

Ministry of Women and Child Development
Government of India
Beti Bachao Beti Padhao

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 in 2011 from 976 in 1961. The decline in CSR has been unabated since 1961. This is an alarming indicator for women disempowerment. 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.

2. Alarmed by the sharp decline, the Government of India has introduced *Beti Bachao, Beti Padhao* (BBBP) programme to address the issue of decline in CSR in 100 gender critical districts. Coordinated & convergent efforts are needed to ensure survival, protection and education of the girl child.
3. The Overall Goal of the Beti Bachao, Beti Padhao(BBBP) Scheme is to Celebrate the Girl Child & Enable her Education . The objectives of the Scheme are as under :-
 - Prevent gender biased sex selective elimination
 - Ensure survival & protection of the girl child
 - Ensure education of the girl child
4. The Beti Bachao Beti Padhao (BBBP) initiative has two major components. i) Mass Communication Campaign and ii) Multi-sectoral action in 100 selected districts (as a pilot) with adverse CSR, covering all States and UTs.
 - (a) **Mass Communication Campaign on *Beti Bachao Beti Padhao***

The campaign aims at ensuring girls are born, nurtured and educated without discrimination to become empowered citizens of this country. The Campaign interlinks National, State and District level interventions with community level action in 100 districts, bringing together different stakeholders for accelerated impact.
 - (b) **Multi-Sectoral interventions in 100 Gender Critical Districts covering all States/UTs:-**

Coordinated & convergent efforts are undertaken in close coordination with MoHFW and MoHRD to ensure survival, protection and education of the girl child. The District Collectors/Deputy Commissioners (DCs) lead and coordinate actions of all departments for implementation of BBBP at the District level. Multi-sectoral interventions includes:

 - i) **Ministry of WCD:** Promote registration of pregnancies in first trimester in Anganwadi Centres (AWCs); Undertake training of stakeholders; Community mobilization &

sensitization; Involvement of gender champions; Reward & recognition of institutions & frontline workers.

- ii) **Ministry of Health & Family Welfare:** Monitor implementation of Pre-Conception and Pre-Natal Diagnostic Techniques (PCP&DT) Act, 1994; Increased institutional deliveries; Registration of births; Strengthening PNDT Cells; Setting up Monitoring Committees
- iii) **Ministry of Human Resource Development:** Universal enrolment of girls; Decreased drop-out rate; Girl Child friendly standards in schools; Strict implementation of Right to Education (RTE); Construction of Functional Toilets for girls.

5. Social Media Presence:

- **YouTube:** www.youtube.com/user/BetiBachaoBetiPadhao
- **MyGov:** www.mygov.in/group_info/beti-bachao-beti-padhao
- **Vikaspedia:** www.vikaspedia.in/social-welfare/women-and-child-development/beti-bachao-beti-padhao

6. More Information:

- **Scheme details** - <http://wcd.nic.in/BBBPScheme/main.htm>
- **Implementation Guidelines** – www.wcd.nic.in/BBBPScheme/ImplementationguidelinesofBBBPScheme.pdf
- **Trainer's Training Module:** <http://wcd.nic.in/BBBPScheme/trainingmodule.htm>

7. **What can we all do as individuals:**

- Celebrate the birth of girl child in the family and community
- Take pride in daughters and oppose the mentality of '*Bojh*' and '*Paraya Dhan*'.
- Find ways to promote equality between boys and girls.
- Secure admission to & retention of girl child in schools.
- Engage men and boys to challenge gender stereotypes and roles.
- Educate and sensitize our sons to respect women and girls as equal members of society.
- Report any incident of sex determination test.
- Strive to make neighborhood safe & violence-free for women & girls.
- Oppose dowry and child marriage within the family and community.
- Advocate simple weddings.
- Support women's right to own and inherit property.
- Encourage women to go out, pursue higher studies, work, do business, access public spaces freely etc.
- Mind his language and be sensitive to women and girls.