

# Innovations

*under*

## BETI BACHAO BETI PADHAO

# January 2019





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*under*

## BETI BACHAO BETI PADHAO

January  
2019





सत्यमेव जयते



नए समाज की ओर  
Towards a new dawn

मेनका संजय गांधी

*Maneka Sanjay Gandhi*

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## MESSAGE

Our country has made rapid economic strides in recent decades, steadily moving towards becoming the 3<sup>rd</sup> largest economy in the world; while we maintain our position as the vibrant largest democracy in the world. It is our dream and aim to let every citizen partake the economic, political and social benefits. However, this realization for women and girls is proving to be tougher; as women are still weighed down with historical discrimination legacy in social, cultural and economic development. To make it worse, CSR (Child Sex Ratio) which in 1961 stood at a healthy 976 has consistently slipped down to alarming level of 918 in 2011 census. Each of us, individually, has a collective responsibility towards ensuring a better life and livelihood for girls and women. Our country cannot progress without strengthening the socio-economic status of women and girls as empowering half our population would directly strengthen our nation.

Against this backdrop, Government of India launched Beti Bachao Beti Padhao (BBBP) on 22<sup>nd</sup> January, 2015 by Hon'ble PM to celebrate the Girl Child in an attempt to foster a change in the minds and hearts of the people of our country; with the urgent aim to arrest declining CSR. By valuing her contribution to society, the programme not only addresses prejudicial treatment meted out to the girl child before birth, but also addresses unjust access to resources and care she faces even after birth. Girls have fewer opportunities to tap into their potential and are consequently bereft of accessing equal rights and opportunities that men and boys are able to avail more conveniently.

It is my pleasure to present a report on the inspiring Innovative Activities of BBBP that States and Districts have demonstrated based on local needs over the last 4 years. It highlights a selection of the exceptional works happening across the country that has yielded substantial impact on people's outlook towards gender equality resulting in a growing 'Jan Andolan'. In the hope that the stories in the Booklet provides an opportunity for cross-learning and serves as an inspiration to the rest of the country, I commend the efforts that Districts and States alike have put in to furthering the cause of gender equality.

New Delhi  
December 17, 2018

(Smt. Maneka Sanjay Gandhi)

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अल्पसंख्यक कार्य मंत्रालय  
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MINISTER OF STATE  
MINISTRY OF WOMEN & CHILD DEVELOPMENT  
AND MINORITY AFFAIRS  
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## MESSAGE

As India's story of growth advances, we encounter socio-economic challenges like the unabated decline of the Child Sex Ratio (CSR) as revealed in Census (2011), which is alarming. This unrelenting decline shows continual discrimination against girls. Social norms have traditionally discriminated against women and girls by creating a disempowering environment and we, today, are bearing the brunt of this decline. These challenges give us inspiration to emphasize social development as our commitment towards inclusive growth and our priority agenda. Against this backdrop, Beti Bachao Beti Padhao (BBBP) was launched as a strong commitment towards well being and empowerment of women and girls on a life cycle continuum.

BBBP values the girl child before she is born, nurtures her in a holistic manner after birth and empowers her with education and access to resources like health and nutrition. The scheme not only raises awareness about the girl child, but also monitors certain practices that have, at times, proven to hinder the prospects of the girl child's development like (a) the misuse of pre-conception and pre-natal determination facilities that illegally determine the sex of a foetus, (b) birth registration in the first trimester of pregnancy and (c) institutional deliveries to encourage safe birth, given the grave challenge of son preference and daughter aversion in our society.

The trajectory of our country's growth will be incomplete unless we ensure the participation of women and girls. We are currently implementing a number of schemes with a focus on transformation on the ground. After 4 years of executing BBBP, this report demonstrates innovative initiatives that States and Districts have introduced at the grass root levels. This will certainly be a resourceful reference to address such a drastic reduction in CSR. It is heartening to read about the accomplishments and more importantly, reassuring to know that due attention is being given to girl child.

(Dr. Virendra Kumar)

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## MESSAGE

Beti Bachao Beti Padhao launched on 22<sup>nd</sup> January, 2015 by the Hon'ble Prime Minister has completed 4 years of effective implementation this year. While the journey so far has been encouraging, the strength of the scheme lies in its flexibility that encourages District to incorporate local needs through a District Action Plan. The convergent action that the Tri Ministerial players namely Ministries of Women & Child Development, Health & Family Welfare and Human Resource Development have displayed at the State and District levels is praiseworthy and speaks volumes about the leadership commitment and productive effort involved in realizing the objectives of this scheme.

As a well received scheme, it is only due to the consistent support of all the stakeholders involved in this scheme that we have been able to challenge the steep decline in the Child Sex Ratio (CSR) revealed in Census (2011). The proactive engagement of the administrative units at the States/UTs level and the District Collectors/District Magistrates/Deputy Commissioners at the District levels are particularly admirable. Moreover, owing to its unrelenting efforts and unprecedented expansion over last few years, BBBP has captured the attention and imagination of the Nation at large.

I am pleased to be a part of disseminating this report, which is a compilation of a selection of Innovative Activities that have been conducted at the State and District levels across the country since the scheme's inception. I firmly believe that with the continued support of all the stakeholders and extensive monitoring conducted by Task Forces established at the National, State, District and Block levels, we are ensuring that BBBP is effectively implemented on the ground.

  
19-12-18  
(Rakesh Srivastava)

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## MESSAGE

The journey of about two and half years with BBBP has taken me to understand and experience how handed down society's mindset over the centuries /decades namely 'Sons preference and Daughters aversion' has led us to; and also the challenges involving to reverse the same. BBBP is to address the declining Child Sex Ratio and related issues of empowerment of women on a life-cycle continuum. However, at this stage of BBBP implementation, addressing declining Child Sex Ratio (CSR) is taking centre stage in view of the critical urgency the Nation faces in this regard. Consistent decline in CSR results in an imbalanced Society with many unacceptable implications.

Following initial encouraging trend of the programme, Hon'ble PM launched Pan-India expansion of BBBP on 8<sup>th</sup> March 2018 at Jhunjhunu, Rajasthan. Earlier, it was possible to keep updated to some extent. But of late, with so much happening, we are losing track of so many good initiatives rolling out on regular basis. We acknowledge the valuable contributions of all stakeholders at National, States/UTs and notably at District levels. BBBP depends on the willing and proactive officials of the States and Districts, to whom we owe so much. This would to a good extent change for better with Mahila Shakti Kendra(MSK) staff in place with will lend support to Collector/DC/DM; already happening in some districts.

We are happy to share that today BBBP with its powerful tagline and message has awakened the Nation with its message and caught the Nation's imagination. 'Brand recall' of BBBP is widespread- known and appreciated across length and breadth of the Country. Much ground has been covered with much more still to cover. It is going to be a long haul. We have to keep up with tenacity. The fact is, there is no choice; we have to do this. The present attempt to put in together some of the Innovative initiatives in this Booklet from different States/districts underscores how BBBP is creatively taking the bull by its horn, as per the need and ingenuity of our different teams located in the Districts. They are all excellent and inspiring stories of BBBP, which can serve as template or cue to consider by the rest of the Districts; of course to better. I am confident, we will eventually come out triumphant.

New Delhi  
December 19, 2018

**(K. Moses Chalai)**



**Ashok Kumar Yadav**  
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Beti Bachao Beti Padhao

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## Message From The Editor's Desk

Dear Reader,

The Programme Management Unit (PMU) of Beti Bachao Beti Padhao (BBBP) is proud to present this unique booklet on Innovative Activities that have been executed by the States/Union Territories (UTs) and Districts of our country. It is heartening for us to witness the wide appreciation that BBBP has garnered over the last 4 years of phased implementation and an attempt to capture its story of remarkable success has been made in this booklet.

My team has been working diligently to compile the best initiatives that States/UTs and District Administrations have designed, implemented and monitored in order to showcase their unwavering resolve to stand up for girls' rights and gender equality. Our information sources have been the numerous State and District level administrators that have displayed their strong commitment by providing us with constructive input in a timely manner.

I would like to take this opportunity to deeply thank the leadership team at the Ministry of Women and Child Development, Government of India, for their guidance and advise. I would like to also appreciate the enterprising and tireless efforts of the BBBP team in highlighting the achievements of this pioneering scheme in a comprehensive manner, given the resource constraints we encountered. I am also extremely grateful to the Administrative units in the States/UTs and Districts that supported our endeavour to produce a document that demonstrates the various attempts being made to empower the Girl Child across the length and breadth of our country.

This project is a small step towards our Nation's resolution to strengthen gender equality by promoting the need to establish a safe, conducive and promising environment for girls and women. It is my earnest hope that the information provided in this booklet is meaningful, productive and inspiring. In the spirit of BBBP, I urge readers to join the movement towards empowering girls for a better tomorrow.

Thank You



(Ashok Kumar Yadav)



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# Executive Summary

The booklet consists of five thematic sections namely, survival, protection, education, participation and valuing the Girl Child. It starts with messages from dignitaries, a word from the editors, which is followed by an introduction, stories of change and ends with a conclusion.

The Introduction provides an overview of Beti Bachao Beti Padhao (BBBP) as a comprehensive scheme launched by the Prime Minister in January 2015 that promotes the Girl Child's empowerment. It aims at preventing gender based sex selective elimination and ensuring the survival, protection, education and participation of the Girl Child. Anchored by the Ministry of Women & Child Development (MWCD), it is a tri-ministerial effort with the Ministries of (a) Health & Family Welfare and (b) Human Resource Development. The scheme has a two-pronged approach comprising (a) media, advocacy and outreach and (b) multi-sectoral action that is planned and executed at the District level to achieve specific monitorable targets. Initially, 100 Districts were identified in 2014-15. The scheme was then expanded to an additional 61 Districts in 2015-16. Based on its success it was scaled up in March 2018 to all 640 Districts (Census 2011). This report provides an overview of Innovative Activities that Districts have initiated as multi-sectoral actions since the scheme's inception.

The first section of this booklet comprises Innovative Activities that Districts have designed and programmed to promote the 'survival of girls'. BBBP addresses this aspect of the Girl Child's development by ensuring for the effective implementation of the Pre-Conception & Pre-Natal Diagnostic Techniques (PC & PNDT Act) Act that bans gender-based sex selection. In addition, a reduction in the Under Five Child Mortality Rate and increase in (a) institutional deliveries and (b) first trimester ante-natal care registrations are also areas that BBBP actively promotes interventions in. In order to achieve these monitorable targets, Districts have implemented several initiatives that address the 'survival' of the Girl Child at the grass-roots level like 'Daughters' Clubs' that comprise parents who have only daughters, honouring Gram Panchayats that have achieved a high Sex Ratio at Birth over the last few years and initiatives like 'Betiya Aur Birwa', which recognize families that have daughters, to name a few activities. This section provides an overview of such interventions.

The second section of this booklet revolves around providing an account of activities that Districts have implemented in relation to the 'protection of girls'. It introduces the reader to initiatives that District Administrations have conceived and executed to 'protect' girls. For example, activities revolving around protecting girls from being underweight and anaemic below the age of 5, promoting the active usage of the Mother Child Protection Card and ensuring that girls are equally cared for are significant indicators of 'protecting' girls. Ranging from challenging nutrition-based discrimination against girls and ending child marriage to campaigning against child sexual abuse and developing self defence skills among girls, this section is a crucial BBBP theme that District Administrations have addressed innovatively



in their plans of action that empower girls at the community level.

The third section addresses a key area that BBBP is also a strong advocate of – the ‘education of girls’. The scheme promotes active enrolment, retention, transition and completion of secondary school education for girls, in addition to re-enrolling dropouts. It also encourages District Administrations to ensure that every school has a separate functional toilet for girls. Innovative Activities that Districts have initiated revolve around the creation of adolescent girls clubs like ‘Balika Manches’, promoting a dialogue between District Collectors/Magistrates/Commissioners and adolescent girls such as ‘Collector ki Class’, encouraging girls to understand the functionality of police stations through initiatives like Bal Mitra Police and campaign like ‘Aao School Chale’ to encourage girls to attend school. Most importantly, emphasis has been laid on providing knowledge about menstruation to girls in schools through initiatives like the ‘Yes, I Bleed’ campaign, which have been an empowering and enriching source of information.

The fourth section of this report emphasizes the need to encourage the effective ‘participation of girls’ in society. In order to address this need, District Administrations have creatively demonstrated community-level activities that raise awareness about promoting an enabling environment to empower girls. Initiatives like ‘Saas Bahu Sammelan’, which brings daughters-in-law and mothers-in-law together, ‘Women’s Parliaments’, the gender sensitization of men, ‘Jan Sabhas’, the holding of Special Gram Sabhas on International Girl Child Day and solidarity displayed through human chains are examples of Innovative Activities that have been executed to encourage people from different walks of life to come together in encouraging the ‘participation’ of girls’.

The last section details Innovative Activities that address the ‘valuing of girls’. Initiatives that have been taken up relate to encouraging girls to pursue sports like ‘FootGal’, and ensuring career counselling for girls through initiatives like ‘My Aim – My Target’, Sach Honge Sapne and ‘Lunch With Laadli’. ‘Ghar ki Pehchan – Beti ka Naam’ inspires families to put up name plates with their daughters names on the doors of their households. Moreover, girls who have come of age are being issued driving licenses on a priority basis through initiatives like ‘Pink Driving License’. Of equal importance are initiatives that promote skill development among girls. These are a few examples of the District Administration’s direct engagement with key stakeholders to further the cause of BBBP. They have taken the initiative to address the development of girls in a comprehensive manner at the community level.

The Conclusion ties together all the themes and topics covered in this booklet. The thematic classification the survival, protection, education, participation and valuing of girls is not standardized, as BBBP addresses the empowerment of women and girls on a life cycle continuum – activities may transcend themes. This booklet serves as a base upon which new ideas can be explored, implemented and replicated. The adoption of Innovative Activities by Districts in accordance with their local needs, contexts and sensibilities makes a huge difference by enacting change at the grass-roots level.



# Introduction

**F**or every 1000 boys that are born, only 918 girls survive in India (Census 2011). This imbalance can lead to undesirable consequences, which are becoming alarming. Census (2011) confirmed the unabating decline in the Child Sex Ratio (CSR) between the 0-6 age group with an all-time low of 918. A decline in the CSR is a major indicator of women's disempowerment: it reflects (a) pre-birth discrimination (sex selective abortion) and (b) post-birth discrimination (limited access to health, nutrition and education). At the heart of India's declining CSR lies in son preference and daughter aversion resulting in the Girl Child's increasing exclusion from life itself. Strong socio-cultural religious biases, the easy availability, affordability and misuse of diagnostic tools have accentuated the problem in the last five decades. These challenges raise questions about the multiple deprivations faced by women and girls over their life-cycle continuum. Urgent coordinated action is required to empower the girl child.

Beti Bachao Beti Padhao (BBBP) was launched by the Prime Minister on 22 January 2015 as a comprehensive scheme that promotes the girl child's empowerment, with Pan-India expansion in March 2018 to all 640 Districts (Census 2011). Anchored by the Ministry of Women & Child Development (MWCD), it is a tri-ministerial effort with the Ministries of (a) Health & Family Welfare (MoHFW) and (b) Human Resource Development (MoHRD) with the following objectives:

- (a) Prevent gender based sex selective abortion
- (b) Ensure the survival and protection of the girl child
- (c) Provide education and promote the participation of the girl child

The scheme has a two-pronged strategy comprising:

- (a) Media, Advocacy and Outreach
- (b) Multi-Sectoral Action

BBBP's first approach to transformative change through 'Media, Advocacy and Outreach' is a nation-wide 360° programme that aims to create awareness by changing mindsets. This is a prerequisite to end discrimination meted out to the Girl Child and bring about a positive change in CSR. The Media Campaign focuses on questioning socio-cultural norms. By encouraging girls to grow into empowered citizens of the country, it links National, State and District level interventions implemented at the community level that bring together different stakeholders for accelerated impact. Social media is being effectively used to enhance outreach especially among the youth.



BBBP's second strategy to bring about change through multi-sectoral action comprises a flexible framework for District level action that is multi-departmental and convergent in nature. It focuses on effective implementation and monitoring that aims at achieving specific monitorable targets through context-specific State and District Action Plans designed by State Task Forces and District Task Forces respectively. District Collectors/Magistrates/Deputy Commissioners (DCs) lead in coordinating the action of line Departments for BBBP implementation at the District level. The Ministry of Women & Child Development focuses on awareness generation, advocacy, community mobilization, training stakeholders, identifying local champions and rewarding institutions and frontline workers. Convergence with the Ministry of Health & Family Welfare involves strengthening the execution of the Pre-Conception and Pre-Natal Diagnostic Techniques Act and promoting early pregnancy registration and institutional deliveries. Convergence with the Ministry of Human Resource Development includes making schools girl-friendly by ensuring the enrolment, retention, transition and completion of secondary school education and providing a separate functional toilet for girls in schools.

Initially, 100 Districts were identified on the basis of a low Child Sex Ratio in accordance with Census (2011) across India with at least one District in each State and Union Territory in 2014-15. BBBP was then expanded to an additional 61 Districts in 2015-16 that have a CSR below the national average. On 8 March 2018, the Prime Minister re-launched BBBP in order to scale up its implementation across all 640 Districts (Census 2011) in the country, given the grave nature of the girl child's survival, protection, education and participation.

## Innovative Activities

The overarching objective of this booklet is to highlight the work that local communities have been encouraged to engage with, in order to change the mindsets of people in the domain of gender equality. District Administrations have implemented Innovative Activities that have been compiled and presented in this booklet, based on information received from States/UTs and Districts. It reflects the effort that has been put in to challenge stereotypes and the culture of discrimination against women and girls across the country. It is a testimony to the fact that work is being catalysed to strengthen the task of achieving the goals envisaged under the scheme.

Today, BBBP has captured the national consciousness of valuing the girl child. Favourable trends have been visible at the District level and the political leadership is driving BBBP in a progressive direction with the committed support of official machinery at the Central, State and District levels. As a well-received scheme, it has been successful in establishing improvements in CSR on the National agenda. The Ministry hopes that this booklet will serve as reference material for different stakeholders including District Administrations and the public at large across the country. Whether these practices are emulated or new ways to tackle the issue of a declining CSR are attempted, work towards creating an enabling environment for women and girls will be accomplished when the Girl Child is protected, nurtured and educated in the true spirit of BBBP.

The innovative activities detailed in this booklet are illustrative and not an exhaustive source of information.

# **Survival of Girls**





# DAUGHTERS' CLUB

*Hoshangabad, Madhya Pradesh*

## ***Innovation***

To create a club of parents who have daughters in every ward/village

## ***Duration***

Monthly

## ***Location***

Hoshangabad, Madhya Pradesh

## ***Key Stakeholders***

District Collector

Anganwadi Workers

Anganwadi Supervisors

Child Development Programme Officers

District Women's Empowerment Office

District Programme Officers

Other Government Departments

Adolescent Girls

Parents of Daughters





## Brief Description

District Administration initiated a programme called 'Daughters' Club' under Beti Bachao Beti Padhao (BBBP) to form an association of parents, who (a) have daughters and (b) do not plan to have additional children. Initially, Anganwadi Workers collected data and formed a group of parents according to this criteria. The Administration acknowledges members of the Club with a 'Gourav Patra' and 'Tulsi Pot' in public programmes/events in recognition of their promotion of the Girl Child.

Members of the Club undertake steps to motivate the public to save, educate and promote the Girl Child's safety and health to create a positive social environment for her development, in accordance with the tenets of BBBP. Club Members reinforce the importance of having a daughter(s) by putting up name plates containing their daughters' names on the doors of their homes. These households have been promoting and valuing the Girl Child by generating considerable and impactful awareness.

## Factors Contributing to Success

The success of this initiative is attributed to the encouraging guidance of the District Collector and diligence of Anganwadi Workers, Anganwadi Supervisors, Child Development Programme Officers, District Women's Empowerment Office, District Programme Officers and other relevant Departments which has resulted in 'Daughters' Clubs' being a very positive community owned initiative.

## Outcome, Benefits & Impact

Till date, 883 Daughters Club have been established and over 1750 participants have availed the benefits of this initiative. The major outcome of creating a Daughter's Club has been sharp community awareness generation regarding Child Sex Ratio and Sex Ratio at Birth. This awareness has also heightened action towards girls' safety, health and education as well as a growing respectful social environment.

## Challenges and Future Prospects

Patriarchy is a primary challenge. The negative outlook towards the Girl Child is due to generations that have passed down a mindset that discriminates between girls and boys.

The way forward in the future to change mindsets is through regular awareness and advocacy campaigns under BBBP. The training of stakeholders at the grass-roots level results in the practice of good ideas in the field. At the end of the day, it boils down to teamwork and commitment. The District Administration's proactive lead in growing support for the Girl Child, is particularly in the areas of safety, health, education and the promotion of a respectful social environment for girls and women.

# UTKARSH

Una, Himachal Pradesh

## **Innovation**

To issue Deputy Commissioner (DC) Cards to the families of girls

## **Duration**

2018 onwards

## **Location**

Una, Himachal Pradesh

## **Key Stakeholders**

Deputy Commissioner

Various Government Departments

Child Development Programme Officers (CDPO)

Anganwadi Workers

Anganwadi Helpers

Families with Daughters





## Brief Description

Under Beti Bachao Beti Padhao (BBBP), the District Administration of Una is undertaking an innovative experiment whereby DC Cards are issued to parents who have only daughters, with the objective of providing 'priority' in availing Government schemes/benefits. Families having only daughters were identified by the Child Development Programme Officers, Anganwadi Workers and Anganwadi Helpers. Mass awareness and publicity was made by the District Administration so that relevant families could avail benefits of this initiative. A brochure, to this effect, was published, titled 'Una Utkarsh – Zila Prashasan, Una Ki Ek Pahal', which is an effective awareness generation tool used.

## Factors Contributing to Success

The District Administration's dedication towards BBBP has resulted in the success of this initiative.

## Outcome, Benefits & Impact

The most significant achievement of this activity is that 4500 families that have benefitted, feel honoured to be served on a priority basis in all Government offices in the District of Una.

## Challenges and Future Prospects

The challenge is to ensure that all eligible families avail the benefits and that this unique initiative is sustained. The District Administration is determined to cover every eligible family soon.



# RAPID REPORTING SYSTEM FOR THE PC & PNDDT ACT

*Hyderabad, Telangana*

## ***Innovation***

To effectively monitor the enforcement of the PC & PNDDT Act

## ***Duration***

20 visits a month

## ***Location***

Hyderabad District

## ***Key Stakeholders***

Pregnant Women

Primary Health Care Centres

Urban Primary Health Centres

Doctors

Police

Judiciary





## Brief Description

Responding to the alarming situation in which the dignity and rights of the Girl Child are being violated even before her birth, women activists of Hyderabad District protested and the Pre Conception & Pre Natal Diagnostics Act (PCPNDT Act) came into force in the District in 2001. Enacted by the Parliament of India in 1996, the underlying objective of the Act is to prohibit the misuse of prenatal diagnostic techniques and promote their use for medical purposes only.

To discourage and deter the misuse of prenatal diagnostic facilities, several steps have been taken in the District that include the prohibition of advertisements on techniques for sex determination, permission to use such techniques only for specific purposes like detecting genetic abnormalities and only in registered institutions.

## Factors Contributing to Success

Online registration and geo-tagging of scanning centres in the District have been the biggest factors behind the success of this initiative. In addition, the conduct of decoy operations and identification of illegal scanning centres have also strengthened the effectiveness of the Act in the District.

## Outcome, Benefits & Impact

The adoption of the PC&PNDT Act by the Hyderabad District has helped in reducing the number of incidences of illegal sex determination by closely monitoring scan centres with prenatal diagnostic techniques. A total of 1147 registrations have been issued till date that have covered genetic counselling centres, genetic laboratories, genetic clinics, ultra - sound clinics, imaging centres and other bodies like IVF centres, infertility cure centres and fertility centres.

Further, the use of posters, modules and a short film in the local language to raise awareness on the issue of pre-natal sex determination has not only sensitized the society, but also helped in the promotion of early pregnancy registration, institutional deliveries and birth registration.

## Challenges and Future Prospects

The two main challenges faced by the State in implementing this Act include (a) the difficulty of monitoring cases of illegal scanning to determine the sex of the foetus and (b) the larger societal issue of changing mindsets of the people.

However, online registration, geo-tagging and vigilant monitoring of scanning centres coupled with the fast tracking of registration facilities in Urban Primary Health Centers (for instance, online Form-F) and continuous advocacy efforts to generate awareness in society will help in the future.



# HONOURING PANCHAYATS WITH HIGH SEX RATIOS

*Kapurthala, Punjab*

## ***Innovation***

To honour Panchayats that achieve a comparatively higher Sex Ratio at Birth (SRB)

## ***Duration***

Annually

## ***Location***

Virsa Vihar, Kapurthala

## ***Key Stakeholders***

Members of the Legislative Assembly

District level Government Officials

Block level Government Officials

Gram Panchayat Members

Anganwadi Workers

Auxiliary Nurse Midwives

Accredited Social Health Activists





## Brief Description

In order to arrest the issue of a declining Child Sex Ratio, the District Administration selected 80 villages across 5 blocks of Kapurthala District having a low Sex Ratio at Birth (SRB). Under the umbrella of the Beti Bachao Beti Padhao (BBBP) Campaign, various activities such as street plays, birth celebration of girl child, Lohri celebration with daughters, kanjak pooja, plant sapling for every new born girl, anti dowry campaign, display of videos centring around valuing a girl child and PC & PNDT Act through mobile van etc. were conducted at the Village and Gram Panchayat level to spread awareness on valuing girls and their importance in society. This awareness generation campaign awakened and motivated people to come forward and participate in BBBP activities to support the cause. The campaign has made people re-think son-centric rituals. It is impacting the mindsets of people to change the current ethos and begin supporting the Girl Child. Out of 80 selected villages, 60 villages are showing a positive trend with improved SRB. The sarpanches of these 60 villages were recognized and honoured with trophies and certificates at the District level by Members of the Legislative Assembly and Government officials for their outstanding efforts and work done at the grass-root level.

## Factors Contributing to Success

Convergence with the Health and Education Departments played a vital role in spreading awareness amongst the masses. Frontline workers and Government officials motivated community people to value the Girl Child through conducting various activities such as promoting institutional delivery, pregnancy registration within first trimester, proper ante-natal and post natal care, highlighting importance of a girl child and her contribution to society through pamphlets, the display of Guddi-Gudda boards and stickers.

## Outcome, Benefits & Impact

The SRB in 60 villages has considerably improved due to intensive campaigns on valuing girls under BBBP. There are a total of 11 villages where the number of girls born has doubled significantly in comparison to the number of boys born during the campaign period.

## Challenges and Future Prospects

Society's son-centric approach is still strong; therefore, it will take time to change mindsets of people to achieve a balanced society.

# BITIYA AUR BIRWA

*Rewa, Madhya Pradesh*

## ***Innovation***

To reward mothers for delivering baby girls

## ***Duration***

January 2016 onwards

## ***Location***

Rewa, Madhya Pradesh

## ***Key Stakeholders***

District Collector

Department of Women and Child Development

Department of Health & Family Welfare

Integrated Child Development Service Workers

Pregnant and Lactating Women

Accredited Social Health Activists





## Brief Description

This activity was initiated by the District Administration in 2016. The initiative aims to generate awareness about Beti Bachao Beti Padhao (BBBP). The mothers of newly born girls are felicitated and honoured with a plant in the District hospital itself as a step towards sensitizing rural and urban communities about the value of the Girl Child. During this felicitation, the District Administration also handed over brochures on the schemes and programmes of the Government available for girls. Awareness generation programmes were also organized for pregnant women regarding nutrition, balanced diets and corresponding counselling sessions were organised by the workers of the Integrated Child Development Programme.

## Factors Contributing to Success

As a starting point for such collaborations, the District Collector, in collaboration with the Department of Health & Family Welfare disseminated details about the PC & PNDT Act to prevent the misuse of prenatal diagnostic techniques that identify the sex of an unborn child. The success of this activity has also been attributed to the collaborative effort of the Departments of Women and Child Development and Health & Family Welfare. Apart from this, with the proactive support of Government officials, Non-Governmental Organizations, doctors and reputed persons of the community, this activity has been a joint effort to take a step towards creating awareness in the community about the Girl Child's empowerment.

## Outcome, Benefits & Impact

This scheme's objective is to promote a system of expression and garner a response from the community. Till date, 8550 mothers and girls have been felicitated and acknowledged in this campaign. The main outcome of this initiative has been the generation of awareness regarding the importance of improving the ratio of girls to boys in the community, promoting safety for women and girls, ensuring that the nutritional needs of every girl are met as well as promoting a positive mindset towards girls' education.

## Challenges and Future Prospects

One of the main challenges faced during the execution of this activity was that a few women were not felicitated by the District Administration upon delivering baby girls due to a lack of resource. Additionally, the lack of enthusiasm displayed by parents when celebrating the birth of girls is due to the regressive mindset of the community. The District Administration's involvement with different stakeholders would help strengthen the implementation and outcome of this activity on a larger scale.

# Protection of Girls





# CELEBRATION OF BETI JANAM

*Upper Siang- Arunachal Pradesh*

## ***Innovation***

To celebrate, appreciate and value the birth of girls

## ***Duration***

2018 onwards

## ***Location***

Upper Siang, Arunachal Pradesh

## ***Key Stakeholders***

District Administration

Department of Health and Family Welfare

Accredited Social Health Activists

Parents of Daughters

Doctors

Nurses

Hospital Staff





## Brief Description

Being a tribal and mountainous region, Upper Siang District has a very low population of 33,000. It is a region endowed with rich natural resources and biodiversity, deep gorges and fast flowing streams and rivulets, which form the tributaries of the mighty Siang River.

It is important to sensitize each inhabitant of the District of Upper Siang about the value of the Girl Child and to forward the message of the BBBP scheme. In order to create awareness among the people, the District Administration organizes celebrations for every Girl Child born in the District. The aim of this activity is to celebrate and generate awareness about the preciousness of the Girl Child while providing a sense of pride and honour to her parents.

This initiative is a huge success and has spread to every corner of this District. Hospital staff informs the District Administration about the birth of a Girl Child and the Administration immediately reaches the parents to distribute gifts, t-shirts, sweets and baby kits. The kit comprises items related to the requirement of newly born girls.

## Factors Contributing to Success

The Department of Health & Family Welfare's active participation in making this initiative possible within the 24 hours of the birth of a Girl Child in the hospital is commendable, which is a key factor contributing to the success of this activity.

## Outcome, Benefits & Impact

Since the beginning of this year, over 30 girls have been felicitated. This activity is helping change the minds of people and creating a positive attitude towards the Girl Child in the District. The rates of institutional deliveries have increased helping them achieve one of the many goals of BBBP.

## Challenges and Future Prospects

As Upper Siang District is mountainous and located in the Indo-China border, the biggest challenge District Administration faces is to reach out to every Girl Child born. Lack of rudimentary transportation facilities and communication hamper institutional deliveries in such areas.

# 'NO' TO CHILD MARRIAGE

*Thiruvannamalai, Tamil Nadu*

## ***Innovation***

To promote ending child marriage through a mascot, 'Nandhini'

## ***Duration***

2017 onwards

## ***Location***

Thiruvannamalai, Tamil Nadu

## ***Key Stakeholders***

District Collector

Anganwadi Workers

Anganwadi Supervisors

Child Development Programme Officers

District Women's Empowerment Office

District Programme Officers

Other Government Departments

Adolescent Girls





## Brief Description

Ms. Nandhini, a resident of Thiruvannamalai District, self-reported her child marriage. She received a State level award in Tamil Nadu on National Girl Child Day (2017). She was chosen to be the face of the anti-child marriage awareness campaign in Thiruvannamalai. Initially, Nandhini's story was promoted in the Summer Festival of 2018 at one of the stalls of the Department of Social Welfare through a banner in order to raise awareness. Nandhini was also invited to the Lal Bahadur Shastri National Academy of Administration on two occasions in 2018 to share her experiences to trainees of the Indian Administrative Service (IAS). She has also taken part in promoting signature campaigns for Beti Bachao Beti Padhao (BBBP) with her photo and message to the public in hoardings. Nandhini has been felicitated at Rotary Club events, school programmes and the District Administration's events.

Awareness about Nandhini's story is being further strengthened through banners, hoardings and talks, with the sole objective of ending child marriage.

## Factors Contributing to Success

The main factor contributing to the success of this initiative is the recognition of Nandhini by the State through an award initiated by the Department of Social Welfare. She has been also awarded by the Chief Minister of Tamil Nadu on National Girl Child Day (2017) for her courage and steadfastness to battle out the evils of child marriage.

Direct involvement of the District Collector and the Principal District Judge of Thiruvannamalai in promoting her story for the cause of ending child marriage has been noteworthy. Several schools have felicitated her achievement. The recognition of her achievement and promotional activities that raise awareness about her story by the Department of Social Welfare have further contributed to the success of this initiative.

The involvement of the TDH Core Trust, an NGO that provides for her care and protection by supporting her participation in events has equally contributed to the success of this campaign.

## Outcome, Benefits & Impact

As a rural District that has deep rooted beliefs in child marriage, it is clear that the community in the Thiruvannamalai has been stirred up and continues to be sensitized about the good cause to end child marriage. The major outcome of this campaign has been sensitization of more than 1 lakh public school children and teachers. Young girls have become courageous by lending their voices to stop their own child marriages, in order to pursue study. Calls have been received directly from girls at the District Collector's and Principal District Judge's office. Calls on Childline have also steadily increased.

Nandhini, the mascot for ending child marriage in Thiruvannamalai, currently studies in class eleven. Rigorous intervention in promoting her story has created a ripple effect.

## Challenges and Future Prospects

One of the main drawbacks faced is when girls call the District Administration/Principal District Judge's office, they are reluctant to reveal their names and details. Consequently, little can be achieved in an efficient manner within a short span of time following such distress calls from girls.



# CAMPAIGN AGAINST CHILD SEXUAL ABUSE

*South District, Delhi*

## ***Innovation***

To generate awareness among school girls and boys on child sexual abuse

## ***Duration***

Two-three times a week

## ***Location***

South District, Delhi

## ***Key Stakeholders***

Department of Education

Government Schools

School Administration

School Teacher

School Students





## Brief Description

This awareness generation programme was organized by the District of South Delhi in collaboration with the Department of Education and Government school students on the issues of child sexual abuse, menstrual hygiene and gender inequality. In the process, it aimed to create a protective environment that not only encourages learning, but also sensitizes students, particularly boys, towards these issues.

## Factors Contributing to Success

One of the strengths of the programme was in its collaborative approach that involved the District Administration along with the Education Department. In addition, the choice of topics along with the manner in which they were delivered (The distribution of publicity material, discussion both among the students and speakers) to craft a safe and sensitive environment, that would enable the students to express their thoughts and opinions on selected issues.

## Outcome, Benefits & Impact

Aside from sensitizing a total of 44,539 students (both girls and boys), the biggest impact of the programme was that it provided a platform to the young students to not only raise their voice against child sexual abuse, but also share their personal stories of being the victims. This also included a lot of male victims that surprised the teachers present at the programme.

## Challenges and Future Prospects

The organization of this programme led to the realization that there was an urgent need to educate girls and boys on these kinds of issues, which are not discussed in the public domain due to their sensitive nature. The mindsets of the parents, teachers and students involved would have an important bearing on the way in which these topics are perceived and discussed. For this reason, the biggest challenge lies in changing the society's perception of these issues. One way of achieving this could be the organizing similar awareness programmes for parents of students. At the same time, to expand the reach of this activity, the District Administration has planned to organise them in the private schools in the future as well.

# CHALLENGING NUTRITION - BASED DISCRIMINATION

*Ri Bhoi, Meghalaya*

## ***Innovation***

To generate awareness on health, nutrition and education among school children

## ***Duration***

One Month

## ***Location***

St. Paul's Parish Hall, Nongpoh

## ***Key Stakeholders***

Department of Health and Family Welfare

Department of Social Welfare

Department of Education

Deputy Commissioner

Additional Deputy Commissioner

Additional Superintendent of Police

District Public Relation Officer

Adolescents





## Brief Description

District Administration organized a one day 'mela' at St. Paul's Parish Hall, Nongpoh on 28th September 2018 to sensitize students on the importance of health and nutrition, sanitation and hygiene in convergence with Beti Bachao Beti Padhao (BBBP) scheme. The mela was inaugurated by Deputy Commissioner of Ri Bhoi District and a signature campaign to 'save the girl child' was initiated by Additional Deputy Commissioner of Ri Bhoi. Officials such as Additional Superintendent of Police, District Public Relations Officer, District School Education Officer and District Programme Officer stood in solidarity with the cause. The officials emphasized the role of students in changing mindsets and attitudes towards a more educated and unbiased society. In this mela, a myriad of activities were carried out to encourage the equal participation of girls in every aspect of life.

The most unique aspect of the mela was the setting up of different stalls disseminating information related to education, health, nutrition, hygiene, sanitation, women safety etc. For instance, Department of Health came forward and demonstrated techniques of hand washing, highlighted the importance of separate toilets for girls and boys, safe drinking water and menstrual hygiene. Anganwadi Workers were further enlightened on the importance of a balanced diet and nutrition by displaying a food pyramid that caters to the basic requirements of a human body. A special focus was for adolescent girls in making them aware about key physiological and psychological changes that the human body undergoes. Health department installed a stall where anaemia screening, distribution of sanitary pads and iron folic acid tablets was done for adolescent girls.

Apart from the above stated activities, an open quiz, recipe competition and rally were organized and participants were felicitated. All the participants and officials took the BBBP pledge to save and educate the Girl Child and create an atmosphere where equal opportunities are made available to girls.

## Factors Contributing to Success

Convergence between the Departments of Health, Education and Social Welfare were successfully in synchronization with the objectives of Beti Bachao Beti Padhao (BBBP) at the District level. The series of events emphasized creating a society with gender parity and one that values the tenets of equal opportunity to both girls and boys. The event was successful in awakening the minds of students by motivating them to work as a catalyst to end social evils that are prevalent in the community.

## Outcome, Benefits & Impact

Through this mela, 261 school children were apprised about health, nutrition and education related objectives under Beti Bachao Beti Padhao. Through the quiz and discussions, students became well informed about various aspects of the scheme.

## Challenges and Future Prospects

Similar activities should be done on a regular basis to ensure that school children remain in the ambit of the scheme and become more sensitive towards unjust social practices.

This level of convergence is a good example to enable the effective implementation of BBBP. This will also help in increasing the Child Sex Ratio in the times to come.

# SELF DEFENCE TRAINING

Hyderabad, Telangana

## ***Innovation***

The main objective of this training programme is to decrease dropout rates and make girls more confident by empowering them to defend themselves in times of danger.

## ***Duration***

Three sessions a week

## ***Location***

Schools across the District of Hyderabad

## ***Key Stakeholders***

School Girls

Physical Education Trainers

School Teachers

School Administrations





## Brief Description

Instances of harassment against girls and women are prevalent in our society, many of which go unreported eventually leading to heinous crimes against girl and women. There is a pressing need to tackle such complicated situations for girls to be able to save themselves from any deleterious outcome. By making them learn self defence; we can ensure a society brimming with powerful and strong women who can protect themselves.

In the District of Hyderabad, self defence training programmes have been conducted in 181 Schools under Beti Bachao Beti Padhao (BBBP) for school girls in the age group of 11-15 years. The Physical Education Teachers (PET) of Government schools are trained by experts from Rudrama Devi Academy (Institute of Martial Arts), who in turn train female students in their respective schools. It is a 3 month course during which 24 vital techniques are taught to the students studying in classes 6 to 10. These techniques are taught in 36 sessions thrice in a week. The movie 'Komal' is screened across schools, making children aware about child sexual abuse. This has led to awareness on good touch and bad touch among children especially among girls, alerting them and encouraging them to speak out about situations that are undesirable.

## Factors Contributing to Success

One of the factors that contributed to the success of this activity is the number of girls who were trained under this programme. This programme has empowered girls, who were ready to take on challenges about women safety.

## Outcome, Benefits & Impact

A total of 26,000 girls have participated in the self defence training. One of the major impacts of this activity has been instilling a sense of fearlessness and enhancing mental strength among the girls. Children are beginning to feel more confident and secured having learnt techniques to defend themselves in times of crisis. While this activity has enhanced the physical strength of girls on one hand, there has been an increase in the girls' attendance in schools on the other. A very positive trend is being witnessed across schools where this training has been imparted.

## Challenges and Future Prospects

One of the challenges faced was the lack of adequately trained PETs in schools. Hence, increasing the number of training programmes of PET needs to be conducted to ensure that good training to girls in martial arts takes place. Also, many more girls need to be motivated to participate in self defence training programmes.



# BADHAI SANDESH FOR KANYA JANMOTSAVA

Lakhisarai Bihar

## ***Innovation***

To promote and value the birth of girls to create an overall change in the mindset of the community

## ***Duration***

Monthly

## ***Location***

Anganwadi Centres in Lakhisarai, Bihar

## ***Key Stakeholders***

District Administration

District Magistrate

Department of Women & Child Development

Anganwadi Workers

Parents of Daughters





## Brief Description

The District Task Force (DTF) in November 2018 under the chairpersonship of the District Magistrate of Lakhisarai decided the need to celebrate the birth of girls by greeting the parents of new-born girls with a 'Badhai Sandesh' in printed greeting cards. As the activity is organized to promote the birth of girls, a strong message is sent to community members about the value of girls. The idea conceptualised by the District Magistrate promotes Anganwadi Centres as the location of the celebration of 'Kanya Janmotsava' on the eve of 'Annaprashan Diwas', which is organised on the 19th of every month. Medical officers at the Primary Health Centre level have been given the duty of passing on the 'Badhai Sandesh' of the birth of girls during the 'Kanya Janmotsava' event. Information regarding schemes that promote the empowerment of girls are included in the 'Badhai Sandesh' like Mukhya Mantri Kanya Utthan Yojna, Sukanya Samridhi Yojna, ending child marriage and dowry etc. In order to promote this event, signature boards, pledges, pamphlets, banners, hoardings, etc. have been distributed for awareness generation and community participation.

## Factors Contributing to Success

The District Administration with the support of the Department of Women & Child Development has actively facilitated the success of this initiative. The media has also been a huge source of support in having raised awareness about this activity.

## Outcome, Benefits & Impact

A powerful message about the value of the Girl Child is being sent to people on a large scale through the initiation of this activity. Till date, 83 participants have been sensitized. The parents of the girls feel a sense of pride and honour on receiving 'Badhai Sandesh' cards. As this activity involves community participation, it would definitely change perceptions about the Girl Child and prove beneficial in meeting the overall objectives of BBBP. Moreover, wide publicity through positive media interventions and the active support of key stakeholders like Anganwadi Centres will contribute to a change in the community's mindset at large. Other Districts in the State have appreciated this innovative activity and plan to replicate it in their own Districts.

## Challenges and Future Prospects

Stakeholders need to be sensitized so that they can effectively and enthusiastically participate in this activity in order to convey BBBP's message on a large scale. The next step of this initiative is to involve other Districts that have appreciated the success of this initiative and scale this activity.

# BAL MITRA POLICE

*Gwalior, Madhya Pradesh*

## ***Innovation***

To empower girls with legal knowledge

## ***Duration***

Annual

## ***Location***

Gwalior, Madhya Pradesh

## ***Key Stakeholders***

Police

Department of Women & Child Development

Adolescent Girls

School Teachers

School Administrations





## Brief Description

The Police of Indraganj in Gwalior had arranged a visit to a police thana for school girls under the 'Bal Mitra Police' campaign. They conducted regular camps at police stations/institutes near police stations where students, youth, women and locals were invited to attend camps/sessions. Topics like women's security, women's rights, Acts/rules related to crimes against women, cyber crime, etc. were organised. Senior Officers from the Judiciary, Police, Department of Women and Child Development and the District Administration were invited to address the gathering. The sessions were supported by the display of videos, PPTs, etc. The Police also cleared doubts of students regarding in the policing system, provision of FIRs, investigation, etc.

## Outcome, Benefits & Impact

People are generally reluctant to visit police stations in our country. They are generally not aware of the manner in which the police operate. 'Bal Mitra Police' sensitizes school students and civilians regarding the role of the Police in society and promotes awareness about the legal system, legal rights and available legal aid, etc. that empowers girls and civilians to secure justice and accountability at all levels. The police is increasingly being seen as a friend and protector of society for the more vulnerable ones like women and girls.

## Challenges and Future Prospects

There is a gap between the goals of this programme and their application in reality. The sustainability of the knowledge gained and applicability of this knowledge on the ground is essential.

# ENDING CHILD MARRIAGE THROUGH COMMUNITY ENGAGEMENT

*Nayagarh, Odisha*

## ***Innovation***

To Prevent child marriage through awareness generation in villages

## ***Duration***

15 Days

## ***Location***

Nayagarh, Odisha

## ***Key Stakeholders***

District Magistrate

Accredited Social Health Activist (ASHA)

Auxiliary Nurse Midwives (ANM)

Police

Gram Panchayats

Community Members





## Brief Description

To foil the practice of child marriage, the District Administration conducted a campaign against child marriage at reputed temples, mathas and mandapas of Nayagarh to sensitize the public, priests and members of the temple to stop conducting child marriages. This campaign was conducted in reputed temples and mathas using a caravan. This caravan covered 1408 kilometres in the District. Special Gram Sabhas on ending child marriage were also conducted in Gram Panchayats on 26th January, 2018. Posters and banners were displayed in different locations using a variety of media tools. Advertisements about the prevention of child marriage in local theatre programmes, Beti Bachao Beti Padhao (BBBP) banners for Special Gram Sabha meetings, street plays on Pari Rath and BBBP stickers were also used to spread messages about child marriage prevention.

## Factors Contributing to Success

The co-operation displayed by religious leaders and priests in temples, mathas and mandapas was a factor that contributed to the success of this activity. Gram Panchayat initiatives on promoting Beti Bachao Beti Padhao as a means to prevent child marriage were also noteworthy.

## Outcome, Benefits & Impact

1315 people attended the sensitization programme on ending child marriage. Over 20,000 people have been sensitized on child marriage prevention. The campaigns on child marriage prevention were successfully conducted in 32 temples and mathas of Nayagarh. Special Gram Sabhas that were conducted on the prevention of child marriage were held in 194 Gram Panchayats.

## Challenges and Future Prospects

The challenges in organizing sensitization programmes involve co-ordination among different Departments (like the Departments of Social Justice and Minority Affairs, Health, Education etc.) at the District level. The expansion of the sensitization programme on the prevention of child marriage in schools, colleges and tribal areas will benefit the community.

# PANCHAAMRIT

*Kamrup Metropolitan, Assam*

## ***Innovation***

To nourish pregnant women after the completion of five months of pregnancy for a safe and healthy delivery

## ***Duration***

One Day

## ***Location***

Kamrup Metropolitan

## ***Stakeholders***

Accredited Social Health Activists (ASHA)

Auxiliary Nurse Midwives (ANM)

Anganwadi Workers (AWW)

Pregnant Women





## Brief Description

Under this activity, pregnant women (who have completed five months of pregnancy) in areas surrounding an Anganwadi Centre are invited and felicitated with gifts and nutritious food that also include 'panchaamrit' (a mixture of milk, sugar, curd, honey and ghee). The overall aim of this activity is to ensure the safe and healthy delivery of babies.

## Factors Contributing to Success

The District Administration has been imparting nutrition and health education to the pregnant women. Regular ante-natal checkups conducted by ANMs, has further safeguarded their health. The organisation of such an activity has also provided the women with a source of emotional support, which has also contributed to the success of this initiative.

## Outcome, Benefits & Impact

In addition to providing healthy food to expecting mothers, this initiative, through the medium of Information, Education and Communication material, has been spreading awareness among pregnant and lactating women on relevant Government schemes and also educating them on gender sensitivity and equality, thus helping accomplish the larger goal of generating awareness on gender discrimination, one of the primary goals of the BBBP scheme.

## Challenges and Future Prospects

One of the challenges conveyed by pregnant women under this activity has been the difficulty of obtaining permission from family members to attend social functions like these. However, the initiation of awareness generation and counselling sessions for all members of the family could be a way of addressing this issue.

The District Administration has suggested involving community and religious leaders in the future to make the initiative even more impactful. It also plans to expand the role of ANMs, ASHAs and AWWs in time, so that they may be able to assist pregnant women with relevant Government information and institutional delivery.

# **Education of Girls**



# ADOLESCENT GIRLS CLUB

*Nagaland*

## ***Innovation***

To generate awareness on menstrual hygiene, child sexual abuse and teenage pregnancy among adolescent girls

## ***Duration***

Monthly

## ***Location***

Nagaland

## ***Key Stakeholders***

Department of Social Welfare

Department of Women & Child Development

State Task Force of BBBP

Nagaland Legal Service Authority

Department of Education

Adolescent Girls

Government Schools





## Brief Description

Adolescent Girls Clubs are introduced in Government Schools across the State of Nagaland. Monthly Club meetings are held in member schools of the Nagaland Adolescent Girls Club, where deliberations and dialogue sessions are conducted on:

- i. Harmful effects of teenage pregnancy
- ii. Menstrual health and hygiene management
- iii. Child sexual abuse in collaboration with Legal Service Authority

The following activities are also being conducted under the Adolescent Girls Club:

- i. The formation of a Girls' 'Friendship Circle'
- ii. A campaign on 'Know Your Rights'
- iii. Free sanitary napkin distribution in schools, especially among underprivileged girls
- iv. A play on "The Day I took a Stand" that is enacted as part of the Club's initiative to stand up against child sexual abuse, bullying, domestic violence, trafficking and other forms of violence against women and girls
- v. The drawing of a month-wise action plan for the Club

## Factors Contributing to Success

The main factor contributing to the success of this initiative is the active participation and support of the Nagaland Legal Service Authority, Department of Education that acts as the nodal agency for running the Adolescent Girls Club are equally credited for the achievements of this activity.

## Outcome, Benefits & Impact

There are more than 530 girls who are members of the Adolescent Girls Club. A positive message being propagated at the community level is that menstruation is a normal occurrence and not a taboo. There is awareness among girls about the existence of various forms of child sexual abuse and the various options available to diminish the ill effects of it. Vigilant teachers act as friends for those girls who face problems with child sexual abuse and menstruation.

## Challenges and Future Prospects

A major challenge lies in the lack of mobility to monitor the activities of each Adolescent Girls Club. Its future prospects include convergence with allied departments, such as the Departments of Youth Resources and Sports and Social Justice and Empowerment etc. to make this programme an annual convergence activity. The Club can also be included in each school's annual activity so that it becomes a part of extra-curricular activities for girls.

# ESTABLISHMENT OF BALIKA MANCHES

*Hoshiarpur, Punjab*

## ***Innovation***

To engage and empower girls in decision making processes through the establishment of Balika Manches

## ***Duration***

Monthly

## ***Location***

Government Schools in Hoshiarpur

## ***Key Stakeholders***

Department of Women and Child Development

District Child Protection Unit

District Administration

Gram Panchayats

Adolescent Girls

Government Schools



***Glimpses Of Activities  
Under***





## Brief Description

Balika Manches are platforms created at Government schools in which girls from senior secondary and higher senior secondary classes come together, participate and find a solution to issues that confront adolescent girls. One girl from each class is selected as a representative and other girls are encouraged to participate and choose their chairperson. This platform provides an opportunity for girls to express themselves in a safe and secure atmosphere. Members seek support from representatives of Balika Manches along with teachers to devise solutions to critical issues. The power of decision making at the student level boosts the confidence of girls, bringing in a sense of unity to speak up against or for issues related to women and work towards girls empowerment and welfare. Manches also include activities like debates, skits, group songs, play and talks to sensitize school children regarding issues related to women empowerment, health and nutrition, women's safety, etc. Girls are encouraged to participate, plan and make decisions for themselves.

## Factors Contributing to Success

Officials from various departments came together to create Balika Manches and sensitized students as well as their parents about the objectives of the initiative. Students were encouraged to participate and share their problems/issues at public platform so that a healthy dialogue takes place to confront their problems to find solutions, with the help of their selected representatives and school teachers.

## Outcome, Benefits & Impact

Girls were empowered to voice their opinion and thoughts related to issues confronting girls and women. These Balika Manches have instilled confidence and emboldened girls to face and tackle challenges. This has also created an impact on the mindset of parents, who are now encouraging their girls to pursue higher education and face challenges with confidence.

## Challenges and Future Prospects

Initially, teachers, students and parents had low expectations regarding the purpose of Balika Manches. However, once adequate awareness was generated on the importance of these forums, a positive and vibrant response poured in leading to an attitudinal shift in community behaviour and understanding.

These forums will create an atmosphere that encourages girls to question, challenge and help society progress towards being gender sensitive.

# AAO SCHOOL CHALEIN

*Sikar, Rajasthan*

## ***Innovation***

To ensure that all girls are enrolled in school

## ***Duration***

Annual

## ***Location***

Sikar, Rajasthan

## ***Key Stakeholders***

District Magistrate

Department of Education

Anganwadi Worker (AWW)

Accredited Social Health Activist (ASHA)

Adolescent Girls

Community Members





## Brief Description

The main focus of this campaign is on the Girl Child's education and to re-enrol girls who have dropped out of school. For this purpose, stakeholders like the Department of Education, AWW, ASHA and Gram Sathins undertook a door-to-door campaign and distributed invitation letters along with 'Peele Chawal' to families with the aim of ensuring that girls attend and enrol themselves in school. 'Peele Chawal' is an accompaniment to invitations in Sikar. These invitation letters were signed by District Collector, which had given value to this campaign.

## Factors Contributing to Success

The active participation of all stakeholders at the District and community levels to bring about awareness on the importance of girls' education has contributed to the success of this campaign.

## Outcome, Benefits & Impact

Girls' enrolment in school education in the session of 2013-14 was 1,39,768, which has increased to 2,37,588 in the session of 2016-17. As a result of combined effort, a 3.55% increase in the enrolment of girls has been witnessed in the current academic session. This campaign has proved to be an inspiration to the families of girls. Furthermore, with the contributions of Bhamasaah (elderly community members), separate toilets were also built for girls in three Blocks of the District.

## Challenges and Future Prospects

One of the main challenges is to identify dropout girl students and thereafter convince their parents to re-enrol their daughters in schools. Secondly, providing transportation facilities to girls has been a crucial factor in their completion of school.

This campaign has created an environment that encourages community members to aim for target of 100% in the enrolment of girls. It has been an empowering campaign for families who have daughters.

# COLLECTOR KI CLASS

*Jhunjhunu, Rajasthan*

## ***Innovation***

To provide quality education and awareness by ensuring special classes called 'Collector ki Class' in Government colleges and schools

## ***Duration***

December 2017 onwards

## ***Location***

Jhunjhunu, Rajasthan

## ***Key Stakeholders***

District Collector

Government Officers from various Departments

Non Governmental Organizations

School Students

School Teachers





## Brief Description

In order to improve the overall quality of education provided to girls, 'Collector Ki Class' is a regular activity that is held in Government colleges and schools, with a view to motivate girls to pursue their dreams and aspirations. Under this initiative, girls who prepare for competitive examinations are given free coaching by experienced faculty from Jaipur, New Delhi, etc. Girls also receive personalized guidance, career counselling and motivation from the District Collector and Government Officers. Till date, INR 25 Lakh has been collected through donations from the public for this purpose. Awareness generation for this activity has been accomplished through advertisements in newspapers.

## Factors Contributing to Success

Government officials are keen to provide their time, energy and assistance to those girls who are interested in seeking their advice. Through direct communication and discussions between Officers and students, girls are guided in their pursuit of career options.

## Outcome, Benefits & Impact

Over 1650 students (2 Batches of Rajasthan Administrative Services, 1 Batch of Staff Selection Commission, 2 Batches of Pre Medical Test/Pre Engineering Test and 1 Batch of Women Supervisors) have received personalised career counselling and motivation sessions from Government officers. This has proved to be a source of confidence for the aspiring students.

## Challenges and Future Prospects

On realizing the impact such interfaces have on girls in the District, 'Collector ki Class' is clearly a step towards improving self decision-making, independence and confidence for girls in their respective fields of engagement. It has been conceptualized to encourage girls to pursue a wholesome education in the District, which can be replicated in other districts.

# UMANG – EK PAHAL

*Jhajjar, Haryana*

## ***Innovation***

To reduce the number of girls who drop out of school by creating awareness regarding menstrual health and distributing free sanitary napkins

## ***Duration***

Monthly

## ***Location***

Jhajjar, Haryana

## ***Key Stakeholders***

Department of Women & Child Development

District Task Force of BBBP

District Education Department

Sarva Siksha Abhiyan (SSA)

Haryana State Rural Livelihood Mission (HSRLM)

Adolescent Girls





## Brief Description

A large number of rural girls in Jhajjar studying in schools cannot afford regular purchase of sanitary napkins. They abstain from attending school due to menstruation. High absenteeism and dropouts among adolescent girls in school at the outset of their menstrual cycle is a challenge. To address this pressing need, a convergence initiative entitled 'Umang – Ek Pahal' was introduced to provide adolescent girls with sanitary napkins for free to encourage them to pursue their education. Sanitary napkins produced by Self Help Groups (SHGs) under the Haryana State Rural Livelihood Mission (HSRLM) were distributed to adolescent girls in Government schools under the Sarva Siksha Abhiyan (SSA) Innovation Fund.

Initially, schools with a higher number of girls were identified. SSA funds for the project were utilized and the project commenced in a phased manner. Functional platforms like Beti Bachao Beti Padhao (BBBP), Nari ki Chaupal and Balika Manch were also engaged with to optimise the impact of this intervention.

## Factors Contributing to Success

Support from the Department of Education and District Administration in the implementation of this project has been crucial. Monitoring by field coordinators to ensure that there is a sufficient stock of sanitary napkins available for distribution in schools has also been a factor contributing to the success of this initiative. The District Task Force of BBBP has also been an important source of support in the facilitation of this initiative.

## Outcome, Benefits & Impact

Umang – Ek Pahal has been implemented by the District Administration in 200 Government schools. 39 schools were identified in the first phase, which benefitted 5500 girl students over a period of 4 months. 13,438 girls have benefitted through the free distribution of sanitary napkins over 6 months. There has been a substantial reduction in absenteeism among girls upto 40% since the inception of this activity. There has been a rise in the confidence levels of girls during Balika Manch activities. The programme provides employment to 22 women engaged in the production of sanitary napkins under the Haryana State Rural Livelihood Mission (HSRLM). Records are maintained to track the distribution of sanitary napkins in order to institutionalise the practice and ensure compliance and monitoring.

## Challenges and Future Prospects

One of the major challenges in Jhajjar is the availability of affordable sanitary napkins. By providing sanitary napkins free of cost to adolescent girls, this initiative is effectively addressing this problem. To change the mindset of people about the taboo associated with menstruation; this initiative has helped make girls comfortable with the idea of talking about menstrual hygiene and health freely and the utilization of sanitary napkins.

The future prospects of 'Umang Ek Pahal' lies in the rigorous monitoring of the activity and periodic advocacy through State campaigns.

# GENERATING AWARENESS ON MENSTRUAL HYGIENE MANAGEMENT

*Diu*

## ***Innovation***

'Yes, I Bleed' towards sensitization and awareness on menstrual hygiene

## ***Duration***

One Day

## ***Location***

A Government College in Diu, Daman and Diu

## ***Key Stakeholders***

District Administration

Department of Education

Adolescent Girls and Boys

School Administrations

School Teachers





## Brief Description

The District Administration organized a campaign entitled 'Yes, I Bleed' in collaboration with the Department of Education to educate college-going girls and boys on menstrual hygiene and gender inequality. During the campaign, a movie 'Padman' was screened to sensitize students about the topical nature of this topic. By breaking myths and discrediting shame related to menstruation, students were made to understand that menstruation is a normal biological process. At the end of the movie screening, students and faculty members took a pledge to 'Protect and Educate Every Girl Child'. In aiming to create a protective environment that not only encourages learning, but also sensitizes students, particularly boys.

## Factors Contributing to Success

One of the strengths of this campaign was in the collaborative approach adopted by the District Administration and Department of Education. The choice of topics and manner in which they were delivered, i.e., showcasing of movie followed by discussions, helped create a safe and sensitive environment that would enable students to express their thoughts and opinions without hesitation.

## Outcome, Benefits & Impact

Besides sensitizing 347 students (both girls and boys), the biggest impact of this campaign was that it provided a platform for adolescents to not only raise their voice against gender discrimination, but also engage with peer and experiential learning through the sharing of personal stories on myths surrounding the issue.

## Challenges and Future Prospects

The organization of this programme led to the realization that there was an urgent need to educate girls and boys on menstruation and gender equality, which are not captured in mainstream education, due to the sensitive nature of these subjects. This activity successfully achieved the objective of changing the mindsets of boys and girls through persuasion and discussion. By addressing the biggest challenge of changing society's perception of these issues, the District Administration has taken a step towards creating a better informed student community. In order to expand the reach of this activity, the Administration has planned to organise such campaigns in private and Government schools and scale up this initiative.

# Participation of Girls





# AWARENESS ON GENDER THROUGH COMMUNITY MOBILIZATION

*Mandi, Himachal Pradesh*

## ***Innovation***

To disseminate positive messages and change the mindset of people about the Girl Child

## ***Duration***

One Day

## ***Location***

Paddal Ground, Mandi, Himachal Pradesh

## ***Key Stakeholders***

Additional Deputy Commissioner

Red Cross Society

Department of Women & Child Development

Anganwadi Workers (AWW)

District Programme Officer

Child Development Programme Officers

Community Members





## Brief Description

The District Administration of Mandi, Himachal Pradesh dedicated a day for Beti Bachao Beti Padhao (BBBP) activities during the Red Cross Fair 2018. Additional Deputy Commissioner of Mandi, Himachal Pradesh suggested creating a logo using a human chain at the venue of Red Cross Fair in Paddal Ground, Mandi. He organised a photographer and videographer. The District Programme Officer formulated the concept of a human chain formation to display BBBP messages through the BBBP logo targeting the general public. It was initially conceptualised on a computer. 385 circles of people formed the BBBP logo wearing specifically coloured aprons and head gear of different colours. As the activity required rehearsal, the District Programme Officer involved Anganwadi Workers from the blocks of Mandi, Sadar, Rewalsar and Sundernagar in Mandi District.

400 Anganwadi Workers and 20 Supervisors participated in the event. The BBBP logo and messages like 'Save The Girl Child' were created through the dynamic and flawless movement of AWWs without any marking to guide them on the ground. The captivating event was streamed live on social media.

## Factors Contributing to Success

The success of the demonstration can be attributed to the active support of the District Administration, Red Cross Society, Child Development Programme Officer (CDPO), the Supervisor of the CDPO and Anganwadi Workers. The proactive participation of the community, a freelance photographer and the Police were equally helpful.

## Outcome, Benefits & Impact

Positive messaging regarding the Girl Child has impacted people's mindsets through this artistic display. Viewers have voluntarily edited the video and added music to suit local interests in dialects like Pahari and Naati in order to strengthen the reach of BBBP's message. In addition, messages are being sent through social media in the State, District and beyond.

## Challenges and Future Prospects

As the concept of a human chain was designed on a computer, it was challenging to conduct a flawless dynamic movement on the ground with 400 individuals. But with rehearsals and diligence, it was made possible.

The activity has been greatly appreciated by the general public. Similar activities can be organized in order to disseminate valuable information that transforms the mindset of society towards the Girl Child.

# KANYA RATNA UTSAV

Ahmednagar, Maharashtra

## **Innovation**

To promote community participation for behavioural change

## **Duration**

Annually

## **Location**

141 Programmes conducted across the District in 14 Blocks at the Gram Panchayat/Village level

## **Key Stakeholders**

Zilla Parishad CEO

Panchayat Members

Government Officers

Lady Supervisors

Medical Officers

Anganwadi Workers (AWW)

Accredited Social Health Activists (ASHA)





## Brief Description

In the form of a festival or 'Utsav', Kanya Ratna Utsav celebrates the value of the Girl Child by promoting Beti Bachao Beti Padhao (BBBP) through various awareness generation activities. The most unique aspect of this activity was that it was entirely funded by the communities themselves. Initially, Zilla Parishad CEO of Ahmednagar motivated Lady Supervisors during a District level meeting to organize an event in their respective areas. The Lady Supervisors subsequently coordinated with their local Panchayat members, ASHAs, AWWs and Government Officials to collaboratively mobilize people for an event in the favour of Kanya Ratna Utsav.

Awareness about the Kanya Ratna Utsav was pioneered and spearheaded by Panchayat Members, ICDS Supervisors, ASHAs, AWWs and Government Officials through the distribution of pamphlets, setting up of banners and displays on flex boards for all the 141 programmes of Kanya Ratna Utsav across the District. Programme implementation revolved around morning rallies and street plays in addition to poshan aahar and cultural programmes that spread awareness about empowering the Girl Child. Moreover, rangoli, essay and drawing competitions were organized for adolescent girls alongside games, for which prizes were distributed to winners. Expert lectures on 'Save the Girl Child' and 'Educate the Girl Child' from domains like medicine, law, etc. were followed by panel discussions, reviews and guidance sessions. Furthermore, couples with one or two daughters were felicitated and local people voluntarily contributed to a fund that was deposited for girls.

## Factors Contributing to Success

The success of Kanya Ratna Utsav in Ahmednagar, Maharashtra can be attributed to the committed interest that was displayed by District level officers and Panchayat members. Community mobilization initiated and sustained by front workers further added impetus to the buzz created for the event. In addition, financial contributions made by local people helped the people to build a sense of ownership over the event, promoting the cause of women's empowerment.

## Outcome, Benefits & Impact

The primary outcome of this event has been changing behavioural change, as it has helped in addressing stigma associated with the birth of girl child. This initiative has enabled the community to realize the importance of girls and women and their role in the social and economic development of society.

It has become a people's movement in the district that challenges age old traditions of de-valuing the Girl Child. A total of 141 Kanya Ratna Programmes have been conducted in 14 blocks of the district. An amount of INR 37,60,105 /- voluntary contribution was collected for Kanya Ratna Utsav. This amount has been deposited in banks and post offices in the District for 3882 girls.

## Challenges and Future Prospects

Increasing the participation of the male population in District is challenging. By increasing the frequency of this activity, it would be possible to increase awareness.

# GENDER SENSITIZATION OF MEN

*Senapati, Manipur*

## ***Innovation***

To ensure the participation of men in promoting Girls' Rights

## ***Duration***

Three times in a year

## ***Location***

Senapati, Manipur

## ***Key Stakeholders***

Deputy Commissioner

All Government Departments

Supervisors of Child Development Programme Officers (CDPO)

Anganwadi Workers

Male Village Council Leaders





## Brief Description

In Senapati District, society follows a patriarchal system. Village council leaders were sensitized and trained to come on board with the ideas behind Beti Bachao Beti Padhao (BBBP). The disparity between girls and boys, and in particular, the grave issue of a declining Child Sex Ratio were highlighted and participants were encouraged to deliberate and discuss challenges like the birth and education of girls. Initially, an invitation to participate in a one-day sensitization programme was given to all village council leaders with the support of Anganwadi Workers. During the programme, the following topics were discussed:

- (i) A Brief Note on the Objectives of Beti Bachao Beti Padhao
- (ii) Women's Empowerment and Gender Equality
- (iii) The Importance of Early Ante-Natal Care and Institutional Delivery
- (iv) The Importance of the Girl Child's Education

On the day of the programme, leaflets/brochures on BBBP were distributed to all the participants. In order to ensure that all the villages in the District were covered, the programme adopted project-wise approach and till now, three projects have been completed.

## Factors Contributing to Success

The key driver behind the success of this programme is the active support of the staff of the Anganwadi services (ICDS), especially the Anganwadi Workers and community members.

## Outcome, Benefits & Impact

Approximate 170 village Council male leaders have been sensitized towards the objectives of BBBP, which an important outcome of this unique intervention.

## Challenges and Future Prospects

Men, an important stakeholder in BBBP, have shown interest, though a majority of men are yet to come forward – training and sensitization is required for all men and boys (as well) in the District. The Administration aspires to include male as a stakeholder and scale up its initiative across the District.

# WOMEN'S PARLIAMENT

*Y.S.R. Kadappa, Andhra Pradesh*

## ***Innovation***

To sensitize adolescent girls and women to build a gender sensitive society

## ***Duration***

Annually

## ***Location***

Government Schools and Colleges, Social Welfare Hostels, Anganwadi Centres

## ***Key Stakeholders***

Officials from ICDS Department (AWW, Supervisors, CDPO and DPO)

Officials from Department of Education

Officials from Department of Social Welfare

Officials from Department of Health

Gram Panchayat Members

Adolescent Girls





## Brief Description

Women's Parliament was organized at the District level to build awareness and sensitize women and adolescent girls regarding the objectives of Beti Bachao Beti Padhao (BBBP) Scheme. Important issues were highlighted on gender equality, women's empowerment, sex ratio at birth, women safety, reproductive and sexual health, child protection etc. Through this parliamentary sessions masses were made aware about various aspects of schemes run by the Government.

Rallies and mock parliamentary sessions were conducted centring around Schemes and Acts for the protection and welfare of the Girl Child. An interactive session was conducted among students and District officials from various Departments on BBBP and how it can play a vital role to increase the CSR (Child Sex Ratio). The role of girls and women in developing and nurturing a society was also one of the key highlights.

## Factors Contributing to Success

The Women's Parliament is an initiative that saw a high participation a various stakeholders, which has led to a significant increase in awareness on BBBP and its objectives.

## Outcome, Benefits & Impact

Various issues related to girls and women such as gender equality, women empowerment, sex ratio at birth, women safety; reproductive and sexual health, child protection etc. were successfully highlighted at district level platform. Through this forum, people became more aware about components of BBBP Scheme. They were motivated to challenge son centric traditions and rituals. A total of 738 participants attended the Women Parliament and 115 participants took part in essay competition on the topic of importance of Girl Child. Posters, banners were displayed and pamphlets were distributed to generate awareness on BBBP Scheme.

## Future Prospects

The Women's Parliament will further provide an effective platform for girls and women to become more aware and motivated. Besides being acquainted with Parliamentary procedures, they would be encouraged to participate in political processes and further take forward the message and cause of girls and women. This will also help adolescent girls become a catalyst of change in society.

# SAAS BAHU SAMMELAN

*Raigarh, Chattisgarh*

## ***Innovation***

To provide a platform of engagement for pregnant and new mothers and their mothers-in-law

## ***Duration***

Bi-annually

## ***Location***

Raigarh, Chattisgarh

## ***Key Stakeholders***

Department of Women & Child Development

Department of Health & Family Welfare

Anganwadi Workers

Anganwadi Helpers

Community Members





## Brief Description

The main objective of this initiative is to hold regular meetings between expecting and new mothers and their mothers-in-law to address any concerns prevalent and advise each party about tackling these matters. Widespread 'munaadis' or awareness campaigns were conducted at the village level by Anganwadi Workers to encourage pregnant and new mothers and their mothers-in-law to come together and participate in discussions and deliberations on relevant topics. The underlying notion was to have the two stakeholders engage in a healthy discussion in a safe space in order to clear doubts and concerns, which would ultimately result in an open atmosphere free of uncertainty. The idea behind this initiative is that the Girl Child will be protected and newly born Girl Child will be nurtured which is a core objective of BBBP.

## Factors Contributing to Success

A mutual sense of bonding that pregnant and new mothers along with their mothers-in-law felt aided the formation of Saas Bahu Sammelans. An equally important factor that contributed to the success of this activity was the informative discussions with doctors, technical experts and officials, which helped maintain the novelty of this activity.

## Outcome, Benefits & Impact

The beneficiaries of this activity number a 1000 till date. Pregnant and new mothers along with their mothers-in-law have acknowledged the Sammelan as a great platform to address any concerns or doubts that the stakeholders have. Moreover, these sessions have helped them obtain detailed and additional information about having a safe pregnancy.

## Challenges and Future Prospects

The main challenge perceived was the reluctance that ladies displayed to leave their homes and participate in such meetings. A suggestion that is being considered is that a larger number of diverse activities could be made a part of the Sammelan to garner the attention of the stakeholders and public to make them interesting, inclusive and enriching. Further, as participants talk about the Sammelans on returning to their homes, other members of society would also help in the wider propagation of this activity.

# JAN SABHA

Fatehgarh Sahib, Punjab

## ***Innovation***

To value the girl child by honouring their grandmothers and mothers

## ***Duration***

Annually

## ***Location***

Auditorium or open places at Block level

## ***Key Stakeholders***

Member of the Legislative Assembly

Government Officers

Community Members

Parents of Daughters





## Brief Description

The District Administration took up an initiative called “Jan Sabha” in 3 constituencies under Beti Bachao Beti Padhao (BBBP) Scheme in which grandmothers and mothers of the Girl Child were honoured by the MLAs. In these events, 50 new born baby girls along with their mothers and grandmothers were honoured with baby care kits, sweets and towels by MLA of that constituency to value the girl child. People from all age groups (around 500) participated in Jan Sabha, so that BBBP message effectively reached every level of the society. The motive of this Jan Sabha was to promote the idea of gender equality, feel proud of her and value the girl child. Resource persons from BBBP spread awareness regarding the message of the scheme “save the girl child, educate the girl child”. Drama and performances were imparted by theatre artists and school children on the theme of BBBP and PC & PNDT Act in the form of stories and dances to sensitize and spread awareness at community level. IEC material such as flex boards, hoardings and posters related to BBBP were displayed at District level, block level and village level to generate awareness at the community level.

## Factors Contributing to Success

Being honoured by Legislative Members (MLAs) at Block level provided a sense of pride to grandmothers and mothers of a girl child helping them to further value, respect and nurture their girl child without any gender biases. This is a step to change the mindset of people at community level to value a girl child by involving all key stakeholders.

## Outcome, Benefits & Impact

This event (s) brought people together from various age groups and fields at a common platform to address gender related issues in society and sensitize them, which we hope will weave everyone together into a common goal of BBBP. It promoted the concept of providing equal status and opportunities to the girl child. The presence of government officials and legislative members lend greater seriousness about the issue and made a long lasting impact in people’s mind. Thus made them to re-think and change the age old practices related to “son preferences/ daughter aversion” as well as behavioural patterns promoting gender discrimination thus far.

## Challenges and Future Prospects

Mindset change is a slow process and takes even longer time to gain results. These activities should be sustained to create a sharper impact on people’s mind-set and behaviour towards valuing Girl Child. This will eventually lead to improved sex ratio by preventing gender biased sex selection and promoting the protection of the Girl Child. Awareness about BBBP scheme converged with other schemes and acts like PC & PNDT Act will bring change in society.

# COMMUNITY AWARENESS THROUGH MID MEDIA

*Gadag, Karnataka*

## ***Innovation***

To promote awareness through the performing arts

## ***Duration***

3 Weeks in 2018

## ***Location***

Gadag, Karnataka

## ***Key Stakeholders***

District Collector

Anganwadi Workers

Anganwadi Supervisors

Child Development Programme Officers

District Women's Empowerment Office

District Programme Officers

Other Government Departments

Community Members





## Brief Description

Initially, the District Collector consented for collecting information about performing arts groups that could promote BBBP in all the Panchayats of the District. A prominent performing Art group was selected and provided with awareness generation material to prepare dramas, dances and songs that would be performed publicly, with each event lasting an hour and a half. Various preparatory work for create a road map for Child Development Programme Officers to help organize the performance in each village, transportation and lodging arrangements for the performers, and also informing media houses through the Public Communications Department. Most importantly, Anganwadi Workers and their supervisors intimated Gram Panchayat members, mothers and children, etc. about upcoming programmes in each of their villages. Performances were carried out in 8-10 Gram Panchayats on daily basis.

## Factors Contributing to Success

The active participation in a united collaborative approach of the District Administration, Zilla Panchayat, Police Department, Law Department, Health and Education Department, Women & Child Department, Non-Governmental Organizations, the public, elected members, etc. resulted in the good success of this initiative.

## Outcome, Benefits & Impact

Performances took place in all 122 Panchayats of the District with 50-100 people on an average sensitized in each Panchayat. Generating awareness through the performing arts is highly impactful with strong recall effect, even, as the public has been sensitized with the grave matter of declining Child Sex Ratio (CSR). By showcasing equality among male and female children, importance has been given to girls' education and saving the girl child, which has subsequently had a strong impact on the mindset of people in the District.

## Challenges and Future Prospects

Challenges revolving around the implementation of this initiative include creating plans of action, and synchronising factors of implementation in these plans of action. Early intimation to all stakeholders and co-operation with different bodies organizing the event is required.

The Administration would like to sustain this event on an annual basis.

# SPECIAL GRAM SABHA

Ahmedabad, Gujarat

## ***Innovation***

To raise awareness to value the Girl Child

## ***Duration***

Annually

## ***Location***

Across 12 Sectors of Ahmedabad District

## ***Key Stakeholders***

Taluka Development Officer

Sarpanch

Talati Elected Representatives

Integrated Child Development Service (ICDS)

Department of Health & Family Welfare

Gender Resource Centre

Community Members





## Brief Description

On the occasion of International Girl Child day, 11th October 2018, Special Gram Sabhas across 12 sectors of the 10 Talukas of Ahmedabad District were organized to spread the message of Beti Bachao Beti Padhao (BBBP) through a coalition of Department of Health and Department of Education at the grass-roots level. This Special Gram Sabha drew focus to save, protect, nurture and educate the Girl Child by ensuring the enforcement of the PC & PNDT Act in the District. It brought people from various age groups to a common platform to address issues related to gender discrimination and disparity, which are prevalent in Indian society. Various rallies, speeches, debates and open discussions under BBBP were conducted to promote gender equality and the equal participation of girls to progress towards a gender sensitive society. The presence of eminent members of society and open discussion with them regarding challenges that girls and women face brought a sense of seriousness among the masses and created a long lasting impact to re-think and change their perspective about the Girl Child. Officials spread awareness about health-related schemes and how girls and women play a vital role in balancing the society. They also provided information related to the PC & PNDT Act and other Government services that are beneficial for the community. Members from Taluka and Sectors emphasized maintaining Guddi-Gudda Boards at the Gram Panchayat level to report any kind of gender discrimination and promote girls' education and ensure the survival of the Girl Child and nurture them. Various awards were given to girls and women who are successful in their respective fields.

## Outcome, Benefits & Impact

The involvement of Officials from the District, Block and Panchayat level brought in seriousness about the cause and highlighted the importance of the Girl Child. People from the community had a chance to discuss their issues directly with the officials and seek guidance to resolve them. The awareness program and rally around BBBP Scheme made people to re-think about the social norms and promote the importance of girls and women in the society. The people at community level also learned about the various schemes and provisions of the Government that benefit society. Total 610 panchayat members were sensitized during the programme.

## Challenges and Future Prospects

Activities with proper strategies should be formulated and executed on a regular basis to sustain the impact of awareness campaigns and rallies conducted at Gram Sabhas.

# NOOR JEEVAN KA-BETIYAN

*Udhampur, Jammu & Kashmir*

## ***Innovation***

To celebrate and value the Girl Child

## ***Duration***

One Week

## ***Location***

Udhampur, Jammu & Kashmir

## ***Key Stakeholders***

Department of Social Welfare

District Task Force of BBBP

Director, Department of Rural Development

Department of Health and Family Welfare

Department of Youth Service and Sports Development

Anganwadi Workers (AWWs)

Accredited Social Health Activists (ASHAs)

Community Members





## Brief Description

To sensitize the citizens of Udhampur, a week long celebration of Beti Bachao Beti Padhao (BBBP) Abhiyan, called 'Noor Jeevan Ka – Betiyan' was organised in different Gram Panchayats, schools, colleges, institutions etc. AWWs and ASHA workers were involved in sensitizing people and creating awareness by conducting door-to-door campaigns and discussing issues like health, safety, nutrition, legal rights, crimes against women, financial literacy, self-sufficiency, education, skill development, knowledge and sports. Awareness was generated through print and electronic media and monitored on a daily basis on social media.

Activities were organized under a different theme on each day. The aim of this innovative activity was to celebrate and raise awareness on the value of the Girl Child. The activities conducted during the week long celebration focused on challenges that a girls face as well as struggle for survival and equality with other genders. Sub-themes explored during the celebration for which the roles of Officers and Department were outlined included:

- |                                                   |                                         |
|---------------------------------------------------|-----------------------------------------|
| a) Financial Literacy of Women                    | e) Role of Women in Panchayat Elections |
| b) Cleanliness                                    | f) Eve Teasing                          |
| c) Domestic Violence                              | g) Legal Rights of Women                |
| d) Safety and Importance Adolescent Girls' Health |                                         |

The activities were not only theoretical but were also practical, entertaining, sporty, cultural, and the general mass was encouraged to participate and understand the real motives behind implementing this initiative.

## Factors Contributing to Success

Many Departments including Education, Social Welfare, Integrated Child Development Services, Health & Family Welfare, Revenue, Rural Development, Police Administration, etc. and local representatives actively took part in making the 'Noor Jeevan Ka –Betiyan' initiative under BBBP a huge success. The involvement of Panchayats, schools, colleges, Self Help Groups, Vyapar Mandals, etc. also contributed to the success of this weeklong celebration of the Girl Child.

## Outcome, Benefits & Impact

After witnessing 'Noor Jeevan Ka –Betiyan', the villagers of Sarar Gram Panchayat decided to establish a practice of celebrating the birth of a Girl Child with drums and folk songs. They now visit the proud parents of girls and congratulate them. Moreover, many girls have become aware of their right to education and demand schooling and access to books. Girls have been encouraged to attend school and skill development programmes despite inhabiting hilly and tough terrain. Parents and educational institutions have become more responsible about imparting education to girls across the District.

## Challenges and Future Prospects

Geographical challenges in Udhampur prevent the District Administration from being able to adequately conduct outreach programmes in far flung areas frequently. Moreover, girls are considered a burden and the taboo related to their growth prevents their progress in society. In the future, projects like 'Noor Jeevan Ka –Betiyan' will be adopted on a larger scale to achieve the objectives of Beti Bachao Beti Padhao.

# Valuing Girls



# FOOTGAL

*Churachandpur, Manipur*

## ***Innovation***

To generate awareness by encouraging girls to participate in sports

## ***Duration***

Eleven days

## ***Location***

Rayburn High School Campus, Churachandpur

## ***Key Stakeholders***

State Administration

District Administration

National Football Player

Adolescent Girls





## Brief Description

To generate awareness about Beti Bachao Beti Padhao (BBBP), the District Administration organised a 10 day long event called FootGal in which 240 high school girls participated in 24 teams at the District level. Foot Gal is a term coined the District Administrations to encourage girls to play FootGal.

FootGal is a variant of association football. Ms. Vunglawmching, National Football player was invited for Opening Ceremony to encourage and motivate girl participants. District Anthem “The Golden Girl That She Is” was launched and played throughout the tournament to instill confidence and boost the morale of the girl child. BBBP logo and messages on “Save the Girl Child” campaign were prominently displayed on billboards, banners and posters across the town and inside the venue culminating in powerfully taking BBBP message forward. Total of 32 matches were played amongst 24 teams and different prizes were given to motivate the participants and winners.

Top 22 girls of Class X and XII were felicitated at the district level. Along with this various skits, plays and entertainment events centring on the theme of BBBP were conducted. Badges and flyers with BBBP logo and message were distributed during the event. Wide media coverage of the event.

During this event, various activities also happened in consonance with BBBP objectives namely, health related issues, distribution of sanitary napkins, iron and folic acid tablets, free health check-ups and counselling were provided by Health and Social Welfare Department along with CHILDLINE to the masses that had come to witness the event. More than 35,000 people turned up as spectators to support the cause and boost the confidence of the players.

## Factors Contributing to Success

District Administration encouraged girls to wholeheartedly participate in sports activities and involved people from various levels (Government officials National football player, State and District officials, school students, NGOs, local community etc) to boost the confidence and morale of the players. The widespread dissemination of IEC materials in the form of badges and flyers, poster and banners, display of BBBP messages on billboards.

## Outcome, Benefits & Impact

People from different age groups and backgrounds came together for a common cause i.e to value the Girl Child and empower them to excel in their different fields. Since the event was organized at the district level, the message of BBBP was well disseminated to most people of the district. This event helped to motivate the young adolescent girls to pursue their dreams and excel in their choice of career.

## Challenges and Future Prospects

This event can be replicated for other sports or fields to empower and instil a sense of purpose in the lives of women and girls.

# ENCOURAGING GIRLS TO PURSUE SPORTS

*North Sikkim, Sikkim*

## ***Innovation***

To encourage girls to pursue sports as a career by providing them with a platform to showcase their talents

## ***Duration***

Annually

## ***Location***

North Sikkim, Sikkim

## ***Key Stakeholders***

Department of Women & Child Development

District Task Force

Department of Sports & Youth Affairs

Sports Associations

NHPC Hydro Power Project

Adolescent Girls





## Brief Description

The District Task Force (DTF) of North Sikkim initiated sports competitions at various levels in the District to boost the morale and confidence of girls involved in sports. With the objective of promoting awareness about Beti Bachao Beti Padhao (BBBP) sports competitions targeting the Girl Child also focused on providing girls with a platform to showcase their talent in sports, thereby encouraging them to pursue sports as a career. The following activities were conducted:

- 1) Taekwondo Tournament (in 2017 and 2018): By recognizing martial arts as the best self-defense form for women, a State level Taekwondo championship was organized. 150 girls performed an aerobics demonstration.
- 2) North District Taekwondo Association: The Association conducted regular coaching classes for students in Taekwondo in the evenings.
- 3) Girls Football Tournament (in 2017 and 2018): Football, a favourite sport in the District, attracts a wide audience. In order to encourage girls to play the game and break gender stereotypes, a girl's football tournament was organized that saw the participation of 500 girls.
- 4) Mountain Biking Race (2018): A Mountain Biking Race was held in the District to promote mountain biking. The DTF proactively associated itself with this programme to generate awareness on Beti Bachao Beti Padhao.
- 5) North District Half Marathon (2016): The North District Half Marathon was a mega event that was held in the District to generate awareness on the rights of the Girl Child. The event was highly publicized and saw the participation of youth from across the state of Sikkim.

A clarion call was made to the public to witness the sports competitions that were organized for girls.

## Factors Contributing to Success

The DTF in close collaboration with the Department of Sports & Youth Affairs, Government of Sikkim, Sports Associations and individuals associated with sports were collectively responsible for the success of this initiative under BBBP.

## Outcome, Benefits & Impact

Till date, 800 girls have participated in the various sports activities that were organized by the District Administration. The confidence levels and capacities of girls were enhanced.

## Challenges and Future Prospects

Infrastructure facilities were of poor quality. With the support of corporate partners and voluntary contributions, the DTF was able to effectively organize various events.

There is a possibility of converging with 'Khelo India', a scheme run by the Government of India for organizing sports activities that are targeted at the Girl Child. Khelo India can be used to provide a platform to the Girl Child, further develop her talents and enable her to pursue sports as a career. Recognizing martial arts as one of the best forms of self defence for women will also boost the Girl Child's confidence.

# GHAR KI PEHCHAN- BETI KE NAAM

*Tarn Taran, Punjab*

## ***Innovation***

To end gender discrimination and provide equal status to girls and boys

## ***Duration***

Throughout the year

## ***Location***

Across the District of Tarn Taran

## ***Key Stakeholders***

District Administration

Frontline workers (ASHA/ Aganwadi worker)

Block Administration

Gram Panchayat Members

Girls

Families





## Brief Description

Against the background of a highly patriarchal society, an initiative towards ending gender discrimination was taken up in the District of Tarn Taran. Each house is known by the name of a male family member that is reflected in the form of a name plate at their house. Defying this social norm, the District Administration went on a drive called “Ghar Ki Pehchaan Beti ke Naam”, by putting up name plates in the name of the girl and woman of the family outside the homes. Thousands of name plates were put up in various villages across the district through community involvement. People took great pride in installing name plates, in the name of their daughters, daughter-in-law and wives. This drive led to the women and girls feeling a sense of respect and belonging in society as well as instilled in them a sense of pride/confidence in male dominated society. This challenged age old mindsets of treating men as the head of a family. In a society that considers girls as inferior than their male counterparts, this initiative openly aimed at giving an equal status to girls and women. This initiative gained huge impetus in the District and was acknowledged by the local community.

## Factors Contributing to Success

One of the highlights of this initiative was the initial low expectation and the extent to which the community came forward and involved themselves in this drive. Each one motivated the other to follow in the same footsteps. Members from the Panchayat, Block and District level encouraged people to value their daughters, mothers, wives, daughter-in-laws and sisters. The name plates were symbolic of the respect that men in the district showcased towards women and girls. Another important factor in the success of this initiative was how the men is beginning to act as catalyst of change in challenging traditional mindsets.

## Outcome, Benefits & Impact

Equal recognition of girls and women could be witnessed during this initiative drive. It has enabled the dismissal of patriarchal mindsets to an extent and has spread awareness on the importance of girl in the social ecosystem. Declining Child Sex Ratio (CSR) also became a topic of discussion amongst the local masses. The District has witnessed improved Sex Ratio at Birth as well as retention of girls in school and a decline in school drop-out all pointing to the positive direction we are leading towards.

## Future Prospects

To ensure that the enthusiasm of these drive sustains over a longer period of time, it is pertinent that the new born Girl Child's name be engraved on the name plates outside the houses. The role of frontline workers in this drive is of prime importance, as they are the first points of contact that provide information about newly born babies and mothers at the grassroot level.

# LUNCH WITH LAADLI

*Jhunjhunu, Rajasthan*

## ***Innovation***

To promote personality development and healthy habits to improve the nutritional and educational status of girls

## ***Duration***

Twice a month

## ***Location***

Jhunjhunu, Rajasthan

## ***Key Stakeholders***

District Collector

Government Officers

Girls

School Administrations





## Brief Description

'Lunch with Laadli' is held on the first and last Friday every month, and was conceptualized with a view to interact with girls during meals. By directing and motivating girls to pursue a healthy life style and aspire to lead a good life, 'Lunch with Laadli' promotes a non-hierarchical community, as girls come face to face with their District Collector during lunch. Under this program, the District Collector visits Government schools and interacts with girls by teaching them and answers their questions. Some girls are given cash prizes which helps them to develop confidence and motivation.

On a similar note, 'Collector's Dialogue' is a programme initiated by the District Collector that examines quality of the Girl Child's education. It also focuses on increasing the self-confidence of girls. District Collector interacts with the girls on various topics like health, education, nutrition, career, self defence and Government schemes related to women's and child welfare. Girls also receive personalized guidance, career counselling and motivation from the District Collector directly in the school's premises, thereby promoting an atmosphere of motivation for girls.

## Factors Contributing to Success

The District Collector's passion to reach out to girl students is evident. With their personal involvement, girls are enthused about pursuing a rewarding life.

## Outcome, Benefits & Impact

As an initiative motivating students to improve their understanding of education, nutrition, a healthy life style and aspirations, this initiative ensures that students also receive exposure to innovative ideas of the District Administration.

## Challenges and Future Prospects

The District Administration needs to scale up these activities and sustain them to ensure high participation to help them gain knowledge and skills.

# MY AIM – MY TARGET

*Kurukshetra, Haryana*

## ***Innovation***

To enable girls studying in government schools in classes 10 and 12 to interact with senior District level officers

## ***Duration***

One Day

## ***Key Stakeholders***

Additional District Collector

Judicial Magistrate

Sub Divisional Magistrate

Block Development Programme Officer

Police Officers

Adolescent Students

School Teachers





## Brief Description

Girls studying in classes 10 and 12 across Government run schools in Kurukshetra, Haryana were selected to attend a one day orientation camp called 'My Aim – My Target'.

The selection process involves meeting the criterion of securing 70% in any stream (arts, commerce, medical and non-medical). 995 applications were received out of which 777 were finally chosen. These girls were given the opportunity to interact with senior District level officers like the District Collector, Additional District Collector, Judicial Magistrate, Sub Divisional Magistrate, Block Development Programme Officer, Police Officers and other senior officers.

## Outcome, Benefits & Impact

777 young girls gained perspective on the professional life of senior officers at the District level. This activity broadened the horizons of young girls in decision-making related to their careers.

## Future Prospects

This initiative has motivated the District Administration to think about supporting adolescent girls in choosing their career path in an effective manner. It would be beneficial for this initiative is scaled up to include technical experts and professionals from different fields.

# CAREER COUNSELLING FOR GIRLS

*Sirsa, Haryana*

## ***Innovation***

To guide the Girl Child in the selection of her career choices

## ***Duration***

Monthly

## ***Location***

Sirsa, Haryana

## ***Key Stakeholders***

Department of Women and Child Development

District Task Force Members

District Education Department

Anganwadi Workers and Supervisors

Adolescent Girls





## Brief Description

The rationale behind introducing this intervention was to provide information and guidance to the Girl Child about various career choices and opportunities available to her. For this purpose, career counselling camps are being organized as well as training programs and awareness camps for girls class from 9 to 12. Career counselling camps are organized with the help of Anganwadi Workers and Supervisors. Initially, career counselling guidance workshops were organized at the District and Block Head Quarters, following which workshops were extended to the Government Schools in urban and rural areas. A booklet entitled 'Career Counselling Guide' containing detailed information of approximately 50 career options related to different fields were included along with addresses of colleges/universities located in 4 states, i.e., Punjab, Haryana, Rajasthan and Delhi. Guidance camps are organised in the Government Schools on a monthly basis.

## Factors Contributing to Success

The career counselling camp has been successful with the help of the District Task Force (DFT) of Beti Bachao Beti Padhao (BBBP), which is constantly guiding and providing necessary resources required. The active participation of the Department of Education has ensured that successful counselling camps are held in Government schools.

## Outcome, Benefits & Impact

Till now, girls from classes 9<sup>th</sup> to 12<sup>th</sup> in 180 Government schools have been covered under the initiative and 1000 booklets were printed and distributed among the trainers, i.e., school teachers and ICDS Supervisors.

## Challenges and Future Prospects

The major challenges of organizing career counselling camps are the lack of technological resources in terms of computer, projector and internet facilities required for making counselling camps more interesting, effective and enriching for the students. Regardless, these programmes have been very helpful for the Girl students in selection and making of informed career choices. Future prospects involve inviting alumnus and experts from various sectors for interactive session with students in schools.

# WINGS TO FLY

*Diu, Daman & Diu*

## ***Innovation***

To empower girls by giving them an opportunity to explore the Indian Air Force as a career choice

## ***Duration***

One day

## ***Location***

Diu, Daman & Diu

## ***Key Stakeholders***

Diu College Administration

Air Force Staff (Jamnagar)

Adolescent Girls





## Brief Description

To empower girls by breaking stereotypes, the Diu College Administration took an initiative to take school going girls to the Jamnagar Air Force Base for a day visit. The aim of the visit was to motivate the girls to think beyond conventional career options and explore varied possibilities and opportunities that exist for them professionally. At the end of the day, the girls tied rakhi's to the soldiers to express their gratitude and solidarity.

## Factors Contributing to Success

The school girls were accompanied by two college professors who guided them throughout the day at the base. The girls had a direct interaction with a Sergeant and Two Female Squadron Leader Officers, who motivated them and answered questions regarding their professions. The girls were also given the opportunity to enter an MI-17 helicopter and understand its technical functioning.

## Outcome, Benefits & Impact

For the 48 school going girls, the opportunity to directly meet the Indian Air Force Officers, be encouraged by them to be a part of the country's defence services and make a career in combat services was an enlightening and inspiring experience for the young girls, who became quite open to the idea of adopting this challenging as a gratifying future profession. The girls were made aware of their potential and the countless avenues that exist for them beyond brackets defined by society.

## Challenges and Future Prospects

The overall aim of this initiative was 'breaking stereotypes', which was also its biggest challenge, as motivating the girls to break gender stereotypes by questioning societal norms and challenging orthodox mindsets requires a lot of time and patience. At the same time, the organisation of such visits and career counselling sessions demands the cooperation of professionals who may or may not be willing (due to time and other constraints) to devote time. However, timely planning of such programmes would ensure their success in the future.





## Brief Description

With a 70 percent aboriginal tribal population, Nicobaris geographically scattered with pockets of islands. Under BBBP, in order to accomplish the scheme's objective, the District Administration has introduced activities that promote the Girl Child's financial independence. Given the poor means of earning as well job opportunities in a remote District like Nicobar, the Administration decided to identify the specific needs that adolescent girls have and provide corresponding opportunities to them. The Administration initiated an activity to enhance entrepreneurship and cultivate skills for adolescent girls. Under this programme, participants were provided with training in handicrafts using coconut shells and designing and creating Nicobarie mats. Girls who have expressed interest to develop their skills in the District are being selected.

The objective of this initiative is to improve the socio-economic condition of the community by marketing and selling products that are made. With the aim of training 400 adolescent girls and women ultimately, the District has implemented this initiative in a phased manner. In the first phase of the training programme 20 girls were identified and sent to Port Blair to be trained by master trainers for 30 days in their respective fields and subsequently become master trainers themselves. In the second phase, each trained participant from the first phase was directed to train an additional 20 girls in their locality.

The District Administration of Nicobar in coordination with the Andaman and Nicobar State Social Welfare Board conducted the training programmes at Port Blair for 30 days. The safety and security of the trainees was looked into as the District Administration provided free accommodation, food and escorts for the participants.

## Factors Contributing to Success

Limited cost involved in providing free training to adolescent girls was a factor that has contributed to the success of this activity. Moreover, the fact that locally available resources were used to promote indigenous skills was equally important. The support of the District Administration and other Departments were helpful. Moreover, every woman was provided an opportunity as skill development is a key need in this District; hence, educational qualifications were not taken into consideration as the programme addresses a content specific need (financial independents and skill development).



## Outcome, Benefits & Impact

In phase 1, a total of 20 adolescent girls and women were given skill development training over 30 days. In phase 2, the 20 trained adolescent girls and women provided training to an additional 20 adolescent girls and women in their respective localities. Those women and girls who successfully completed their training course are becoming self reliant and financially independent, which is ultimately benefiting the livelihood of their family, children's education and health. This initiative has also increased the entrepreneurship skills that have resulted in the formation of Self Help Groups and create independent female entrepreneurs.

## Challenges and Future Prospects

Due to the number of scattered Islands in Nicobar, it was challenging to accumulate a minimum of 20 participants at one training centre. Transportation, co-ordination and communication in remote areas of the District were also extremely challenging. Difficulties were also faced in identifying training centres in areas that Anganwadi Centres were not functional.

In the future, the District Administration is planning to diversify into similar types of skill development programmes for the manufacturing of organic as well as normal sanitary pads. To induce the training centers to adopt such kind of Skill Development programme with a course tenure of minimum six months with bona-fide certificates, so the beneficiaries can acquire loans from financial institutions for setting their business entities.



# Conclusion

**W**ith a history of four years and a pan India coverage today, the effective implementation of Beti Bachao Beti Padhao encouraged the MWCD to come up with a booklet that compiles Innovative Activities being executed across the country. The objectives of Beti Bachao Beti Padhao (BBBP) are to (a) prevent gender based sex selective elimination, (b) ensure the survival and protection and (c) promote the education and participation of the Girl Child. The scheme is a convergent effort of three Ministries, namely, Women & Child Development (MWCD), Health & Family Welfare and Human Resource Development, with the MWCD at the helm, since the objectives of BBBP cut across sectors like health, education, child development and protection. Keeping in view the goals and objectives of BBBP, this booklet has categorised these Innovative Activities into five themes/sections – the survival, protection, education, participation and valuing of girls.

Initiatives incorporated in the first section that focus on the survival of girls have brought about significant improvements in CSR and SRB as well as other health-related indicators, covering the first and most important step in the life cycle of the Girl Child. The second section of this booklet revolves around protection-related issues in which Districts have brought about engagement in the fields of child marriage, child sexual abuse, nutrition, self defence, training and developing a Management Information System portal to accelerate monitoring and evaluating processes involved. In the third section of the booklet, which highlights activities related to education, initiatives implemented have catalysed the promotion of active enrolment, retention, transition and completion of secondary school education for girls, in addition to re-enrolling dropouts. The fourth section's emphasis on the participation of girls through community engagement has prompted changes in the mindsets of people towards the Girl Child, while the last section on valuing girls has stressed on gender-based discrimination.

The Innovative Activities highlighted in this booklet are not only initiatives of interest that cut across sectors, but serve as a base upon which new ideas can be explored, implemented and replicated. The purpose of this booklet is to give insight into activities as a reference to achieve the objectives of BBBP. The adoption of Innovative Activities by Districts in accordance with their local needs, contexts and sensibilities makes a huge difference by enacting change at the grass-roots level.

The journey will end when every girl and boy will be equally welcomed, received with love, nurtured, educated and be equal development partners in the great Indian story.

**Beti Bachao Beti Padhao**



*Ministry of Women and Child Development*  
*Government of India*

