

# CHRONICLES OF CHANGE CHAMPIONS



March 2020



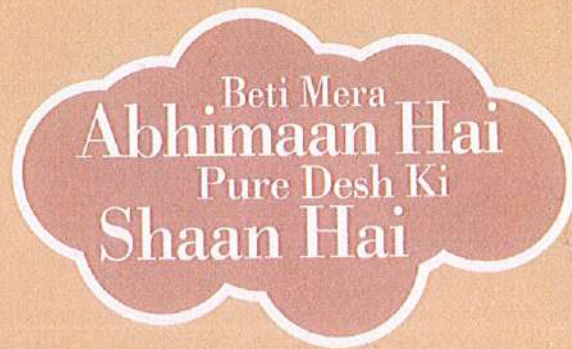
Beti Mera  
**Abhimaan Hai**  
Pure Desh Ki  
**Shaan Hai**



MINISTRY OF WOMEN & CHILD DEVELOPMENT  
GOVERNMENT OF INDIA

CHRONICLES OF CHANGE  
**CHAMPIONS**

March 2020



स्मृति जूबिन इरानी  
Smriti Zubin Irani



सत्यमेव जयते

मंत्री  
महिला एवं बाल विकास और वस्त्र  
भारत सरकार  
नई दिल्ली  
Minister  
Women & Child Development and Textiles  
Government of India  
New Delhi

### MESSAGE

Beti Bachao Beti Padhao (BBBP) programme was launched on January 22, 2015 by Hon'ble Prime Minister to celebrate the Girl Child and enable her education. BBBP aims to bring an attitudinal shift in the Country; with the aim to arrest declining Child Sex Ratio (CSR). Under the Scheme, multi-sectoral interventions are made in gender critical districts and advocacy and media campaign is conducted on PAN India basis.

The Scheme has stirred up collective consciousness towards changing the mindset of the public to acknowledge the rights of the girl child. The scheme has resulted in increased awareness and sensitization of the masses. It has raised concerns around the issue of declining CSR in India. As a result of collective efforts of the stakeholders supporting the campaign, BBBP has found its place in public discourse.

I take this opportunity to commend the enthusiasm demonstrated by all the stakeholders across country to make BBBP a 'Jan Andolan'. The duty bearers at the district level have made conscious efforts to intertwine the message of BBBP with cultural and social traditions of the local community. Such initiatives help in positively impacting the community to make it more understanding of the issues affecting the girl child and work towards insuring their rights. I take this initiative as a beginning of an era where the girls are equally celebrated. This compendium is a collection of such valuable stories and initiatives which can be used for cross learning & inspiring all of us to take the movement further.

  
(Smriti Zubin Irani)

देबश्री चौधुरी  
DEBASREE CHAUDHURI



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महिला एवं बाल विकास मंत्रालय  
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MESSAGE

The Beti Bachao Beti Padhao Scheme has been successful in establishing the issue of rights of Girl child as a national agenda. It has resulted in increased awareness, sensitization and conscience building around the issue of declining CSR in the public domain. However, there is still a long way to go before it achieves its all-embracing goal of achieving a gender neutral society.

The District Administrations, are the flag-bearers of the BBBP Scheme as the success of the scheme is impossible without their participation and concerted efforts towards adopting holistic measures aimed at ensuring the survival, protection, education and participation of the girl child.

In the past 5 years and under the effective and able leadership of District Collectors/District Magistrates/Deputy Commissioners, the District Administrations have been successful in implementing the BBBP scheme in their districts by diligently and innovatively interpreting the scheme to accomplish its goals with renewed resolve.

This collection of 25 initiatives taken at the local level, is a chronicle of tireless efforts of grass root workers. These stories are testimonial of the efforts of district administrations and Communities that have initiated change in their districts, by giving the BBBP scheme a new meaning by increasing awareness, sensitizing communities, while accomplishing the larger goal of improving the Child Sex Ratio in their respective districts.

I hope that these initiatives will further inspire all the readers to strengthen their commitment to BBBP and advocate change in their regions by providing girls an equal access to opportunities in all spheres of life.

*Debasree Chaudhuri*  
(Debasree Chaudhuri)

# Preface

Beti Bachao Beti Padhao (BBBP) Scheme was launched on 22nd January 2015 by the Prime Minister of India to celebrate the Girl Child and to address the steep decline in the Child Sex Ratio (CSR) in India, by converging efforts and generating awareness. The Scheme addresses both pre-birth and post-birth discrimination that is meted out to the Girl Child. As a tri-Ministerial effort between the Ministries of Women and Child Development (MoWCD), Health and Family Welfare (MoHF&W) and Human Resource Development (MoHRD), BBBP aims to address the gender bias through a nation-wide Media, Advocacy and Outreach Campaign along with Multi-Sectoral Interventions in select Gender Critical districts. The scheme emphasises upon convergent action with partner Ministries at the district level, capacity building of key stakeholders, flexible adaptation of the Scheme to meet local needs through a District Action Plan and innovative activities, generating awareness through frontline workers and recognising committed key stakeholders, including BBBP Local Champions.

'Chronicles of Change Champions' has been compiled to document some of the innovative initiatives being undertaken at the State and District levels under BBBP. It captures the convergent approach adopted at the grassroots level and provides insight into the unique manner of community engagement by the District Administration and frontline workers.

Hopefully, this book will serve as a tool for collaborative learning and motivate all stakeholders to develop context specific formats & activities for pursuing the objective of BBBP. The Ministry gratefully acknowledges the positive contribution by all the stakeholders including State & District Administrations, school & health networks, international agencies, civil society, anganwadi workers & helpers and community at large, which has been extremely useful in establishing BBBP as an important agenda in public discourse.

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# Lakshmi Pujan



District South West Delhi, Delhi

## Objective

To increase the value of girls through religious engagement.

## Description of Practice

The District Administration organises Lakshmi Pujan, in which a special Hawan ceremony is held for infant girls by involving religious leaders. On the lines of Kuan Pujan, which is frequently celebrated with the arrival of a son in this part of Delhi, a new ceremony has been designed by the District Administration that welcomes daughters, which has been called 'Lakshmi Pujan'. The idea is to host an event for girls in the age group of 0-1, especially in villages with a low Sex Ratio at Birth (SRB). The event is also held

in villages that have an average/high SRB to continue promoting the value of girls and thereby, ensuring that this initiative's impact is felt throughout the district. The programme is conducted under the supervision of the District Magistrate. Religious leaders are involved to drive home the message that the birth of a girl child too is an occasion to rejoice. Approximately 100 girls and their parents are awarded with gifts, utensils and sweets by the Administration on each occasion. Data on the number of girls is initially collated by Anganwadi Workers (AWWs) and is used to identify locations for the event. The initiative ensures that engagement with key stakeholders on a regular basis, i.e. schools, colleges, Resident Welfare Associations (RWAs), AWWs, etc. to generate awareness is maintained.

## Status of Practice (Pilot/Scaled Up)

This initiative was initially organised in selected rural Anganwadi Centres to target rural communities. It was piloted in Kapashera on 7<sup>th</sup> January 2020 and has been scaled up in Ujwa, Ghoomanerha and Najafgarh.

## Factors behind Success of Practice

Proactive role of the District Administration as well as the AWW's commitment in providing data on the birth of girls has helped make this activity successful. Re-orienting a traditional son-centric religious practice to sensitise people about accepting daughters has been found to be a useful tactic to change mindsets.

## Challenges in Implementation

Coordination can be challenging when it comes to organising and managing such events. As a traditional son-centric ritual is being re-framed to address girls' empowerment, it is challenging to change deeply embedded patriarchal mindsets. This requires effort and continuous engagement.

## Awareness Generation Resources

Pamphlets, stickers, pens, banners, standees and most importantly, coordination with RWA members regarding the event.

### **Quantitative Outcome/Value**

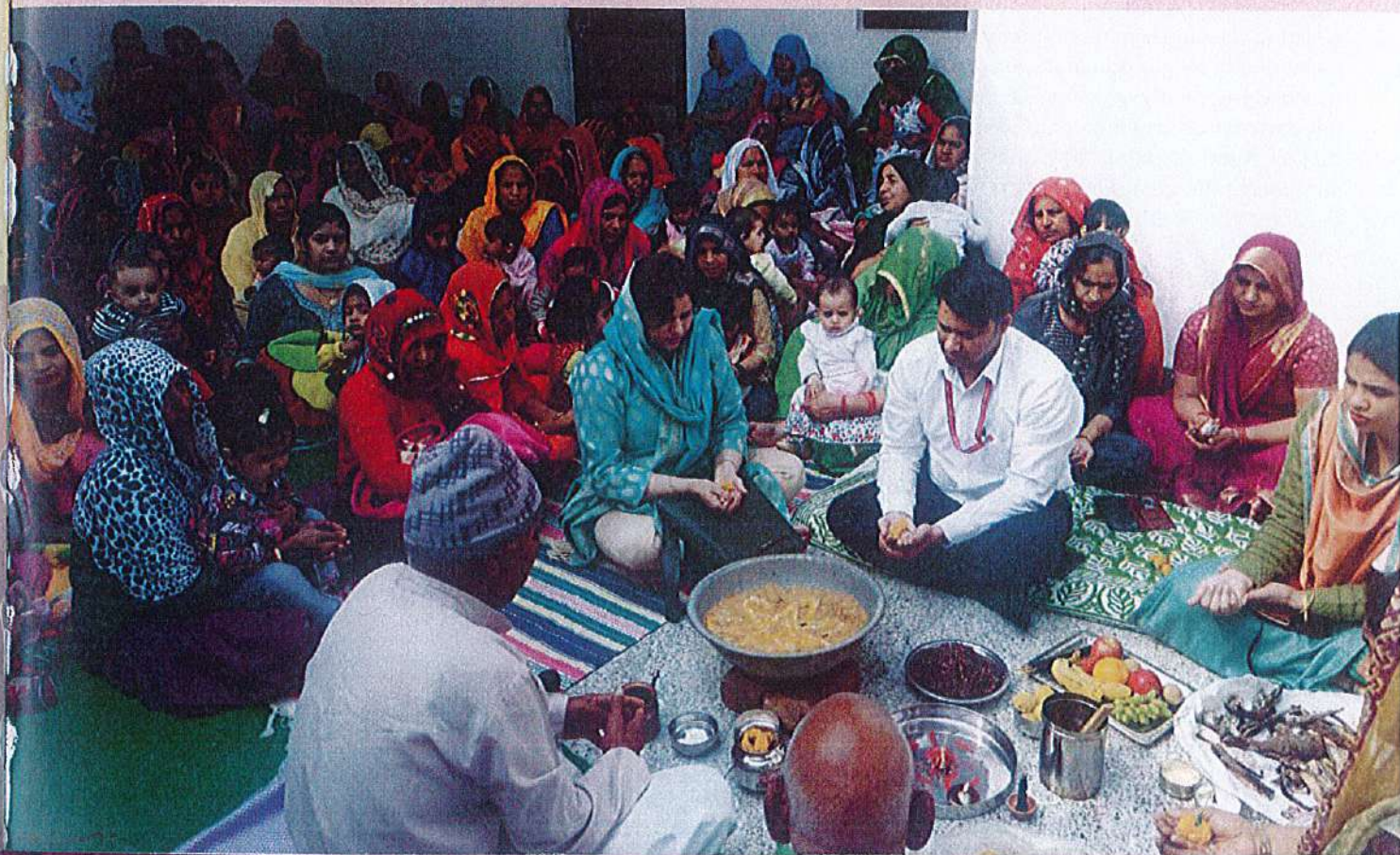
Overall, 400 girls have been a part of this event across four locations. The number of people sensitised during these events was approximately 700-800, with approximately 150 people attending each event.

### **Qualitative Outcome/Value**

There is greater acceptance of daughters as parents feel proud that their daughters are being recognised. Thereby, families are motivated to educate their daughters and the feeling of being ashamed due to patriarchal mindsets is being slowly eradicated.

### **Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact**

This activity will be held on a larger scale across the district. The Administration's objective is to include other religions in its purview and also link such initiatives with other regular activities under Beti Bachao Beti Padhao like beti janmotsav and the distribution of baby kits. The District Administration would also like to focus on felicitating parents with two daughters.







# Vidya Vahini



District Kaithal, Haryana

## Objective

To provide safe and subsidised transportation services to female students.

## Description of Practice

A subsidised monthly bus-pass service catering to female students of targeted colleges and universities has been organised, which plies on pre-determined routes. This project is currently being piloted with assistance from a CSR funding partner, Indraprastha Gas Limited.

## Status of Practice (Pilot/Scaled Up)

Pilot.

## Factors behind Success of Practice

Crucial diagnosis by Red Cross and College Administrations alike pointed to the imperative need for this project. Once the need was established, the response from citizens was overwhelmingly positive.

## Challenges in Implementation

The main challenge is the lack of long-term CSR funding. Also, there is no provision under the scheme for asset creation, hence the activity may get hampered due to lack of funds.

## Awareness Generation Resources

Information Education Communication through local awareness campaigns.

## Quantitative Outcome/Value

1200+ female students travel safely to their respective institutions of higher education daily.

## Qualitative Outcome/Value

The visibility of women as students availing public transportation facility is helping sensitise communities from a gender equality lens, in terms of opportunities and access to educational facilities. By breaking traditional stereotypes and changing gender roles regarding access to education and mobility in public spaces within society in Haryana, this project is helping overcome barriers towards women's education by providing female students with safe and frequent transportation.

## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

As suggested by findings obtained from a base-line and end-line survey conducted with student councils/groups, parents, principals and the local population, a monthly bus-pass model is both sustainable and feasible and should be continued. This project has potential to be scaled up to the State level, either district-wise or under the fold of the recently launched 'Chhatra Parivahan Suraksha Yojana', launched by the Hon'ble Chief Minister, Haryana.

This project is helping overcome barriers towards women's education by providing female students with safe and frequent transportation.





# Nanhe Chinh



District Panchkula, Haryana

## Objective

To value baby girls by registering their footprints in local Anganwadi Centres (AWCs).

## Description of Practice

Encouraged of Anganwadi Workers (AWWs), baby girls are brought to local AWCs by their families. Their foot prints

are outlined on a chart paper and are put up on the wall of the AWC with the mother's and baby girls' names. This activity indicates the self-registration of baby girls at AWCs and is symbolic of their education and participation in the community. Most importantly, it recognises their existence and role in society by acknowledging their birth.

## Status of Practice (Pilot/Scaled Up)

This activity was piloted in one AWC in Rajeev Colony in Panchkula District in June 2019. Within six months of its implementation, it was scaled up for implementation in AWCs across 200 villages.

## Factors behind Success of Practice

This activity is completely dependent on the AWWs proactive behaviour and motivation to sensitise mothers about the importance of their daughter's immunization and role in society. It is suggestive of the dedication of the AWWs towards the issue of the survival of the girl child, which is critical for Beti Bachao Beti Padhao.

## Challenges in Implementation

Linkage with immunization of the girl child is the primary reason behind baby girls being brought to AWCs. AWWs

need to ensure that mothers visit AWCs for immunization. When mothers visit AWCs with their baby daughters for immunization, their physical presence in the AWC ensures that the footprints of the baby girl are taken, which is symbolic of valuing girls, something that mothers are happy with.

When mothers visit AWCs with their baby daughters for immunization, their physical presence in the AWC ensures that the footprints of the baby girl are taken, which is symbolic of valuing girls, something that mothers are happy with.

## Awareness Generation Resources

AWWs generate awareness through home visits, door-to-door advocacy and community discussion.

## Quantitative Outcome/Value

1128 baby girls' footprints have been registered at AWCs across 200 villages.

## Qualitative Outcome/Value

This activity is successfully achieving a dual outcome by increasing the survival and value of girls. Firstly, community members realise the importance of immunization and secondly, through 'Nanhe Chinh', mothers and baby girls are being recognised in villages. The self registration of baby girls' footprints in AWCs has

motivated families with daughters. It is a good practice as it increases the value of the girl child as parents (and society in general) are motivated to create a positive environment and attitude towards girls. This has become a routine activity.

## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

There has been a qualitative change in the community as a result of this activity. In addition to the foot-prints of the baby girl, the District Administration is encouraging AWWs to take a photo of the mother and a new born daughter and put it up on the walls of AWCs to give further recognition of mothers of daughters. This is being scaled up in all AWCs across Panchkula District.





# Kuan Pujan



State Level Initiative, Haryana

## Objective

To reverse son-centric rituals and promote gender equality.

## Description of Practice

The District Administration encourages families to conduct this activity in villages with a low Sex Ratio at Birth. Anganwadi Workers (AWWs) contribute by

identifying families within villages and consequently help them conduct this activity. This initiative starts with the mother's side of a new born girl's family that puts together gifts for the new-born girl. On the day of the ceremony, the mother puts water in a matka and goes to a well or temple where a ceremony is conducted. There is a procession and a ladies' sangeet that accompanies her to celebrate the arrival of her daughter. Food and sweets are distributed at the end of the ceremony.

## Status of Practice (Pilot/Scaled Up)

This activity has been scaled up across the State. Initially, this activity was implemented in a few villages in which Red Cross was active. The local Red Cross office was providing financial benefits to families that conducted a Kuan Pujan.

to conduct Kuan Pujan for their daughters. Community mobilisation is an important component for acceptance and participation at the community level.

## Factors behind Success of Practice

The role of the AWW is crucial in identifying families that can conduct the ceremony.

## Awareness Generation Resources

Mother's meetings, Balika Manches, AWW visits and Panchayat meetings help generate awareness.

## Challenges in Implementation

The community's mindset is challenging to change because this ritual is traditionally son-centric. In particular, the elderly folk in the villages are rigid in their views and given the deep-rooted nature of patriarchal norms, families with newborn daughters need to be persuaded

## Quantitative Outcome/Value

100-150 Kuan Pujans have been conducted per year for the last five years in 21 districts.

“The acceptance of daughters as family members, who are no longer considered a burden, has increased.”

### Qualitative Outcome/Value

The acceptance of daughters as family members, who are no longer considered a burden, has increased. The community is willing to celebrate their birth. Today, under the implementation of Beti Bachao Beti Padhao, this activity is being conducted without a financial benefit (that initially Red Cross used to be involved with) as a mass movement. The community has learnt to implement it in order to accept daughters as their own. There are instances in which the District Administration has been asked for financial benefits to conduct this ceremony. However, there is a change in the mindset of most people in the community regarding this event, which is why the scale of this activity has increased across the State.

### Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

This activity can be linked with plantation drives and putting name plates of daughters in homes that have daughters. Conducting Kuan Pujan for daughters on a large scale by celebrating the birth of many girls at one go would help reduce the financial burden of conducting this ceremony at the household level. A village level programme would help generate greater acceptance for girls and parents of daughters.





# Protsahan



District Hamirpur, Himachal Pradesh

## Objective

To motivate girls to pursue and plan careers.

## Description of Practice

Under Beti Bachao Beti Padhao, the District Administration focuses on the 'Bachao' and 'Padhao' aspects of the Scheme by counselling meritorious girls within the District of Hamirpur on future career options and paths they can take in order to achieve their goals. Career counselling was introduced in order to achieve the objectives of (a) efficiently choosing a career, (b) reducing the drop-out

rate among girls and (c) recognising the efforts of girls to motivate other girls and the community at large.

Girls who scored 80% or more in their examinations became eligible for this initiative. Students were then sorted Block-wise to make the sample size smaller and counselling more focussed. The girls were counselled by professors of the National Institute of Technology (NIT) Hamirpur. They were then provided with a Certificate of Appreciation signed by the Deputy Commissioner on completing the counselling session.

## Status of Practice (Pilot/Scaled Up)

The initiative was piloted in six Blocks and was led by the Deputy Commissioner herself.

## Factors behind Success of Practice

The main factor contributing to the success of this initiative is the personal interest taken by the Deputy Commissioner.

## Challenges in Implementation

Due to lack of resources for providing career counselling in government schools, coordination between schools for organising counselling sessions and arranging counsellors was challenging.

## Awareness Generation Resources

Through videos and motivational speeches from faculty and students at NIT Hamirpur.

The District Administration focuses on the 'Bachao' and 'Padhao' aspects of the Scheme by counselling meritorious girls within the District of Hamirpur on future career options and paths.

## Quantitative Outcome/Value

Career counselling sessions took place in four government senior secondary schools for 235 students studying in classes 10 and 12.

## Qualitative Outcome/Value

The initiative has enhanced confidence among the girls who were counselled. It has been a source of encouragement, has helped them focus on their education and make informed decisions about pursuing careers of their choice.

## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

In the second phase of 'Protsahan', which will be scaled up and will be called 'Prayas', volunteers will be identified from NIT Hamirpur and will be clubbed into groups. Each group will be assigned to different schools within the District. The groups will interact with students from class 12 regarding competitive examinations.

# ये हैं दसवीं की परीक्षा में 80 प्रतिशत से यादा अंक लेने वाली मेधावी बच्चियां 58 होनहार बेटियां सम्मानित

### हमीरपुर ब्लॉक की मेधावी छात्राओं को मिला सम्मान

हमीरपुर, 25 जून (राजीव): बेटी बनाओ बेटी पढ़ाओ अभियान के तहत जिला प्रशासन की ओर से डी.सी. डा. रिचा वर्मा ने विभागीय प्रदेश स्कूल शिक्षा बोर्ड की दसवीं की परीक्षा में 80 प्रतिशत से ज्यादा अंक लेने वाली मेधावी छात्राओं को सम्मानित किया। सोमवार को हमीरपुर के राजकीय चरिपट माध्यमिक स्कूल कक्षा में सम्मान समारोह का आयोजन किया गया। इसमें हमीरपुर ब्लॉक के 23 सॉनियर सैकेंडरी स्कूलों की 10वीं की बोर्ड की परीक्षा में 80 प्रतिशत से ज्यादा अंक लेने वाली 58 बेटियों को सम्मानित किया गया। सम्मानित होने वाली छात्राओं में नैसी शर्मा, सोमल टाकूर, विश्वा शर्मा, शिवानी, अंकिता शर्मा, प्रिय, अंजलि शर्मा, शिवानी कोहल, ईशा पट्टिकाल, गायल अनुष्का टाकूर, रागिनी, भारत शर्मा, मुरकान शर्मा, ईश भेधरी, सोमल शर्मा, कविता शर्मा, अंजलि, किरण भारद्वाज, निरुषा कुमारी, मीनाश्री शर्मा, कार्ति शर्मा, शिथंका, शिवानी, रचना कुमारी, सुप्रिया गौतम, रुचिका खट्टर, मालक, रीना कुमारी, अमीका शर्मा, कांशिका शर्मा, रिलिका शर्मा, शम्मी कुमारी, श्रेया रंजना, कनिष्का शर्मा, नीरवी टाकूर, निहारिका



हमीरपुर : डी.सी. हमीरपुर डा. रिचा वर्मा मेधावी छात्रा को सम्मानित करती हुईं। साथ है अन्य गण्यगण्य लोग।

प्रतिभा कुमारी, पन्वी, शिवानी, भारत, नेहा टाकूर, शिवा शर्मा और पन्वीय शामिल नहीं। इसके साथ नजरल, मालक शर्मा, सोमल, अंजलि, ईशा, दीक्षा ही केंद्रीय विद्यालय के करियर काउंसलिंग निरीक्षक

छात्राओं को करियर काउंसलिंग भी की। इस अवसर पर डी.सी. डा. रिचा वर्मा ने कहा कि बेटियों को पढ़ाने के साथ साथ उनके उल्लसल भविष्य के लिए करियर काउंसलिंग अत्यंत जरूरी है। डी.सी. ने कहा कि बेटियों शिक्षा के क्षेत्र में अल्वल रहती हैं लेकिन अधिकांश बेटियों को समझ पर मार्ग दर्शन नहीं मिलने के कारण उनका करियर अपने नहीं बढ़ पाता है। उन्होंने कहा कि हमीरपुर जिला प्रशासन सभी विकास खंडों में मेधावी छात्राओं को सम्मानित करेगा तथा करियर काउंसलिंग कार्यक्रम भी आयोजित करेगा ताकि बेटियों का भविष्य बेहतर हो सके इसके साथ ही समग्र समग्र पर बेटियों के मार्गदर्शन के लिए भी जिला प्रशासन द्वारा प्यल तैयार किया गया है।

डी.सी. डा. रिचा वर्मा ने कहा कि हमीरपुर जिला में कक्षा धूम हत्या पर पूर्णतया अकुश लगाने तथा वेदा-बेटी एक समान का संदेश आम जनमानस तक पहुंचाने के लिए भी अभियान आरंभ किया जाएगा ताकि हमीरपुर जिला में विद्यमानुभल में सफलता हो सके। इस अवसर पर डी.एन.पी. रेणु याता ने भी छात्रों का मार्गदर्शन करते हुए उनसे बेहतर करियर के लिए टिप्स भी दिए। इस अवसर पर जिला कार्यक्रम अधिकारी तिलक गज आचार्य, स्कूल की प्रभुनाचर्य मीना कमरने सहित छात्राओं के अधिभाक्क भी





## Celebration of Beti Bachao Beti Padhao Week at the Gram Panchayat Level



District Bandipora, Jammu & Kashmir

### Objective

To raise awareness through community mobilisation at the Gram Panchayat level for one week.

### Description of Practice

This programme was conceptualised as an innovative effort to raise awareness among the masses and engage with outreach activities through community mobilisation on issues like girls' education, female literacy, dropouts who are girls, etc. The programme included conducting Mahila Sabhas to discuss health, hygiene and nutrition

for adolescent girls and pregnant women and Special Gram Sabhas were also held to discuss the importance of the girl child from a social perspective. The community was also sensitised about re-enrolling girls who have dropped out and conducting School Management Committee (SMC) meetings to discuss girls' education and on-the-spot re-enrolment of dropouts. Special features of the programme were the nomination of female Beti Bachao Beti Padhao (BBBP) Ambassadors for every Panchayat from among female staff itself like teacher, headmistress, lecturers, etc. from the School Education Department.

### Status of Practice (Pilot/Scaled Up)

Scaled up.

### Factors behind Success of Practice

Factors behind the success of this practice include intense micro level planning at the District/Block level with District/Block level officers by the District Development Commissioner. The active participation of senior officers in the District Administration and frontline workers like Anganwadi Workers (AWWs), Accredited Social Health Activists (ASHAs) and school teachers were also very important factors. A sustained media campaign was also very helpful in generating awareness about the event.

### Challenges in Implementation

Cold weather conditions and the law and order conditions were challenges while implementing this activity.

### Awareness Generation Resources

Lectures and addresses by senior officers of the District Administration like the District Development Commissioner, Sub Divisional Magistrate, Chief Executive Officer, Chief Medical Officer, District Programme Officer, Sarpanch, Panchayat Members, School Heads, etc. helped raise awareness about this event. Mahila Sabhas, Special Gram Sabhas, SMC meetings and painting

competitions on the BBBP theme at every Panchayat in the District in addition to banners, play cards and rallies also contributed to raising awareness.

### **Quantitative Outcome/Value**

As many as 131 mothers of newly born girls were felicitated and 131 Mahila Sabhas/Special Gram Sabhas/Special SMC meetings were conducted. Schools without separate toilet facilities for girls were identified and 194 female dropouts were re-enrolled on the spot. More than 20,000 people participated across the District defying the

odds mentioned above. Re-conciliation of birth data was completed in 484 Anganwadi Centres.

### **Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact**

The initiative saw an overwhelming response from the general public at the grassroots level. There are prospects for its implementation with additional components on a larger scale.





# Disseminating Messages through Religious Fora

District Ferozpur, Punjab

## Objective

To disseminate messages on saving the girl child and promoting their participation in education.

## Description of Practice

A majority of the people in the villages of Ferozpur practice Sikhism. Messages conveyed by religious leaders are well received by the community. Seventy Sukhmani paths

(a religious ceremony practiced in Punjab) in various villages in the District were organised to disseminate positive messages on saving the girl child and promoting their participation in education. The participants that gathered in various Gurudwara Sahibs were motivated to avoid gender biased sex selection elimination and foster an environment that promotes the enrolment of girls in schools as well as the right age for marriage.

## Status of Practice (Pilot/Scaled Up)

Scaled up.

## Factors behind Success of Practice

Coordination between frontline workers with Gram Panchayats and other main representatives of the villages was a factor that contributed to the success of this activity.

## Challenges in Implementation

Changing the mindsets of people is challenging. By identifying a religious forum through which messages would be well received was important to address deep-rooted patriarchal mindsets.

By identifying a religious forum through which messages would be well received was important to address deep-rooted patriarchal mindsets.

## Awareness Generation Resources

Banners and posters.

### **Quantitative Value**

Seventy Sukhmani paths through which BBBP messages were disseminated.

### **Qualitative Outcome**

The practice has resulted in a positive attitude towards girls.

### **Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact**

The activity will be implemented in other villages.





# Beti Baagicha

District Hardoi, Uttar Pradesh

## Objective

To magnify the value of daughters as community members.

## Description of Practice

On the occasion of National Girl Child Day, 24 January, 2019 Beti Baagicha initiative was implemented by the District Administration in two Gram Panchayats, namely Saidpur in Todarpur Block and Gausganj in Kachauna Block located in Hardoi District. The background behind this initiative is that girls are considered a curse and are ignored because preference for sons is prevalent. The birth of a male child is celebrated, but the birth of a girl child is not welcomed in a similar manner. This initiative encourages families to celebrate the birth of a girl by planting a tree in her name in a designated space that the Gram Panchayat sets aside (unutilised public land or space in government

schools/Anganwadi Centres or AWCs) and calls it 'Beti Baagicha'. This helps to create a positive environment for a girl child to thrive in.

The district has drawn a parallel between a nascent plant and the growth of a girl child with the intention of creating an emotional connect through the activity. Parents constantly remind their daughters about their worth by bringing them back to the Beti Baagicha in their respective Gram Panchayats where a tree was planted in their name. The idea behind doing so is to show reverence to a daughter even if she moves to a different location after her marriage. She will still be remembered and respected for ever in the village where she was born. A nameplate bearing the name of the girl child and her mother is also hung on each tree planted in the name of daughter in the Beti Baagicha to instil ownership.

## Status of Practice (Pilot/Scaled Up)

Additional 10 Gram Panchayats have been brought on board to implement this activity.

## Factors behind Success of Practice

The main reason for the successful implementation of this activity is the encouragement of families with daughters

by frontline workers Anganwadi Workers (AWWs), Accredited Social Health Activists (ASHAs) and Auxiliary Nurse Midwives (ANMs) as well as Gram Pradhans. They are largely responsible for the success of this activity as they are the source of motivation. Families appear to be more active in Gausganj and Saidpur Gram Panchayats as the respective Gram Pradhans and frontline workers have taken active interest.

## Challenges in Implementation

The maintenance of trees that have been planted in the name of daughters is a challenge as the location of the tree plantation is public. The main people responsible for taking care of the trees are the family members of the girl-child, Gram Pradhans and frontline workers. But this remains a challenge as convergence is required between stakeholders for timely supply of saplings and their maintenance.

## Awareness Generation Resources

Main source of awareness generation are frontline workers and Gram Pradhans.

## Quantitative Outcome/Value

75 trees have been planted in Gausganj and 150 trees have been planted in Saidpur.

## Qualitative Outcome/Value

This initiative is creating a change in the mindset of community members as parents regularly bring their young daughters to the spot where trees have been planted in their names. Each tree has a separate nameplate of the girl child, on whose birth it was planted. Even if daughters move to a different location on getting married, trees planted in their names will remain.

## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

The future prospect of this activity is to annually scale up the implementation in five additional Gram Panchayats in each Block, totalling 95 Gram Panchayat each year. This regular scaling activity after the success of pilot project would effectively deliver the message of 'Beti Bachao, Beti Padhao' to rural hinterlands.



“This initiative is creating a change in the mindsets of community members as parents bring their young daughters to the spot where trees have been planted in their names.”



# Wall Paintings



District Nainital, Uttarakhand

## Objective

To use art as an effective medium to raise awareness on gender-based discrimination.

## Description of Practice

The background behind this intervention is that since the scheme's inception in 2014-15, Nainital District has witnessed fluctuations in its Sex Ratio at Birth (SRB). The District Administration of Nainital has taken an innovative step by introducing wall paintings carried out by students in urban and rural areas on themes related to Beti Bachao Beti Padhao (BBBP). The Integrated Child Development Services (ICDS) Department has led this initiative with the aim of using art as an effective medium for raising awareness. Themes depicted in the wall paintings include female foeticide, child marriage, education for girls, safety, women's empowerment, women's health and nutrition,

etc. that are captured through local folk cultural practices and include linkages with health, nutrition, environment, etc. At the village level, Anganwadi Centres (AWCs) host the wall paintings and help sensitise communities by generating curiosity. Wall paintings in urban spaces like flats, rickshaw stands, hospitals, etc. attract attention among locals and tourists as well.

Wall painting competitions are held on significant days like Rajya Sthapana Diwas, during Chief Minister/Chief Secretary's visit to the district, etc. that bring maximum footfall within the district. Students are provided with raw material and equipment by the ICDS Department. Teams are provided with themes on the spot. The size of each wall painting varies, though normally, the size is 8x6 feet. The wall paintings are expected to last for a minimum of seven years.

## Status of Practice (Pilot/Scaled Up)

Initially, this activity was implemented for five groups of students from one college. It has been scaled up.

## Factors behind Success of Practice

The competitive nature and financial incentive of this activity encourages wide participation. Student artists look forward to cash rewards as they are a good source of financial aid for students and their families.

## Challenges in Implementation

Coordination to organise competitions is generally a challenge.

## Awareness Generation Resources

Community mobilisation by the ICDS Department.

## Quantitative Outcome/Value

Wall paintings have been put up in 999 AWCs. The initiative has been scaled up to reach over 40 groups of student artists. Volunteers from nearby districts have also started participating.

## Qualitative Outcome/Value

Wall paintings and murals have been recognised as an effective medium to sensitise communities on social issues in Nainital, which is what BBBP wall paintings are successfully accomplishing. Community participation, especially by students from colleges throughout the District helps in showcasing the artistic skills of people and popularising sentiments on gender equality. Student

artists use this opportunity to express and explore their artistic skills constructively. Moreover, aesthetically pleasing walls help art become accessible to the public and compel people to feel responsible for their surroundings.

## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

Wall painting competitions will continue to be held on important days in public spaces in the District. The plan is to scale up this initiative and achieve maximum penetration within the district. Joint competitions will be held with other Departments like Health and Family Welfare, Rural Development, etc.







# Awarding Girl Toppers & Schools Promoting Girls' Education



District East Kameng, Arunachal Pradesh

## Objective

To promote the education of girls.

## Description of Practice

In order to promote girls' education in the district, the District Administration recognises female students who

have topped in their studies and those schools that are making an extra effort to promote the education of girls annually at a District level awards ceremony.

## Status of Practice (Pilot/Scaled Up)

Pilot.

## Factors behind Success of Practice

The main factor behind the success of this initiative is the 'direct benefit' aspect of recognition and rewards

## Challenges in Implementation

Coordinating with stakeholders can be challenging.

## Awareness Generation Resources

Hoardings and publicity by the District Department of Education and Anganwadi Workers (AWWs).

## Quantitative Outcome/Value

Twenty-two girls and eight schools have been recognised and rewarded till date.

## Qualitative Outcome/Value

By publicly recognising deserving female candidates and proactive schools, communities are motivated to do better. Students are motivated and education comes to occupy a significant place in their upbringing. Similarly, schools are inspired to educate girls and create a positive impact in society.

## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

This event will be held annually.





# Sensitisation of Religious Leaders



## District Senapati, Manipur

### Objective

To sensitise religious leaders about BBBP.

### Description of Practice

The background behind this intervention is that the District of Senapati is a Christian dominated District, in which 90% of the population is Christian of varying denominations like Catholic, Baptist, Revival, etc. Religion has a great influence in shaping the character of the community.

### Status of Practice (Pilot/Scaled Up)

Pilot.

### Factors behind Success of Practice

Every tribe has an apex religious body; collaborations with these bodies have contributed to the success of the programme. Moreover, constant communication with the participants has also contributed to a successful pilot.

### Challenges in Implementation

Senapati District is inhabited by different tribes, each of which speaks a different dialect. Finding resource persons for each tribe was a challenge. Moreover, tribalism is very strong and the acceptance of a resource person from a different tribe is also a challenge.

### Awareness Generation Resources

Pamphlets, brochures, hoardings, advertisements in local daily newspapers and poster/sticker campaigns are some of the resources that were used for awareness generation

Since the District has been experiencing a fluctuating Sex Ratio at Birth for the last five years, it is important to address this stark unequal reality for girls. For this purpose, the Integrated Child Development Services (ICDS) Cell in Senapati embarked on a mission to sensitise religious leaders on Beti Bachao Beti Padhao (BBBP), with special emphasis on gender equality. In 2019-20, it organised training programmes for religious leaders from the major tribes of the District like Maram, Mao, Poumai, Thangal, Zeliangrong and Kuki tribes.

### Quantitative Outcome/Value

Ten sensitisation programmes were conducted and a total of 392 church leaders participated in the programme.

### Qualitative Outcome/Value

As a result of the training programmes, religious leaders who participated are carrying forward the message of BBBP to the masses during Sunday church services, with special emphasis on gender equality. Gradually, people in the District are becoming more aware about the importance of gender equality. A clear indication of the awareness level among the people is that village leaders and leaders of the tribes are coming forward with questions about BBBP and are interested in availing assistance under the Scheme.

### Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

There is scope to scale this programme across the District as the participants of the pilot programme were very responsive.



# Abemma- Abungo Board



District Thoubal, Manipur

## Objective

To increase the Sex Ratio at Birth in the District.

## Description of Practice

A point of concern with regard to Thoubal District in Manipur is the fluctuating Sex Ratio at Birth (SRB) that is calculated annually through the Ministry of Health & Family Welfare (MoHFW)'s Health Management Information System (HMIS). However, HMIS does not cover deliveries at home and deliveries in facilities not present in the district. Under these circumstances, the District Task Force decided to cross check HMIS data and review the reporting of births in the district. In order to

streamline gaps in the reporting system, it was decided that frontline workers Anganwadi Workers (AWWs) and Accredited Social Health Activists (ASHAs) would adapt Guddi-Gudda Boards and rename them to Abemma-Abungo Boards in the local language to promote an equal SRB. A display board in tabular format for one calendar year from January to December, the Abemma-Abungo Boards were distributed to AWWs & ASHAs for display in Anganwadi Centres and health facilities in Thoubal District on 14 November 2019 as part of Children's Day celebrations. AWWs and ASHAs update data every month irrespective of the place and method of birth. Any supervisory visit to these Centres will note the SRB of the area and necessary target interventions required.

## Status of Practice (Pilot/Scaled Up)

It was initiated in all the Anganwadi Centres in Thoubal District in November 2019.

## Awareness Generation Resources

Pamphlets and speeches on the importance of the Boards were organised during events targeting the general public and AWWs.

## Factors behind Success of Practice

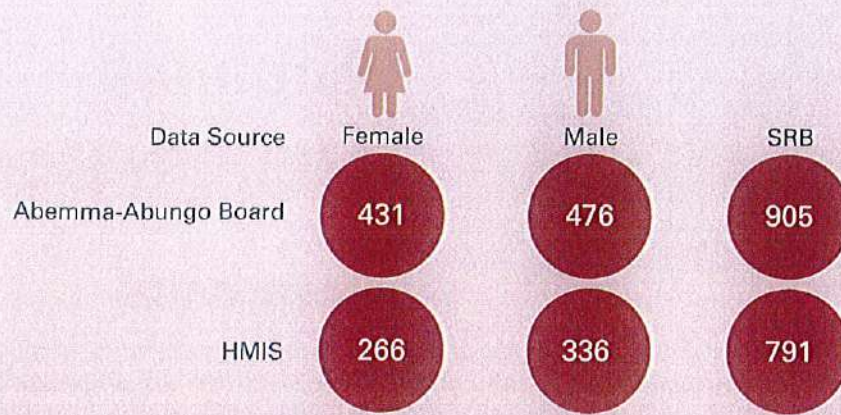
The commitment of AWWs and ASHAs to update the Abemma-Abungo Boards is a factor behind the success of this intervention.

## Quantitative Outcome/Value

Reports from the Abemma-Abungo Boards are being taken into consideration and requisite action is being designed keeping in mind key stakeholders involved to achieve at least a two point increase in SRB annually. An analysis of the Abemma-Abungo Board for the initial three months of implementation is as follows:

## Challenges in Implementation

The main challenges revolve around (a) monitoring the data updated every month on the Boards, (b) reviewing data across the District periodically and (c) implementing interventions accordingly in a timely manner.



The Boards were distributed to 947 Anganwadi Centres and 51 health facilities in Thoubal District. When the SRB on the Boards is compared with HMIS reporting, a significant difference is observed.

### Qualitative Outcome/Value

The Boards reveal the exact number and type of deliveries that have taken place in Thoubal District, whether institutional or non-institutional. Births that have taken place within the District or outside the District are recorded while HMIS reports capture only those deliveries that have taken place at the government health facilities within Thoubal District. Targeted interventions are being designed in localities where the SRB has been consistently low; this was not possible by relying on only HMIS reporting.

### Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

The Board will be revised to capture all institutional and non-institutional deliveries and birth at health facilities or at home in its next phase.



# Hockey



## Exhibition Match

District Serchhip, Mizoram

### Objective

To identify and motivate girls to play hockey competitively.

### Description of Practice

In Serchhip, the District Administration is attempting to encourage girls to make use of the Girl's Hockey Academy located in the district. Under Beti Bachao Beti Padhao (BBBP),

a District Hockey Exhibition Match cum Skill Show was held in collaboration with the Thenzawl Hockey Academy in four villages, namely (a) Khawlailung, (b) E. Lungdar, (c) Lungpho and (d) Bungtlang. Twenty-three students from the Academy showcased their skills and played with the girls of the four villages. The programme was conducted with the aim of motivating and shaping a girl child's career and identifying her talents within the district.

### Status of Practice (Pilot/Scaled Up)

It has been scaled up.

### Factors behind Success of Practice

A number of factors contributed to the success of this activity. Equipment was provided to participating girls, skills were imparted by trained players to the girls, cooperation from the District Administration was significant and a spirit of teamwork among key stakeholders was productive.

### Challenges in Implementation

The only challenge faced during the exhibition was that it was hard to reach and gather girls in the above mentioned four villages as hockey is not a popular sport in that area.

### Awareness Generation Resources

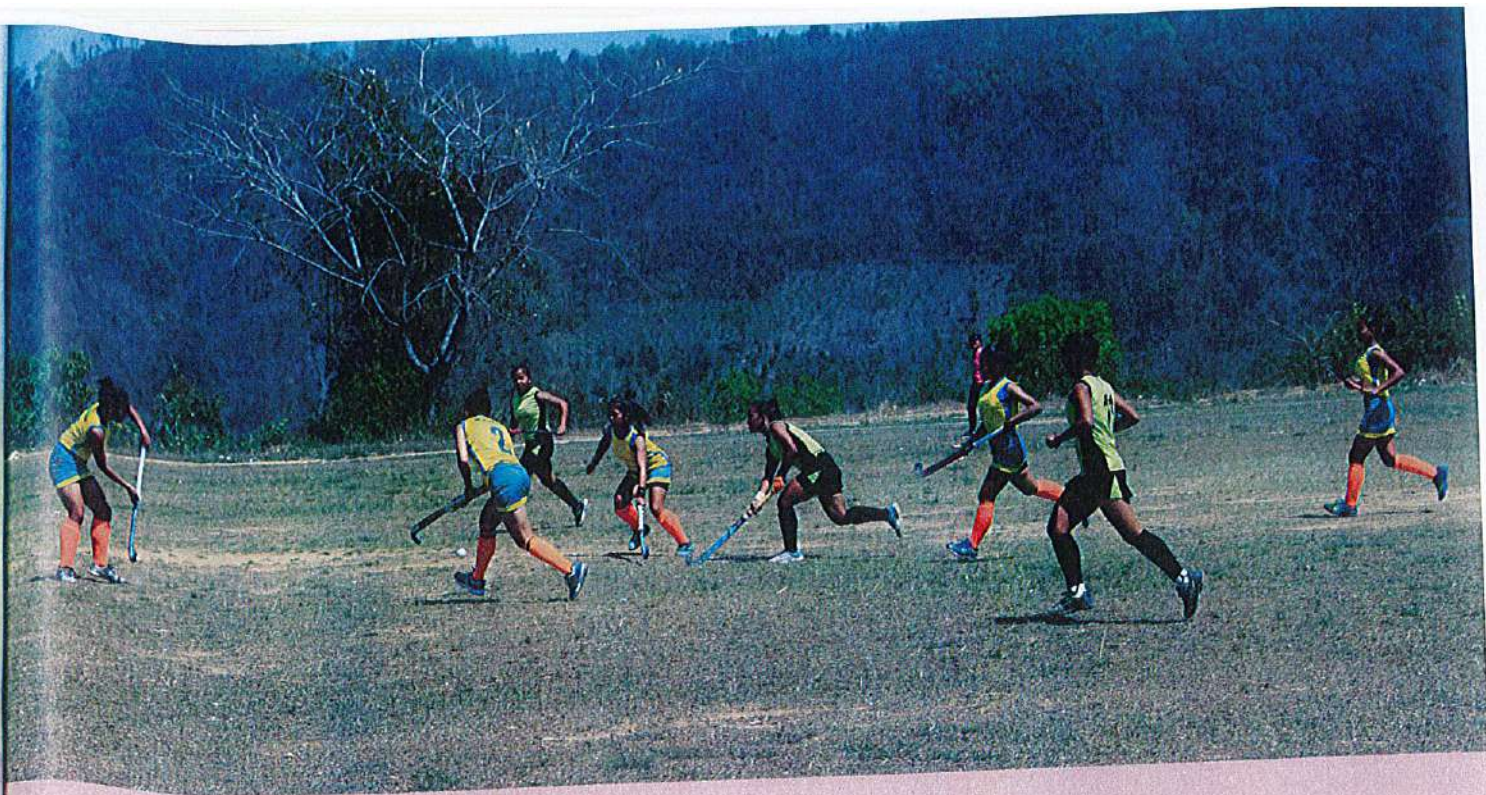
Information, Education and Communication (IEC) materials, hockey sticks and hockey balls were given to each village for awareness generation and following up with practice.

### Quantitative Outcome/Value

Around 300 girls were engaged. One talented girl was selected to train at the Girls Hockey Academy at Thenzawl.

### Qualitative Outcome/Value

Through this activity, the message of BBBP was conveyed to people in rural areas. Hockey is not a popular sport in the community but through this activity, people came to realise that they would like to revive the spirit of playing hockey and identify hidden talents of the girl child in the villages to



Hockey is not a popular sport in the community but through this activity, people came to realise that they would like to revive the spirit of playing hockey and identify hidden talents of the girl child in the villages to help shape their careers in hockey.

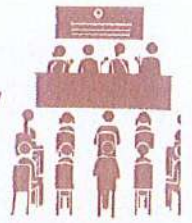
help shape their careers in the sport. The commitment of girls to practice the sport and eventually building of trust and motivation within the team in addition to good leadership provided by the trainers (who were professionals), helped develop sportsmanship among the girls who have been motivated to play the sport of hockey competitively.

### **Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact**

As a result of the successful pilot, another Hockey Exhibition Match is being planned for three villages. The exact locations will be decided in consultation with BBBP Local Champions, who are well-known in the community and can help bring about publicity for this event.



# Know Your Deputy Commissioner & Superintendent of Police



District Tuensang, Nagaland

## Objective

To motivate, mentor and inspire adolescent girls to pursue their dreams.

## Description of Practice

An interactive session with the District Administration and Police entitled 'Know Your Deputy Commissioner (DC) & Superintendent of Police (SP)' was organised for 45 adolescent girls from Government Higher Secondary Schools in Tuensang and Thangjam. The aim of the activity was to motivate, mentor and inspire adolescent girls to be sincere and dedicated in the pursuit of their dreams. Besides, it also provided them an opportunity to familiarise themselves with the functioning of the two most important institutions within the district.

The students visited the DC's Office and during the interaction, their queries centred around career-related

topics like preparation for the civil services exams, the habits and attitude one must adopt in order to succeed in competitive exams, study materials required, etc. The students also highlighted problems related to the infrastructure, library, toilets, etc. being faced in their schools. The students were given a tour of various branches within the office where they were briefed about the nature of work each branch deals with. The girls were also given the privilege to visit the resident camp office located at the DC's bungalow.

During their interaction with the SP, the girls were encouraged to be responsible and resourceful citizens in order to bring about positive changes in society. They were then briefed about basic traffic rules, relevant rules and clauses from the Protection of Children from Sexual Offences Act, Juvenile Justice Act, Indian Penal Code, etc. The students were given the privilege to visit every branch of the SP's office and the visit wound up with a quick visit to the police thana.

## Status of Practice (Pilot)

It was a pilot initiative. However, by gauging the enthusiasm of the students and the kind of positive impact it had on the students, such a visit to important offices will be made a frequent activity in the coming days.

## Factors behind Success of Practice

The enthusiasm of the students, the proactive support of school faculty members and the availability of the DC

and SP were factors that contributed to the success of the activity.

## Challenges in Implementation

Both the DC and the SP are busy public functionaries. It is difficult to get appointments with them for an interaction that could span 3-4 hours.

## Quantitative Outcome



**45**  
adolescent girls  
benefitted from  
this initiative.

## Qualitative Outcome/Value

Face-to-face interaction with the most important functionaries at the District level has left a lasting impression on the minds of the students. The opportunity has reinforced their determination to succeed in life. Though they are aware of who the DC and SP are, students rarely get the opportunity to have a live interaction with them. Through this activity, the students have also been exposed to the roles and responsibilities of officers and how to approach them. Thus, this activity itself has acted as a positive motivator for the students to strive even harder to achieve their goals. In other words, the DC and SP have become their role models to whom they can look up for inspiration.

BBBP acted as the interface facilitating an interaction between the public and the government. On the one hand, students were able to bring to the fore pressing issues being faced by schools. On the other hand, the DC, in his capacity as the Chairperson of the School Managing Board of the High Schools, can take up matters with appropriate authorities for redressal of concerns raised by the students.

## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

Interactions with a DC and SP are useful and inspiring for students. Motivation is not a one-time pill that, once given, will ensure success. This initiative needs to be held frequently over a longer course at regular intervals in order to draw the best results. By taking a step in this direction, activities like career guidance and coaching classes for students are being planned in which officers drawn from various departments and disciplines will be invited as guests/resource persons.







# Preventing Child Marriage through School Management Committees



District Bijapur, Chhattisgarh

## Objective

To strengthen School Management Committees to prevent child marriage and ensure 100% enrollment of girls in school.

## Description of Practice

Girls who are married below the age of 18 are less likely to attend school than their peers and girls who drop out of schools are more likely to get married before the age of 18. Meetings between School Management Committee

(SMC) members and community leaders are organised at the block and sector level (each sector comprises 30-35 Anganwadi Centres) to establish a clear link between child marriage and girls dropping out from school. A mass awareness campaign was held from 10-14 October 2019 in schools and the local markets by community means through plays, nukkad natak and puppet shows on the prevention of child marriage and completion of minimum education for girls. SMCs ultimately help in encouraging families to educate their daughters and delay marriage.

## Status of Practice (Pilot/Scaled Up)

This initiative was piloted in Bhairamgarh Block and has been scaled up in four blocks, including Bhairamgarh and 44 sectors in District Bijapur.

## Factors behind Success of Practice

The active involvement of the District Administration and cooperation of community leaders, PRI members and SMCs at the block level have contributed to the success of this initiative.

## Challenges in Implementation

The community in District Bijapur follows traditional practices that hinder educational prospects for girls. Due to a low literacy rate and lack of interest in the community, education is not valued, and girls are not

given opportunities to pursue schooling. Convincing the community to think otherwise is challenging.

## Awareness Generation Resources

SMC Members, Community Leaders and Panchayati Raj Institution Members helped raise awareness.

## Quantitative Outcome/Value

As many as 2430 community people and SMC members across various blocks were sensitised, of which 350 were from Bijapur, 530 from Bhairamgarh, 250 from Usur and 350 from Bhopalpattanam. Similarly, 87 schools from Bijapur Block, 62 schools from Usur, 132 schools from Bhairamgarh and 87 schools from Bhopalpattanam were targeted and covered. Two girls enrolled in school and 35 drop out girls have been re-enrolled due to this campaign.

## Qualitative Outcome/Value

Awareness generation is the main outcome of this initiative. The community is being sensitised to enable them to change their mindsets while understanding the importance of education for girls and adverse impact of child marriage on girls.

## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

The collaborative effort to prevent child marriage and ensure the completion of minimum education for the girls in the District will continue.

The active involvement of the District Administration and cooperation of community leaders, PRI members and SMCs at the Block level have contributed to the success of this initiative.





# Shuchita – Five-S



District Ashoknagar, Madhya Pradesh

## Objective

To educate girls who have dropped out and school-going girls on Menstrual Hygiene Management.

## Description of Practice

The idea, theme and logo of this initiative was conceptualised by the District Collector. Girls skip school during menstruation. It is a major reason behind the increasing dropout rate among girls. Village and school level discussions were held to gain a clear understanding of the needs. The Shuchita – 'Five-S' (Swachhata, Suraksha, Swasthya, Sammaan and Swavlamban) campaign (launched on 24 July 2019 and ends on 31 March 2020) aims to integrate the development of school-going and non-school going adolescent girls

and reduce the drop-out rate among girls by educating them on Menstrual Hygiene Management (MHM). It has been implemented in convergence with other Schemes. (1) Swachhta promotes awareness on MHM. (2) Suraksha aims to reduce maternal mortality. (3) Swasthya promotes healthy sanitation practices. (4) Sammaan aims at ensuring that menstruation is a matter of grace and honour. (5) Swavlamban creates a livelihood for Self Help Groups (SHGs) in the district. Phase I has involved reaching out to girls, conducting health and myth busting consultation camps, manufacturing and selling sanitary napkins through SHGs, equipping select schools with vending machines and incinerators and holding motivational and confidence building seminars. For further campaigning, the logo was used to depict the core idea and objectives of the initiative along with Five-S philosophy.

## Status of Practice (Pilot/Scaled Up)

Phase I involved reaching out to girls in 11 secondary schools and 28 girls hostels.

## Factors behind Success of Practice

The commitment of the District Collector has played an important role in the success of this activity. The bottom up approach that was adopted included designing an action plan that ensured that grassroots problems were taken into consideration and coordination among

sections was promoted. Media-based advocacy played a pivotal role as well.

## Challenges in Implementation

There is hesitation in the community regarding discussions related to menstruation and this posed to be a huge challenge. Ensuring availability of good quality sanitary napkins was challenging. While these products were available, they were usually unaffordable.

## Awareness Generation Resources

Digital, print and social media; one-to-one dialogues with girls, myth busting camps in schools and at the community level, the active participation of NGOs and youth/community groups, sensitisation campaigns by key departments.

## Quantitative Outcome/Value

Phase I has involved reaching out to girls in 11 secondary schools and 28 hostels to sell good quality, affordable sanitary napkins at Re. 1 per napkin; identifying five SHGs to manufacture 250 sanitary napkins per day (this ensures the regular employment of 60 members of five SHGs in the district). The attendance in schools has been raised from 72% to 85% in the current academic session. The total number of sanitary pads consumed are 2,65,000 (as of February 20, 2020).

## Qualitative Outcome/Value

Awareness levels regarding menstruation have been raised as a result of this intervention with the aid of health and myth busting consultation camps as well as the holding of motivational and confidence building seminars. This includes discussions on good quality feminine hygiene products. There is a general sense that discussing the taboo of menstruation is closer to being accepted today.

## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

Phase II involves reaching all girls (12-18 years) in the district.





# Swagatam Nandini



District Katni, Madhya Pradesh

## Objective

To honour newborn daughters.

## Description of Practice

This initiative was launched with the objective of celebrating the birth of girls, who are considered a burden for families. Under this initiative, administrative

officers and community leaders visit the homes of parents blessed with baby girls across the district. With a small procession to celebrate arrival of the daughter, parents of new-born baby girls are felicitated with baby kits, Ladli Lakshmi certificates and garlands by high profile professionals and community leaders. This activity intelligently and aptly converges with the Ladli Lakshmi scheme.

## Status of Practice (Pilot/Scaled Up)

The practice has been scaled up and is presently being implemented across the district.

## Factors behind Success of Practice

The high-profile nature of visits is an important aspect of this activity's success. Officers of the District Administration reach the most remote villages in the district, which shows their dedication and commitment to the cause. The initiative was welcomed by people at large. The pivotal roles played by Anganwadi Workers (AWWs) and Accredited Social Health Activists (ASHAs) in playing the dholak and majheera and singing celebratory songs in small processions accompanying officials, has also been appreciated.

## Challenges in Implementation

There were remote areas that were challenging to reach, especially hamlets and small settlements.

## Awareness Generation Resources

Door-to-door campaigns.

## Quantitative Outcome/Value

Till date, 504 daughters and their parents have been honoured.

## Qualitative Outcome/Value

The parents of baby girls were honoured to have administrative and political stalwarts at their doorstep to celebrate the birth of their daughters.



### **Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact**

The pilot has potential for impact by transforming the mindset of people towards girls in society. This would lead to welcoming the birth of girls and giving her opportunities

in healthcare, education and overall development. There are future prospects and scope for implementation in other areas, as it would be a landmark activity that breaks social stereotypes of son preference. Visits by people's representatives and administrative officers to families of daughters give families a sense of pride and a message that the birth of girls brings honour to families.



# Ending Child Marriage



District Vijayapur, Karnataka

## Objective

To encourage girls to report child marriage practices.

## Description of Practice

Due to awareness generation drives on ending child marriage in Khakandaki village under Beti Bachao Beti

Padhao, the District Administration has succeeded in stopping potential child marriages in the village. Awareness programmes and mothers' and Kishori meetings are also conducted as part of this initiative.

## Status of Practice (Pilot/Scaled Up)

It is a regular activity.

## Factors behind Success of Practice

The District Child Protection Officers (DCPOs), Anganwadi Supervisors and Anganwadi Workers (AWWs) are approachable and are committed to the cause of ending child marriage. They are effectively communicating the adverse impact of child marriage on girls. They take action as soon as they come to know of such incidences and draw attention to punitive measures. These factors have successfully contributed to the effectiveness of such awareness generation drives.

## Challenges in Implementation

The community in Khakhandaki Village is opposed to the government's efforts in preventing child marriage. Officials of the Department of Women and Child Development (DoWCD), mainly the frontline workers,

make an extra effort to persuade community members to understand the evils of child marriage.

## Awareness Generation Resources

Dramas and legal awareness programmes.

## Quantitative Outcome/Value

One girl, in the last two years, has successfully been saved from a child marriage.

## Qualitative Outcome/Value

The awareness generation drives on ending child marriage held by the DoWCD have resulted in an informed society. The confidence girls have gained to report their child marriages is growing. The girl who was saved from a child marriage is pursuing her education and is a role model to other girls and students, in general. She is symbolic of a successful fight against child marriage.

## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

DoWCD will continue holding effective awareness generation rallies.

The awareness generation drives on ending child marriage held by the DoWCD have resulted in an informed society.







## Convergence of Welfare Schemes at the Central, State and District Level between Partner Departments

District Thiruvallur, Tamil Nadu

### Objective

To increase the Child Sex Ratio and Sex Ratio at Birth in the District.

### Description of Practice

Thiruvallur District has implemented Beti Bachao Beti Padhao (BBBP) in convergence with partner departments to enhance the impact of central and State level welfare schemes that are executed at the District level. The two central level schemes that have been targeted are Sukanya Samridhi Yojana and Poshan Abhiyan. The five State level schemes that have been converged with are (i) Pregnancy and Infant Cohort Monitoring and Evaluation (PICME), (ii) Dr. Muthulakshmi Reddy Maternity Benefit Scheme, (iii) Samuthaya Valaigappu (Community Baby Shower), (iv) Sivagami Ammaiyar Memorial Girl Child Protection Scheme and (v) Puratchi Thalaivar MGR (Nutritious Meal Programme).

A District Action Plan (DAP) is pre-decided with distribution of funds department-wise after deliberation by a District Task Force that has been meeting fortnightly since the inception of the Scheme in the district. The DAP includes (a) inter sectoral consultation/meetings, (b) training and capacity building/sensitisation programmes, (c) innovation, awareness generation, outreach activity and Information, Education and Communication (IEC) materials development and (d) monitoring, evaluation and documentation. Sectoral activities of the Departments of Education and Health and Family Welfare are detailed in consultation with the Department of Women and Child Development.

Most importantly, the objectives of BBBP are merged with existing schemes of partner departments. This ensures that work done towards BBBP will not be viewed as an additional burden as activities implemented are a part of regular activities.

### Status of Practice (Pilot/Scaled Up)

Scaled up across the district.

### Factors behind Success of Practice

Coordination, commitment and the motivation of officials in partner departments involved as key stakeholders are the main factors behind the success of this activity.

### Challenges in Implementation

Thiruvallur District is culturally diverse like India. The main challenge in the implementation of convergence is that of strong regressive traditional beliefs that persist among the people towards girls from her birth to her death. Also, most people are haunted by the kind of abuses that a girl can undergo during her lifetime; hence

they feel it is very difficult to safeguard the interests of girls like those of boys.

### **Awareness Generation Resources**

IEC materials and awareness generation by frontline workers.

### **Quantitative Outcome/Value**

Through the effective convergence of BBBP with central and State level schemes and partner departments, Thiruvallur District has yielded an increase in its Sex Ratio at Birth from 925 in 2018 to 963 in 2019.

### **Qualitative Outcome/Value**

Through effective awareness programmes, outreach activities and sensitisation programmes on the Child Sex Ratio and the importance of the girl child, the attitude of people towards accepting the girl child is becoming positive and the concept of son meta-preference is reducing. The outcome of this can also be seen quantitatively.

### **Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact**

The convergence of BBBP with partner departments in Thiruvallur District is maintained and can be sustained on a long term basis in the following ways. Firstly, a detailed DAP with specific roles and responsibilities is prepared with a clear fund allocation among key stakeholders. By merging BBBP's objectives with existing schemes of partner departments, work done towards BBBP is not viewed as an additional burden. Once approved by the District Collector and the key stakeholders, the DAP is implemented. Secondly, training programmes on BBBP are organised for master trainers like Extension Officers, Rural Welfare Officers, Child Development Protection Officers, AWWs, Self Help Groups, School Teachers, Non-Governmental Organisations. Last but not least, during District Task Force meetings, activities of key stakeholders are reviewed and the best performers from each department, NGO, Local Champions, etc. are awarded to further motivate them.





## Balika Manch – Girl Child Empowerment Clubs

District Warangal, Telangana

### Objective

To set up Girl Child Empowerment Clubs (GCECs) for adolescent girls in schools.

### Description of Practice

The main purposes behind setting up GCECs are to (a) create a mechanism to identify/report vulnerable issues/abuse/risky behaviour/threats/eve teasing etc., (b) set up a grievance redressal system with emphasis on 'Preventing an Offence' and timely intervention by strengthening linkages between schools and the local police, (c) create awareness on adolescent educational concerns like growing up, health and hygiene, gender issues, etc. and (d) help girls articulate themselves, know their rights, counter shame and fear, build self-esteem and self-confidence and develop the ability to take on responsibility for the self, relationships and (to an extent) society around them.

A one-day District level Orientation Programme was held for school Headmasters/Special Officers/Principals and one Girl Friendly Teacher from each selected school. It was conducted in the month of September in 2019 and was coordinated by the District Welfare Officer. It was decided that the first GCEC meeting would be held in the month of September 2019. Subsequent monthly meetings of GCECs in each respective schools/Kasturba Gandhi Balika Vidyalaya (KGBVs)/ Telangana State Model School (TSMS) would be held on the 3<sup>rd</sup> Friday October onwards every month till March 2020.

The Chairperson of each GCEC is the Headmaster of the school and the Member Convenor is a Girl Child Friendly Teacher. The Members include 10-12 girls (two active girls from each class) and external members include a Woman Constable from the local Police Station/SHE team in-charge, and a Member from the Village Level Child Protection Committee among others. The minutes of meetings and action taken reports are filed at the school level. Confidentiality is maintained.

A major goal of the clubs is to provide a safe place for girls to reflect on societal pressures that drive high rates of early marriage and teenage pregnancy. Documentation and the minutes of meetings are helping design programmes that empower girls socially through a need-based approach. Clubs have led to increasingly gender friendly attitudes and practices and conversations often revolve around issues that have been raised and resolved among school members.

A major goal of the clubs is to provide a safe place for girls to reflect on societal pressures that drive high rates of early marriage and teenage pregnancy.

## Status of Practice (Pilot/Scaled Up)

Seventy-six GCECs have been formed in government institutions till date.

## Factors behind Success of Practice

The participation of girls and the friendly approach adopted to identify problems and peer-based learning in a classroom environment have been important factors that have resulted in the success of this activity. The involvement of the police in these groups is symbolic of visible support from uniformed officials. Additional skill development opportunities like leadership training for the girls have also contributed to this programme's success.

## Challenges in Implementation

Ensuring the regularity of meetings is challenging. Additional training for Girl Child Friendly Teachers and girls is required to drive the significance of this initiative.

## Awareness Generation Resources

Awareness generation materials like pamphlets and posters highlight ending child marriage/early marriage, safe and unsafe touch, eve teasing, gender-based discrimination, trafficking etc. and encourage girls to participate.

## Quantitative Outcome/Value

Seventy-six schools (KGBVs/TSMS/Secondary schools) have created GCEC Clubs. One eve teasing issue and two episodes of misbehaviour by outsiders en route to school have been resolved in three different schools.

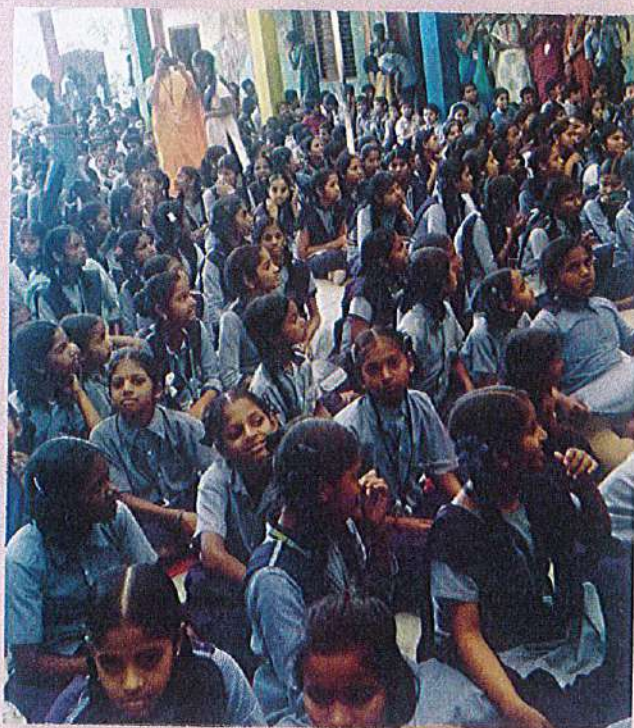
## Qualitative Outcome/Value

The GCEC has proved to be a support system for peers. Functional toilets for girls and boys, the identification of out-of-school children, special classes for children to bridge a gap in studies, etc. are the most discussed subjects during meetings. Skills like impulse control,

communication, problem-solving that enhance our ability to identify emotions and express ourselves to build positive relationships with others and navigating challenging circumstances to make responsible decisions have been explored by GCECs.

## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

There is a plan to scale this initiative up to 400 private high schools in the district. The orientation and training programme for these schools will take place in early 2020. Replication of this initiative in private schools would further help in developing Girl Child Safety Nets and Mechanisms within the district. The involvement of additional officials from Department of Women and Child Development, Police and other departments would be helpful and motivating for girls.





# Ma-Dikri Sammelan

District Surendranagar, Gujarat

## Objective

To promote gender sensitivity, education for girls and increase the value of girls in society.

## Description of Practice

The objectives of the Ma-Dikri Sammelan are to (a) reach stakeholders at the grassroot level, (b) sensitise the community regarding gender equality and basic education, (c) demystify perceptions on sex selection and multiple births, (d) generate awareness on health, hygiene and nutrition, (e) inform the community about Pre-Conception and Pre-Natal Diagnostic Techniques Act and legal regimes against compulsory miscarriage, (f) reduce the malpractice of witchcraft and superstition and (g) provide pre marriage counselling.

Surendranagar District consists of 10 talukas. BBBP's strategy of weekly Sammelans in select villages within a taluka is accomplished on the basis of ranking villages according to their sex ratio, school drop-out rate and declining birth rate. Gram Panchayat members, taluka level officers and health committee members are involved in the Sammelans. The structure of programme varies in different talukas. It includes counselling, focus group discussions (FGDs), interactive sessions, expert talks, audio-visual sessions, role play, Kishori Melas and health/legal camps. Before implementing the activity, an action plan is devised. Details like sex ratio, maternal mortality ratio, infant mortality rate, enrolment and drop-out rate, status of nutrition, etc. are gathered. Based on any troubling

number/issue, priorities of the activity are decided. The implementation strategy is devised according to priority-based needs.

The activity is implemented at the block level by Vividh Lakshi Mahila Kalyan Kendras with the help of Accredited Social Health Activists (ASHAs) and Anganwadi Workers (AWWs). Various examples of Sammelans are as follows: newly married women are counselled about pregnancy and child bearing intervals. Sometimes, parents, girls, local teachers and education officers gather for informal sensitisation sessions through FGDs. Frequently Asked Questions sessions with experts and government officers help the community get answers about schemes and policies. Short documentaries, social/feminist films, dramas and folk programmes are organised to generate awareness. Skits in local languages emphasise education for girls and gender equality. Powerpoint presentations are used for practical demonstrations and legal awareness. Girls are counselled on the age of marriage, physical maturity, birth order, the age group for child bearing and rearing practices, spacing, infant and young child feeding etc. They are made aware of provisions under the Protection of Children from Sexual Offences Act and penalties for sexual abuse.

Mother-daughter relationships are one of the strongest bonds among parent-child relationships. Mothers can related to their daughters and are role models to them. They act as their protectors and have an extraordinary effect on their daughters. Addressing them together is a useful tool to bring about social change.

## Status of Practice (Pilot/Scaled Up)

The initiative was implemented on a pilot basis in Lakhtar Block and has now been scaled up to all 10 blocks in the district.

## Factors behind Success of Practice

The main factors behind the success of this initiative is its effective implementation, the setting up of a rapport and following-up with stakeholders. By generating awareness on various government schemes, families have realised that the burden of child rearing responsibilities can be shouldered better. An important aspect is the awareness being generated on laws and rights, which has resulted in gaining the confidence of people and greater potential for transforming the minds of people.

## Challenges in Implementation

It is challenging to change lifestyles and traditional norms within a community. Rapport building is a time-bound process and requires effort in order to build familiarity. Convincing a substantial number of families to convene at a particular time on a common platform is difficult when each family is engaged with different types of work. It is complicated to bring about a change in outlook when stakeholders are not open-minded and are semi-educated and/or uneducated. Caste remains an obstacle as well as the stereotypical view of gender equality.

## Awareness Generation Resources

Leaflets, pamphlets, posters, documentaries, campaigning material like caps, t-shirts, pens, key chains and kits for kids.

## Quantitative Outcome/Value:

The total number of Sammelans held till now is 84 and the total number of beneficiaries is 3777.

## Qualitative Outcome/Value

The Sammelans have been able to bring about an attitudinal shift. The incidence of child marriage has reduced in rural settings. Families have started considering delaying early marriage. Institutional births have increased. The usage of sanitary pads is growing among girls.

Pregnant and lactating mothers are more health conscious and families, in general, are inclined towards being more health conscious about their children; anaemic children are being looked after better by families.

The programme has compelled parents of girls to enrol their wards in schools and stand against regressive beliefs prevailing in the community. The Sammelan sensitises participants about the value of girls in society. It has helped rid the community of the practice of early marriage and pregnancy. Conversations on menstrual awareness, health and hygiene have gradually increased. Participants have also been given woollen bags to reduce plastic usage.

## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact:

There is scope for broadening the role of Sammelans and including the following subjects – the re-admission of dropped-out girls, sensitisation regarding menstrual hygiene and a greater focus on promoting and ensuring separate toilets for girls in every school.



# Apno Beti Apno Maan



District Pali, Rajasthan

## Objective

To provide extra classes to school-going girls in order to strengthen their basic learning skills in English, Hindi and Mathematics.

## Description of Practice

Initiated by the District Administration, a pilot project entitled 'Apno Beti Apno Maan' was implemented to strengthen basic skills in Hindi, English and Mathematics among school-going girls. With the objective of empowering girls with a sound education, the project initially targeted 2600

school-going girls between classes 5 and 8 across 40 Gram Panchayats in Sojat Block. With the help of the Department of Education, a separate curriculum was developed for Hindi, English and Mathematics taught by experts before and after school hours.

The steps involved in implementing this initiative include (a) the creation of a questionnaire to identify learning needs in Hindi, English and Mathematics, (b) engaging suitable teachers, (c) making available learning tools like LEDs and smart boards (d) orienting teachers through a workshop and (e) monitoring day-wise progress.

## Status of Practice (Pilot)

This project was conducted on a pilot basis for four months (Nov 2019-Feb 2020).

## Factors behind Success of Practice

The active involvement, coordination and support of the District Administration and Block Management are the main factors behind the success of this programme.

## Challenges in Implementation

The challenges include identifying the needs of the targeted group (girls from classes 5 to 8), developing relevant learning materials, managing financial resources, applying interactive methods of teaching and developing monitoring tools.

## Awareness Generation Resources

Awareness is generated mainly through classroom interaction with students and teachers.

## Quantitative Outcome/Value

Till date, 2600 girls from 40 Gram Panchayats have benefitted from this activity.

## Qualitative Outcome/Value

This activity has changed the perception of education among girls. It has strengthened their basic skills in arithmetic, reading and writing (the 3Rs) in Hindi, English and Mathematics. By helping eliminate phobias and inculcating an interest in Mathematics, the focus of the students has shifted to active learning. The focus

of teaching has been on cultivating an interest in students, particularly first generation learners.

### **Existing Documentation/ Implementation in Other Locations/ Future Prospects/Potential for Impact**

The District Administration is planning to implement this initiative in nine other blocks.

The active involvement, coordination and support of the District Administration and Block Management are the main factors behind the success of this programme.







## Observation of Girl Child Day Every Month on 24<sup>th</sup> in AWCs

District Kamrup Metropolitan, Assam

### Objective

To increase the value of girls by dedicating one day to the Girl Child every month.

### Description of Practice

Girl Child Day, which is observed every month on 24<sup>th</sup> at all Anganwadi Centres (AWCs) in Kamrup Metropolitan District in Assam promotes the value of girls and their importance, nutrition, education and participation in community life. In order to mobilise the community and make them aware of the objectives of Beti Bachao Beti Padhao (BBBP), special programmes like tree plantation, felicitation of mothers

with new-born baby girls, baby showers for pregnant women (panchamrit), annaprashana, the distribution of forms to mothers with daughters below age 10 to open a Sukanya Samriddhi Account, etc. are organised on this day. Most importantly, door-to-door campaigns on BBBP and community meetings with parents, Panchayati Raj Institutions, town committee members on live births, BBBP, etc. take place on this day every month. The Moina Maina Board (Guddi Gudda Board) is displayed in Assamese at Anganwadi Centres and keeps the public informed of the Child Sex Ratio and Sex Ratio at Birth. The Anganwadi Workers (AWWs) make it a point to discuss fluctuations in the live birth of girls if there are gaps.

### Status of Practice (Pilot/Scaled Up)

It has been implemented across the District after a decision regarding this activity was made during a District Task Force meeting held on 30<sup>th</sup> May 2015.

### Factors behind Success of Practice

AWWs have been trained under BBBP to motivate communities to recognise the value of girls. This has proved to be successful.

### Challenges in Implementation

Exposure visits and additional training is required for AWWs. They are overburdened with work that has to be

accomplished under other Schemes. As the programme has been implemented through the field functionaries of Integrated Child Development Services, special incentives for AWWs/AWCs may be provided to motivate them for better implementation of the scheme at grassroot level in near future.

### Awareness Generation Resources

Stickers with BBBP messages, brochures, home visits, door-to-door communication by AWWs.

### Quantitative Outcome/Value

All 1017 AWCs across the District implement this activity.

## Qualitative Outcome/Value

By celebrating Girl Child Day every month, AWWs are attempting to generate awareness of BBBP, gender discrimination in the survival, protection, education and participation of girls in society.

## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

Because AWWs work at the grassroots level, there is huge potential to change the mindsets of people. There is a

scope for the utilisation of the services of Panchayati Raj Institution members, local non-government organisations, etc. to reach people living in remote areas in the district.

By celebrating Girl Child Day every month, AWWs are attempting to generate awareness of BBBP, gender discrimination in the survival, protection, education and participation of girls in society.





# Ghar ki Pehchan Beti ke Naam



District Lakhisarai, Bihar

## Objective

To promote the birth of each and every girl child.

## Description of Practice

To bring about a change in the mindset of people residing in the village of Jhapani, a pilot project is being initiated and carried out by Anganwadi Workers (AWWs). On the birth of a girl child, District and block level officials distribute a 'badhai sandesh' greeting card to each family following which a nameplate is hung outside each home highlighting the name of the new-

born daughter. The parents name their houses after the name of their daughter's celebrated birth. Each name plate serves as a witness and reminder of the success of the initiative. It also provides a new outlook towards society's treatment of daughters and is symbolic of empowering women and respecting them.

In Jhapani, a few houses are covered under this pilot with names of houses being Aarohi Niwas, Shristi Niwas, Sunakshi Niwas, Ladli Niwas, Radhika Niwas, Divya Niwas, Raj Niwas, Sonam Niwas, Geeta Niwas, Beauty Niwas and Suhani Niwas.

## Status of Practice (Pilot/Scaled Up)

Pilot in 12 houses.

## Factors behind Success of Practice

The District Magistrate's serious concern regarding shaping the future of girls within the village was a significant factor in the District Administration's resolve to adopt suitable initiatives that would promote valuing girls. Ensuring that an appropriate mode of counselling is adopted, has been a factor contributing to the success of this activity as each counselling session is well thought out in order to persuade families with a regressive mindset to adopt an innovative approach towards bringing up their daughters. The community is respectful towards frontline workers like District

and block level officials and AWWs that engage with them. This is another important factor. Moreover, the down to earth approach of frontline workers appeals to the community.

## Challenges in Implementation

Families that espouse deep rooted patriarchal values like son preference do not agree to participate in this activity easily and require additional counselling by block and District level officials.

## Awareness Generation Resources

Peer counselling with peer educators, one-on-one counselling, nukkad nataks and awareness generation through block and district-level officials.

## Quantitative Outcome/Value

A total of 12 houses have been targeted for coverage in the pilot and 202 houses have been identified for scaling up this initiative.

## Qualitative Outcome/Value

This initiative is helping shape ideas about empowering girls by motivating families and sending a new message about their value as members of society. An attitudinal shift has been seen in the community. With the administration focusing on making families responsible

for their daughters, this initiative is helping mould a positive environment for girls.

## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

This initiative by AWWs at the village level will be scaled up to the District level. After the successful implementation of this pilot in 12 houses, this initiative will be implemented in 202 houses of other villages.





# Child Marriage Prohibition Rath (Caravan)



District Nayagarh, Odisha

## Objective

To end child marriage across the district.

## Description of Practice

It has been found that in Nayagarh District, child marriage continues to be a challenge. In order to change mindsets, the District Administration decided to hold a Child Marriage Prohibition Rath. It was organised to move through the

villages, Gram Panchayats and Blocks of Nayagarh District to generate awareness over a period of one month. Different local cultural activities, i.e. Palla, Daskathia, Ghuduki, etc. were also organised at the village level to promote awareness. The Child Marriage Prohibition Rath was inaugurated by the Hon'ble Chairman Zilla Parishad, Collector and District Magistrate, Superintendent of Police along with District Child Protection Officer and Panchayati Raj Institution members.

## Status of Practice (Pilot/Scaled Up)

Pilot.

## Factors behind Success of Practice

The involvement of high level officials in the district, the participation of local leaders, coordination between the public, non-government organisations and social activities implemented as part of the programme have contributed to the success of this activity.

## Challenges in Implementation

The general perception of child marriage in the District is deep-rooted and challenging to change.

## Awareness Generation Resources

Caravans.

## Quantitative Outcome/Value

15 Lakh people across the district.

## Qualitative Outcome/Value

As a result of this event, people were made aware of the disadvantages of child marriage. Around 53 phone calls were received through Child Line 1098 to stop child marriage. Accordingly, action has been taken by Child Marriage Prohibition Officers and the District Administration.



## Existing Documentation/Implementation in Other Locations/Future Prospects/Potential for Impact

The plan is to have the Rath operate once a year for a period of one month, as seen in the pilot.

# शिक्षित बेटी का मतलब शिक्षित परिवार और शिक्षित राष्ट्र

बेटियों को सशक्त बनाएं। उन्हें समान अधिकार और अवसर दें।

बेटी बचाओ बेटी पढ़ाओ