

Video Conference of the Minister, WCD with Principal Secretaries, WCD and select 10 DCs of States of Andhra Pradesh, Karnataka, Kerala, Madhya Pradesh, Telangana, Odisha and West Bengal

A Video Conference was organized under the Chairpersonship of Smt. Maneka Sanjay Gandhi, Minister, Women & Child Development to discuss the implementation modalities of District Action Plans with the District Collectors (DCs) under the scheme of Beti Bachao Beti Padhao (BBBP) on 2nd January, 2014 at 3.30 P.M. Principal Secretaries, Department of WCD from State of Andhra Pradesh, Karnataka, Kerala, Madhya Pradesh, Telangana, Odisha and West Bengal and the 10 DCs from the selected districts under *Beti Bachao, Beti Padhao* (BBBP) from these states were invited for the conference.

The collectors of Bijapur district from Karnataka; Thrissur district from Kerala; Morena, Gwalior, Bhind & Datia districts from Madhya Pradesh; Nayagarh district from Orissa; Hyderabad district from Telangana and Kolkata district from West Bengal participated in the video conference. Secretary, WCD moderated the entire discussion with the collectors. Senior Officials from WCD, Health and HRD were also present.

The guidelines and template for Action Plan for Beti Bachao Beti Padhao Scheme were shared with these officers prior to the conference. Smt. Maneka Sanjay Gandhi highlighted gravity of the problem of low CSR and requested the District Collectors for taking urgent action as per the guidelines and submit District Action Plan through the State Government. Smt. Gandhi, drew the attention of the DCs to the importance of the Beti Bachao, Beti Padhao Programme, which is getting launched by the Prime Minister of India on 22nd January, 2014 in Panipat, Haryana.

A Workshop-cum-Seminar will be held for brainstorming on several important issues related to Women and Child Development on 20th -21st January 2015 in Panipat, Haryana as a run up to the Beti Bachao, Beti Padhao launch. Minister, WCD urged the DCs to provide their personal attention and commitment to the said programme and appealed to engage themselves fully in successful implementation of BBBP scheme. She emphasized on a comprehensive strategy to focus on both- strict implementation and monitoring of Pre-Conception and Pre Natal Diagnostic Techniques Act (PC&PNDT Act) and as well as media & advocacy efforts towards changing societal mind-sets and creating value of girl child.

Minister, WCD laid thrust on the key actionable points mainly focussed 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. Smt. Gandhi encouraged the DCs to develop a mechanism through informers and community watch groups to keep a vigil on the ultrasonography centres or persons indulging in unfair or illegal practises. She told DCs to ensure that *Gudda-Guddi* boards should be displayed in every panchayat office providing the details of number of boys and girls born in a month.