



BETI BACHAO BETI PADHAO

Guidelines for District Collectors/ Deputy Commissioners



**Ministry of Women & Child Development
Government of India**
www.wcd.nic.in
www.youtube.com/user/betibachaobeti-padhao
www.mygov.in/group_info/beti-bachao-beti-padhao

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1. Introduction:

The Census (2011) data showed a significant declining trend in the Child Sex Ratio (CSR), calculated as number of girls for every 1000 boys between age group of 0-6 years, with an all time low of 918. The decline in CSR has been unabated since 1961. A skewed CSR indicates that number of girls is getting disproportionately less in comparison to the boys. It reflects both pre birth discrimination manifested through gender biased sex selection, and post birth discrimination against girls. The decline is widespread across the country and has expanded to rural as well as tribal areas.

Though the CSR is influenced by number of factors such as under-registration of girls, differential infant & child mortality, strong socio-cultural and religious biases, preference for sons & discrimination towards daughters, it is in large measure determined by Sex Ratio at Birth (SRB). SRB is defined as number of girls born per 1000 boys. The SRB for the period 2008-10 was 908 as against the internationally observed normal SRB of 952 clearly pointing out to lesser number of girls born than the boys in India. A low SRB is directly linked to easy availability and affordability of diagnostic tools leading to increasing Sex Selective Elimination (SSE).

The sharp decline as pointed by Census 2011 data is a call for urgent action, as it highlights that the girl child is increasingly being excluded from life itself. Coordinated & convergent efforts are needed to ensure survival, protection and education of the girl child. The Government has announced *Beti Bachao, Beti Padhao* (BBBP) programme to address the issue of decline in CSR through a mass campaign across the country, and focussed intervention & Multi-Sectoral Action in 100 gender critical districts.

The District Collectors/Deputy Commissioners (DCs) will lead and coordinate action of all departments for implementation of BBBP at the District level.

2. Beti Bachao, Beti Padhao(BBBP) Scheme

2.1 Overall Goal: Celebrate the Girl Child & Enable her Education

2.2 Objectives:

- Prevent gender biased sex selective elimination
- Ensure survival & protection of the girl child

- Ensure education of the girl child

2.3 Monitorable Targets:

- Improve the SRB in 100 gender critical districts by 10 points in a year.
- Reduce Gender differentials in Under Five Child Mortality Rate from 8 points in 2011 to 4 points by 2017.
- Improve the Nutrition status of girls - by reducing number of underweight and anaemic girls under 5 years of age (from NFHS 3 levels).
- Ensure universalization of ICDS, girls' attendance and equal care monitored, using joint ICDS NRHM Mother Child Protection Cards.
- Increase the girl's enrolment in secondary education from 76% in 2013-14 to 79% by 2017.
- Provide girl's toilet in every school in 100 CSR districts by 2017.
- Promote a protective environment for Girl Children through implementation of Protection of Children from Sexual Offences (POCSO) Act 2012.
- Train Elected Representatives/ Grassroot functionaries as Community Champions to mobilize communities to improve CSR & promote Girl's education.

2.4 Strategies: The strategies include:

- i. Implement a sustained Social Mobilization and Communication Campaign to create equal value for the girl child & promote her education.
- ii. Place the issue of decline in CSR/SRB in public discourse, improvement of which would be a indicator for good governance.
- iii. Focus on Gender Critical Districts and Cities low on CSR for intensive & integrated action.
- iv. Mobilize & Train Panchayati Raj Institutions/Urban local bodies/ Grassroot workers as catalysts for social change, in partnership with local community/women's/youth groups.
- v. Ensure service delivery structures/schemes & programmes are sufficiently responsive to issues of gender and children's rights.
- vi. Enable Inter-sectroal and inter-institutional convergence at District/Block/Grassroot levels.

2.5 Components:

2.5.1. Mass Communication Campaign on *Beti Bachao-Beti Padhao*

The programme will be initiated with the launch of “*Beti Bachao, Beti Padhao*”, a nation-wide campaign to increase awareness on celebrating the Girl Child & enabling her education. The campaign will be aimed at ensuring girls are born, nurtured and educated without discrimination to become empowered citizens of this country with equal rights. The Campaign will interlink National, State and District level interventions with community level action in 100 districts, bringing together different stakeholders for accelerated impact.

2.5.2. Multi-Sectoral interventions in 100 Gender Critical Districts covering all States/UTs low on CSR

Multi-Sectoral actions have been drawn in consultation with MoHFW & MoHRD. Measurable outcomes and indicators will bring together concerned sectors, states and districts for urgent concerted Multi-Sectoral action to improve the CSR. The States/UTs will adapt a flexible Framework for Multi-Sectoral Action through the State Task Forces for developing, implementing and monitoring State/ District Plans of Action to achieve the State/District Specific Monitorable Targets.

3. Districts identified

The 100 districts have been identified on the basis of low Child Sex Ratio as per Census 2011 covering all States/UTs as a pilot with at least one district in each state. The three criteria for selection of districts namely are i) districts below the national average (87 districts/23 states); ii) districts above national average but shown declining trend (8 districts/8 states) and districts above national average and shown increasing trend (5 districts/5 states- selected so that these CSR levels can be maintained and other districts can emulate and learn from their experiences). List of 100 districts low on CSR is placed at **Annexure 1**.

4. Guidelines for strategic actions to be undertaken:

4.2. Planning, Implementation & Monitoring at District/Block & Gram Panchayat levels:

District (Action- DC)

- i. Constitute District Task Force (DTF) headed by DC with representatives of Line Departments (Health & Family Welfare; Education; Panchayati Raj/ Rural Development & Police) to:**

- Develop District Action Plans through a consultative process involving Departments of Women & Child Development, Health & Education.
- Provide guidance for implementation of Multi-Sectoral action.
- Undertake monthly review of the progress on the activities listed in the Department Plans of action at the district level.
- Nominate Nodal Officer (Senior Official) from each Department for formulation, implementation & monitoring of District Action Plans under overall supervision of DC/DM.
- Designate a Coordinating Officer amongst them to facilitate the process of formulation of District Action Plan.
- Undertake overall responsibility for measurable changes in identified indicators related to CSR/SRB.
- Review the implementation of PC&PNDT Act.
- Follow-up with district Judge on PNDT cases and submit monthly report to the State Authority with copy to PNDT Division, GOI.
- Establish linkages with:
 - Local NGOs working on the issue of Gender, Child Sex Ratio, Education.
 - Schools, colleges, professional colleges and universities to promote youth campaign on value of girl child & enable her education.
 - Corporates to mobilize resources under Corporate Social Responsibility.
 - Undertake overall responsibility for measurable changes in identified indicators related to CSR/SRB.

The technical support and guidance for the implementation of Action Plan in the district would be provided by District Programme Officer (DPO) in the District ICDS Office/PNDT Cell or any other structure as deemed fit by the DC/DM. This structure will also supervise the day to day coordination & monitoring related to implementation of activities on ground. In identified cities / urban areas, the plan will be implemented through the Urban Local Bodies/Municipal Corporations. At the national level, a National Task Force headed by Secretary MWCD will monitor quarterly progress on a regular basis. At state level, a State Task Force headed by the Chief Secretary will monitor progress at regular intervals.

Block: (Action-Sub Divisional Magistrate/Sub Divisional Officer/Block Development Officer)

- i. Constitute Block Task Force (BTF) headed by SDM/SDO/BDO

- ii. Ensure that Quarterly meeting of BTF are held on a regular basis
- iii. Ensure follow-up actions are taken in a time-bound manner

Gram Panchayat (*Action-Sarpanch/ Pradhan*)

- i. Existing forum of Village Health Sanitation & Nutrition Committee (VHSNC), a sub-committee of Gram Panchayat, will have the responsibility of coordinating implementation & monitoring of action plan. (*Action-points for Gram Panchayats* on CSR circulated by Ministry of Panchayati Raj are to be followed in all the forums of Panchayats like Ward Sabha, Gram Sabha, Mahila Sabha and Gram Panchayats. *Action-points for Gram Panchayats* are enclosed in the Guidelines at **Annexure A**).
- ii. Existing platform of Village Health & Nutrition Day to be used for service delivery & counselling on *Beti Bachao, Beti Padhao*.

Timelines:

- i. DCs should constitute District Task Force/Block Task Force within 1 month of approval of the scheme
- ii. Ensure first meeting of the DTF/BTF within a week of its constitution
- iii. Finalize timelines & monitorable targets for district action plan within 15 days & submit the same to Dept. of Women & Child Development (DWCD) in their respective State for collation & onward submission to MWCD for approval
- iv. The District Action Plans will be rolled out as soon as the funds are transferred to the District through the State

4.2 Implementation Activities:

4.2.1. Orientation & Sensitization

Orientation

- i. Orientation of District Officers/ Zila Parishad members/ Judiciary/ District Legal Services Authority (DLSA)/NGOs/Doctors for identifying role & responsibility (within 1st quarter of the roll out of the scheme).
- ii. Orientation of Block Officers/Block Parishad/PanchayatPradhans/Sarpanches/Front line workers/SHG members (over a continuum).

- iii. Orientation of Panchayat members, Village Health Sanitation & Nutrition Committee (VHSNC) members on tools for data collection/ Community Mobilization/dissemination of information on schemes and programmes/ Reporting.

Sensitization

- i. Sensitization of Member of Parliament (MP)/Members of Legislative Assembly (MLA)/Elected representatives/ Religious leaders/ Community leaders (within 1st quarter of the roll out of the scheme).
- ii. Sensitization of teachers on Child Sex Ratio through Sarva Shiksha Abhiyan (within 1st quarter of the roll out of the scheme).

4.2.2. Effective Implementation of PC&PNDT Act

- i. Identify source of baseline data for measuring the CSR, SRB. Selected districts will have to measure/identify baseline data by 31st December, 2014. Against this, the progress of the proposed intervention will be measured after 02 years. SRB targets placed at **Annexure 2**.
- ii. Strengthen District PC & PNDT cells by recruitment of at least 05 human resources (Cell Administrator, Legal Consultant, Inspector (Rtd.) for monitoring, and Data Entry Operators-2) with office equipments and space within the DM's office.
- iii. Map all the available ultra-sonography machines (individual machines not the clinics), in the districts and update of this data after every 03 month.
- iv. Ensure statutory Institutional bodies (as contained in the PC & PNDT Act- *District Appropriate Authorities, & District Advisory Committees*) and ensure *District Inspection & Monitoring Committees* are set up in the districts.
- v. Update information (including the most crucial interventions required in each case) of all the on-going PNDT court cases by District Legal Consultant. Review of action taken by the Legal Consultant is to be done by the District Magistrate every month.
- vi. Analyze birth records, at IVF centres, Surrogacy clinics, and genetics counseling centres in the district, with a view to know the percentage of births of male & female child there. This will be done by the District Appropriate Authority and the report submitted to the State Appropriate Authority (SAA).
- vii. Ensure functioning of anonymous online complaint portal.

- viii. Institute Rewards for the informers to help in identify the unregistered/ illegal ultrasound machines and the clinics indulging in illegal practice of sex selection.

Note: However while implementing these interventions at the district/block/gram panchayat level; the aim should be to prohibit and regulate the illegal practice of sex selection / determination and not to track pregnancies. Interventions should not impede the implementation of MTP Act meant for providing safe abortion services to women as such steps can further victimize the women.

4.2.3. Enabling environment for value & education of Girl Child

- i. **Enabling environment for the birth of Girl Child** through the following:
- Promote early registration of pregnancy in the first trimester at AWCs/Health Centres, ante natal care, post natal care and counseling of mothers for ensuring equal care of the infant girl through public awareness campaigns.
 - Promote effective implementation of Mother & Child Protection Card (MCPC) by AWWs/ASHAs-across the continuum.
 - Using fixed monthly village health and nutrition day-increase early registration of pregnancy and create peer support group of AWW, ASHA, ANM, other mothers for pregnant mother/mother of girl child and family to change societal norms.
 - Improve awareness & utilization of MoWCD's Schemes & Programmes for women/girls - ICDS, ICPS, IGMSY, Sabla, Creche, Swadhar Greh, CARA, Working Women's Hostel-across the continuum.
 - Identify community watch groups (women panchayat members, trained teacher, youth groups, others) and local response points to ensure protective environment for girls.
 - Incentivise Schools/ Panchayat/ Urban ward/ Frontline worker/Community volunteer on annual basis.
- ii. **Enable education** in order to
- Activate School Management Committees (SMCs) to ensure universal enrolment of girls through special drives- over a continuum.
 - Create Balika manches to encourage participation of girls in schools and to link out of school girls -over a continuum.
 - Link out of school with back to school or alternative education options.

- Construct Girl's toilets where none exists & make dysfunctional toilets functional (96509 girl's toilets in elementary and 6688 in secondary schools)-to be constructed by August, 2015.
- Construct 47 Kasturba Gandhi Bal Vidyalayas (KGBV) buildings - to be completed by August 2015.
- Initiate Campaign to re-enroll drop-out girls in secondary schools –through massive joint village contact drive, using AWWs, ASHAs, PRIs, and Community/women/youth groups.
- Identify Constraints to girl's education-women researchers, uniforms, text books, toilets, transport/escort in safety, sibling, sibling care bureau, burdened with water/firewood collection etc.
- Construct 500 girls hostel for secondary and senior secondary schools by August 2015.
- Operationalize standard guidelines/ protocols for Girl Child Friendly Schools including residential schools & ensure its effective implementation by August 2015.
- Institute a district level award to be given to 5 Schools/year for promoting girl's education (Parameters and Guidelines for instituting awards is placed at **Annexure 3**).

4.2.4. Training & Capacity-building

- **Mainstreaming Gender equality related concerns**

- i. **Integration of gender equality related concerns in curriculum** across the educational institutions with special emphasis on Medical Colleges.

- ii. **Integration of the girl child and gender equality related concerns in the training strategy of:**

- Administrative, police, judicial, medical colleges and other training academies, such as LBSNAA, ATIs.

- iii. Integration of Gender Concerns in the recruitment of personnel at district level.

- iv. **Strengthen capacities of the existing training institutions of the relevant Departments-** including

- Through Gender and Girl Child Units - to impart effective training on Gender Sensitization and issues related to the CSR.

v. Inclusion/ Integration of the girl child and gender equality related concerns into the training curricula and modules of relevant flagship programmes/schemes such as

- ICDS, NRHM/NHM, SSA, NRLM, MGNREGA, TSC etc. and that of PRIs, ULBs, women's SHGs and youth groups.

- **Capacity-building**

vi. Undertake training of Frontline workers such as AWWs/ ASHAs to enhance their understanding on

- Issue of declining CSR, female foeticide and its social impact; implementation of PC&PNDT Act; manage and monitor relevant data, & facilitate convergence on ground.

vii. Train District Appropriate Authorities & other functionaries under the PC&PNDT Act

viii. Build capacities of the existing training institutions working with youth groups and Sabla groups

- To enable these groups to emerge as change agents (community volunteers) for improving the CSR and ending gender based violence.

4.2.5 Advocacy, Community mobilization & Awareness Generation

i. Community Mobilization and Outreach through interactive initiatives like *Naari ki Chaupal*¹, *Beti Janmotsav*, *Mann ki Baat*, etc. may be initiated to spread the message of *Beti Bachao Beti Padhao*.

ii. Dedicate a special day every month for celebration of *Beti Bachao, Beti Padhao*.

iii. National Girl Child Day may be celebrated on 24th January every year by all stakeholders including local opinion makers, PRI Members, MLAs, MPs etc. at District levels, led by the District Administrations of the 100 gender critical districts.

iv. International Women's Day may be celebrated in order to send out a strong message highlighting the importance of gender equality and need of empowering women and girls. Further, celebration of this Day can be used to highlight the contribution of empowered mothers to the BBBP Scheme.

¹*Naari Ki Chaupal* aims to create a vibrant meeting space that enables a large number of community groups, civil society organizations and women from various communities to come together, reflect and have a dialogue on issues that affect women with an approach towards finding solutions.

- v. **Pledge** for protection, safety, value and education of the girl child may be adopted by Govt. of India and the same may be taken on the occasion of National Girl Child Day by DC/DM along with other government functionaries. The Pledge shall be in Hindi and English and States/UTs may get the translation of the same done in regional languages for dissemination in the Districts.
- vi. **Encouraging reversal of son centric rituals and customs** may be done through the following:
 - ✓ Advocacy efforts and community mobilization initiatives like celebrating *Lohri* for the birth of a daughter, siblings tying *rakhisto* each other on *Raksha Bandhan*, encouraging forgotten age old, progressive concepts like *ardhangini* (an equal life partner) etc.
 - ✓ Social customs which promote men and boys over women and girls may be targeted and reversed gradually in order to foster gender equality as a long term goal and bring about social and behavioural change with regard to son preference and sex selection.
- vii. **Inclusion of Local Religious/Spiritual Leaders** in advocacy and community mobilization initiatives may be done in order to enhance the acceptance of such efforts by the community.
- viii. **Positive Reinforcements of Daughters** need be done as providers of old age security. It needs to be highlighted that daughters look after parents in their old age as much as sons do and sometimes even more².
- ix. **Promotion of Simple Weddings** may be done aggressively to protect parents from financial burden of dowry and ostentatious marriage ceremonies
- x. **Promotion of Equal Property Rights** for daughters & sons may be done in the community through community mobilization initiatives
- xi. **Prevention of Early/Child Marriage** may be done aggressively in order to highlight the importance of allowing girls to complete their school education and preferably opt for higher education/career/skill building/vocational education etc. Special efforts need to be made for prevention of the same on *Akshaya Tiritiya*, organized on a massive scale in North India

²Examples of breaking age old tradition such as daughters performing last rites of their parents, allowing mothers to participate in religious activities involving their children's marriage should be promoted to send out progressive message across the community.

- xii. Email Signatures of Government officials** may have the embedded social message of *Beti Bachao Beti Padhao* for creating a brand identity and ownership of the Campaign at District Levels. NIC or any other appropriate body at State/UT can facilitate the same
- xiii. Support may be extended to the following national activities by DC/DM:**
- ✓ **Field Publicity** by the Song and Drama Division of Ministry of Information and Broadcasting
 - ✓ **Display of Posters and other IEC material:** Efforts may be made to organize display of Posters and any other IEC material related to the Campaign in schools, primary health centres, block and district level hospitals, Anganwadi Centres etc. Panchayat Bhawans etc.
 - ✓ **Mobile Exhibition Vans** to be aligned with community mobilizing efforts.
- xiv. Encouraging Effective Use of Social Media:** A variety of social media platforms may be used for pushing positive messages out. Social media initiatives may be pushed aggressively as these do not have any financial implications. The following ways and means are suggested:
- ✓ Inform and encourage people to like Facebook, Twitter handles, G+ etc. of PMO, MWCD, MoI&B, MoHRD and MoH&FW etc. leading to a large online support base for BBBP.
 - ✓ Encourage communities, especially youth, to access the *Beti Bachao Beti Padhao* YouTube Channel (through desktop/mobile phone), created for screening a pool of relevant films and appropriate audio visual content drawn from all over the country, forming a playlist. This play list of online content should be used for the purpose of screening (live and as downloaded).
 - ✓ Encourage Community/Local BBBP Champions who have defied social norms for the cause of the girl child to contribute personal stories of triumphs and tribulations to this channel.
 - ✓ DM/DC may consider engaging with people live through Google Hangout which can lead to manifold increase in the subscriber base of BBBP social media platforms.
- xv. Local BBBP Champions:** All The efforts suggested above may be lead by strategic involvement of local opinion and change makers who can set positive examples and serve as Local Champions. Some suggested activities are given below:
- ✓ Peer sharing and learning reinforced by community support groups along with pressure created by culturally appropriate local media may be done.

- ✓ DC/DM may reach out to MLAs, Parliamentarians, elected women representatives of PRIs and ULBs etc. to serve as Local Champions of this campaign.
- ✓ Senior Officials from PSUs/Private Sector may be encouraged to promote the issue at their level.
- ✓ Government functionaries at grass roots level like AWW, ASHAs, CDPOs etc. may serve the role of Champions to promote education for girls.

xvi. Awards and Incentives:

- ✓ Identify individuals or civil society organizations which do exemplary work towards implementation of BBBP Scheme for recommendation by DCs for *Rajya Sanman or Zila Sanman* initiated by MWCD
- ✓ Encourage meritorious girls from the fields of academics/sports/culture/social work/science etc.
- ✓ Felicitate/incentivise meritorious girls and their families with cash/token appreciation on National Girl Child Day/International Women's Day/Independence Day/Republic Day etc.
- ✓ Highlight exemplary case studies of girls coming up despite odds, stories of families which have promoted daughters despite their struggles in local media. Such stories will not only ensure media coverage but also set positive examples, leading to mind set change of the target population.

xvii. Timeline: All the community mobilization & outreach programmes need to be staggered through-out the year to keep the momentum of the Campaign going. The DC/DM may work out the detailed and customised District Action Plan with timeline for each activity.

4.2.6. Data Collection, Monitoring and Evaluation:

- i. Develop/Finalize tools & formats for data collection/ Reporting/ Monitoring
- ii. Collect Primary Data & Compile Secondary data on SRB&CSR indicators from allied departments including Civil Registration System (CRS)
- iii. Monitor birth registration and Sex Ratio at Birth (SRB) through the AWW, ASHAs & Panchayats

- iv. Monitor implementation of PC&PNDT Act in terms of registrations/ cancellation/ court cases/ complaints/ convictions and thorough mapping/survey exercises through state/ district Appropriate Authorities
- v. Identify unregistered machines in the district with support from Grassroots functionaries/Community Volunteers
- vi. Monitor ANC registration/ checkup, immunization of girl child, birth registrations by Grass roots functionaries (ASHAs/ANMs/AWWs) & community volunteers. Data may be collated at block level & compiled block-wise report may be submitted every month to DCs
- vii. Monitor the Scheme, analyse, interpret and take corrective action at appropriate levels

4.2.7. Reporting & Documentation

It is important to document all activities conducted at the District, Block & Gram Panchayat Level, related to the Scheme and Campaign, through regular reports, MIS and photographic documentation. At the district level, a Nodal Officer would be responsible for process & progress documentation in each of the 100 Districts. The Programme Management Unit (PMU) of BBBP at the National level will compile the monthly reports received from States and may produce quarterly Newsletters. Monthly Reporting Format is placed at **Annexure 4**.

5. Budgetary Provision for the districts:

Budget per District		(in Lakhs)		
Budget-item	2014-15 (for 6 month)	2015-16	2016	Total
(i) Inter-sectoral Consultation & Meetings, Meeting of DTF and BTF	5.00	3.00	2.00	10.00
(ii) Training & Capacity building/sensitization programme	6.00	3.00	2.20	11.20
(iii) Innovations	10.00	6.00	6.00	22.00
(iv) Monitoring and Evaluation	3.00	4.00	3.50	10.50
(v) Documentation	3.00	3.00	2.50	8.50
vi) Awareness generation, Community Mobilization and outreach activities	23.00	9.40	9.00	41.40
Flexi fund (10%)	5.00	2.84	2.52	10.36
Sub Total (District Level)	55.00	31.24	27.72	113.96

Note: Besides the budgetary provision given above, Rs. 5 lakh/ district each from Ministry of HRD & Ministry of Health would be given to the district for implementation of schematic interventions of these two Ministries.

Budgetary details are placed at **Annexure 5 (i) & (ii)**.

Annexure 1

LIST OF 100 LOW CSR DISTRICTS COVERING ALL STATES & UTs				
SN	Name of State / UT	Districts	Census 2001	Census 2011
1	Andaman& Nicobar	Nicobars	937	945
2	Andhra Pradesh	Y.S.R.	951	918
3	Arunachal Pradesh	Dibang Valley	874	889
4	Assam	Kamrup Metropolitan	943	946
5	Bihar	Vaishali	937	904
6	Chandigarh	Chandigarh	845	880
7	Chhattisgarh	Raigarh	964	947
8	Dadra & Nagar Haveli	Dadra & Nagar Haveli	979	926
9	Daman & Diu	Daman	907	897
10	Goa	North Goa	938	939
11	Gujarat	Surat	859	835
12		Mahesana	801	842
13		Gandhinagar	816	847
14		Ahmadabad	835	857
15		Rajkot	854	862
16	Haryana	Mahendragarh	818	775
17		Jhajjar	801	782
18		Rewari	811	787
19		Sonipat	788	798
20		Ambala	782	810
21		Kurukshetra	771	818
22		Rohtak	799	820
23		Karnal	809	824
24		Yamunanagar	806	826
25		Kaithal	791	828
26		Bhiwani	841	832
27	Panipat	809	837	
28	Himachal Pradesh	Una	837	875
29	Jammu & Kashmir	Jammu	819	795
30		Pulwama	1046	829
31		Kathua	847	831
32		Badgam	963	832
33		Anantnag	977	841
34	Jharkhand	Dhanbad	951	916
35	Karnataka	Bijapur	928	931
36	Kerala	Thrissur	958	950
37	Lakshadweep	Lakshadweep	959	911
38	Madhya Pradesh	Morena	837	829
39		Gwalior	853	840
40		Bhind	832	843

41		Datia	874	856
42	Maharashtra	Bid	894	807
43		Jalgaon	880	842
44		Ahmadnagar	884	852
45		Buldana	908	855
46		Aurangabad	890	858
47		Washim	918	863
48		Kolhapur	839	863
49		Osmanabad	894	867
50		Sangli	851	867
51		Jalna	903	870
52	Manipur	Senapati	962	893
53	Meghalaya	Ribhoi	972	953
54	Mizoram	Saiha	950	932
55	Nagaland	Longleng	964	885
56	NCT of Delhi	South West	846	845
57		North West	857	865
58		East	865	871
59		West	859	872
60		North	886	873
61	Odisha	Nayagarh	904	855
62	Puducherry	Yanam	964	921
63	Punjab	Tarn Taran	784	820
64		Gurdaspur	789	821
65		Amritsar	792	826
66		Muktsar	811	831
67		Mansa	782	836
68		Patiala	776	837
69		Sangrur	784	840
70		Sahibzada Ajit Singh Nagar	785	841
71		Fatehgarh Sahib	766	842
72		Barnala	792	843
73		Firozpur	822	847
74		Rajasthan	Jhunjhunun	863
75	Sikar		885	848
76	Karauli		873	852
77	Ganganagar		850	854
78	Dhaulpur		860	857
79	Jaipur		899	861
80	Dausa		906	865
81	Alwar		887	865
82	Bharatpur		879	869
83	Sawai Madhopur		902	871
84	Sikkim	North District	995	929

85	Tamil Nadu	Cuddalore	957	896
86	Telengana	Hyderabad	943	914
87	Tripura	South Tripura	961	951
88	Uttar Pradesh	Baghpat	850	841
89		Gautam Buddha Nagar	854	843
90		Ghaziabad	854	850
91		Meerut	857	852
92		Bulandshahr	867	854
93		Agra	866	861
94		Muzaffarnagar	859	863
95		Mahamaya Nagar	886	865
96		Jhansi	886	866
97		Mathura	872	870
98	Uttarakhand	Pithoragarh	902	816
99		Champawat	934	873
100	West Bengal	Kolkata	927	933

* As per 2011 Census, the national CSR is 918 girls per 1000 boys

****Basis for Selection of Districts:**

1. 87 Districts in 23 States: CSR below national average of 918
2. 8 Districts in 8 States: CSR above national average of 918 but showing declining trend
3. 5 Districts in 5 States: CSR above national average of 918 and showing improving trend. These are selected so that these CSR levels can be maintained and other districts can emulate and learn from their experiences.

Annexure 2

DISTRICT WISE 2 YEARS (2014-15 & 2015-16) -SRB TARGETS FOR 100 CRITICAL DISTRICTS COVERING ALL STATES / UTS IDENTIFIED UNDER "BETI BACHAO, BETI PADHAO" CAMPAIGN

				Targets	
S.No.	State	District	HMIS (2013-14)	2014-15	2015-16
1.	Haryana	Karnal	736	746	756
2.	Haryana	Mahendragarh	792	802	812
3.	Haryana	Rewari	805	815	825
4.	Haryana	Kurukshetra	819	829	839
5.	Haryana	Jhajjar	827	837	847
6.	Haryana	Sonapat	832	842	852
7.	Gujarat	Surat	845	855	865
8.	Maharashtra	Sangli	845	855	865
9.	Uttar Pradesh	Gautam Buddha Nagar	847	857	867
10.	Delhi	South West	848	858	868
11.	Uttar Pradesh	Meerut	850	860	870
12.	Uttar Pradesh	Bagpat	852	862	872
13.	Tamil Nadu	Cuddalore	852	862	872
14.	Maharashtra	Buldana	852	862	872
15.	Punjab	Sangrur	853	863	873
16.	Jharkhand	Dhanbad	853	863	873
17.	Punjab	Patiala	856	866	876
18.	Uttar Pradesh	Jhansi	858	868	878
19.	Uttar Pradesh	Bulandshahar	859	869	879
20.	Punjab	Tarn Taran	860	870	880
21.	Odisha	Nayagarh	860	870	880
22.	Maharashtra	Aurangabad	860	870	880
23.	Jammu & Kashmir	Kathua	862	872	882
24.	Uttar Pradesh	Muzaffarnagar	863	873	883
25.	Punjab	Gurdaspur	864	874	884
26.	Delhi	West	865	875	885
27.	Uttar Pradesh	Agra	868	878	888
28.	Punjab	Barnala	868	878	888
29.	Nagaland	Longleng	869	879	889
30.	Haryana	Bhiwani	869	879	889
31.	Lakshadweep	Lakshadweep	870	880	890
32.	Haryana	Ambala	871	881	891
33.	Punjab	Mansa	875	885	895
34.	Gujarat	Gandhinagar	875	885	895
35.	Maharashtra	Jalgaon	879	889	899

36.	Gujarat	Ahmedabad	880	890	900
37.	Gujarat	Rajkot	881	891	901
38.	Punjab	Fatehgarh Sahib	883	893	903
39.	Jammu & Kashmir	Jammu	883	893	903
40.	Punjab	Ferozpur	884	894	904
41.	Uttarakhand	Champawat	885	895	905
42.	Maharashtra	Kolhapur	890	900	910
43.	Goa	North Goa	890	900	910
44.	Madhya Pradesh	Gwalior	891	901	911
45.	Mizoram	Saiha	892	902	912
46.	Himachal Pradesh	Una	892	902	912
47.	Haryana	Kaithal	893	903	913
48.	Uttar Pradesh	Mathura	895	905	915
49.	Uttar Pradesh	Ghaziabad	896	906	916
50.	Uttarakhand	Pithoragarh	898	908	918
51.	Rajasthan	Jaipur	898	908	918
52.	Madhya Pradesh	Bhind	898	908	918
53.	Delhi	North West	898	908	918
54.	Haryana	Rohtak	899	909	919
55.	Chandigarh	Chandigarh	899	909	919
56.	Punjab	Mohali SAS Nagar	900	910	920
57.	Uttar Pradesh	Hathras	903	913	923
58.	Haryana	Yamunanagar	903	913	923
59.	Madhya Pradesh	Morena	904	914	924
60.	Andhra Pradesh	Cuddapah(YSR)	904	914	924
61.	Maharashtra	Bid	905	915	925
62.	Rajasthan	Jhunjhunun	905	915	925
63.	Punjab	Amritsar	905	915	925
64.	Maharashtra	Washim	908	918	928
65.	Maharashtra	Osmanabad	908	918	928
66.	Arunachal Pradesh	Dibang Valley	909	919	929
67.	Maharashtra	Ahmednagar	909	919	929
68.	Madhya Pradesh	Datia	912	922	932
69.	Gujarat	Mahesana	913	923	933
70.	Puducherry	Yanam	916	926	936
71.	Rajasthan	Sikar	918	928	938
72.	Maharashtra	Jalna	918	928	938
73.	Chhattisgarh	Raigarh	918	928	938
74.	Punjab	Muktsar	919	929	939
75.	Karnataka	Bijapur	919	929	939
76.	Rajasthan	Bharatpur	920	930	940
77.	Delhi	North	921	931	941
78.	West Bengal	Kolkata	923	933	943
79.	Tripura	South Tripura	923	933	943
80.	Bihar	Vaishali	925	935	945

81.	Haryana	Panipat	926	936	946
82.	Delhi	East	927	937	947
83.	Rajasthan	Dausa	930	940	950
84.	Rajasthan	Karauli	930	940	950
85.	Rajasthan	Alwar	933	943	953
86.	Rajasthan	Dhaulpur	934	944	954
87.	Assam	Kamrup M	934	944	954
88.	Dadra & Nagar Haveli	Dadra and Nagar Haveli	936	946	956
89.	Telangana	Hyderabad	941	951	Maintain at this level
90.	Rajasthan	SawaiMadhopur	942	952	Maintain at this level
91.	A & N Islands	Nicobar	946	956	Maintain at this level
92.	Rajasthan	Ganganagar	949	959	Maintain at this level
93.	Meghalaya	RiBhoi	952	Maintain at this level	Maintain at this level
94.	Kerala	Thrissur	956	Maintain at this level	Maintain at this level
95.	Manipur	Senapati	957	Maintain at this level	Maintain at this level
96.	Daman & Diu	Daman	961	Maintain at this level	Maintain at this level
97.	Jammu & Kashmir	Pulwama	963	Maintain at this level	Maintain at this level
98.	Jammu & Kashmir	Anantnag	976	Maintain at this level	Maintain at this level
99.	Jammu & Kashmir	Badgam	1,007	Maintain at this level	Maintain at this level
100	Sikkim	North	1,103	Maintain at this level	Maintain at this level

Annexure 3

Parameters & Guidelines for instituting district level award for promoting girl's education

Under “*Beti Bachao, Beti Padhao*” Abhiyan, Rs. 5 lakh per district, may be used for promoting girl's education by instituting district level awards to be given to 5 schools in each district every year on the **following parameters:-**

- (i) Rs. 1 lakh award may be given to the School Management Committee (SMC) which enrolls 100% girls in the neighbourhood of the primary school and also retains them in the first year.
- (ii) Another Rs. 1 lakh can be given as an award to the SMC of a primary school which causes the transition of 100% girls studying in class V into class VI of same/other neighbourhood upper primary schools.
- (iii) Two awards each of Rs. 1 lakh may be given to SMCs of upper primary schools which affect a 100% transition of girls studying in class VIII to class IX in same/other neighbourhood secondary schools.
- (iv) Rs. 1 lakh award can be given to the SMC of the school which affects 100% transition of girls studying in class X to class XI in same/neighbourhood higher secondary schools.

Guidelines about Award

- (i) The money would be made available to the District Magistrates who will disseminate the information about the awards of the schools, cause applications to be collected from the schools, get the applications and claims verified and thereafter disburse the funds to the SMCs which qualify for the 5 awards in a function organized for the purpose.
- (ii) The competition to encourage girl's education and retention would be open to all Government schools and the award would be disbursed into the bank account of the SMCs, for use as they think appropriate, for improvement and strengthening of the school.
- (iii) There is a likelihood that in each category more than one school would apply and qualify the criteria of enrolling/causing transition of all girls from the given grades to the next. Keeping this possibility in mind, additional criteria for the award may be decided by the concerned District Magistrate which may incorporate points on attendance, drop outs and/or efforts by the SMCs to enroll and bring back never enrolled and drop out girls.
- (iv) Funds may be made available for this incentive from “*Beti Bachao Beti Padhao*” Abhiyan funds which would be transferred to the District Magistrate.

State District Reporting Month

Name of the reporting person:

Name & designation of the nodal officer:

Part-1: Information related to set up and District Task Force (DTF)- One time information

1. Has DTF been constituted under the Chairmanship of District
 - i. If yes, provide the information from question 2 onwards
 - ii. If No, specify the reason

2. Collector/Deputy Commissioner Constitution of DTF under the Chairmanship of District Collector/Deputy Commissioner.
 - i) List down the representatives of DTF members from the departments
 - Health and Family Welfare (PC & PNDT Cell)
 - Dept. Women and Child Development
 - Dept. of Social Justice
 - Dept. of Education
 - Dept. of Panchayati Raj
 - Dept. of Rural Development
 - Representative from Judiciary
 - Representative from Indian Medical Association (IMA)
 - Representative from NGOs
 - Any other

 - ii) Notification or any circular regarding constitution of DTF
 - Attach the copy of Notification or circular

3. Nomination of nodal officer from the key departments by DTF
 - i) Details of the officer;

Sl. No.	Name of the officer	Designation	Name of the Department	Contact Number & Email

4. Designate the Coordinating officer for collecting and compiling progress report from the line departments

Sl. No.	Name of the officer	Designation	Name of the Department	Contact number & Email

5. a) District Annual Action Plan

i. Attach the copy of Annual Action Plan approved by DTF

- b) Dedicated day/date for celebration of Girl Child Day on monthly basis

i. Attach the copy of the circular or order

ii. Specify the day/date of the month decided during DTF meeting *like 5th of every month or 2nd Tuesday of every month*

- c) Reporting/ Monitoring format of the programme

i. Attach a copy as a sample of reporting/monitoring format approved by DTF

- d) Status of web portal for online submission of form 'F' with necessary security feature

i. Has been Onlined*

ii. Continue to be manual

iii. Not being done either manually or through web portal

- e) * Details of the person handling web portal

Sl.No	Name	Designation	Name of the Department	Contact number	E-mail

- f) Constitution of BTF under the Chairmanship of Sub-Divisional Magistrate/Block Development Officer

i. List down the members from the departments

- Health Department
- Women and Child Development
- Education Department
- Panchayati Raj
- Representative Block Parishad
- Representative from NGOs
- Any other

Part-2: Information on Convergence meetings (DTF/BTF)

1. Date on which DTF meeting held and reviewed the progress as per action plan
(*Calendar*)

(a) Mention the representative participated in DTF meeting from the Departments

- Health and Family Welfare (PC & PNNDT Cell)
- Dept. of Women and Child Development
- Dept. of Social Justice
- Dept. of Education
- Dept. of Panchayati Raj
- Dept. of Rural Development
- Representative from Judiciary
- Representative from Indian Medical Association (IMA)
- Representative from NGOs
- Any other

(b) Highlights the key action/decisions taken during the meeting

• •

(c) Attach the minutes of the meetings

(d) Medical audit of the Form 'F' records by the DTF.

Sl. No	Number of Form 'F' audited	Action

2. Date on which PC & PNNDT meeting held(*Calendar*)

(a)Mention the representative participated in PC & PNNDT meeting from line Departments

- Health and Family Welfare (PC & PNNDT Cell)
- Dept. of Women and Child Development
- Dept. of Education
- Dept. of Panchayati Raj
- Representative from Indian Medical Association (IMA)

- Representative from The Federation of Obstetric and Gynaecological Societies of India (FOGSI)
- Representative from NGOs
- Any other

(b) Highlights the key action/decisions taken during the meeting

<ul style="list-style-type: none"> • •
--

3. Date on which BTF meeting held(*Calendar*)

(a) Mention the representative participated in PC & PNDT meeting from the Departments

- Dept. of Rural Development
- Dept. of Health
- Dept. of Women and Child Development.
- Dept. of Social Justice
- Dept. of Education
- Representative from NGOs
- Any other

(b) Key action/decisions taken during the meeting

<ul style="list-style-type: none"> • •
--

Part-3: Information on Activities:

a) **District level:**

A. Celebration of Girl Child day

a) Mention the day of celebration(*Calendar*)

b) What are the key activities undertaken

<ul style="list-style-type: none"> • •
--

c) Awareness Generation Activities (IEC)

- Signature Campaign
- Hoarding
- wall painting
- Electronic media and print media
- Radio Jingles and TV spots
- Bus Panel
- Miking
- Rally
- Health camps
- Any other

B. Inspection by monitoring committee of Maternity homes/Private Clinic/ Ultra sonographic centres

a) Date of inspection visit held(*Calendar*)

b) Number of inspection visits held -----

c) Observations of the monitoring committee

<ul style="list-style-type: none">••

d) Action taken

<ul style="list-style-type: none">••

C. Number of form 'F' submitted in the last month

i. Number of form 'F' found incomplete due to lack of information

D. Orientation & sensitization programme for stakeholders

a) specify the stakeholders

- District Officers
- Zila Parishad members
- Judiciary

- District Legal Services Authority (DLSA)
- Religious leaders
- Community leaders
- Elected representatives
- Legal experts
- Doctors (IMA &FOGSI)
- NGOs
- Any other

- b) Number of orientation & sensitization programme organised
- c) Number of participants attended orientation & sensitization programme
- d) Detail of the joint action plan & roles & responsibilities identified for each stakeholders

Sl. No.	Name of the Departments/stakeholders	Roles & responsibilities identified	Time line
	Department of Health		
	Department of WCD		
	Department of Social Justice		
	Department of Education		
	Department of Rural Development		
	Department of Panchayati Raj		
	Zila Parishad Member		
	Religious leader		
	Judiciary		
	Doctors (IMA &FOGSI)		

- e) Attach the orientation report along with photographs
- f) Attach the minutes of the meeting/order issued for roles and responsibility of each stakeholder

E. Indicate the number of toilets constructed in elementary & secondary school level. (Separately for boys & girls.)

Sl. No	Name of the Block	Name of the Gram Panchayat	Name of the School	Toilet constructed	

- F. Any other circulars/office order issued by DC/DM for the support of BBBP
i. Attach the copy of circulars/office orders

b) **Block level:**

- A. Celebration of Girl Child Dayas decided by DTF (on monthly basis)
(a) Mention the day of celebration(*Calendar*)

- (b) What are the key activities undertaken

<ul style="list-style-type: none">••

- (c) Awareness Generation Activities (IEC)

- School Competition
- Signature Campaign
- Hoarding
- wall painting/wall writing
- Electronic media and print media
- Miking
- Rally
- Health camps
- Any other

- (d) Orientation & sensitization meeting of stakeholders

- i. specify the stakeholders
- Block Officers
 - Block Parishad members
 - Religious leaders
 - Elected representatives
 - Aanganwadi Worker
 - ASHA Worker
 - PRI members (Sarpanch/Pradhan)
 - Youth Group
 - Self Help Group (SHG)
 - Nehru Yuwa Kendra (NYK)
 - NGOs
 - Any other

ii. Number of training organised -----

iii. Number of participants attended orientation & sensitization programme ----

iv. Attach the orientation report along with photographs

c) Village level:

A. Sensitization and capacity building of frontline workers

i. specify the stakeholders

- Aanganwadi Worker
- ASHA Worker
- School Monitoring Committee (SMC)
- PRI members
- Member of Village Health Sanitation & Nutrition Committee (VHSNC)
- School teachers
- Members of Self Help Group
- Youth Group
- Any other

ii. Number of trainings organised -----

iii. Number of participants attended orientation & sensitization programme ----

iv. Attach the orientation report along with photographs

B. Status of community level meeting (for awareness generation)

- Mahila Mandal
- SHG member
- Youth groups
- Panchayat meeting
- Community meeting
- Nari ki Chaupal³
- Any other

³**Naari Ki Chaupal:** Aims to create a vibrant meeting space that enables a large number of community groups, civil society organizations and women from various communities to come together, reflect and have a dialogue on issues that affect women with an approach towards finding solutions

ii. Details of Participants

Sl.No	Activity	Number of Participants		Discussed issue	Action
		Male	Female		
1	Mahila Man				
2	SHG member				
3	Youth groups				
4	Panchayat meeting				
5	Community meeting				
6	Naari Ki Chaupal				

Attach the photographs of such meetings

C. Detailed information collected under BBBP scheme

i. Health and Nutrition

S. No.	No. of pregnant women registered (last month)	No. of pregnancy registered (in first trimester)	No. of births in a month		Growth Monitoring (in numbers)		Use of Mother & Child Protection card (Y/N)	Remarks

iii. Education

Sl. No	Name of the Block	Name of the village	Name of the school	No. of drop outs in the village		No. of re-enrolled in primary/secondary school e	

D. Date on which Village Health and Nutrition Day (VHND/Mamta Day) organised at Aanganwadi centre level (*Calendar*)

i. Services provided on VHND

- Updation of MCPC
- Antenatal check-up
- Abdominal check-up
- Weight of the pregnant women
- Height of the pregnant women
- Immunization (mother & child)

- Iron Folic Acid (IFA) tabs
- Growth Monitoring (boys and girls)
- Counselling
- Take Home Ration (THR) distribution

E. Date on which Village Health Sanitation & Nutrition Committee (VHSNC) meeting held at village level(*Calendar*)

Details of the members attended VHSNC meeting

<ul style="list-style-type: none"> • •
--

F. Have girl child day/date celebrated as decided by DTF (on monthly basis)

(a) Mention the day of celebration(*Calendar*)

(b) What are the key activities undertaken

<ul style="list-style-type: none"> • •
--

G. Awareness Generation Activities (IEC)

- Competition (at School level) -
- Nukkad Natak/folk art
- Puppet show
- Rally-
- Baby shows-
- Community radio
- Wall writing/wall painting
- Film show
- Any other-

H. Status of special Gram Sabha on CSR issue (on quarterly basis)

(a) Date on which Gram Sabha organised (*Calendar*)

(b) Share the agenda of Gram Sabha

<ul style="list-style-type: none">••

(c) Decisions/Action taken by the Gram Sabha

<ul style="list-style-type: none">••

I. Community Event-

A. Celebration of Beti Janmotsav⁴ (birth of girl child)

Sl. NO.	Name of the Block	Name of the Gram Panchayat/Village	Number of the Mother/girl child felicitate

J. Annual Mega event-

A. Incentivising panchayat/ Urban ward/ frontline worker

Sl.No.	Name of the person	Designation	Name of the Panchayt/Ward	Initiative/achievements

B. Success stories/case studies

--

C. Any other initiative undertaken, details be provided

⁴**BetiJanmotsava:** Aims to felicitate girl child and her mother in a large forum at village/ gram panchayt level/hospital with birth certificate & sweets. This event will organise at quarterly basis with the support of District administration and Panchayti Raj along with line departments.

Signature of Coordinating Officer

Signature of DC/DM

(Note: Share the event photographs/media clippings/ circulars and separate sheet be annexed wherever required)

District level budgetary provisions

S. No	Particulars	Cost per unit	No of unit	2014-15 (for 6 month)	Cost per unit	No of unit	2015-16	Cost per unit	No of unit	2016-2017	Total
1	District Level										
	(i) Inter-sectoral Consultation & Meetings, Meeting of DTF and BTF	500,000	100	50000000	300,000	100	30,000,000	200,000	100	20,000,000	
	(ii) Training & Capacity building/sensitization programme	600,000	100	60000000	300,000	100	30,000,000	220,000	100	22,000,000	
	(iii) Innovations	1,000,000	100	100000000	600,000	100	60,000,000	600,000	100	60,000,000	
	(iv) Monitoring and Evaluation	310,000	100	31000000	400,000	100	40,000,000	350,000	100	35,000,000	
	(v) Documentation	300,000	100	30000000	300,000	100	30,000,000	250,000	100	25,000,000	
	(vi) Awareness generation, Community Mobilization and outreach activities	2,200,000	100	220000000	940,000	100	94,000,000	900,000	100	90,000,000	
	(vii) Sectoral activities of M/O HRD	500,000	100	50000000							
	(viii) Sectoral activities of MoH&FW	500,000	100	50000000							
	Flexi fund (10%)			59100000			28400000			25200000	112,700,000
	Sub Total (District Level)			650,100,000			312,400,000			277,200,000	1,239,700,000

Note*: Rs. 5 lakh/district each for implementation of schematic interventions of Ministry of HRD & Ministry of Health.

District Level Norms

District Level Norms for 100 gender critical districts				
Sl. No	Item	2014-15 (Oct-March)	2015-16	2016-17
1	Inter-sectoral Consultation & Meetings			
	At least 10 Convergence Meeting with line departments and other stakeholders	100,000	80,000	50,000
	At least 10 Meeting of DTF and BTF	100,000	80,000	50,000
	At least 3 Media Campaign	300,000	140,000	100,000
	Sub Total (i)	500,000	300,000	200,000
2	At least 10 Training & Capacity building/sensitization programme			
	District Officers/Religious leaders/PRI/Judiciary, frontline workers/VHSNC members/Youth groups, SHGs, NGOs	600,000	300,000	220,000
3	Innovation			
	Adoption of Innovative practices (Celebration of Girl Child Day (Fix day in a month), /Beti Janmotsava/ Incentivising panchayat/ Urban ward/ frontline worker for adopting best practice/felicitating Girls child & her family in hospitals with birth certificate & sweets) and any other activity identified by DTF/BTF	1,000,000	600,000	600,000
4	At least 10 Outreach Activities			
	Awareness generation and outreach activities such as Nukkad Natak/rally/baby show, Celebration of Girl Child Day (Fix day in a month) regular meetings of Village Health Sanitation and Nutrition Committee (VHSNC), organise special Gram Sabha on CSR on quarterly basis and similar other activities identified by DTF/BTF	2,200,000	940,000	900,000
5	Monitoring and Evaluation			
	Develop tools for data Collection & monitoring of programme	310,000	400,000	350,000
6	Documentation	300,000	300,000	250,000
7	Sectoral activities of M/O HRD i.e. institution of district level award to be given to 5	5,000,000	-	-

	Schools in each 100 gender critical districts @ 1 laks per school through education department of the respective district for strengthening education for girl child			
8	Sectoral activities of M/O H&FW such as effective Implementation of Pre-Conception & Pre-natal Diagnostic Techniques (PC&PNDT) Act in 100 gender critical districts @ 5 lakh per district through health department of the respective district		-	-
	(i) Human resource to strengthen the district PNDT cell per district	200000	-	-
	(ii) Source money for generating active information of violation under per district	100000	-	-
	(iii) Monitory mechanisms per district	50000	-	-
	(iv) Innovations , research studies or surveys per district	100000	-	-
	(v) IEC Activities / Capacity building per district	50000	-	-
	Subtotal of 8	5,000,000	-	-

Template for District Level Action Plan (November 2014-March 2017) under BBBP													
Activity	Frequency	2014-15	2015-16				2016-17				Outputs/Outcomes	Responsibility/Support required	
		Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4			
District level activities													
A. Department of Women and Child/Social welfare													
1. Orientation & Sensitization													
Conduct Orientation programmes of: -District Officers/Zila Parishad members/ PNDT Cell/Judiciary/ District Legal Services Authority (DLSA). - Block Officers/ Block Parishad/ Panchayat members - Village Health Sanitation & Nutrition Committee (VHSNC) members -School Management Committee (SMCs) members	Once for each category	√										-No. of programmes held -No. of participants attended orientation programme	DC with support of DPO/Coordinating officer Nodal Officers, (WCD) with the support of BDO (Rural Development Deptt.), Health Nodal Officers, (WCD, Education)
Conduct sensitization exercise of -Religious leaders -Elected representatives -Community leaders	Twice in a year	√		√		√		√		√		No. of Religious leaders/ Community leaders/Elected representatives sensitized	DM/DC with support of DPO/ Coordinating officer
2. Inter-sectoral consultation & Meetings													
Inter-sectoral Meetings District Task Force (DTF), Block Task Force (BTF)	Once in a quarter	√	√	√	√	√	√	√	√	√		No. of meetings held DTF, BTF	
Conduct stakeholder meetings	Ongoing	√	√	√	√	√	√	√	√	√		- Follow up actions undertaken	DM/DC with support of DPO/ Coordinating officer
3. Training & Capacity Building													
Mainstream gender equality related	Once											Gender & CSR issue	DC with directions

concerns in: - Training Curriculums - Administrative, police, judicial, medical colleges and other training academies-LBSNAA, ATIs - Gender & Girl Child Units - ICDS, NRHM, SSA, NRLM, MGNREGA, TSC											integrated in: No. of Training Institutions: No. of Training curriculums: No. of Gender & Girl Child Units: No. of schemes/ programmes:	issued to concerned departments/ institutions
Undertake training of Frontline workers-AWWs/ ASHAs	Quarterly	√	√	√	√	√	√	√	√	√	-No of frontline workers participated -Action taken	Nodal Officers, (WCD, Health) with Training experts
Training of Youth/Sabla groupss/ Volunteer/SHG/Mahila Mandals/NYKS to act as volunteers	Quarterly	√	√	√	√	√	√	√	√	√	-No of Youth/Sabla groupss/Volunteer/SHG/ Mahila Mandals/NYKS trained -No. of volunteers identified -Action taken	Nodal Officers, (WCD, Health) with Training experts
Train Distt. Appropriate Authority (DAA), & other functionaries on PCPNDT act	Bi-annually	√		√		√		√		√	-No. of Trainings organized -Actions undertaken	Nodal Officers, (WCD, Health) with Training experts
Provide legal counselling/ aid/ awareness on PC & PNDT Act and other legislations using District/ Taluka structures under District Legal Services Authority (DLSA)											- Number of legal counselling/aid/ awareness sessions conducted	National Legal Services Authority (through SLSA, DLSA)
4. Advocacy, Community Mobilization & Awareness generation												
Insert Email Signatures with BBBP Logo	Ongoing	For all Levels of officials registered at NIC/Gov Domains									- Establish brand identity of the initiative - It will work as a reminder for renewed commitment every time the logo is seen in an email	DC supported by NIC
Organize Celebration of birth of Girl Child	Quarterly	Block/ Panchayat level									- Positive reinforcement of the value of girl child - Drive home the message of	Sarpanch/SDM

										need for mindset change	
Celebrate National Girl Child Day on 24 th January	Annual									<ul style="list-style-type: none"> - Culmination of advocacy/ IEC activities and highlight the plight of the girls in the country. - Create awareness about welfare and empowerment of girl child. 	District Administration in collaboration with other line Departments
Celebrate International Women's Day on 8 th March	Annual									<ul style="list-style-type: none"> - The need for establishing gender equality shall be highlighted - Awareness generation about welfare and empowerment of women and girls - The importance of women's growth and empowerment for the growth and development of the nation 	District Administration in collaboration with other line Departments
Take Pledge/ Oath to empower the girl child and enable her education	Annual	Any annual event may be selected from the calendar of events for the same by the District Administration and may be taken at all levels								<ul style="list-style-type: none"> - A sense of ownership in all Govt functionaries and other stakeholders shall be instilled - Create a sense of commitment to becoming change makers within one's family, community & social circle 	Grass roots functionaries like AWWs/ASHAs, PRI, BDO, SDMs, DC etc.
Initiate Social Media Presence & encourage its effective use in the community for mindset change through YouTube, Facebook, Twitter, MyGov etc.	On-going									<ul style="list-style-type: none"> - Effective engagement with youth who are future parents - Opening of channels of communication with cross sections of people 	Any concerned stakeholder/CSO/ NGO Partner
Organize <i>Naari ki Chaupal/Mann ki Baat</i> across the District*	Monthly									<ul style="list-style-type: none"> - Women's issues brought to the forefront through discussion, debate & interactions - Enabling environment created for engaging with the community on issues 	Head of the Body organizing it

											<ul style="list-style-type: none"> related to women - Awareness generation about schemes and services of Governments and other local bodies or resource centers - women's collectives bargaining for rights and strengthened community involvement 	
Display & Disseminate IEC materials like BBBP handbook, Badges, Posters, audio video content available at the BBBP YouTube Channel	On-going										<ul style="list-style-type: none"> - Supplement media and communication efforts. - Drive home the intended social messages through audio video content which attract and engage all 	District Administration in collaboration with other line Departments
Support National Campaign related activities like Mobile Video Exhibition Vans and Field Publicity activities	As and when required										<ul style="list-style-type: none"> - Awareness generation & mind set change 	District Administration in collaboration with other line Departments
Identify local BBBP Champions & engage them appropriately at various platforms**	On-going										<ul style="list-style-type: none"> - Set positive examples and spread the message - Awareness generation & mind set change 	Community, Local Media, Social Media, District Administration, Line Departments
Highlight Exemplary case studies of girls coming up despite odds, stories of families which have promoted daughters	On-going										<ul style="list-style-type: none"> - Will ensure local media coverage - Such stories will set positive examples, leading to mind set change 	Community, Local Media, Social Media, District Administration, Line Departments
Encouraging reversal of son centric rituals and customs	As frequently as possible	May be decided. Further, BBBP Guideline may be referred to for details on how these are to be done and staggered in a timeline									<ul style="list-style-type: none"> - Will bring about social changes which are liberal and progressive for girls and women 	Community leaders/PRI's Grass roots functionaries like AWWs/ASHAs, PRI, BDO, SDMs, DC etc.
Annual Mega Event- Felicitation of best Panchayat/Frontline worker	Annual (District level)										<ul style="list-style-type: none"> -Panchayats/Frontline workers recognized for their exemplary work 	DC, District Administration

Encourage meritorious girls in the field of academics/sports/culture and social work etc. Felicitate/ incentivise with token appreciation on National Girl Child Day/International Women's Day/Independence Day/Republic Day etc.	Annual (District level)										- Motivate and empower girls for higher education - Motivate talented girls to get into sports - Prevention /Delaying of child marriage	District Administration in collaboration with other line Departments
Identify & Nominate individuals/ CSOs/NGOs for <i>Zila & Rajya Puraskar</i>	Annual (national level)											DC, District Administration
Any other IEC innovation at local level***	May be decided											DC, District Administration
5. Operationalize MIS	Annual	Recurrent reporting (Monthly-at District; Quarterly: at State/National)									Online MIS operationalized	Coordinating officer, Nodal Officers
<i>B. Health & Family Welfare</i>												
Standardise the data collection/ Reporting/ Monitoring tools from the existing data and analytical reports available at the district level in order to get real time data on sex ratio at birth.	One time	√									Develop MIS to collect data from various departments on indicators that will help in tracking progress of CSR in the district	DC along with Nodal Officer and all other allied departments including Health, WCD and Education
Standardise the data collection/ Reporting/ Monitoring tools from the existing data and analytical reports available at the district level in order to get real time data on sex ratio at birth.	Quarterly at district level and Six - monthly at State level	√							√		For evaluating the impact of BBBP interventions with regard to improvement in Child Sex Ratio.	DC along with Nodal Officer and all other allied departments including Health, WCD and Education at the District level Health, WCD and Education department along with DCs and concerned district

												officers at district level	
Strengthen District PC&PNDT Cell (technical human resource, office space in DM's office with equipment)	One time	√										PC & PNDT cell strengthened -Standard Operating Procedure for members -Training manual, panel of experts, resource persons identified for training	Nodal Officer, PNDT Cell
Constitution/ reconstitution and functioning of State Advisory Committees as prescribed in the PC&PNDT Act	As per the provisions of the PC&PNDT Act	√										Statutory requirement under PC&PNDT Act completed.	Health Dept., PNDT cell
Monitoring of implementation of PC&PNDT Act in terms of functioning of Advisory committee (meetings)/ registration/renewals/cancellation/ suspensions/ sealing/ complaints received/ qualification of service providers as per the Act/ court cases/ district level/record maintenance and submission by the clinics advocacy initiatives	Monthly at District Quarterly at state level.											- Registrations of all pre conception and prenatal diagnostic centres including ART/IVF, ultrasound/ imaging centre, Sperm Banks etc - Review Of PC& PNDT Act Implementation and Submission Of Monthly Reports to State. - Compilation at state level and Submission of QPRs to the Centre	DC along with CMO and PNDT cell State Appropriate Authorities
Mapping of ultra-sonography machines; monitoring of compulsory registration of ultrasound machines	Quarterly	√	√	√	√	√	√	√	√	√		- Identify unregistered Ultrasound machines in the district - 100 % registration of all machines in the district - Cases filed against the individuals operating unregistered machines.	DAA and PNDT Cell
Update the state web portal for all information on implementations	Monthly	√	√	√	√	√	√	√	√	√		Monitoring	DAA and PNDT Cell

status, online form F option and compliant.													
Active web portal for submission of online form 'F' with necessary analytical reports.	Quarterly	√										<ul style="list-style-type: none"> - Ensure compliance of maintenance of records by registered clinics - Ensure submission of records by 5th of every month by the registered clinics - Examination of online submitted form Fs and generated necessary reports 	DAA and PNDDT Cell
Activate web portal for online complaints	Activation one time Redressal and follow-up recurring											<ul style="list-style-type: none"> - Generate intelligence against the violators of law in the district - Action against the violators of Law 	DAA and PNDDT Cell
Review all pending cases before district court	Every month	√	√	√	√	√	√	√	√	√		<ul style="list-style-type: none"> - Followed up court cases - Ensure early disposal - Convictions against the violations under P&PNDDT Act 	DAA with District Legal person- PNDDT cell
Formation of District Inspection and Monitoring Committees (DIMC)	One time with periodic modifications Inspections Monthly											<ul style="list-style-type: none"> - Monitoring of implementation on ground - No of inspections conducted - Follow-up action in terms of sealing, show cause notices and cases filed ,suspension/ cancellation of registrations 	DAA along with DIMC
Analyze birth records- IVF centres, Surrogacy clinics, and genetics counselling centres	Quarterly	√	√	√	√	√	√	√	√	√		<ul style="list-style-type: none"> % age of birth of girls & boys analyzed Analysis Report to SAA 	Dist. Appropriate Authority (DAA)

Institute Rewards for informers	Regular	√	√	√	√	√	√	√	√	√	-No. of unregistered/illegal ultrasound machines/clinics identified through informers -No. of rewards given	PNDT Cell, Health Dept. & DTF
C. Department of Education												
Activate SMCs to -Conduct special drives to promote universal enrolment of girls; -Link out of school with back to school or alternative education options	Annual	√			√					√	% age increase in enrolment	Dist. Education Officer
Operationalize standard guidelines/ protocols for Girl Child Friendly Schools	Once		√								Standard Guidelines/Protocols adopted in all schools	Education Deptt./Dist. Education Officer
Ensure toilet facility for girls in elementary and secondary school	By August 2015				√						No. of toilets constructed in elementary & secondary school	Dist. Education Officer
Operationalize Kasturba Gandhi Balika Vidyalaya (KGBV)	By August 2015				√						No. of KGBVs constructed	Dist. Education Officer
Operationalize girls hostel for secondary and senior secondary	By August 2015				√						No. of girls hostel operationalized	Dist. Education Officer
Initiate Campaign to re-enroll drop-out girls in secondary schools through massive joint village contact drive	Annual	√			√					√	No. of Campaigns undertaken No. of girls re-enrolled	Dist. Education Officer /AWWs, ASHAs, PRIs, and community/ women/youth groups
Create Balika Manch	Regular	√	√	√	√	√	√	√	√	√	Increased participation of girls	Dist. Education Officer
Institute district level award for promoting girl's education	Annual					√				√		Education Dept., DC

Gram Panchayat level activities												
Community Mobilization & Awareness generation												
Women & Child Development/Social Welfare												
Organise Village health and nutrition day (VHND)	Monthly	√	√	√	√	√	√	√	√	√	- No. of VHND organized - No. of persons sensitized on gender & CSR issue	Nodal Officers, (WCD, Health)
Effective implementation of Mother Child Protection Card (MCPC)	Monthly	√	√	√	√	√	√	√	√	√	- No. of MCP card distributed - No. of MCP card properly filled up & maintained	Nodal Officers, (WCD, Health)
Incentivize pregnant mothers for registration of pregnancy in the 1st trimester	Quarterly	√	√	√	√	√	√	√	√	√	- No. of pregnant mother registered in the first trimester - No. of pregnant mother received cash incentive of RS. 3500/-	Nodal Officers, (WCD, Health)
Nukkad Natak/Wall Writing/Rally/Prabhat Pheri/Baby show	Quarterly	√	√	√	√	√	√	√	√	√	- No. of event/activity organised; • Nukkad Natak • Baby show • Rally/Prabhat Pheri • Wall writing	Nodal Officers, (WCD, Health and Education)
Health & Family Welfare												
Collect primary data on CSR indicators from concerned departments (baseline & end line)	Annual	√								√		Nodal Officers, (Health, WCD)
Promote early registration of Pregnancy in first trimester	Monthly	√	√	√	√	√	√	√	√	√	- No. of pregnancy registered in the 1 st trimester - No. of pregnant women immunized (TT-1 & TT-2) - No. of Pregnant women have done ANC - No. of pregnant women received IFA	Nodal Officers, (Health, WCD)
Promote birth registration through campaigning, counselling, home visits											- Birth registration increased	

Monthly meeting of VHSNC	Monthly	√	√	√	√	√	√	√	√	√	√	No. of VHSNC meeting held - Action taken	Nodal Officers, (Health, WCD)
Department of Education													
Create Balika Manches to encourage participation of girls	Quarterly	√	√	√	√	√	√	√	√	√	√	No. of Balika Manch formed - Action taken	Nodal Officer, (Education)
Activate School Management Committees (SMCs)	Regular	√	√	√	√	√	√	√	√	√	√	No. of SMCs operationalize - Action taken	Nodal Officer, (Education)
Campaign to re-enroll drop-out girls in primary/secondary schools	Annually	√			√					√		No. of Campaigns undertaken - No. of girls re-enrolled	Nodal Officer, (Education) with the support of Teachers
Department of Panchayati Raj													
Facilitate Mahila Sabhas	Quarterly	√	√	√	√	√	√	√	√	√	√	No. of Mahila Sabha formed - Action taken	Nodal Officer, (WCD, Health) with the support of BDO
Facilitate special Gram Sabhas/Urban Ward Sabha	Quarterly	√	√	√	√	√	√	√	√	√	√	No. of special Gram Sabha organised - Action taken	Nodal Officer, (WCD, Health) with the support of BDO
Identification of community watch groups (women panchayat members, youth volunteers) through Gram Sabha	Once (During the Gram Sabha)		√										
Ensure 100% birth registration Mandatory exhibition of Gender disaggregated data through Guddi-Gudda Boards **** (Girl Child-Boy Child boards) in prominent places like Panchayat offices/tehsils/hospitals & widely publicized in the community	Monthly	√	√	√	√	√	√	√	√	√	√	- Locations where Boards are put up: - No. of Girl child born vis-a-vis boys properly displayed - No. of birth registered - No. of Birth Certificates given	Nodal Officer, (WCD, Health) with the support of CMO,BDO, Sarpanch/ Pradhans

***Nari ki Chaupal**

Nari ki Chaupal aims to create a vibrant meeting space that enables a large number of community groups, civil society organizations and women from different cross sections to come together, reflect and have a dialogue on issues that affect them, with an approach towards finding solutions. Women and men can sit together to share their stories, experiences and learning and in turn, become aware of various government schemes and programmes targeted at achieving women's empowerment. Various key messages on a range of thematic issues can be disseminated through interesting, pre designed and structured activities.

****Indicative List of BBBP Champions who can promote the cause of gender equality and education for girls**

- Local MLA/MPs
- Local Prominent personalities like Principal, journalist, lawyer, teachers, social worker, sports personality etc.
- DC, SP, Corporate leaders hailing from that locality

***** Indicative List of activities related to Advocacy, Community Mobilization & Awareness Generation**

- Prevention of Child Marriage on *Akshaya Trito* organized on a massive scale in North India
- Reinforcement of importance of girl child on regional festivals, ceremonies etc.
- Rallies, Prabhat Pheri for promoting gender equality
- Conversion of religious and son-centric rituals into gender neutral rituals eg celebration of *Raksha Bandhan/Sibling Day* in an all-daughter/ all son family, females performing the last rites, widows being present on auspicious occasions etc.
- Any other activity to fight regressive social customs or patriarchal superiority
- Fight other regional variations of patriarchal dominance like diktats

**** *Guddi-Gudda* Boards providing the details of number of boys and girls born in a month



Guddi-Gudda Board

District:

Gram Panchayat:

Village:

Month/Year-

Number of children born	Cumulative (from Jan-up till previous month)	Current month
Guddi (Girl)		
Gudda (Boy)		

Annexure- A

Action points for Panchayats

- (i) Special Gram Sabha meeting to discuss (a) birth rate of boys and girls over the last few years, (b) the impact of having a larger number of men than women, (c) the illegality sex determination of foetus and female foeticide and (d) increase the value of girl child through advocacy.
- (ii) Mahila Sabha should be constituted immediately either through executive instructions or through statutory rules. They should hold regular meetings and review actions listed here. The Panchayat will convene Mahila Sabha meetings consisting of all women voters and explain to them the actions which are being taken.
- (iii) One of the issues which must be discussed in Mahila Sabha is the impact of having lower number of women on public order and well being of adults.
- (iv) Sex determination is possible only after three months of pregnancy. Pregnant women who register themselves at Anganwadi Centres / ANM after three months are likely to have gone for sex determination of foetus.
- (v) As per the decision of the Government of India, a Ward Member preferably a female Ward Member will be the Chairperson of the Anganwadi Centre Monitoring Committee. A copy of the circular is attached. She should closely monitor the registration of pregnant mothers, birth, immunization and other activities. She should report the findings at Gram Panchayat meetings.
- (vi) In the Gram Sabha meeting, women who are committed to the cause of girl children will be selected as volunteers to work for this cause. The Panchayat could be divided among the volunteers. One activity is to see that every pregnant mother shall be asked to report to the Anganwadi Centre after the first month. They will also keep a watch on such mothers to see that the touts / agents do not come and she does not go for sex determination test. If she does so, the volunteers will accompany her to the clinic and ensure that nothing illegal happens.

(vii) Volunteers / Ward Members will report to the police about agents who come from outside for facilitating women in sex-determination test and female foeticide and their names should be announced in the Gram Sabha and Mahila Sabha.

(viii) The Anganwadi Centres / Ward Members will report to the Gram Panchayat every month about the pregnant mothers, children and immunization.

(ix) The Anganwadi Worker who also belongs to the same village will take the initiative for registration of all cases of pregnancy during the first month.

(x) The villagers including Panchayat Members and Sarpanch must keep a watch on the clinics engaged in this activity and if any case is detected the matter should be brought to the notice of police and District Magistrate.



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