

## BETI BACHAO BETI PADHAO SCHEME (BBBP)

### **Objective:**

BBBP scheme for empowerment of girl child aims to improve Sex Ratio at Birth by 10 points in a year, reduce gender differentials and improve the nutritional status of girl child.

### **Present Status:**

- In Phase-1, Nicobar District was selected for implementation of the scheme
- In Phase-II, the scheme has been expanded to South Andaman and North & Middle Andaman Districts only for media advocacy outreach activities from April, 2018 onwards

	A & N Islands	Nicobar
SRB 2017	953	960

Child Sex Ratio 2011	
A&N Islands	968
Nicobar	945
N&M Andaman	974
South Andaman	969

- The SRB was 798 in 2016 However, the same improved to 960 during the calendar year 2017.
- A preliminary study was conducted by Regional Medical Research Centre and a report was furnished stating that the **SRB decline is statistically insignificant** and that Nancowry Tehsil is the only place where SRB shows a decline. However, the data does not support the hypothesis of lower survival of females as compared to male births
- Several cultural and innovative programmes such as Nukkad Nataks etc were organized from January, 2015 onwards to educate and spread awareness among general public about girl child related issues and gender sensitivity.

### **Budget:**

	2015-16	2016-17	2017-18	2018-19
Allocation	38.555	16.26	32.505	awaited
Expenditure	18.81	5.38	32.505	-

## **Action Plan for 2018-19:**

### **State Level:**

- Inter-sectoral Consultation and meeting of State Task force headed by Chief Secretary with representatives of concerned Departments and Civil Society Organizations on quarterly basis;
- Capacity Building and sensitization of AWWs/ Teachers/ DCPUs/ Medical Practitioners/ Advocates/ Police/PRI's on PC & PNDT Act, POCSO, Child Marriage, Teenage Pregnancy;
- Awareness Programmes by youth Volunteers from various associations such as Scouts & Guides , NSS, NYK, Rotary/ Lion Club, Schools & Colleges;
- Media advocacy through jingle/radio spots, SMS Campaign, Selfie Campaign, Talk Shows, newspapers etc
- Field Publicity through stalls set up at local fests like Andaman Bazaar, Flea Market, Island Tourism Festival, Vikas Mela and local Melas etc;
- Felicitate above of Districts with highest percentage of girl enrolment in schools, no POCSO/ Child marriage cases;
- Conduct of Naari Ki Chaupal in all AWCs including sensitization on PC & PNDT and POCSO Act;
- Screening of Documentaries, Short Films, videos on POCSO Act, Menstrual Hygiene, Child Rights, child marriage and Teenage Pregnancy in schools and on Digital screens in public places;
- Development of IEC Material such as hoardings, banners, posters, stickers, caps, T-shirts for events to be conducted under BBBP.

### **District Level:**

- Inter-sectoral consultation and meetings of District and Block Level Task Force Committees;
- Orientation of District Officers/ Zilla Parishad members/Judiciary/District Legal Services Authority (DLSA), Education Officer, SJPU, Medical Superintendent, Child Development Project Officer, Panchayat members;
- Training of Frontline workers-AWWs/ ASHAs / VCFS volunteers on various schemes related to women and girl child including preparation of tool kit containing information related with all relevant scheme.
- Celebration of National Girl Child Day, International Girl Child Day and International Women's Day
- Conducting Mahila Sabha for awareness of on existing Govt. schemes related to women and girl child in Nicobar District like teenage pregnancy, antenatal care, health and nutrition etc.
- Awareness generation and outreach activities such as Nukkad Natak/rally/baby show. Conducting

sports event to encourage the participants of women in sports.

- Training for adolescent girls like Fashion designing, Dance Class, Singing, Self defense training programme.
- Coaching for competitive exams like LGC, MTS, Police constable etc.
- Development of IEC on menstrual hygiene and problems related to teenage pregnancy and PC&PNDT Act flex, banners, posters, pamphlet, stickers.
- Media advocacy through jingle/radio spots, SMS Campaign, Selfie Campaign, Talk Shows, newspapers etc.

