

BETI BACHAO BETI PADHAO (BBBP) - THE SCHEME

1. Background and Context

1.1 The trend of decline in the Child Sex Ratio (CSR), defined as number of girls per 1000 of boys between 0-6 years of age, has been unabated since 1961. The decline from 945 in 1991 to 927 in 2001 and further to 918 in 2011 is alarming. The decline in the CSR is a major indicator of women disempowerment. It reflects both, pre-birth discrimination manifested through gender biased sex selection, and post birth discrimination against girls. Social construct discriminating against girls on the one hand, easy availability, affordability and subsequent misuse of diagnostic tools on the other hand, have been critical in increasing Sex Selective Elimination of girls leading to low Child Sex Ratio.

1.2 There are wide variations seen in ratios across different regions of the country. The CSR remains adverse in 21 States and Union Territories, the fall ranging from 3 to 79 points. 11 states and 2 UTs have shown an increase in CSR during the last decade. The district level changes in CSR are much more pronounced as may be seen that out of 640 districts in the country, 429 districts have experienced decline in CSR. The decline is widespread across the country ranging from urban to rural, remote as well as tribal areas.

1.3 Coordinated & convergent efforts are needed to ensure survival, protection and education of girl child to help realize her full potential. Recognizing the need for urgent action, Government has announced in the Budget Speech, 2014-15, *Beti Bachao, Beti Padhao* (BBBP) Scheme to empower the girl child and enable her education. It was decided in the meeting held on 7th July, 2014 in Prime Minister's Office that the Ministry of Women and Child Development will be the Nodal Ministry for launching a mass campaign under the slogan of BBBP and that it would be supported by the Ministry of Health and Family Welfare and Department of School Education and Literacy. The issue was highlighted in the Prime Minister's Independence Day address to the nation on 15th August, 2014.

1.4 The Beti Bachao Beti Padhao (BBBP) Scheme will be implemented through a national campaign and focussed multi sectoral action in 100 selected districts, covering all States and UTs. This is a joint initiative of Ministry of Women and Child Development, Ministry of Health and Family Welfare and Ministry of Human Resource Development.

2. Overall Goal:

Celebrate the Girl Child & Enable her Education

3. Objectives:

3.1 The objectives of the Scheme are as under :

- i) **To prevent Gender biased sex selective elimination:** Focussed intervention targeting enforcement of all existing Legislations and Acts, especially to Strengthen the implementation of Pre-Conception & Pre-Natal Diagnostic Techniques (Prohibition of Sex Selection) Act, 1994 (PC&PNDT Act) with stringent punishments for violations of the law.

- ii) **To ensure survival & protection of the girl child:** Article 21 of the Constitution defines ‘protection of life and liberty’ as a legitimate right of its citizens. The difference in mortality rates of girls and boys indicates the difference in access to various health care and nutrition services as well as the preferential care and treatment given to boys. The access to various entitlements, changes in patriarchal mind-set etc. are to be addressed in order to ensure equal value, care for and survival of the infant and young girl child. Further implementation of various legislative provisions for the protection of the girl child and women has to be ensured to create a nurturing and safe environment for the girl child.

- iii) **To ensure education & participation of the girl child:** The access and availability of services and entitlements during the various phases of the life cycle of the Girl Child has a bearing on her development. Essential requirements related to Nutrition, Health Care, Education and Protection have to be fulfilled to enable every girl child to develop to her full potential- especially the right to quality early childhood care, elementary and secondary education. Right To Education (RTE) Act, 2010 provides children the right to free and compulsory education till completion of elementary education in a neighbourhood school. Further, Sarva Shiksha Abhiyan (SSA) is a flagship programme for achievement of Universalization of Elementary Education (UEE) in a time bound manner, as mandated by 86th amendment to the Constitution of India making free and compulsory Education to the Children of 6-14 years age group, a Fundamental Right. Denial of these entitlements is a violation of children’s rights,

which will have a lasting lifelong negative impact. This will also adversely impact upon future human development.

3.2 Discrimination and neglect of girl child can lead to low self-esteem, lifelong deprivation and exclusion from the social mainstream. Appropriate initiatives will be taken to encourage girls to express their views and to be heard, to participate actively, effectively and equally at all levels of social, economic, and political leadership.

3.3 Long term interventions for gender equality would focus on creating enabling environment including employable opportunities, safety & security, mobility & speedy justice.

3.4 The Objectives stated above will be achieved through Convergence and Coordination with concerned Ministries/Departments/District Administration.

4 Monitorable Targets:

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

5. Core Strategies

The scheme is envisaged for focused interventions to improve the CSR, within an overall National Strategy for Beti Bachao, Beti Padhao. Recognizing that the issue of decline in Child Sex Ratio is complex and multi-dimensional, it shall be addressed within the broad framework of survival, protection and education of girl children. A multi- sectoral strategy which is governed by the core principles of respecting, protecting and fulfilling the rights of girls and women, including the ending of gender based violence will be adopted. The core strategies will be as follows:

- i) **Evolving a sustained Social Mobilization and Communication Campaign** to change societal norms, to create equal value for the girl child.
- ii) **Positioning improvement in the Child Sex Ratio as a lead development indicator** for good governance.
- iii) **Focusing on very low Child Sex Ratio or gender critical districts and cities** for accelerated impact.
- iv) **Mobilizing and empowering frontline worker teams** as catalysts for social change, in partnership with local community/women's/youth groups (Ahimsa Messengers).
- v) **Developing capacity of Panchayati Raj Institutions/Urban local bodies** - especially women panchayat /urban local body members, to create community and peer support for making panchayats / urban wards girl child friendly.
- vi) **Engendering development and essential services:** to ensure that service delivery structures are sufficiently responsive to issues of gender and children's rights.
- vii) **Enabling Inter-Ministerial and inter-institutional convergence** at different levels.

6. Components:

- i) **Mass Communication Campaign on Beti Bachao-Beti Padhao** : A nation-wide campaign will be initiated with the launch of "Beti Bachao, Beti Padhao" to increase awareness on celebrating Girl Child & enabling her education. The campaign will be aimed to ensure that girls are born, nurtured and educated without discrimination to become empowered citizens of this country with equal rights. Ministry of Information & Broadcasting (DAVP) has been entrusted with the responsibility of developing a

Media Campaign in consultation with Ministry of Health & Family Welfare (M/o H&FW), Ministry of Human Resource Development (M/o HRD) & Ministry of Women & Child Development (M/o WCD).

- ii) Multi-Sectoral intervention in 100 Gender Critical Districts worse on CSR:** MWCD will initiate a Multi-Sectoral Action in selected 100 districts covering all States/UTs for schematic intervention. Sectoral actions are drawn 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. A flexible framework for Multi-Sectoral Action will be adapted and contextualised by State Task Forces for developing, implementing and monitoring State/ District Plans of Action to achieve the State Specific Monitorable Targets. State/ Districts will similarly develop their plans responsive to different State/District contexts.

7. Linkage

7.1 At the Centre, linkages under the proposal shall be established with concerned line ministries/departments namely Ministry of Health & Family Welfare (MoHFW) and Ministry of Human Resource Development (MoHRD) & Ministry of Women & Child Development (MoWCD). At the States/UTs level, Dept. of WCD will work in close coordination with these concerned departments for inclusion of issue of Child Sex ratio as a priority agenda. Further, Linkages will also be strengthened with the existing government training institutions and Autonomous Training Institutes at national and State Levels to provide training on matters related to CSR. Sharing of good practices with line departments/states for encouraging adoption of good practices would be done.

7.2 At the District level, appropriate linkages with Panchayats, Anganwadi Centres, PHCs will also be strengthened. Grassroot functionaries of different departments shall be sensitized & trained on the issue of CSR, value of girl child & promote her education and will in turn facilitate community ownership and participation on creating an enabling environment for survival, protection & education of girl child.

8. Project Implementation

8.1 The Ministry of Women and Child Development would be responsible for budgetary control and administration of the scheme from the Centre. At the State level, the Secretary, Department of Women and Child Development will be responsible for overall direction and implementation of the scheme. The Structure of the proposed Scheme may be seen as follows:

8.2 **At the National level**, a National Task Force for Beti Bachao, Beti Padhao headed by Secretary, WCD with representation from concerned ministries namely Ministry of Health & Family Welfare, Ministry of Human Resource Development, National Legal Services Authority, Department of Disability Affairs and Ministry of Information & Broadcasting; Gender Experts and Civil Society representatives. The Task Force will provide guidance and support; finalize training content; review state plans and monitor effective implementation. A sub group would be constituted for a Joint Communication Action Committee (JCAC) with representatives from relevant ministries to work out the joint and comprehensive National Communication and Media Campaign. This would be convened every quarter.

8.3 The Scheme would be anchored by the Ministry of Women and Child Development, with the critical task of coordinating and monitoring Multi-Sectoral interventions. Concerned ministries would be responsible for ensuring relevant sectoral inputs for the effective implementation. MWCD will have the responsibility of coordinating the implementation of the scheme through the Women's Welfare Bureau. Technical inputs for the implementation and coordination would be extended by the Project Management Unit (PMU) supported by National Resource Centre for Women (NRCW), National Mission for Empowerment of Women (NMEW).

8.4 **At the State level**, the States shall form a State Task Force (STF) with representation of concerned Departments (Health & Family Welfare; Education; Panchayati Raj/ Rural Development) including State Level Services Authority and Department of Disability Affairs for Beti Bachao, Beti Padhao to coordinate the implementation of the Scheme. As the issue requires convergence & coordination between Departments, the Task Force would be headed by the Chief Secretary. In UTs the Task Force would be headed by Administrator, UT Administration. Some States/UTs have their own mechanism at the State/UT level for Women's Empowerment, Gender and Child related issues which may be considered and/or

strengthened as State/UT Task Force. Principal Secretary, WCD/Social Welfare will be the convenor of this body. Department of Women & Child Development will have the responsibility of coordinating all the activities related to implementation of the Plan in the State/UTs through the Directorate of ICDS. State Resource Centre for Women (SRCWs) will act as a Secretariat to provide technical and coordination support for implementation of the state action plan. A Gender expert/CSO member may also be included in the Task Force

8.5 At the District level, a District Task Force (DTF) led by the District Collector/Deputy Commissioner with representation of concerned departments (Health & Family Welfare; Appropriate Authority (PC&PNDT); Education; Panchayati Raj/ Rural Development, Police) including District legal Services Authority (DLSA) will be responsible for effective implementation, monitoring & supervision of the District Action Plan. 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 for formulation of District Action Plan using the Block level Action Plans. A Gender expert/CSO member may also be included in the task force.

8.6 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 State Governments) to provide support in effective implementation, monitoring & supervision of the Block Action Plan.

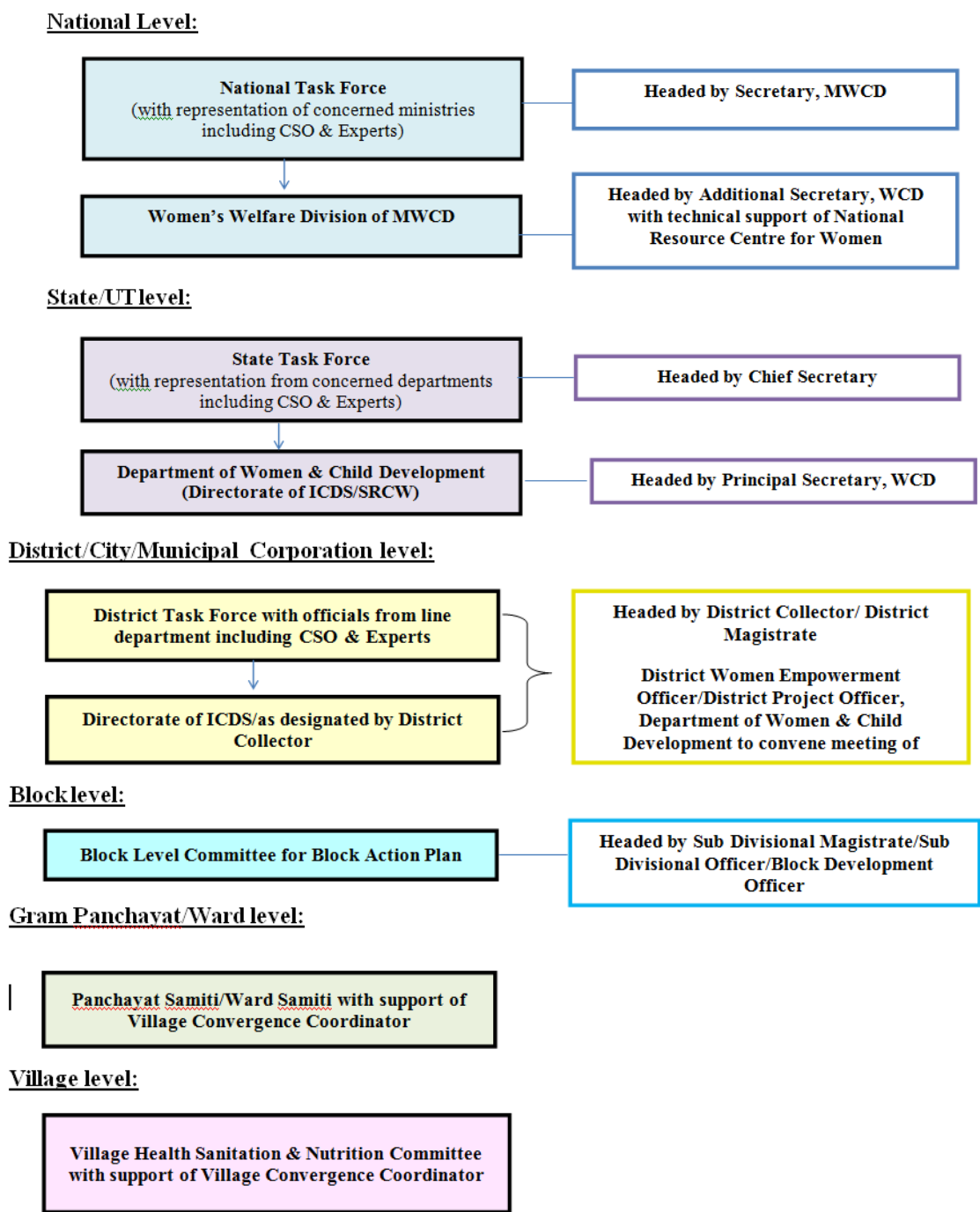
8.7 At the Gram Panchayat/Ward level, the respective Panchayat Samiti/Ward Samiti (as may be decided by concerned State Governments) having jurisdiction over the concerned Gram Panchayat/Ward would be responsible for the overall coordination & supervision for effectively carrying out activities under the Plan.

8.8 At Village level, Village Health Sanitation and Nutrition Committees, (recognised as sub committees of panchayats) will guide and support village level implementation and monitoring of the plan. Frontline workers (AWWs, ASHAs & ANMs) will catalyze action on ground by creating awareness on the issue of CSR, collecting data, dissemination of information about schemes/programmes related to girl child & their families etc.

8.9 In identified cities/ urban areas, the plan shall be implemented under the overall guidance & leadership of Municipal Corporations.

8.10 The Guidelines for District Collectors/Deputy Commissioners along-with suggestive template for district action plan are enclosed for reference.

8.11 The flow chart of the administrative set for implementation of the scheme at various levels are as under:



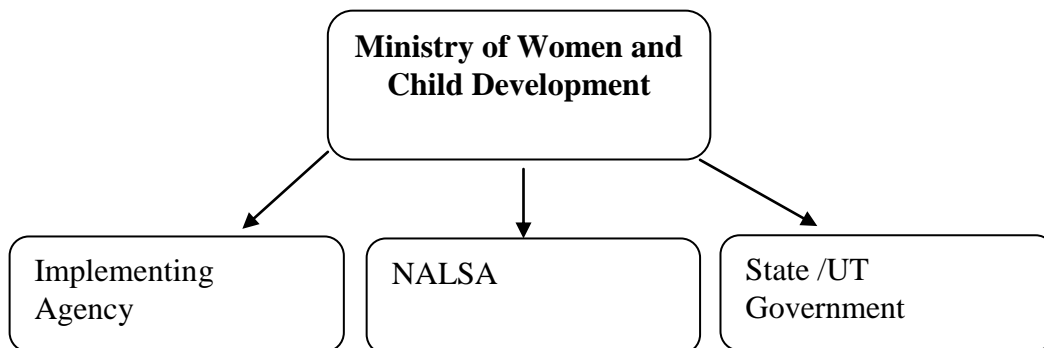
9. Budget:

9.1 A budgetary allocation of Rs. 100 Cr. has been made under the budget announcement for Beti Bachao, Beti Padhao campaign and Rs. 100 Cr. will be mobilized from Plan Outlay of the Planned scheme ‘Care and Protection of Girl Child - A Multi Sectoral Action Plan’ for the 12th Plan. Additional resources can be mobilized through Corporate Social Responsibility at National & State levels.

9.2 The estimated cost of the Scheme is Rs. 200 cr. Out of 200 cr. Rs. 115 cr. is proposed to be released during the current year i. e 2014-15 (for six month) . Rs. 45 Cr. and 40 cr. will be released during the 2015-16 and 2016-17 respectively. The component wise details of the estimated cost of the Scheme are at **Annexure- I**.

10. Fund Flow

The MWCD will be responsible for budgetary control and administration of the scheme at the Central level. The MWCD will transfer the funds to the consolidated funds of the State Government after approval of Action Plan of the respective Government.



11. Monitoring Mechanisms

A Monitoring System will be put in place right from National, State, District, Block and Village levels to track progress on monitorable targets, outcomes and process indicators. 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 the district level, the District Collectors (DC) will lead and coordinate action of all Departments through District-level officials. They shall also undertake monthly review of the progress on the activities listed in the Department Plans of action at the district level.

DC will have the overall responsibility for validating the measurable changes in identified indicator related to CSR.

12. Evaluation

The Scheme would be evaluated at the end of the 12th Five Year Plan to assess its impact and take corrective measures. Mapping of Ultra-sonography machines, baseline survey of concurrent assessment of % age of births of male & female child, reporting of complaints under PC& PNDT act will also help in assessing the impact or outcome.

13 Audit and Social Audit

Audit: Audit shall be done as per Comptroller & Auditor General of India norms and that channel will be followed at the Central and State Government levels.

Social Audit: Social Audit will also be undertaken which will be conducted by Civil Society Groups to obtain direct feedback from public and institutions involved in implementation of the scheme.

Annexure I (i)

Component and year wise expenditure											
(Rs. in Lakhs)											
S. No	Particulars at each level	Cost per unit	no of un	2014-15 (for 6 month)	Cost per unit	no of un	2015-16	Cost per unit	no of un	2016-2017	Total
1	Central Level										
	(i) Media Campaign (by MoI&B, DAVP)	25000000		250,000,000							
	(ii) Training/orientation/ Consultation, Development of standardized Training Modules, Programme for legal counselling awareness involving NALSA	68600000		68,600,000	20,000,000		20,000,000	18,800,000		18,800,000	
	(iii) Monitoring and Evaluation	32,400,000		32,400,000	23,650,000		23,650,000	20,000,000		20,000,000	
	(iv) Contingency	9,000,000		9,000,000	1,350,000		1,350,000	1,200,000		1,200,000	
	Sub Total (Central Level)			360,000,000			45,000,000			40,000,000	445,000,000
2	State Level										
	(i) Inter-sectoral Consultation/ meetings and meetings of state task force										
	(a) States	250000	29	7,250,000	410,000	29	11,890,000	350,000	29	10,150,000	
	(b) UTs	200000	7	1,400,000	250,000	7	1,750,000	200,000	7	1,400,000	
	(ii) Training & Capacity-building-Orientation & Sensitization										
	(a) States	900000	29	26,100,000	800,000	29	23,200,000	700,000	29	20,300,000	
	(b) UTs	300000	7	2,100,000	300,000	7	2,100,000	400,000	7	2,800,000	
	(iii) Innovation and Awareness generation activities										
	(a) States	2550000	29	73,950,000	1,000,000	29	29,000,000	900,000	29	26,100,000	
	(b) UTs	800000	7	5,600,000	400,000	7	2,800,000	300,000	7	2,100,000	

	(iv) Monitoring and Evaluation										
	(a) States	300,000	29	8,700,000	400,000	29	11,600,000	400,000	29	11,600,000	
	(b) UTs	300,000	7	2,100,000	200,000	7	1,400,000	175,000	7	1,225,000	
	(v) Flexi fund (10%)										
	(a) States			11,600,000			7,569,000			6,815,000	
	(b) UTs			1,120,000			805,000			682,500	
	Total (State Level)			139,920,000			92,114,000			83,172,500	315,206,500
3	District Level										
	(i) Inter-sectoral Consultation & Meetings, Meeting of DTF and BT	500,000	100	5000000	300,000	100	30,000,000	200,000	100	20,000,000	
	(ii) Training & Capacity building/sensitization programme	600,000	100	6000000	300,000	100	30,000,000	220,000	100	22,000,000	
	(iii) Innovations	1,000,000	100	1000000	600,000	100	60,000,000	600,000	100	60,000,000	
	(iv) Monitoring and Evaluation	310,000	100	310000	400,000	100	40,000,000	350,000	100	35,000,000	
	(v) Documentation	300,000	100	300000	300,000	100	30,000,000	250,000	100	25,000,000	
	(vi) Awareness generation, Community Mobilization and outreach activities	2,200,000	100	2200000	940,000	100	94,000,000	900,000	100	90,000,000	
	(vii) Sectoral activities of M/O HRD	500,000	100	500000							
	(viii) Sectoral activities of MoH&FW	500,000	100	500000							
	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
	Grand Total			1,150,020,000			449,514,000			400,372,500	1,999,906,500

Annexure- I (ii)

Central Level Norms							
Sl. No.	Item	Cost Norm	Units	2014-15 (Oc March)	2015-16	2016-17	Total
	Media Campaign (by MoI&B, DAVP)	250,000,000	1	250,000,000	0	0	250,000,000
	Sectoral activities (5 Cr. Each to MoHRD, MoHFW)	50,000,000	2	100,000,000	0	0	100,000,000
	Training/orientation, Consultation, Development of standardized Training Modules and Programme for legal counselling & awareness involving NALSA			0			
	(i) Orientation of Pr. Secretary/Secretary, DWCD; DM/DC (100 districts)	3,500,000		3,500,000	3,000,000	2,600,000	5,600,000
	(ii) Development of standardized Training Modules & awareness generation materials by Technical Agency on CSR	20,000,000	1	20,000,000	0	0	20,000,000
	(iii) Consultations with MPs/Judiciary/ IMA/ stakeholders/Associations-FICCI, CII etc	9,100,000	2	9,100,000	9,100,000	7,000,000	25,200,000
	(iv) Logo competition/Advertisement/Prize	1,000,000	1	1,000,000	0	0	1,000,000
	(v) Programme for legal counselling & awareness involving NALSA (Programme for legal counselling & awareness @ 15,000 per annum per district for outreach & @20,000 per annum per district for counselling)	35,000,000	1	35,000,000	0	0	35,000,000
	Sub Total (3)	68,600,000		68,600,000	12,100,000	9,600,000	86,800,000
	Monitoring and Evaluation	27,400,000		27,400,000	27,400,000	26,200,000	81,000,000
	Documentation	5,000,000	1	5,000,000	4,150,000	3,000,000	12,150,000
	Contingency	9,000,000		9,000,000	1,350,000	1,200,000	11,550,000
	Grand Total	410,000,000		460,000,000	45,000,000	40,000,000	541,500,000

Annexure- I (iii)

State Level Norms

Sl. No.	Item		2014-15 (Oct-March)	2015-16	2016-17
1	Inter-sectoral Consultation/meetings and meetings of state task force				
	(i) Quarterly meetings of State Task Force (headed by Chief Secretary with representatives of concerned Depts. & Civil Society Organization)	States	100,000	400,000	350,000
		Uts	100,000	250,000	200,000
	(ii) Consultation for developing State Action Plan, State policy for Girl Child.	States	150000	0	0
		Uts	100000	0	0
	Sub Total (1)	States	250,000	400,000	350,000
Uts		200,000	250,000	200,000	
2	Training & Capacity-building-Orientation & Sensitization				
	(i) Orientation/Worshop of IMA-State Chapter/Medical Professionals/ Corporate Sector/Media/School-College Teachers/State Legal Service Authority/ Ultrasound Manufacturers	States	450,000	400,000	350,000
		Uts	150,000	150,000	200,000
	(ii) Sensitization of Members of Legislative Assembly/Members of Parliament (MLAs/MPs)/ Judiciary/Police	States	450,000	400,000	350,000
		Uts	150,000	150,000	200,000
	Sub Total (2)	States	900,000	800,000	700,000
Uts		300,000	300,000	400,000	
3	Innovation and Awareness generation activities				
	Innovation Fund, Celebration of Girl Child Day (monthly)Annual event for felicitating district for adopting any best practice on Girl Child Day	States	1,550,000	700,000	600,000
		Uts	400,000	200,000	150,000
	Awareness Generation activities such as Seminar/Community Radio/ Pamphlets/ dissemination of best practices at district/sub district level	States	1,000,000	300,000	300,000
		Uts	400,000	200,000	150,000
	Sub Total (3)	States	2,550,000	1,000,000	900,000
Uts		800,000	400,000	300,000	
4	Monitoring and Evaluation. Documentation	States	300,000	400,000	400,000
		Uts	300,000	200,000	175,000
6	Flexi fund (10%)	States	375,000	220,000	200,000
		Uts	160,000	115,000	97,500

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), /BetiJanmotsava/ 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 NukkadNatak/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 Schools in each 100 gender critical districts @ 1 laks per school	5,000,000	-	-

	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	-	-