



UNNAT BHARAT ABHIYAN CELL



Sardar Vallabhbhai National Institute of Technology, Surat

Presentation on: Beti Bachao Beti Padhao



Presentation created by

- Team Saathi (Government Schemes Implementation), UBA Cell, SVNIT, Surat
- **Source:** Beti Bachao Beti Padhao Website
- **Link:** <https://wcd.nic.in/bbbp-schemes>



INTRODUCTION OF BETI BACHAO BETI PADHAO YOJANA

- The Census (2011) data showed a significant declining trend in the Child Sex Ratio¹ (CSR) between 0-6 years with an all time low of 918. The issue of decline in the CSR is a major indicator of women disempowerment as it reflects both, pre-birth discrimination manifested through gender biased sex selection, and post birth discrimination against girls (in form of their health, nutrition, educational needs).
- In this background, Beti Bachao Beti Padhao (BBBP) Scheme was launched by the Hon'ble Prime Minister on 22nd January, 2015 in Panipat, Haryana to address the issue of decline in CSR and related issues of empowerment of girls and women over a life cycle continuum.
- **The Mission Coordinator: Ministry of Women and Child Development, Government of India**



PURPOSE OF IMPLEMENTATION GUIDELINES

- The purpose of these guidelines is to serve as a reference material with all necessary practical information on the components of BBBP and how to implement, monitor and report it at various levels
- It also lays down monitoring and reporting formats to be used at different levels. It is expected that these guidelines will be used by the target audience as a reference material for understanding scheme strategy and its processes.
- It is expected that these guidelines will be used by the target audience as a reference material for understanding scheme strategy and its processes. It will also help them to ensure effective implementation of the Scheme at all levels.
- The guidelines are not exhaustive and the feedback received from States/UTs from time to time will be incorporated as per requirements.



OBJECTIVES: BBBP - BETI BACHAO BETI PADHAO

- **The Overall Goal of the Beti Bachao Beti Padhao (BBBP) Scheme is to celebrate the girl child and enable her education. The objectives of the Scheme are as under:**
 1. To prevent gender biased sex selective elimination
 2. To ensure survival and protection of the girl child
 3. To ensure education and participation of the girl child
- Child Sex Ratio is defined as number of girls per 1000 of boys between 0-6 years of age.
- Sex Ratio at Birth is defined as number of girls born per 1000 boys born



TARGET GROUPS: BBBP - BETI BACHAO BETI PADHAO

Primary	Young and newly married couples; Pregnant and Lactating mothers; parents
Secondary	Youth, adolescents (girls and boys), in-laws, medical doctors/ practitioners, private hospitals, nursing homes and diagnostic centres
Tertiary	Officials, PRIs; frontline workers, women SHGs/Collectives, religious leaders, voluntary organizations, media, medical associations, industry associations, general public as a whole



COMPONENT: BBBP - BETI BACHAO BETI PADHAO

1. **Advocacy and Media Campaign on Beti Bachao-Beti Padhao:**
 - The campaign aims at ensuring that girls are born, nurtured and educated without discrimination to become empowered citizens of this country with equal rights.
 - 360° media approach
 - Radio spots/ jingles in Hindi and regional languages, television publicity, outdoor and print media, community engagement through mobile exhibition vans, social media and field publicity.
 - SMS campaigns, Mailers, Hand-outs, Brochures and other IEC material in English, Hindi and regional languages is to be adopted. Social Media Platforms are being used such as MyGov, Vikaspedia, Website of Ministry of Women and Child Development, Facebook, Youtube etc.



COMPONENT: BBBP - BETI BACHAO BETI PADHAO

2. Multi-Sectoral intervention in selected Gender Critical Districts worse on CSR:
 - Under the Scheme, the multi-sectoral action in selected 405 districts (including existing 161 districts) covering all States/UTs will focus on schematic intervention and sectoral actions in consultation with M/o H&FW & M/o HRD.
 - Measurable outcomes and indicators will bring together concerned sectors, States and districts for urgent concerted multi-sectoral action to improve the CSR.
 - State/ Districts will similarly develop their plans responsive to different State/District contexts.



MONITORING & SUPERVISION: BBBP - BETI BACHAO BETI PADHAO

- **National Level: National Task Force (NTF)** – Led by Secretary, Ministry of Women & Child Development.
- **State Level: State Task Force (STF)** - The Task Force would be headed by the Chief Secretary, In UTs the Task Force would be headed by Administrator, UT Administration.
- **At District Level: District Task Force (DTF)** - Led by the District Collector/Deputy Commissioner with representation of Departments like Health, Education, and other concerned departments such as District Legal Services Authority and Police. The DTF will be responsible for effective implementation, monitoring and supervision of the District Action Plan (DAP).
The District would be provided by District Programme Officer (DPO) in the District ICDS Office using the Block level Action Plans



MONITORING & SUPERVISION: BBBP - BETI BACHAO BETI PADHAO

- **At the Block level** - a Block level Committee would be set up under the chairpersonship of the Sub Divisional Magistrate/Sub Divisional Officer/Block Development Officer (as may be decided by the concerned District Administration) to provide support in effective implementation, monitoring and supervision of the Block Action Plan.
- **At the Gram Panchayat/Ward level** - the respective Panchayat Samiti/Ward Samiti (as may be decided by concerned State Governments) having jurisdiction over the concerned Gram Panchayat/Ward would be responsible for the overall coordination and supervision for effectively carrying out activities under the Plan with technical support of DLCW-Coordinator.
- At Village level, Village Health Sanitation and Nutrition Committees, (recognized as sub committees of panchayats) will guide and support village level implementation and monitoring of the plan.



FINANCIAL MANAGEMENT : BBBP - BETI BACHAO BETI PADHAO

- Beti Bachao Beti Padhao(BBBP) scheme shall be operated/implemented under the Centrally Sponsored Umbrella Scheme namely, Mission for Protection and Empowerment for Women with 100% financial assistance for District Level component of the scheme.
- The District Authorities shall have a separate designated BBBP Account operated by District Collector/ District Magistrate for implementing the scheme at the grassroots level.



ROLE OF UNNAT BHARAT ABHIYAN PARTICIPATING INSTITUTE

- **Step 1:** Study the BBBP Website and conduct surveys & checklists for necessary action to be taken in UBA adopted villages regarding all facilities for girl child & women empowerment.
- **Step 2:** Study the Census data 2001, 2011 about Child Sex Ratio and Sex Ratio, according to need of improvement work with your respective UBA Village cluster with help of District Administration
- **Step 3:** Work with Gram Panchayat & Taluka Panchayat / District Panchayat Department for implementation of Beti Bachao Beti Padhao in adopted UBA Village cluster.



For more details visit District / Taluka (Block) ICDS Office (Integrated Child Development Service), Gram Talati / Taluka Panchayat / District Panchayat

The details are also available in following document:

- 1. Annexure I Guideline**
- 2. Annexure II Final BBBP_Innovations under for web_0**



CONTACT INFORMATION

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THANK YOU

UNNAT HO !!!

