that the district has a peculiar demography with 47% first generation migrant population from other states. The CSR of the district is low due to cultural preference for sons compounded by misuse of technology. The institutional deliveries are 95% in the district. There are 680 machines across 460 ultrasound clinics and genetic counseling centres. There is strong focus on enforcement of PC&PNDT Act and awareness generation. As a result of this, 40 Notices have been issued, 10 machines sealed and 26 court cases have been filed. Special films on CSR issue have been made in local language and are being screened regularly in villages. In order to create value of girl child, mothers and daughters are felicitated in public functions. Detailed IEC plan is being developed under the District Action Plan for BBBP.

20. **Sh. Ravi Shankar, Collector, Gandhi Nagar, Gujarat**, stated that district has 100% institutional deliveries. In order to strengthen monitoring mechanisms for Ultrasound Centres, the district is keen on to install active tracker in the machines. For promoting value of girl child and recognizing their contribution, the district is planning to felicitate girls by giving away awards.

21. **Ms. Manisha Chandra, Collector, Rajkot** assured that district is fully prepared to implement the BBBP scheme. Awareness Generation programmes are being conducted through ASHA & AWWs. Sarpanches will be instructed to put up *Guddi Gudda Boards* in their panchayats. The district is keen on to install active tracker device in all the ultrasonography machines and would look for support and guidance from the state on the same.

22. **Sh. Lochan Sehra, Collector, Mehsana** shared that a mapping exercise was undertaken and 326 villages have been identified with very low CSR for focussed attention. The district is committed to improve the CSR. The district has organized ASHA Sammelans to create awareness and instructed ASHA worker to further sensitize the communities on the issue of decline in CSR.

23. **Ms. Anuradha Mall, Principal Secretary, DWCD, Govt. of Gujarat** assured that the district action plans from the five districts of Gujarat shall be sent by end of this week. The actions in these districts will be closely monitored. As desired by the Minister, WCD, the State will identify Women Brand Ambassador on criterias of her achievement and contribution in the field of sports, art, culture, for spreading the positive message of celebrating girl child and enabling her education.

22. The Video Conference ended with concluding remarks from Secretary, WCD re-iterating that Minister, WCD has desired that the District Action Plans should be sent at the earliest so that the funds could be released to the districts for rolling out of BBBP Scheme. The video conference shall be held on a regular basis.

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

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