The Census (2011) data showed a significant declining trend in the Child Sex Ratio (CSR) between 0–6 years with an all time low of 919.
13 out of 35 states and UTs have CSR lower than national average of 918 per 1000 boys in 2011.

The principal factor behind the Child Sex Ratio being so adverse is the low Sex Ratio at Birth (SRB)
Introduction

- The strong socio-cultural and religious biases, preference for sons and discrimination towards daughters is root problem.
District wise SRB in the Andhra Pradesh as per 2011 Census

![Child Sex Ratio (0-6) Chart]
Government launched the *Beti Bachao Beti Padhao (BBBP)* on 22\(^{nd}\) January, 2015 at Panipat in Haryana.

It is a *tri-ministerial effort* of Ministries of Women and Child Development, Health & Family Welfare and Human Resource Development.
BBBP is undertaken to

- Raise Awareness and provide insight into current situation
BBBP is undertaken to

- Provide strategies and tools for the grass root level functionaries.
BBBP is undertaken to

- Improve the current statistics on the declining CSR.
Overall Objective

- Celebrate the Girl Child and Enable her Education
The Objectives

- To prevent gender biased sex selective elimination
- To ensure survival and protection of the girl child
- To ensure education and participation of the girl child
MONITORING AND SUPERVISION:

- District Level – District Taskforce Committee headed by the DC/DM
- Divisional Level – Divisional Taskforce Committee headed by RDO
- Municipality level – Taskforce Committee headed by Municipal Commissioner
- Mandal level – Taskforce committee headed by Tahsildar / MPDO
- Panchayat level – Taskforce committee headed by Sarpanch

NODAL OFFICERS:

Asst. Project Director – ICDS
- DMHO – Health Dept
- DEO - Education Dept
<table>
<thead>
<tr>
<th>Target</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary</strong></td>
<td>Young and newly married couples; Pregnant and Lactating mothers; parents</td>
</tr>
<tr>
<td><strong>Secondary</strong></td>
<td>Youth, adolescents (girls and boys), in-laws, medical doctors/ practitioners, private hospitals, nursing homes and diagnostic centres</td>
</tr>
<tr>
<td><strong>Tertiary</strong></td>
<td>Officials, PRIs; frontline workers, women SHGs/Collectives, religious leaders, voluntary organizations, media, medical associations, industry associations, general public as a whole</td>
</tr>
</tbody>
</table>
Advocacy and Media Campaign on Beti Bachao–Beti Padhao

- A Nation-wide campaign was launched for celebrating Girl Child and enabling her education.

- It aims at ensuring that girls are born, nurtured and educated without discrimination to become empowered citizens of this country with equal rights.

- A 360° media approach is being adopted to create awareness and disseminating information about the issue across the nation.
Mobilize & Train Panchayat Raj Institutions/Urban local bodies/ Grass root workers as catalysts for social change, in partnership with local community/women’s/youth groups.

Engage with Communities to challenge gender stereotypes and social norms.

Ensure service delivery structures/schemes & programmes are sufficiently responsive to issues of gender and children’s rights.

Enable Inter-sectoral and inter-institutional convergence at District/Block/Grass root levels.
Components

Multi-Sectoral intervention in selected Gender Critical Districts worse on CSR

- Under the Scheme, the multi-sectoral action in selected districts will focus on schematic intervention and sectoral actions in consultation with M/o H&FW & M/o HRD.

- Measurable outcomes and indicators will bring together concerned sectors, States and districts for urgent concerted multi-sectoral action to improve the CSR
Strategies

- Implement a **sustained Social Mobilization and Communication Campaign** to create equal value for the girl child & promote her education.

- **Place the issue** of decline in CSR/SRB in public discourse, improvement of which would be a indicator for good governance.

- **Focus on Gender Critical Districts and Cities** low on CSR for intensive & integrated action.

- **Adopt Innovative Interventions/Actions** by the districts as per their local needs, context and sensibilities.
Monitorable targets

- **Improve the Sex Ratio at Birth (SRB)** in selected gender critical districts by 2 points in a year.

- **Reduce Gender differentials** in Under Five Child Mortality Rate from 7 points in 2014 (latest available SRS report) to 1.5 points per year.

- At least 1.5% increase per year of Institutional Deliveries.

- At least 1% increase per year of 1st Trimester ANC Registration.

- **Increase enrolment of girls** in secondary education to 82% by 2018–19.

- Provide functional toilet for girls in every school in selected districts.
Monitorable targets

- Improve the Nutrition status of girls – by reducing number of underweight and anaemic girls under 5 years of age.

- Ensure universalization of ICDS, girls’ attendance and equal care monitored, using joint ICDS NHM Mother Child Protection Cards.

- Promote a protective environment for Girl Children through implementation of Protection of Children from Sexual Offences (POCSO) Act 2012.

- Train Elected Representatives/ Grassroot functionaries as Community Champions to mobilize communities to improve CSR and promote Girl’s education.
Constitute a DTF headed by District Collector with representatives of Line Departments - Health, Family Welfare, Education, Panchayath Raj / Rural Development, domain experts with knowledge on gender, legal, community mobilization, district registrar and police

What to do?
- Develop Action Plans
- In Urban DAP will be formulated.
- Other stake holders may be special invitees to DTF meetings
- Provide Guidance for implementation Multi sectoral action in Dt.
- Monthly review of the progress of the activities.
- Nominate Nodal Officer
- Designate Coordinating Officer
- Review PC&PNDT
- Establish Linkages
- Overall responsibility for measureable changes.
Block

- Constitute a BTF headed by SDM/SDO/BDO with representatives of Line Departments

What to do?

- Ensure quarterly meetings of BTF are held on a regular basis.
- Ensure follow up actions are taken in a time bound manner.
Strategic Actions

Gram Panchayath

- **Existing forum of Village Health Sanitation and Nutrition Committee shall be responsible for coordinating and implementing and monitoring action plans.**

What to do?

- Create awareness on schemes / programmes for women / girls, promote early registration of pregnancy, institutional deliveries, birth registration, equal care of girl child service delivery and counselling on BBBP
Orientations to

- District Officers
- Block Officers
- Panchayath Committees

- Sensitize MPs / MLAs / Elected Reps / Religious Leaders / Community Leaders

- Sensitize Teachers on CSR through SSA

- Sensitize Doctors, Teacher’s, Commercial, Rotary etc., associations
**Effective Implementation of PCPNDT**

- Measure progress in SRB
- 100% registration of Births
- Monitor CSR at Birth, Block, GP, Municipality
- Pregnancies are registered and complete ANC services
- Statutory bodies of PCPNDT are constituted.
- Formulation of DT inspection committees
- Reg. of all Generic Laboratories, Counselling Centres, IVF Centers etc.,
- Maintenance of Comprehensive and detailed data base of complaints.
- Regular surveys on diagnostic centers.
Effective Implementation of PCPNDT

- Conducting decoys
- Developing intelligences
- Follow up court cases pending under PCPNDT
- Communication of names of all convicted doctors to medical council
- Training of medical officers
- Sensitization of front line workers
- Setup of anonymous complaint portal or platform
- Monthly report on status of implementation of PCPNDT
- Bi-monthly review meetings.
Enabling environment for value & education of girl child

- Promote early registration of pregnancy.
- Improve service delivery of schemes and programs
- Promote Mother and Child Protection Card
- Fixed monthly village health and nutrition day
- Identify community watch groups
- Incentivise schools, panchayath, front line worker etc.,
- Linkage and convergence with other departments
- Identification of declaration of BBBP friendly village.
Enable Education

- Activate SMCs
- Create Balika Manches
- Link out of school with back to school
- Construct functional toilets for girls in schools
- Identify constraints to girls education
- Construct girls hostels for secondary and senior secondary schools.
- Operationlize standard guidelines / protocols for girl child friendly schools
- District level awards, felicitation for promoting girls education.
Mainstreaming Gender Equality related concerns

- Integration of gender equality related concerns in curriculum.

- Integration of the girl child and gender equality in training strategy.

- Integration of gender concerns in the recruitment of personnel

- Inclusion of BBBP and gender equality into the modules relevant to schemes and programmes.
Capacity Building

- Undertake training of frontline workers such as AWWs / ASHAs
- Train DT appropriate authorities and other functionaries under the PCPNDT
- Build capacities of the existing institutions working with youth groups and sabala groups.
Advocacy, Community Mobilization and Awareness Generation

- Display of Guddi Gudda Boards
- Community Mobilization and Outreach
- Dedicate a special day every month.
- National Girl Child Day
- International Women’s day
- Pledge
- Encouraging reversal of son centric rituals and customs.
Advocacy, Community Mobilization and Awareness Generation

- Inclusion of Local religious leaders in programs
- Positive reinforcement of daughters
- Promotion of simple weddings
- Promotion of equal property rights
- Prevent early marriage
- Email signatures of government officials embedded social message of BBP
- Posters
- Field Publicity
- IEC Materials
- Mobile Exhibition Vans
- Use of Social Media
Data Collection, Monitoring and Evaluation

- Develop / finalize tools and formats for data collection
- Collect primary and secondary data
- Validation of data may be undertaken from time to time.
- Monitor implementation of PCPNDT
- Monitor ANC registration, immunization
- Monitor the scheme, analyse and interpret to take corrective action
Reporting and Documentation

- Document all activities at all levels
Thank Youuuuuu....