



## MULTI-SECTORAL INTERVENTION

### MOWCD

- ▶ Advocacy and Awareness Generation
- ▶ Community Mobilization
- ▶ Training of stakeholders
- ▶ Gender Champions
- ▶ Rewards institutions & Frontline workers

### MOHFW

- ▶ Enforcement of PC&PNDT Act
- ▶ Setting up Monitoring Committees
- ▶ Increased institutional deliveries
- ▶ Registration of births

### MOHRD

- ▶ Universal enrolment of girls
- ▶ Decrease drop-out rate
- ▶ Girl friendly schools
- ▶ Strict implementation of RTE

# BETI BACHAO BETI PADHAO



The logo symbolizes the rights, hopes and aspirations of the girl child for a life of dignity and equality

[www.wcd.nic.in](http://www.wcd.nic.in)

<http://wcd.nic.in/bbbp-schemes>

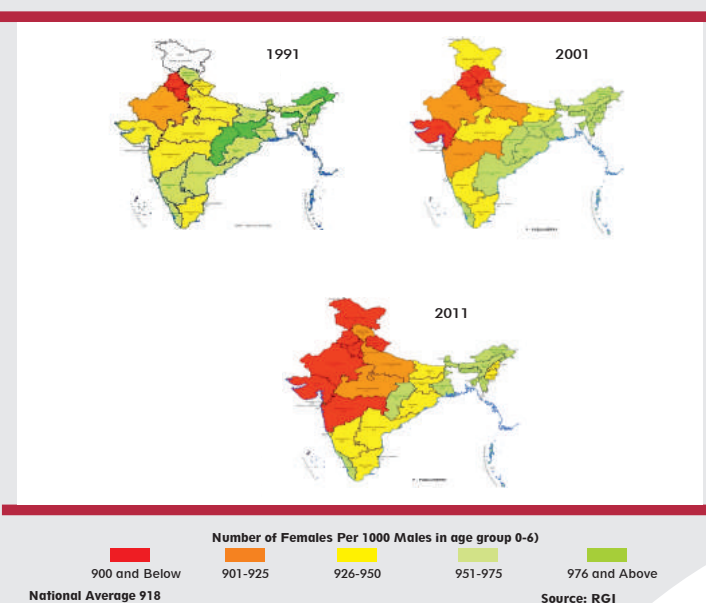
<https://www.facebook.com/WCD.BetiBachaoBetiPadhao>

<https://www.youtube.com/user/BetiBachaoBetiPadhao>

<https://apps.mgov.gov.in/descp.do?appid=792>

<http://vikaspedia.in/social-welfare/women-and-child-development/child-development-1/girl-child-welfare/beti-bachao-beti-padhao>

<https://mygov.in/group/beti-bachao-beti-padhao-0/>



Ministry of Women and Child Development  
Government of India





## Valuing the Girl Child and Empowering her with Education

The Child Sex Ratio (CSR) is defined as the number of girls per 1000 boys between 0-6 years of age. It has shown decline from 976 in 1961 to 918 in 2011. Declining CSR is an alarming indicator of women disempowerment as it reflects pre-birth discrimination manifested through gender biased sex selection and post birth discrimination against girls.

Strong socio-cultural biases, preference for son & discrimination towards daughters in almost all Indian communities are the root cause of the problem. The societal norms of dowry, lineage, last rites, property and inheritance for sons has led to gender based discrimination and violence. The strong preference for sons, coupled with practice of gender biased sex selection and misuse of medical diagnostic tools has further accentuated the skewed sex ratio.



## Overall Goal

Celebrate the girl child & enable her education

## Objectives

» Prevent gender biased sex selective elimination

» Ensure survival & protection of the girl child

» Ensure education of the girl child

Beti Bachao Beti Padhao Scheme (BBBP-Celebrate Girl Child and Enable her Education) was launched by the Hon'ble Prime Minister, Sh. Narendra Modi on 22nd January, 2015 at Panipat, Haryana to address the declining Child Sex Ratio and address other related issues of disempowerment of women. Through this process, efforts to empower women, provide them dignity and opportunities will be enhanced.

Implementation is through a advocacy and national media campaign and focused multi sectoral action in selected districts, covering all States and UTs. This is a tri-ministerial, convergent initiative of Ministry of Women and Child Development, Ministry of Health and Family Welfare and Ministry of Human Resource Development.

The implementation in the districts is led by the District Collector/Deputy Commissioner. Encouraging trends are visible as per the latest HMIS data of MoHFW for 161 districts for the time period between April-March, 2015-16 & 2016-17 indicating that, an improving trend in Sex Ratio at Birth (SRB) is visible in 104 districts, 119 districts have reported progress in first trimester registration against the reported Anti Natal Care registrations and 146 districts have reported improvement in institutional deliveries. In addition, as per Unified District Information System for Education (U-DISE) 2015-16, the girl's enrolment in secondary education has increased to 80.97% against 76% in 2013-14. Construction of girl's toilets in every school in selected districts has been achieved.

Based on the successful implementation in 161 districts, the scheme has been expanded to 244 another districts for Multi-Sectoral intervention in addition to existing 161 districts.

235 districts are to be covered through Alert District Media, Advocacy and Outreach, thus covering all the 640 districts (as per census 2011) of the Country to have a deeper positive impact on Child Sex Ratio.

Guddi Gudda Boards (GGBs) will display gender disaggregated data on birth of girls and boys at prominent public places. The GGBs are used as advocacy tool to highlight the issue of declining CSR and sensitize community to value girl child just as much as boys.



### Guddi Gudda Board

District  
Gram Panchayat  
Village  
Month/Year

No. of Children Born	Cumulative	Current Month
Guddi (Girl)		
Gudda (Boy)		

## What Can You&I Do? I Commit to

- ✓ Celebrate the birth of girl child among family and friends.
- ✓ Raise daughters and sons as "Equals" and promote equality between them.
- ✓ Take pride in daughters and oppose the mentality of "Paraya Dhan" and "bojh".
- ✓ Secure admission & retention of girl child in schools.
- ✓ Encourage girls to be Independent and pursue Career of their choice.
- ✓ Engage men and boys to challenge gender stereotypes and roles.
- ✓ Report any incident of sex determination test.
- ✓ Strive to make our neighborhood safe & violence-free for women & girls.
- ✓ Promote simple weddings.
- ✓ Support women's right to inherit and own property.

