



THE COMPENDIUM OF BEST PRACTICES

बेटी बचाओ
बेटी पढ़ाओ



Beti Bachao
Beti Padhao

Year Celebration

Ministry of Women & Child Development
Government of India
www.wcd.gov.in



SMT. ANNPURNA DEVI



**Minister of Women and Child Development
Government of India**

MESSAGE

"Beti Bachao Beti Padhao" (BBBP) scheme was launched on 22nd January 2015 to address the alarming gender imbalance and declining child sex ratio in India. Historically, India has struggled with gender discrimination, leading to a societal preference for male children, which has skewed the sex ratio and negatively impacted the status of women and girls.

BBBP initiative remains the cornerstone of all efforts aimed at empowering and uplifting women, aligning with India's commitment to collective action for women-led development. It has become a national movement focused on transforming the lives of girls by addressing gender discrimination and unequal opportunities. BBBP aims to combat deep-rooted biases, prevent violence against girls, and improve the child sex ratio, particularly in states where it has seen a sharp decline.

In adherence to the core of BBBP, States/UTs/districts have been undertaking activities/practices as per the local needs and modalities of diverse stakeholders. Ministry has taken the initiative to share the compilation of such best practices/innovative ideas with the aim to lateral learning and adopt the same to achieve the objectives of BBBP. By showcasing successful strategies and proven solutions, it serves as a guide to strengthening the objectives of BBBP, ensuring that the progress made is both sustained and accelerated. Together, we can build a society where every girl is valued, empowered, and provided the opportunities to thrive, creating a brighter and more equitable future for all. It is hereby expected that all stakeholders at various levels shall undertake more innovative projects and activities showcasing country's pride in marching towards women-led development.



SMT. SAVITRI THAKUR



**Minister of State for
Women and Child Development
Government of India**

MESSAGE

It is with immense pride and hope that I pen this message for this remarkable compilation of best practices and innovative ideas under the Beti Bachao Beti Padhao (BBBP) campaign. This initiative is not just a government program; it is a movement for societal change, aimed at empowering the daughters of India and ensuring their rightful place in our families, communities, and the nation.

Over the years, it has evolved into a beacon of hope for millions of girls, inspiring states, districts, and communities to come together for a shared purpose – to celebrate, nurture, and empower the girl child.

This book serves as a testament to the transformative impact of BBBP, capturing the innovative practices and exemplary efforts of states and districts that have embraced this cause with dedication and creativity. From leveraging technology for real-time tracking of child birth registration to engaging communities through culturally rooted campaigns, these initiatives exemplify the power of collective action.

The success of Beti Bachao Beti Padhao lies in the hands of every stakeholder – governments, community leaders, educators, healthcare providers, and families. It is a shared responsibility to ensure that every girl is born, nurtured, educated, and given equal opportunities to realize her potential.

As you turn the pages of this book, I hope you will be inspired by the extraordinary efforts documented here. Let these examples not only serve as a source of motivation but also as a guide for replication to scale-up in all parts of the country .

अनिल मलिक, आई.ए.एस.
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सत्यमेव जयते



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Government of India
Ministry of Women & Child Development



Message from Secretary, MWCD

Government of India is celebrating the 10th Anniversary of its flagship initiative Beti Bachao Beti Padhao (BBBP). During the last decade, the Sex Ratio at Birth (SRB) has improved and gender based educational gaps have also been substantially reduced. The incidence of child marriage has also come down substantially promoting gender equality. This has laid strong foundation to implement the vision of the Hon'ble Prime Minister for a Viksit Bharat by 2047 through women led development.

I congratulate all stakeholders for sharing success stories in this compendium. It gives details of immense work done by the States and Union Territories to promote safety, security and empowerment of girls throughout country. It also serves as a clarion call to all the stakeholders to continue working towards a more inclusive and gender just society. Together, we can build a strong future where every girl child thrives and is able to fulfil her dreams like any male child. Let us dedicate ourselves to this Mission.

(Anil Malik)

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ASSAM

Mahila Sabha and Bal Sabha as Part of Implementation of “Beti Bachao, Beti Padhao” in Assam

The SANKALP Hub for Empowerment of Women (SHEW) under the Department of Women and Child Development (DWCD), Assam has spearheaded a Mahila Sabha and Bal Sabha initiative enhancing participation and leadership of girls and women for inclusive community level actions impacting their overall growth and development.

To give women’s and girls’ issues top priority and inclusion in the Gram Panchayat Development Plan (GPDP), 230 Special Gram Sabhas were organized for women and children by the department under “Beti Bachao, Beti Padhao (BBBP)” initiatives. SANKALP Hubs are starting the process of organizing a Gram Sabha for one in each block/integrated child development services (ICDS) projects during 2022–2023.

To further this objective, a handbook on implementing BBBP, Mission Shakti component in implementing through SANKALP Hubs Assam, leveraging Bal Sabha and Mahila Sabha platforms in convergence with local governing bodies under Panchayat and Rural Development, Assam is developed in collaboration with United Nations Children’s Fund (UNICEF). This handbook is developed with the following three objectives:

1. **Awareness creation:** To enhance awareness about various schemes available for safety, security and empowerment of women and girls through the platforms of Mahila Sabha and Bal Sabha at the village level.
2. **Demand generation:** To stimulate

demand for rights and services provided under the schemes, ensuring that women and girls actively seek the benefits they are entitled to.

3. **Issue advocacy:** To raise and address issues pertaining to women and girls at the level of GPDP, ensuring that their specific needs are considered in local governance and development plans of Panchayati Raj system.

Under this innovative initiative, the department is also partnering with grassroots organizations, tea associations, and tea garden management to engage women and girls from tea tribe through Mahila Sabha and Bal Sabha platforms.

However, 50% of the Gram Panchayats (GPs) of Assam (i.e., 1,331 GPs) are prioritized across 35 districts of Assam, based on different critical indicators about the development of women and children, particularly emphasizing the vulnerable pockets of the districts including tea garden, hill districts, and flood-affected districts of Assam. These GPs will be intervened phase-wise to work on “Mission Shakti” including BBBP components.

To achieve the objectives of this initiative, a series of capacity-building programmes are organized in convergence with State Institute of Panchayat and Rural Development (SIPRD) under Panchayat and Rural Development Department, Assam for developing resource cohorts with the District Hub for Empowerment of Women (DHEW) at the district level. These resource pools at the district level will oversee the end-to-end execution of “Mission Shakti” components in

the selected GPs leveraging Bal Sabha and Mahila Sabha platforms. It will further be provided with need-based refresher training periodically on different capacities, which in turn, will capacitate our frontline workers in a cascading model. The DHEW has initiated Bal Sabha and Mahila Sabha in districts including selected tea gardens of Dibrugarh, Tinsukia, Charaideo district in partnership with Assam Branch of India Tea Association (ABITA) and Bharatiya Cha Parishad (BCP) during the 100 days SANKALP Hub campaign and 10 days campaign for International Day of Girl Child.

However, the child marriage issue is also a special focus on this Gram Sabhas and information, education and communications (IECs) on vernacular medium on different government schemes are being distributed to the participants. The initiative is ongoing until the intended population is reached and the goals are met.



Module on Menstrual Health and Hygiene (MHH) and Extensive Awareness on MHH as a Part of Implementation of BBBP in Assam

The subject of menstrual health and reproductive rights has been widely raised under BBBP. Eliminating societal stigma around the issue, reducing school dropout rates and reducing teenage pregnancy, and combating child marriage are the key objectives of this campaign. The theme of the awareness drive on Menstruation was named as – “Talk on Menstrual Health” means to break the silence on discussion – 114 of menstruation issues by girls with family, friends, doctors, and elders.

Strategies

To ensure that adolescents are adequately supported during menstruation, the BBBP is working, using following approached under the DWCD.

- Social support: Creating an enabling environment for the adolescent girls to share and express on menstrual issues.
- Knowledge and skills: Increasing knowledge and skills of adolescents and their families, stakeholders to ensure adolescent girls can have dignified and safe menstruation.

Module on Menstrual Health and Hygiene

Keeping these points in view, the SHEW Assam had initiated a module for stakeholders for creating awareness and later the module has been finalized and printed by the “Samagra Siksha Abhiyaan” through series of workshops with line department including UNICEF. However, the module, is now being used by government schools in Assam and District SANKALP Hubs in creating mass awareness programmes. Nonetheless, the Hon’ble Minister of Education, Assam and the Mission Director of “Samagra Siksha

Abhiyaan” acknowledged the active participation of DWCD in the module.

Special Campaign in Tea Garden Areas to Enhance “Janasahabhagita” as part of Implementation of BBBP in Assam

The SHEW under the DWCD, Assam has organized special campaign in tea-garden areas enhancing Janasahabhagita (community participation) for resolving issues of girls and women for inclusive community level actions impacting their overall growth and development.

In four tea gardens in North Eastern part of Assam, the DWCD has organized a mass awareness campaign in the context of “International Girl Child Day 2023”. Additionally, nearby tea gardens have also

joined the mass awareness campaign. Together with local public representatives, the Hon’ble Minister for DWCD, Assam has joined all four programmes and addressed the participants to avail the benefits of all women-centric schemes of all departments.

In this context, some audio visuals and SBCC (social and behavior change communication) tools, such as pamphlets, posters, and miking were used to enlighten participants about government schemes and programmes. The participants specially adolescent girls were engaged through games and quiz, which promotes education and nontraditional livelihood opportunities for girls. Short movies are also created on government schemes for awareness generations.



BIHAR

Bihar is a state known for innovations and has implemented different activities to help girls in various districts in their education, sports, and skill development. These initiatives have been undertaken to promote gender equality, empower the girl child, and ensure her right to education and holistic development. The initiatives are collaborative as they involve government bodies, educational institutions, and community-based organizations to achieve the objectives of BBBP. Three districts, which have demonstrated “Best Practices” under BBBP, include an overview of the strategies adopted by them, their outcomes, and measurable impacts. Following Best Practices from Kishanganj, Nawada, and Araria district of Bihar can serve as the role model for replication in other regions of India.

Kishanganj, Bihar

1. Objective of the Best Practice

To empower girls through participation in sports, encourage their holistic developments, reduce gender bias, improve education outcomes, and promote gender equality, the programme aligns with the objectives of BBBP and integrates sports as a medium for empowerment of girls.

2. Description of Practice

- On 9 October 2024, a sports event of various games was organized under the BBBP scheme at Shaheed Ashfaq Ullah Khan Stadium, Khagra, Kishanganj.
- Events included Kabaddi, Badminton, Basketball, Athletics, and other games. The girl students of middle schools, high schools, Kasturba Gandhi Balika Vidyalaya, and Ambedkar Vidyalaya of Kishanganj district participated in the

games.

- District Magistrate and other senior district officials were present to encourage the participants.
- The officials highlighted the importance of excelling in academics, arts, culture, and sports to showcase talents nationally and internationally.

3. Status of Practice

The programme is part of a broader implementation of the BBBP scheme in Kishanganj district, integrated with district-level initiatives to promote overall development of girls.

4. Factors behind Success of Practice

- Active participation and coordination between district administration, officials of Women and Child Development Corporation (WCDC), school teachers, students and their parents.
- Awareness efforts and detailed communication with students about the available government schemes for women and girls.

Araria, Bihar

1. Objective of the Best Practice

- The objective of this initiative is to ensure that the adolescent girls of Araria, get access to education and enrolled in school, thereby reducing dropout rates and promoting the importance of girls' education.

2. Description of Practice

- The practice involves adolescent groups formed by Mahadalit Vikas Mission who conducted regular meetings to identify and address barriers to education for girls, particularly those who have been denied school admission or dropout.

- In one of these groups, seven girls were unable to continue their education due to unavailability of vacant seats in a local middle school. The initiative focused on resolving this issue engaging various stakeholders, including parents, the headmaster, the Vikas Mitra, and the district officials.

3. Status of Practice

- This practice began as an initiative but has now been scaled up across various schools in the district, with successful enrolment and continued education of adolescent girls.
- The initiative has led to the successful enrolment of 7 girls in the middle school, Chatar, and 15 other girls in nearby schools (Gaira School and Bangama School) of Araria district.

4. Factors Behind Success of Practice

- The success of the initiative can be attributed to the active involvement and coordination among key stakeholders: WCDC officials, District Project Officer (DPO), District Education Officer (DEO), Block Educational Officer (BEO), nongovernmental organization (NGO) representatives, and the community.
- Strong advocacy for girls' education, including highlighting the provisions of the Right to Education (RTE) Act, which mandates free and compulsory education for children.
- Persistent follow-up and engagement with parents, school authorities, and government officials to ensure the enrolment of all children.

Nawada, Bihar

1. Objective of the Best Practice

To empower girls, especially from

marginalized Mahadalit communities, by connecting them to skill development programmes that enhance employability, boost confidence, and promote education.

2. Description of Practice

- In Nawada district, an initiative was undertaken to provide skill development training to Mahadalit adolescents girls through Bihar Skill Development Mission for their holistic development.
- Five girls from Loharpura and Sikandra villages were enrolled in the Emergency Medical Technician (Basic) course.
 - Parental engagement and counseling were used to address hesitations and doubts about girls' participation. Regular meetings and exposure visits to skill development centers were also undertaken.
- These girls represent the first generation in their community to receive formal skill training.

3. Status of Practice (Pilot/Scaled Up)

The initiative is a pilot effort in Nawada district under the BBBP scheme, targeting specific villages.

4. Factors Behind Success of Practice

- Active involvement and coordination with District Administration, NGO representatives and community.
- Persistent parental counseling sessions to address doubts and promote the programme's benefits.
- Exposure visits to training centers to build trust and enthusiasm among participants.

CHHATTISGARH

धमतरी: सफलता की कहानी

इनोवेटिव प्रेक्टिस केस स्टडी दृ निःशुल्क इंजिनियरिंग एवं मेडिकल प्रवेश परीक्षा हेतु

(E-content Web Application Development for E-Learning and E-Content for JEE NEET)

भारत शासन, महिला एवं बाल विकास विभाग द्वारा संचालित "बेटी बचाओ, बेटी पढ़ाओ" योजना के तहत निर्देश के परिपालन में नई पहल करते हुए योजना अंतर्गत जिले के समस्त शासकीय/अर्द्धशासकीय स्कूल में अध्ययनरत् कक्षा 11वीं से 12वीं के विद्यार्थियों को निःशुल्क इंजिनियरिंग एवं मेडिकल प्रवेश परीक्षा की तैयारी हेतु ऑनलाईन कोर्स की सुविधा उपलब्ध कराए जाने के लिए विचार किया गया जिससे विद्यार्थियों की शैक्षणिक योग्यता को बढ़ाया जा सके। साथ ही ऑनलाईन कोर्स के दौरान प्रत्येक 3 माह में विद्यार्थियों से ऑनलाईन परीक्षा लिया जाता है तथा परीक्षा परिणाम के संबंध में प्रत्येक विद्यार्थी को पृथक-पृथक प्रमाण पत्र भी जारी किया जाएगा जिससे विद्यार्थियों के प्रोग्रेस एवं क्षमता का आकलन किया जा सके।

"बेटी बचाओ, बेटी पढ़ाओ" योजना के अंतर्गत विद्यार्थियों को निःशुल्क कोर्स देने के लिए शिक्षण सामग्री आपूर्ति हेतु E-content कोर्स करवाया गया। जिले में "बेटी बचाओ, बेटी पढ़ाओ" योजना के तहत किये जा रहे नई पहल के तहत निःशुल्क JEE NEET कोर्स कार्यक्रम का संपादन किया जा रहा है।

"दौड़ेगा धमतरी, बेटियां भरेंगी उड़ान" मैराथन

"बेटी बचाओ, बेटी पढ़ाओ" योजना अंतर्गत जिले में जिला स्तर पर "दौड़ेगा धमतरी, बेटियां भरेंगी उड़ान" मैराथन का आयोजन दिनांक 05.03.2024 को समय प्रातः 06:00 बजे, स्थानरू इन्डोर स्टेडियम, आमातालाब रोड, धमतरी जिला, धमतरी (छत्तीसगढ़) में अलग-अलग आयु वर्गों के लिए "धमतरी मैराथन" कार्यक्रम का आयोजन किया गया।

कार्यक्रम में जिला प्रशासन धमतरी के सभी अधिकारी व कर्मचारी प्रतियोगिता में लगभग 500 शहरवासी शामिल

हुए। कार्यक्रम का मुख्य उद्देश्य इस अभियान में आम नागरिक तथा शहर के सभी आयुवर्ग तथा लिंग के लोगों को शामिल करना था ताकि इस अभियान को जन आंदोलन का रूप प्रदान कर सकें।

गरियाबंद: सफलता की कहानी

पैरा आर्ट प्रशिक्षण

जिले की महिलाओं को आर्थिक रूप से संबल प्रदान करने एवं उन्हें आत्मनिर्भर बनाने के लिए विभिन्न विभागीय गतिविधियों का संचालन किया जा रहा है। इसी कड़ी में महिलाओं को "बेटी बचाओ, बेटी पढ़ाओ" अंतर्गत पैरा आर्ट प्रशिक्षण दिया गया। महिलाओं को सहेली सोशल वेलफेयर फाउंडेशन स्वरूसहायता समूह नवागढ़, जिला बेमेतरा के विशेष सहयोग से पैरा से विभिन्न कलाकृतियों को बनाने की ट्रेनिंग दी गई। पैरा से बनने वाले कलाकृतियों की बाजार में खूब डिमांड है। पैरा आर्ट के तहत कलाकृति बनाने का खर्च बहुत कम होता है। एक बार पूर्ण हो जाने के पश्चात् कलाकृति उंचे दामों में बिक्री होती है। जिले में कुल 27 महिलाओं को पैरा आर्ट का प्रशिक्षण दिया गया। उन्हें प्रशिक्षण देकर आजीविका के नये साधन प्रशिक्षण प्राप्त कर जिले के महिलाओं विभिन्न प्रकार की कलाकृतियों का निर्माण कर स्वरोजगार एवं आत्मनिर्भरता की दिशा में आगे बढ़ेंगी। विभाग द्वारा ऐसे प्रशिक्षण प्राप्त महिलाओं को सक्षम व ऋण योजना के तहत सहायता प्रदान कर उन्हें पैरा आर्ट से बाजार उपलब्ध कराते हुए उन्हें आत्मनिर्भर व स्वालंबी बनाये जाने की दिशा में निरंतर कार्य किया जा रहा है।

रायपुर: सफलता की कहानी

एनीमिया (खून की कमी)

एनीमिया, आज हमारे लिए बहुत बड़ी समस्या बनती जा रही है। आज हमारे छत्तीसगढ़ में 47 प्रतिशत महिलाएं एनीमिया से पीड़ित हैं। जिसमें बड़ी संख्या में हमारी 11 से 18 वर्ष की किशोरी बालिकाएं शामिल हैं। हमारी किशोरी बालिकाएं गलत खान-पान, गलत दिनचर्या के कारण एनीमिया की चपेट में आ रहे हैं। जो हमारे आने वाले स्वस्थ समाज के निर्माण के लिए बहुत बड़ी बाधा हैं।

चूँकि आज की हमारी बालिकाएं कल की माँ हैं, और जब माँ ही स्वस्थ नहीं रहेगी तो आने वाली पीढ़ी कैसे स्वस्थ हो पायेगी। ऐसे ही एक किशोरी बालिका जो पहले तो एनीमिया से पीड़ित थी लेकिन हमारी बातों को समझकर उसे अपनाकर समय रहते अपने खान-पान में बदलाव लाकर सही दिनचर्या को अपनाकर आज एनीमिया मुक्त जीवन जी रही है।

जंजगीर-चम्पा: सफलता की कहानी

“सुपर गर्ल” शीर्षक के तहत कार्यक्रम का आयोजन

“बेटी बचाओ, बेटी पढ़ाओ” कार्यक्रम अंतर्गत जिले में निरंतर प्रचार-प्रसार करते हुए जागरूकता कार्यक्रमों का आयोजन किया जा रहा है। इसी तारतम्य में, शिक्षा विभाग के समन्वय से सभी शालाओं में पहली कक्षा से बारहवी कक्षा तक पढ़ने वाली बालिकाओं एवं महाविद्यालयों के छात्राओं में उनके अंदर कलात्मक प्रतिभा को उभारने हेतु सुपर गर्ल थीम पर 164 संकुल, 5 ब्लॉक एवं जिला स्तर पर नृत्य प्रतियोगिता, गायन प्रतियोगिता, चित्रकला प्रतियोगिता, भाषण प्रतियोगिता, वादयंत्र प्रतियोगिता, कविता पाठ प्रतियोगिता, आदि विभिन्न कार्यक्रमों में कुल 7 विधाओं का आयोजन किया गया, जिसमें कुल 45,000 बालिकाएँ सम्मिलित हुए थे एवं विभिन्न विधाओं में उत्कृष्ट प्रदर्शन करने वाले कुल 10,332 बालिकाओं को सम्मानित किया गया।

बीजापुर: सफलता की कहानी

“बेटी बचाओ, बेटी पढ़ाओ” अंतर्गत किए जा रहे उत्कृष्ट कार्य माहवारी स्वच्छता प्रबंधन पर जागरूकता प्रस्तावना कार्यक्रम अंतर्गत जिले में माहवारी स्वच्छता हेतु एक कदम आगे बढ़ाते हुए, महिला एवं बाल विकास विभाग (जिला प्रशासन बीजापुर) द्वारा माहवारी स्वच्छता अभियान के रूप में मनाया जा रहा है। बीजापुर जिले में, कलेक्टर सर के

निर्देशानुसार और जिला कार्यक्रम अधिकारी के मार्गदर्शन में सभी ब्लॉकों में बीजादूतीर स्वयंसेवकों तथा विभिन्न विभागों द्वारा माहवारी स्वच्छता के प्रति जागरूकता बढ़ाने और सुधार के उद्देश्य से अनेक गतिविधियाँ आयोजित किया जा रहा है।

उद्देश्य, गतिविधियाँ, और कार्यक्रम

माहवारी स्वच्छता माह का उद्देश्य समाज में माहवारी से जुड़ी भ्रांतियों और मिथकों को दूर कर, महिलाओं और लड़कियों के लिए सुरक्षित और स्वस्थ माहवारी प्रबंधन को प्रोत्साहित करना है। इस अभियान के तहत, माहवारी स्वच्छता के महत्व को समझाते हुए जागरूकता फैलाना, सस्ती और गुणवत्तापूर्ण स्वच्छता उत्पादों की उपलब्धता सुनिश्चित करना, और शिक्षा और प्रशिक्षण कार्यक्रमों के माध्यम से स्वच्छता प्रथाओं को अपनाने के लिए प्रेरित करना शामिल है। साथ ही, विभिन्न गतिविधियों और सामुदायिक कार्यक्रमों के माध्यम से, इस पहल का उद्देश्य समाज में सकारात्मक परिवर्तन लाना और महिलाओं और लड़कियों के स्वास्थ्य और गरिमा को सुनिश्चित करना है।

परिणाम

- **जागरूकता में वृद्धि:** इस माह के दौरान, लाखों महिलाओं और लड़कियों को माहवारी स्वच्छता प्रबंधन के महत्व के बारे में जानकारी मिली।
- **स्वच्छता उत्पादों की पहुंच:** विभिन्न क्षेत्रों में माहवारी स्वच्छता उत्पादों की पहुंच में सुधार हुआ है, जिससे महिलाओं को सुरक्षित और स्वस्थ माहवारी का अनुभव हो रहा है।
- **नीतिगत समर्थन:** कई सरकारी और गैर-सरकारी संगठनों ने माहवारी स्वच्छता प्रबंधन के लिए नई नीतियों और कार्यक्रमों की शुरुआत की है।

DIU

IEC for mass awareness and wide dissemination of objective to promote, educate each girl child



Celebrated Children's Day-2019 with Special Children on dated 14 November 2019



Selfie Stand to celebrate "Birth of a Girl Child"



IEC for sensitization and awareness



Vinyl Sticker pasted on local buses of "Diu District"

GOA

1. Selfie with Father/Grandfather and Daughter

Objectives

To promote and strengthen the bond between fathers and daughters, while encouraging girl's empowerment and challenging patriarchal norms.

Impact

- Strengthen father-daughter relationships
- Promote positive messaging around girl's empowerment and social change
- Encourage community engagement and social change



2. Decorating Dandiya Sticks for Navratri with BBBP Logo and Garba and Dandiya Dance Numbers Focusing on Girl Empowerment (Easy Steps)

Celebrated "Navratri" at all Anganwadi workers (AWCs) to promote BBBP in order to empower girls and challenge societal norms, by engaging the community and raising awareness about the BBBP scheme



- Hosted competition on decorating dandiya sticks for Navratri with BBBP logo
- Created a festive atmosphere for the WCD functionaries and community through garba and dandiya, dance numbers focusing on girl's empowerment

3. Kanya Pujan BBBP and Kanya Pujan were two Initiatives Undertaken at the WCD Block to Promote the Welfare and Empowerment of Girls

Kanya Pujan is a ritual where girls are worshipped as a symbol of divinity. Through Kanya Pujan, the aim was to promote the welfare of girls and wellbeing of recognizing their importance in the society.

- By linking BBBP and Kanya Pujan, created a powerful movement to promote girl's



empowerment, challenge societal norms, and celebrate the girl child.

4. Rally a Powerful Way to Raise Awareness, Mobilize, Commute and Advocate Girl's Rights and Promote BBBP Undertaken by Organizing a Rally

Catchy slogans and Banners were displayed during the rally.



- This activity aimed at creating a mass awareness in the society, promote behavioral change and value, and support girls for a brighter future.

5. Competition on Best out of Waste Incorporating the Theme



A creative approach to promote sustainability, waste management, and girl's empowerment under BBBP was undertaken through a "Competition on Best Out of Waste" incorporating the theme of BBBP and aimed at encouraging girls, developing entrepreneurial skills, and expression of creativity.

GUJARAT

1. Balika Panchayat: An Innovative Practice

(Empowering Girls: A Holistic Approach to Their Well-round Progress)

Guidebook for Effective Leadership and Empowerment Strategies

India has wholeheartedly endorsed the United Nations' 2030 Agenda for Sustainable Development Goals. Under this agenda, sustainable development indicators, based on the principles of "leave no one behind," have been identified and developed. Through this initiative, the government is working to impart significance to the concept of "ensuring development for everyone" collectively.

The government is rolling out a range of initiatives and projects aimed at promoting girls' nutritional health, skill enhancement, and fostering a healthy lifestyle. The DWCD focuses on promoting girl childbirth, ensuring nutrition and health, fostering higher education opportunities for girls, and enhancing safety and security measures.

What is Balika Panchayat?

- Balika Panchayat serves as a nonpolitical and informal platform where girls actively contribute to gender equality and empowerment within society. This forum involves them in the decision-making process at the local level.
- Balika Panchayats will serve as nonformal associations addressing the issues faced by girls and women in their own village.
- The main objective of Balika Panchayat is to promote a positive shift in societal perspectives, regarding girls and women in rural communities.
- Through the engagement of young girls in this initiative, the aim is to empower them to contribute positively to the governance system, consequently shifting societal attitudes towards the girls.
- Onwards from January 24th each year, "National Girl Child Day" will be marked throughout the state, focusing on educating girls about democratic values. The celebration will include a multitude of programmes organized across different levels, starting from the state level and extending to the district municipality, talukas, and with proper plans for future inclusion at the GP level.

Main Objectives of Forming Balika Panchayat

- Fostering the empowerment of girls through targeted interventions in birth promotion, nutrition, health, higher education, security, and overall advancement.
- Educating girls about government schemes and laws while ensuring that they receive their entitled benefits.
- Enhancing daughter's birth rates by eradicating gender bias between daughters and sons prevalent in society. This scheme entails the cooperation of multiple departments at the taluka level to ensure beneficiaries promptly receive benefits from various schemes.
- To raise awareness about democratic values instituted by the government.
- Meetings to Evaluate the Balika Panchayat's Efforts
- Meetings to evaluate the Balika

Panchayat's efforts must occur every 6 months at the district level and every 3 months at the taluka level, with the Chairperson presiding. In the future, the Hon'ble District Development Officer will chair a district-level meeting to examine the action plans of BBBP and PURNA Yojana, alongside the involvement of Balika Panchayat in commemorating various programmes and occasions. Village-level endeavors, excluding overall development, will also be scrutinized, and the Nodal Officer will deliver the presentation.

- The primary aims of establishing Balika Panchayat at the GP level include encouraging births of a girl child, improving nutrition and health status, promoting girls' higher education, preventing child marriages, and ensuring safety and security. Problems encountered in carrying out this task will be raised in the Gram Sabha.
- The representation of girls in the Gram Sabha of the village is facilitated through the Sarpanch of the Balika Panchayat. The primary objective is to collaboratively strive for the holistic development of village girls under the leadership of the Balika Sarpanch, thereby fostering overall village development. Furthermore, the foundational tenets of a republican system and the engagement of adolescent girls in decision-making processes will hold significant importance.
- Appointments and elections for members of the Sarpanch and Balika Panchayat will be conducted in a transparent manner.
- Girls ranging from 14 to 20 years old are encouraged to join the Balika Panchayat, where they can take up roles as Sarpanch or members.
- Only girls falling within this age bracket will be eligible to cast their votes in the election

process. Upa-Sarpanch and members will be chosen in accordance with the specified ward/seat allocations within the village.

- The Balika Sarpanch will be appointed as the head of the Balika Sabha. The scheduling of the Balika Sabha will be determined under the guidance of the Balika Sarpanch.
- In the event of the Balika Sarpanch's absence, the Upa-Sarpanch will be responsible for chairing the Balika Sabha.

2. "Tejaswini", District Champion for Empowering Girls

A 2-day conclave was organized by State Hub for Women Empowerment, Women Welfare, Gandhinagar, DWCD, Government of Gujarat on 14 and 15 February 2023 at Gandhinagar in Gujarat. The objective of the conclave was to facilitate a platform where the efforts and achievements of the state governments could be presented, and the ideas get exchanged for further scale-up based on the feasibility.

Further taking the work to a concrete level, the State Hub for Women Empowerment, Women Welfare Gandhinagar (DWCD) designed and implemented an impactful 3-day Capacity Development Training Programme during 26 to 28 December 2023 at Ahmedabad in Gujarat. The concept of Balika Panchayat was further enhanced, and a visionary programme was developed under the banner of "Tejaswini" District Champion for empowering girls, wherein adolescent girl champions were selected from all the districts of Gujarat to orchestrate a transformative journey.

During this training programme, the 12-member Balika Panchayat of Patidal village was also introduced to the participants as a model panchayat. The Balika Panchayat in Patidal village was formed under the guidance of the District Collector and created an example for others to emulate. The Balika

Panchayat has been working toward resolving issues pertaining to education, health, nutrition, sports, and other development concerns. The selection process of Balika Panchayat has also helped the members in understanding about elections and democratic processes.

The 3-day training programme provided a comprehensive platform for the holistic development of exceptional young champions across various domains. The sessions, strategically curated, were designed not only to enrich their knowledge, but also to cultivate personality development. Esteemed figures, including IAS officers and international-level trainers, participated in these sessions, reflecting the belief that these champions possess the unique capability to usher in transformative change. Furthermore, it also helped the champion girls to interact with Smt. Bhanuben Babariya, Hon'ble Minister (WCD and Social Justice and Empowerment), Government of Gujarat.

The training programme's agenda traversed critical themes, such as emotional intelligence, social intelligence, gender dynamics, personality development, and an exploration of government policies.

In this training programme, the girl champions were named as the "Tejaswini" champion girls embodying resilience and talent, represent a beacon of potential for catalyzing positive change in their respective communities.

In alignment with these ongoing efforts, Gujarat has celebrated "National Girl Child Day" in a unique and innovative manner.

State-Level "Tejaswini Vidhansabha" to Commemorate National Girl Child Day 2024

To commemorate the "National Girl Child Day 2024", the DWCD, Government of Gujarat organized "Tejaswini Vidhansabha" on 24

January 2024 in partnership with Gujarat Legislative Assembly, Gandhinagar.

With an intent to create Balika Panchayats in all the villages of Gujarat, Smt. Bhanuben Babariya, Hon'ble Minister (WCD and Social Justice and Empowerment), Government of Gujarat initiated a mock assembly session completely managed by girl champions from 33 districts of Gujarat.

The champions were trained by the department to identify issues and present the same in an assembly session called the "Tejaswini Vidhansabha". Training programme conducted in the month of December 2023 at Gujarat National Law University (GNLU) in Gandhinagar as mentioned in the background section was a precursor to the assembly session.

Inaugural Session

Girl champions from 33 districts of Gujarat gathered at the Gujarat Legislative Assembly on 24 January 2024 to conduct a mock session.

The session was designed and managed by the team members of the State Hub for Women Empowerment, Women Welfare Gandhinagar, DWCD, Government of Gujarat and Gujarat Assembly.

The main questions discussed include various developmental issues, such as birth of a girl child, health, nourishment, education, safety, and security. Celebration of "National Girl Child Day" from state to district level was managed by Girl champions.

At the onset of the session, Chief Dignitaries for the session, the Hon'ble Chief Minister of Gujarat, Shri Bhupendrabhai Patel; Hon'ble Speaker of Gujarat Assembly, Shri Shankarbhai Chaudhary; Hon'ble Deputy Speaker of Gujarat Assembly Shri Jethabhai Bharwad; and the Girl Champions who played the roles of the Chief Minister, Speaker of the

Assembly, and the Opposition Leader were invited to light the lamp.

The dignitaries were welcomed with earthen lamp (dias) by the girl champions with shawl and millet baskets. The question–answer hour session of the assembly was Chaired by the Speaker of the Assembly, Shri Shankarbai Chaudhary.

Further the logo of Balika Panchayat and guideline for formation of Balika Panchayat was launched by the dignitaries.

This was followed by the launch of Balika Panchayat Guidelines, which are prepared for facilitating the formation and empowerment of the Balika Panchayat in all the villages across Gujarat state.

District-Level Best Practice

1. Coffee with Collector

Under BBBP scheme by the Government of India about gender equality and targeting issues such as girl child education – promotion of education, gender-based discrimination, and gender inequality, legal rights, health, nutrition, child marriage, domestic violence against women, etc. to aim at the matters in coordination of various departments from 2 October to 11 October 2024, Commissioner Shri KK Nirala, DWCD, Gandhinagar has instructed to organize various awareness programs under BBBP scheme for 10 days.

“Coffee with Collector” function was held under the chairmanship of Hon’ble Collector Shri Ajay Dahiya sir.

Girls who have achieved brilliant achievements in the fields of Sports, Education, National Cadet Corps (NCC), Arts, etc., were present. They met collector and had conversation with him. They were asked questions, which were answered very elaborately by the collector who wished them for a bright future.

2. “Dikri Gauravotsav” – Kutch

“Dikri Gauravotsav” was organized under BBBP scheme in Kutch. The entire programme was organized under the chairmanship of Protection Officer of Kutch. In the programme, the newly born daughter was worshiped with the religious ceremony. Also, a Toran was hang at the threshold of the daughter’s house and a name plate was installed in the daughter’s name. An attempt was made to create a unique atmosphere in the entire village that a daughter is a pride. Daughters benefiting from foster parents were felicitated with an education kit, daughters with special achievements were felicitated. Provincial Officer – Nakhtrana, First Citizen Sarpanch of the village, Member of Zilla Panchayat, District Women and Child Officer, Integrated Child Development Officer, and members of School Management Committee (SMC) were present in the programme. The entire programme was organized by the team of DHEW team.

3. Mission Khakhi

“Mission Khakhi” Programme was organized by DHEW – Office of District Women and Child Officer, Kutch under the scheme “Mission Shakti” under BBBP scheme under the Chairmanship of Hon’ble Superintendent of Police, Shri Vikas Sundasir, in which the girls who are preparing for written examination of Lokrakshak Dal and police sub-inspector (PSI) were given exam-oriented guidance by various experts. A total of 340 girls participated in this programme.

Superintendent of Police, Shri Vikas Sunda Saheb created a WhatsApp group of girls who are preparing for Lokrakshak Dal and PSI written exam to give accurate guidance to all the perplexing questions and help wherever needed and assured that if possible free of charge guidance will be provided by the police department for the written test and given the information of the police cadre. Dy. Sp. Mr.

Chowtia Sir gave guidance regarding the written test and informed about the new reforms in police recruitment. Accurate study guide given by written exam expert, Shri Paras Boda Saheb. Guidance on physical test given by ASI Shri Sheetalben Rathore of “SHE” team.

4. Kishori Mela

During International Girl Child Day, “Kishori Mela” was organized in Bharuch district. The event took place at five schools across the district, including two ashram schools and three mixed primary schools, with a total of 534 girls participating in it.

The Self-Defence training session conducted by Coach, Farek Malek with demonstrations. The second session conducted by DHEW Mission Coordinator, Sejal Prajapati about

“Good Touch, Bad Touch” and cybercrime awareness. The 181 Women’s Helpline team provided detailed information and demonstrations about the helpline services. The PBSC team explained the operations of the PBSC centers and the OSC team discussed the center’s activities and cases handled. DHEW team educated the girls about menstrual hygiene by using PowerPoint presentation, covering topics such as cleanliness during menstruation, social taboos, proper usage of sanitary pads, disposal methods, and the importance of nutrition and exercise. Additionally, the girls took an oath under the BBBP initiative, and menstrual hygiene kits were distributed to all participants.

HARYANA

1. Success Story: Empowering Communities through the “Mahri Laado” Radio Programme under BBBP Programme in Haryana

The “Mahri Laado” Radio Programme, a flagship initiative of the DWCD, Haryana has emerged as an exemplary success story under the BBBP scheme. Launched on 16 August 2024 by the Hon’ble Chief Minister of Haryana, the programme aims to inspire societal change by addressing gender inequality, empowering girls, and promoting the value of daughters through a community-based approach.

Broadcasted every Wednesday and Thursday via All India Radio (AIR) Chandigarh, Hisar, Rohtak, and Kurukshetra the 15-minute segments of “Mahri Laado” provide an engaging platform for disseminating messages of survival of girl child, empowerment, and gender equality. The programme features stories, interviews, and discussions that resonate with communities across Haryana.

Strategic Implementation

Following a directive by the Hon’ble Minister of WCD, Haryana on 6 November 2024, comprehensive measures were adopted to maximize the programme’s reach:

1. Mobilizing Grassroots Networks

- District Programme Officers (DPOs), Child Development Project Officers (CDPOS), Anganwadi Workers, and staff from schemes such as One Stop Centers (OSCs), DHEW, Pradhan Mantri Matru

Vandana Yojana (PMMVY) and POSHAN Abhiyaan actively mobilized communities.

- Listening sessions were organized at AWCs, engaging both men and women.

2. Leveraging Technology

- Participants were encouraged to download the “News on AIR” app to access the broadcasts.
- Detailed guidelines on app usage were disseminated via WhatsApp, telephone, and email.

Key Outcomes

The programme’s preliminary impact as of 11 November 2024 showcases the remarkable engagement:

- App downloads: 25,572
- Participants engaged: 112,933 across 7 districts, with more reports pending.

The “Mahri Laado” Radio Programme is an example of innovation and effective community engagement under the BBBP initiative. It highlights, how a well-coordinated, technology-enabled approach can amplify the message of gender equality and inspire change. This initiative will undoubtedly serve as a model for replication across the nation.

Photographs and Visual Evidence

Attached are photographs showcasing community listening sessions, highlighting the enthusiastic participation from diverse groups



महिला एवं बाल विकास विभाग
हरियाणा सरकार गर्वी के साथ पेश कर रहे हैं
"महारी लाडो" रेडियो स्टेशन
का
शुभ प्रसारण

सुबह	सुबह-दोपहर	शाम
सुबह 8:45 से सुबह 10 बजे तक	सुबह 10:45 से सुबह 11 बजे तक	शाम 6:45 से सुबह 10 बजे तक

हरियाणा में महिला और बाल विकास विभाग के लिए अर्थात्, एक अग्रणी कदम है। 2023-24 में 100 करोड़ रुपये के बजट के तहत 'महारी लाडो' रेडियो स्टेशन का शुभ प्रसारण शुरू किया गया है। यह कार्यक्रम हरियाणा सरकार के द्वारा प्रसारित किया जाएगा।

विक्रमोत्सव पर ट्यून करें:

फ्रीक्वेंसी: 107.2 मेगाहर्ट्ज | फ्रीक्वेंसी 94.4 मेगाहर्ट्ज
 डिस्क: 102.8 मेगाहर्ट्ज | डिस्क: 700 किलोहर्ट्ज

*यदि कोई भी रेडियो सेट खरीदने में सहायता चाहिए तो महिला एवं बाल विकास विभाग, हरियाणा सरकार से संपर्क करें।

सलाह - 108 नई दिल्ली, 108 नई हरियाणा की।
 अधिक जानकारी के लिए संपर्क करें।

भारतीय समाज, सुख, लोक-सम्पन्न,
 भाव-जल-संस्कृति-विद्या, हरियाणा

दैनिक सवेरा
जम्हाई

दिनांक 25-10-2024

महिला एवं बाल विकास विभाग की पहली "महारी लाडो" रेडियो कार्यक्रम का शुभ प्रसारण

महारी लाडो कार्यक्रम के पहले दिन लैंगिक समानता विषय पर हुई चर्चा: श्रुति चौधरी

लैंगिक समानता
श्रुति चौधरी, 24 अक्टूबर : हरियाणा सरकार के "महारी लाडो" रेडियो कार्यक्रम के शुभ प्रसारण के दौरान लैंगिक समानता के विषय पर एक कार्यक्रम का आयोजन किया गया है। हरियाणा सरकार की महिला एवं बाल विकास विभाग की श्रुति चौधरी ने कहा कि समानता के विषय पर महिलाओं को अधिक जागरूक बनाना और उनके अधिकारों को सुरक्षित रखना एक चुनौतीपूर्ण कार्य है।

आज के कार्यक्रम
आज के कार्यक्रम में श्रुति चौधरी ने लैंगिक समानता के महत्व के बारे में बताया। उन्होंने कहा कि लैंगिक समानता के बिना समाज में विकास नहीं हो सकता है। उन्होंने कहा कि महिलाओं को अधिक शिक्षा और रोजगार के अवसर मिलने चाहिए।

प्रतिक्रिया
कार्यक्रम के दौरान श्रुति चौधरी ने महिलाओं के बीच लैंगिक समानता के विषय पर चर्चा की। उन्होंने कहा कि महिलाओं को अधिक जागरूक बनाना और उनके अधिकारों को सुरक्षित रखना एक चुनौतीपूर्ण कार्य है।

अंत
कार्यक्रम के अंत में श्रुति चौधरी ने कहा कि महिलाओं को अधिक जागरूक बनाना और उनके अधिकारों को सुरक्षित रखना एक चुनौतीपूर्ण कार्य है।

JAMMU KASHMIR

1. Pink Auto Stand, Udhampur

On the eve of International Women's Day 2024, First-Ever pink auto stand for women drivers was inaugurated by the worthy Deputy Commissioner, Udhampur, Ms. Saloni Rai and Ms. Kanika Gupta DSWO Udhampur, near Mini Stadium Town Hall, Udhampur to empower the women so that they can run their livelihood, under the scheme (BBBP), three women beneficiaries were imparted formal training of auto driving and later on also felicitate them with driving license. These three beneficiaries were also provided electric autorickshaw under the Mumkin scheme. This is the first-ever step toward empowerment of women in the transport category taken up the District Administration, Udhampur to break the



stereotypes regarding Gender Equality. Later on, different District officers of District Udhampur take trail of these three beneficiaries by taking a ride with them and all the officers appreciate these women's along with initiative of the Social Welfare Department to empower the women under the schemes such as BBBP, Mission Shakti, etc.

Now, these three beneficiaries are regularly driving their autorickshaw, earn money on regular basis to run their livelihood. Also, a wide publicity has been made the Pink Auto

stand, so that the women/ladies may travel with the women drivers.

2. Career Counseling Session, Srinagar

SANKALP: Hub for Empowerment of Women – Mission Shakti, Srinagar took initiative for Career Counseling Sessions for the female students across various educational institutions of the District Srinagar.

In this connection, a planner in accordance with the approved annual action plan and operational manual of BBBP has been prepared for the month of October, 2024 which officially commenced the first session on 8 October 2024, and a Professional Career Counselor and Career Counseling Officer have been deputed by the University of Kashmir and District Employment and Career Counseling Office, Srinagar for carrying out the sessions across various educational institutions.



The programme has been organized to equip the students to make current and future career decisions and better understand the various career opportunities available. The importance of Career Counseling is to help in the selection of the appropriate career and aid in the development of confidence and skills. Career Counseling enables students to find their purpose, explore rewarding

opportunities, and accomplish their professional objectives understanding. Through these career counseling sessions, students were assisted in decision making by providing information about the chosen career path, other available career options, their pros and cons, job prospects, and also helped in locating resources for obtaining important career-related information.

These Career Counseling Sessions were organized across the district in the below mentioned educational institutions (Table 1).

Table 1:- Career counseling sessions organised at institutions

Name of the Institution	No. of Participants
Government Girls Higher Secondary School, Soura	60
Government Girls Higher Secondary School, Zadibal	60
Government Girls Higher Secondary School, Rawalpura	80
Government Girls Higher Secondary School, Channapura	110
Government Girls Higher Secondary School, NawaKadal	85
Government Girls Higher Secondary School, Amira Kadal	140

Also, the office on the direction and guidance of District Social Welfare Officer, Srinagar drafted a Career Guide, which is meant to provide the complete educational and career opportunities, to the youth of district and union territories (UT) to excel in their lives.

This Career Guide was divided in two segments:

- First segment will equip students with the



wide range of educational options after completing High Schooling as it digs deeper thoughts into the availability of courses, which are not only available in the district but also throughout India and abroad, and at the same time it also provides the comprehensive career/job opportunities available with the respective educational background.

- Whereas the second segment is completely designed extensively on the Job/Career Opportunities along with their documentation and application procedures for the youth of the UT.

JHARKHAND

1. Study Report: Empowering Girls and Protecting Rights: The Unique “Beti Bachao, Beti Padhao” Initiative in Palamu

Nodal Agency: District Social Welfare Office, Palamu

Penned by: Dr. Tabrez

Abstract

The “100 Days Beti Bachao, Beti Padhao” campaign in Palamu district was a resounding success, raising awareness, and mobilizing community support for gender equality and girls’ empowerment. The campaign’s targeted weekly themes and organized events



effectively, addressed crucial issues concerning the welfare and rights of girls, such as education, health, and safety. The significant community engagement, diverse participation, and active involvement of government officials and public representatives added credibility to the initiative. A notable outcome of the campaign was the enrolment of beneficiaries in educational and health programmes, emphasizing on the sustainable impact of the initiative. These successful outcomes serve as a beacon of hope, inspiring similar efforts

aimed at driving social change across the states and country.



Background

The Palamu district, known for its rich cultural heritage, has long faced social challenges affecting girls and women, particularly in rural communities. Under the BBBP initiative and in alignment with the recent Sankalp 100 Days Campaign, Palamu’s administration and social welfare office embarked on a series of targeted awareness programmes. This effort aimed to address critical issues of gender inequality, women’s rights, and child protection.



The table provides a detailed summary of activities directly conducted by the Department of Social Welfare office as part of

the 100-Day Engagement Initiative in Palamu district. Over the 100 days, 70 events were organized on various themes, involving many government officials, representatives from local panchayats, and community beneficiaries. Key initiatives included launching the 100-day special programme, which held four events involving 125 government officials and 22 regional representatives, and enrolled 216 beneficiaries. Similarly, the BBBP Week, a dedicated week within the 100-day campaign, and preconception prenatal diagnostic technique (PCPNDT) enforcement drives conducted three events with the participation of 54 officials and 8 local representatives, enrolling 178 beneficiaries. These events were specifically designed to address issues related to gender equality and child protection, and their success underscored the initiative's impact.

Additionally, Mission Shakti Scheme Enrolment Week and Community Participation Week fostered local engagement with activities aimed at empowering women and sensitizing communities on gender issues. Beneficiary enrolment was the highest in Mission Shakti Week, with 280 participants, underscoring the initiative's outreach. Overall, 379 government officials and 104 representatives from local governing bodies supported these efforts, reaching 1,999 beneficiaries through thematic weeks focused on gender equality, skill development, legal awareness, and community mobilization.

Theme of Practice: Gender Equality and Child Protection

Gap Identification and Analysis

Despite progress, Palamu still experiences high rates of child marriage and limited educational resources for girls. Traditional norms and lack of awareness contribute to ongoing gender disparities, especially among vulnerable groups. These conditions restrict

girls' educational, physical, and social development and impact community welfare.

Challenges (The initiative faced several significant obstacles)

- High prevalence of child marriage: Early marriage remains a pressing issue, especially in remote areas where awareness is low.
- Gender stereotypes: Social norms often limit opportunities for girls, reinforcing gender-based discrimination.
- Geographical constraints: Reaching isolated communities with limited infrastructure and resource access presented a logistical challenge.

About the Practice Model

The primary goal of the BBBP initiative in Palamu was to protect girls' rights, promote gender equality, and raise awareness about the importance of education for girls. The campaign sought to create an inclusive environment supportive of gender-sensitive values and policies through a community-centric approach. To date, the programme has utilized a budget of 16 lakhs, overseen by the District Social Welfare Office (DSWO) and UNICEF's District Project Coordinator (DPC) for Palamu. Under BBBP, every year, while



distributing baby kits at Medini Rai Medical College and Hospital, Palamu, we encountered a memorable incident during Girl

Child Day. The programme was exclusively for baby girls born on that day. However, we noticed a person carrying a baby boy wrapped in cloth, trying to hide him. When district officials inquired about the reason, he replied, “Kash humar beti hotiyat to humhu Baby Johnson kit Saheb se leti, dil gadgada jayti” (If only I had a daughter, I too would have received the Baby Johnson Kit from you, and it would have filled my heart with joy).

Key Activities and Community Engagement

- **Enrolment Drives:** Targeted drives in rural areas promoted girls’ education and skill development, helping bridge gender gaps in education and employment.
 - **Community Outreach Programmes:** Through workshops and seminars, communities learned about women’s empowerment and legal rights, and children were taught the importance of gender equality and safety.
 - **Mission Shakti Services:** Various services under Mission Shakti, including the PMMVY and OSCs, were promoted as essential tools for women’s protection and empowerment.
 - **Educational Sessions:** Dedicated educational sessions focused on the Protection of Children from Sexual Offences (POCSO) Act and other legal protections for children, equipping the community to safeguard children from sexual abuse and exploitation.
 - **Pradhan Mantri Matru Vandana Yojana:** This programme supports pregnant and lactating women, ensuring they receive benefits for maternal health and child welfare.
 - **Paln Yojna:** It is a foster-care initiative for abandoned or orphaned children. It ensures their protection and nurtures their environment.
- **Shakti Sadan:** Shelter homes offering distressed women temporary refuge, counseling, legal aid, and rehabilitation services.
 - **One Stop Centre:** These integrated support facilities for women affected by violence, provide medical aid, police assistance, legal counseling, and psychological support.
 - **Witchcraft Awareness:** Efforts to prevent superstition-driven violence against women, particularly in rural areas, where superstitions continue to impact lives.

Components and Processes Employed

- **House-to-House Awareness Campaigns:** Volunteers conducted door-to-door outreach, distributing stickers and pamphlets emphasizing on prevention of gender equality and child marriage.
- **Community Engagement Programmes:** The campaign’s success in spreading awareness on issues like early childhood marriage (ECM) and ending violence against women and children (EVAWAC) across Palamu through rallies, street plays, and group discussions, is a testament to the community’s involvement and value in the initiative.
- **School Activities:** Schools hosted essay competitions, signature campaigns, and tree plantation ceremonies that encouraged children to advocate for gender equality and environmental responsibility.
- **Support Programmes for Girls:** The community’s commitment to girls’ education and development was evident in the distribution of annual baby kits and academic excellence awards. These initiatives were designed to support newborn girls and motivate students, emphasizing the community’s dedication to their education and development.

Media and Communication:

- Short video clips, campaign messages, and social media posts addressing child protection were disseminated through local channels.
- Poster displaying BP critical messages in 165 selected Panchayats out of 265 and in 14 projects of ICDS through Lok Sabha (LS), AWW, Jharkhand State Livelihood Promotion Society (JSLPS), gender community resource persons (CRPs), self-help group (SHG), and NGO representatives enhancing visibility.

Information, education, and communication initiatives: IEC materials were distributed to all AWCs and JSLPS teams to bolster grassroots awareness efforts.

Unique campaigns: Targeted drives and interventions based on a vulnerability mapping conducted in Sankalp and awareness



programmes in those identified locations and in Kasturba Gandhi Balika Vidyalaya (KGBV) schools located under vulnerability mapping outcome substantially impacted child protection and educational outcomes for girls throughout the campaign. Engaging with KGBV girls as they hold SBFKSY enrolment forms, empowering young minds through education and opportunity.

Unique aspects of the BBBP initiative: This intervention uniquely combined educational

support, community engagement, and direct assistance through awards and protective



schemes, SBFKSY and sponsorships, making the programme accessible to a broad audience and demonstrating its innovative approach. This intervention brought together educational support, community engagement, and direct assistance through awards and sponsorships, making the programme accessible to a broad audience.

Outcome and impact of the BBBP initiative: The BBBP initiative's multi-pronged approach led to significant positive changes in the Palamu district, including increased community participation, improved educational outcomes, and enhanced protection measures, providing concrete evidence of the program's success.

The BBBP initiative's multi-pronged approach led to significant positive changes in the Palamu district.

- **Improved educational outcomes:** The initiative led to a significant increase in girls' school enrolment, and students displayed enhanced performance and greater participation in extracurricular activities, fostering a sense of optimism and hope for the future.
- **Enhanced protection measures:** Through community outreach, families became more aware of government

protection schemes like the Savitri Bai Phule Scheme, promoting child safety and instilling a sense of reassurance and confidence in the initiative's effectiveness.

- **Stakeholder and community response:** Local government officials, NGOs, and community leaders enthusiastically supported the intervention. Public representatives reinforced BBBP's objectives, offering community-based backing and policy enforcement.

Integration of the Sampark Framework

The indicators of the Sampark framework were seamlessly integrated into the Sankalp initiative, ensuring that child protection and gender equality goals were actively pursued. A collaborative effort among local government

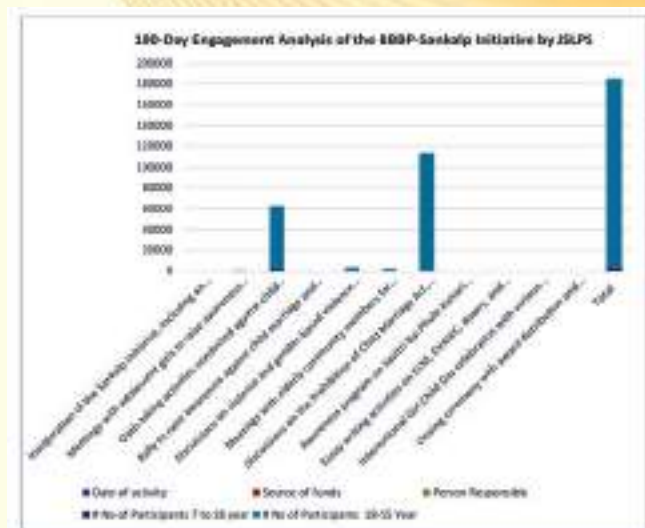


officials, schools, and community workers allowed widespread reach and ensured all activities aligned with BBBP objectives.

The campaign monitoring sheet “100-Day Engagement Analysis of the BBBP – Sankalp Initiative by JSLPS” provides a comprehensive overview of activities conducted under the Sankalp initiative, a part of the BBBP programme in Palamu district from 21 June to 4 October 2024. The initiative encompassed various activities, including inauguration ceremonies, awareness meetings with adolescents, oath-taking events, rallies, and discussions that addressed critical issues such as child marriage and gender-based violence.

Participation levels varied across events, with some activities, like the oath-taking and rallies, drawing as many as 59,640 female participants.

The data highlights several critical aspects of the campaign. First, there was a diverse age representation, with notable attendance in the 7–18 and 18–55 age groups. Females comprised a large audience, particularly in community engagement activities such as rallies. In terms of impact, the campaign's outputs indicate increased community awareness, with anticipated reductions in child marriage rates and heightened support for girl education. Verification methods like photos, videos, and attendance records helped document the reach and effectiveness of each event. However, the campaign also faced



challenges, including scheduling conflicts during festival seasons, limited resources, and some resistance from community members opposed to changing traditional practices. While the Sankalp initiative achieved significant outreach and community involvement, addressing logistical barriers and enhancing cooperation with local communities could further amplify its impact in the Palamu district.

The campaign monitoring sheet, titled "100-Day Engagement Analysis of the BBBP-Sankalp Initiative by JSLPS," offers a detailed

assessment of the activities conducted as part of the Beti Bachao Beti Padhao (BBBP) program's Sankalp initiative in Palamu district from June 21 to October 4, 2024. This initiative encompassed diverse activities, including inaugural ceremonies, awareness sessions with adolescents, oath-taking events, rallies, and discussions on vital issues like child marriage and gender-based violence. A broad range of community members participated, notably females, who were particularly active in community engagement events such as rallies.

The data reveals meaningful engagement across age groups, especially among individuals aged 7-18 and 18–55. Females represented a substantial portion of participants, with their numbers reaching as high as 180,965, alongside 1,440 males and 82 individuals identifying as persons with disabilities or transgender. The initiative verified its reach and impact through photo documentation, video recordings, and attendance records. The campaign's outputs indicate increased awareness within the community, with a potential for long-term reductions in child marriage rates and strengthened support for girls' education.

Despite its successes, the Sankalp initiative encountered several challenges, including scheduling conflicts due to festival seasons,



resource constraints, and community members' resistance to change. While the

initiative made significant strides in outreach and engagement, addressing logistical barriers and fostering stronger local partnerships could further enhance its positive impact on the Palamu district.

Sustainability and Scalability

- **Long-Term Long-term sustainability:** With strong foundational support and community engagement, the BBBP model promises sustained impact. Annual awareness programs and capacity-building workshops are planned to strengthen community involvement and ensure long-term support.
- **Scalability:** The successful model implemented in Palamu can serve as a blueprint for similar initiatives across other districts. Emphasizing partnerships with local organizations and leaders will be vital in replicating the programme's impact on gender equality and child protection.
- **Challenges in implementation:** The programme encountered barriers in engaging certain older community members who were resistant to change, alongside challenges posed by Palamu's remote geography. Mobile awareness chariots and local leaders helped bridge these gaps. Resource constraints also posed difficulties in achieving broader outreach, particularly in linking Sampark's objectives with Sankalp.
- **Overcoming obstacles:** Continuous reinforcement of messages through digital campaigns and local advocates helped increase the acceptance of gender equality ideas. Using village-based communication channels and enlisting respected community members enabled broader reach and inclusion.

Learnings from the Campaign

- Collaborative efforts among government,

schools, and NGOs amplify the reach and impact of gender equality initiatives.

- Early involvement of parents and teachers ensures more vital community buy-in and promotes sustained engagement.

Suggestions for Improvement

- Expand digital resources: Informational videos, social media engagement, and online resources can enhance outreach to younger audiences.
- Incentivize academic and athletic achievement: Rewards for girls excelling in academics and sports can reinforce the importance of education and personal development.

Recognition and Achievements

The BBBP initiative in Palamu received commendation from the Central Government,



with a team member invited to the Independence Day celebration in Delhi. The initiative's completion of all 100-day activities, including week-wise programmes and the integration of Sampark indicators, highlighted Palamu as a model district for the BBBP campaign.

Impact and Observations

The BBBP campaign fostered substantial

community involvement, achieving significant milestones:

- Participant engagement: Interactive sessions included storytelling, role-playing, and open discussions that demystified complex gender issues and enhanced community awareness.
- Positive community feedback: Participants expressed a newfound understanding of previously taboo issues. The active involvement of government officials strengthened community confidence in policy enforcement and protective services.
- Enhanced knowledge: Palamu's residents now better grasp Mission Shakti and available resources, such as the OSC, Childline and Women Helpline Number, reinforcing community support systems.

As we conclude the 100-day campaign under the BBBP initiative, Palamu district stands as an example of the power of community engagement and sustainable gender equality programmes. The district is progressing toward an inclusive and empowered society through ongoing collaboration and support. This documentation exemplifies the positive impact of BBBP in Palamu, setting a model and best practice in collaborations and technical expertise from Dr. Tabrez, resource person of Xavier Institute of Social Service (XISS), Ranchi and UNICEF well executed and monitored entire campaign in Palamu district along with district officers. It was successfully implemented on time through coordination and collaboration with the line department and stakeholders, and the same can be done for future gender equality initiatives campaigns across similar districts in Jharkhand, India..

MEGHALAYA

1. Local BBBP Ambassador/Champion

The BBBP Ambassador in two District of Meghalaya has been identified in the field of sports where women/ girl's participation is the slightest minimum as compared to other sports activities.

- Smt. Sawakani Lakiang, BBBP Ambassador, West Jaintia Hills District, holds the title of WFF India Mr and Ms East India Zonal Bodybuilding and Fitness Champion, 2023 held at Ranchi, Jharkhand and has a commendable achievement at Mr and Ms India 11th National Body Building and Fitness Champion 2023, held at R.B. Dangayach Auditorium, Jaipur, Rajasthan.
- Smt. Shano Chelsy M. Sangma, BBBP Ambassador, West Garo Hills District holds the title as Women's Best Physique in the 48th Meghalaya State Body Building Championship. These Ambassador act as an inspiring role model for adolescent girls in promoting physical fitness, self-confidence, breaking stereotypes, encouraging positive body image to strengthen emotional resilience, and overall wellbeing. They inspired young girls to come forward and actively participate in the individual sport events. They serve as an empowering role model who inspires adolescent girls to believe in themselves, stay committed to their goals, and break societal norms.

2. Innovative Practice: The Culinary Kitchen Knockout Competition

Ri Bhoi District and East Garo Hills District has actively engaged in creating awareness

programmes and activities in promoting home-cooked food and promoting culture by using locally grown food and organic vegetables with a touch of local organic herbs and ingredients for healthy lifestyles of the adolescents' girls and pregnant and lactating women. The Culinary Kitchen Knockout Competition was organized and women SHGs were actively engaged in the competition. It creates a sense of community and shared experience bringing people together to celebrate food and culture. It promotes environmental consciousness by highlighting the use of local free products and recipes that will greatly improve the efficiency and immunity of the children and pregnant and lactating mothers.

3. Promotion of Skills Training Programmes

Seven underprivileged girls and dropout students were enrolled in free tailoring training course at Rural Self Employment Training Institute District in collaboration with the State Bank of India, Umsning, Ri-Bhoi District. Four trainees have successfully completed the course and one trainee is in the process of opening her own shop. Skills training sustains a stable income source, improving the financial well-being of individuals and their families, it can stimulate local economies by creating new business and jobs.

4. Self-Defence Training for Girls

Training on self-defence for girls in collaboration with Police Department was conducted with a professional trainer to 42 school students. The training helps in overcome fear and develop confidence; it teaches the girls' basic defence skills and techniques to promote safety and security.

NAGALAND

Adolescent Girls Club, District Wokha

Adolescent is a critical developmental phase marked by various challenges and opportunities. It is a period when an individual let go of a safe hold on childhood and reaches out for a firm grasp on adulthood. It is a phase of intense physiological and psychological transformation where teens are exposed to the most vulnerable and susceptible conditions, which could steer them to unhealthy and risk-taking behaviors. However, with proper guidance, it will help them to explore their strengths and talents, and conquer their dreams.

On 5 October 2024, the first Adolescent Girls Club under Mission Shakti was launched at Don Bosco Higher Secondary School, Wokha with 50 adolescent girls as its members. Such adolescents' girls' clubs are formed at both government and private schools for the girls in the age group of 10–19 years.

The Mission of “Adolescent Girls’ Club” Wokha with the motto “Live the promise” is to empower adolescent girls through education, health awareness, and social and life skills building to become confident, informed and compassionate leaders of tomorrow.

The clubs are formed with the following objectives:

1. Empowerment: To equip the adolescent girls with skills, knowledge and confidence to make informed decisions.
2. Education: To provide access to resources

that enhance academic performance and life skills.

3. Health awareness: To promote awareness about reproduction, health, risky sexual behavior, effect of substance abuse, nutrition, and mental health.
4. Leadership development: To cultivate leadership skills through workshops and mentorship programmes.
5. Social well-being: To encourage participation in community service projects to develop a sense of belonging and responsibility.

Activities such as workshops and trainings, mentorship programmes, health camps, community projects, and creative expression workshops are being focused to help the adolescent girls foster their strengths and talents.

A special adolescent Tool Kit to serve as a guide for the adolescent girls, parents, teachers, and counselors is in the process of publication, which is to be launched in the month of January 2025. Different IEC materials related to adolescent girls such as MHH, mental health, teenage pregnancy and its impact, child abuse and its prevention, helpline numbers, etc., will be developed and distributed to the adolescent girls. It has also been decided to conduct monthly activity in the adolescent girls’ club to keep the members active and for them to discuss their concerns.

ODISHA

1. Nirbhay Kadhi (The Fearless Bud), Ganjam

“Nirbhay Kadhi (The Fearless Bud)”, i.e., the fearless adolescents is the special initiative of the Ganjam District Administration under BBBP to attain a just order fit for girl child. All 183,933 adolescent girls in Ganjam district in the age group of 11–18 years are Nirbhaya Kadhi and will be able to say “no to child marriage” and continue their study with higher education. Another satellite programme of BBBP launched in the district is Mo Gelha Jhia (My Lovely Daughter) to combat sex selection and female foeticide in Ganjam district. The campaign has now reached to ground level and all fronts of society. This campaign would continue with more and meaningful participation of all.

Core Objectives:

Core objective behind this campaign is to:

- Track adolescent girls through a committee who will monitor the vulnerability conditions of such adolescents through regular interaction and engagement under different committees;
- Eliminate child marriage and female foeticide from societal arena;
- Ensure school attendance and participation of girls in decision-making process;
- Male orientation on disadvantages of child marriage and future implications of female foeticide and
- Ensure community ownership on protecting children from negligence, exploitation, abuse and violence.

Impact of the Initiative

- As an outcome on 3 January 2022, the administration declared Ganjam district as child marriage free.

- From 2019 to October 2024, almost 20 out of 953 child marriages were successfully prevented with the help of Child Marriage Prohibition Officers (CMPOs), District Child Protection Units (DCPU), Childline and Police.
- However, 83,933 adolescent girls were identified between 11 and 18 years in the survey.
- Database of all adolescent girls available at village AWC, GP, and district levels.
- Mostly 450,000 students from 3,614 government schools made a public declaration to say ‘No’ to child marriage.
- Nearly 3,309 villages and 1,83,933 adolescent girls in Ganjam district covered through awareness meetings.
- A strategic advocacy forum “Balya Bibaha Pratirodh Manch” was created to engage adolescents for creating awareness to combat child marriage in the district. Around 60 youth who said ‘No’ to child marriage enrolled in this forum.
- Overall, 60 caste/community/traditional leaders from 15 different caste groups were mobilized, and district-level forum of traditional leaders was formed as part of the effort to challenge the social evils.
- An award of ₹5,000 is given to those who provided first information about child marriage.

Beneficiaries Involved and Details

- District Task Force has been formed in convergence with different departments and district action plan developed for adolescent empowerment and ending child marriage.
- Child Protection Committees at district, block, and GP levels have been

strengthened through training and capacity building.

- Quarterly review is being undertaken by District Collector on a fixed day as “A Day for Children” and review of progress undertaken against the district plan.
- Dropout children have been re-enrolled in schools and educational assistance provided under the scheme BoCW (Board of Construction Workers) for continuation of education.
- More than 1,400 adolescents have been linked with vocational education and technical education in Government institute.
- Orphan and vulnerable children have been provided support under “Mission Vatsalya”, Green Passage, Ashirwad, etc., schemes and linked with education.

Reward and Achievement

- On its 9th Foundation Day, the Odisha State Commission for Protection of Child Rights (OSCPCR) felicitated Collector Ganjam for taking proactive measures in prevention of child marriage and ensuring their rights.
- WCD and Mission Shakti, Odisha felicitated District Social Welfare Officer, Ganjam for taking commendable work in prevention of child marriage.
- Rate of child marriage decreased to 22% as per National Family Health Survey-5 (NFHS-5) from 29%.
- Girl child sex ratio increased to from 854 to 927 in 2024.
- Ritu Nayak from Aska Block, Ganjam District awarded by OSCPCR for raising voice against her early marriage on 9th foundation day of the Commission.
- Barsa Rani Muni from Dharakote Block, Ganjam district was awarded by WCD and Mission Shakti, Odisha for raising voice against her early marriage.
- Administration felicitated Mamali Adhikari who said no to her child marriage and

rescued by District Administration with the help from other functionaries was declared as the brand ambassador of Nirbhay Kadhi programme.

- On dated 1 November 2024 on the occasion of foundation day of OSCPCR Asha Sahu was felicitated by Deputy Chief Minister of Odisha for her eye-catching work.
- All the fore-noted significant works culminated with Skoch Award to Odisha on innovative Nirvay Kadhi and Mo Gelha Jhia (Table 2).



BEST PRACTICES ON BETI BACHAO –BETI PADHAO -ODISHA

District Name	Objective	Output/Impact	Ground-breaking/Recognition
Dhenkanal “Kalpana Avijan”	To track and monitor adolescent girls (10–19 years) and prevent child marriage through committees at various levels	<ul style="list-style-type: none"> • Prevented 343 child marriages (2019–2024) • Identified and enrolled 113,515 adolescent girls • Declared 445,000 students from 3,425 schools saying ‘NO’ to child marriage in the form of oath-taking in a public place • Awareness programme organized in 1,211 villages • Strategic forums formed for engagement with youth and traditional leaders 	<ul style="list-style-type: none"> • On the Observation of International Girl Child Week 2024, felicitated by ADM, Dhenkanal for taking proactive measures in the prevention of child marriage and ensuring their rights of childcare and protection and Women Ambassador • WCD and Mission Shakti, Odisha felicitated District social welfare officer, Dhenkanal for taking proactive measures in the prevention of child marriage • Barsha Priyadarshini Sahoo from Odapada Block, Dhenkanal District awarded by the District Administration for raising voice against her early marriage and take the initiative to stop Child Marriage in their Block • The administration felicitated the Mountaineer who said no to her child marriage and was rescued by the District Administration with help from other functionaries was declared as the brand ambassador of Kalpana Abhijjan programme
Keonjhar - “Swarna Kalika”	To reduce child marriage by 50% by 2024 through awareness campaigns and community mobilization	<ul style="list-style-type: none"> • Awareness raised in villages on the harmful effects of child marriage • Over 2,000 stakeholders involved in the campaign • Promoted ADVIKA app for awareness and intervention 	<ul style="list-style-type: none"> • Successful district-level campaign involving adolescents and community leaders • Strengthened community systems to protect children

<p>Deogarh - “VEERANGANA – Empowering Girls to Challenge all Challenges”</p>	<p>To empower adolescent girls through martial arts and self-defence to boost confidence and protect against harassment</p>	<ul style="list-style-type: none"> • Training provided to 6,000 girls in rural and urban schools • Reduced gender-based violence and improved school enrolment/retention • Institutionalized in 200 schools 	<ul style="list-style-type: none"> • Awarded by District Administration • Recognized as a semi-finalist for the SKOCHAward
<p>Ganjam - “Nirbhay Kadhi (The Fearless Bud)”</p>	<p>To track adolescent girls and eliminate child marriage and female foeticide, while ensuring education and participation in decision-making</p>	<ul style="list-style-type: none"> • Ganjam declared child marriage-free in January 2022 • Prevented 953 child marriages (2019–2024) 	<ul style="list-style-type: none"> • All 183,933 adolescent girls in Ganjam district in the age group of 11–18 years are Nirbhaya Kadhi and will be able to say “no to child marriage” and continue their study with higher education • Another satellite programme of BBBP launched in the district is Mo Gelha Jhia (My Lovely Daughter) to combat sex selection and female foeticide in Ganjam district • An award of ₹5,000 is given to those who provide first information about child marriage

2. Veerangana – Empowering Girls to Challenge all Challenges, Deogarh District

With the growing crimes against women and girls, it is important to know more than just the use of pepper spray. Different forms of Martial Arts can help a lot to defend girls in the time of need. Under BBBP scheme, the “VEERANGANA” is one such innovative and scaled-up approach of District Administration, Deogarh, with an objective to Boost Self-Esteem and Confidence in the adolescent girls through martial arts and self-defence techniques to keep protected girls from cheap comments, eve-teasing, harassment, being followed, groping, molestation, etc., facing in day-to-day affair through defending skills.

A “30-Day Training Camp on Self-Defence and Martial Art” under title VEERANGANA was organized in the Indoor Stadium, Deogarh with the technical support from State KUDO Association of Odisha, Cuttack. Apart from this, in the Training Camp Awareness and Counseling sessions by the experts was also conducted for Adolescent and their parents on legal rights and entitlements of Girls. Above 500 adolescent girls in the age group 14–19 years participated in this training camp.

In the inauguration and valediction ceremony, Collector and DM, MLA, Zila Parishad (ZP) President, ADM, Sub Collector, PD-DRDA, DSO, DSWO, and DWO attended and encouraged the trainees. This innovative special drive won the appreciation and acceptance of Mass Media.

Core Objective of the Intervention:

Following are the core objectives of the intervention:

- Boost self-esteem and confidence in the adolescent girls through martial arts and self-defence techniques
- Defend from harm and protect adolescents from aggression uncalled for
- Develop athletic skills with physical benefits

including speed, agility, balance, flexibility, and muscular strength

- Keep protected girls from cheap comments, eve-teasing, harassment, being followed, groping, and molestation facing in day-to-day affair through defending skills
- Give girls psychological boosts with feeling far more independent and self-reliable

Impact of the Initiative:

- To sustain the intervention, 50 female master trainers were appointed to impart training to girls in all schools in rural and urban pockets. Finally, the intervention got recognized by the school and Mass Education District Office, and it was institutionalized in around 200 schools with coverage of around 6,000 adolescent girls.
- The initiative boosted self-esteem and confidence in the adolescent girls through martial arts and self-defence techniques to keep protected from gender-based crimes and violence such as cheap comments, eve-teasing, harassment, being followed, groping, and molestation facing in day-to-day affair through defending skills.
- Due to such intervention, the rate of gender-based violence against the girls was reduced and reporting was enhanced.
- The drive effectively effected the enrolment and retention rate of girls in school.
- Realization by administration and public to establish of a Mixed Martial Art Academy, especially for girls.

Beneficiaries Involved and Details

More than 500 adolescents from various schools and colleges, in the age group of 14–19 years participated in the 30-day long training camp on Martial Art. About 300 guardians and teachers were also involved and imparted orientation on the legal rights and entitlements of the girls. As a way forward,

50 female master trainers as developed from this initiative, imparted short training session on the basics of martial arts in 300 schools of rural pockets extending the training to around 6,000 girl students.

Rewards and Achievements

- This Special Drive – VEERANGANA, won the appreciation of mass media and got

institutionalized in many schools and colleges.

- VEERANGANA was awarded by the District Administration in the District Festival.
- VEERANGANA also bagged the Prestigious SKOCH Award as the Semi Finalist.



PUNJAB

1. DHEE ANMULI DAAT, Faridkot district

(Daughter is Precious God's gift)

Under the banner of BBBP, DWCD in the Faridkot district made an effort to celebrate the birth of newborn girls through a special initiative "DHEE ANMULHI DAAT".

Shreen Rasam is a patriarchal practice prevalent in Punjab in which leaves of Shreen tree or Neem tree is tied at the main entrance of the houses, when boys are born in the family. Effort was made to challenge this practice. We organized Shreen Rasam for girls in the village. Leaves of Shreen tree were tied at the main entrance of the houses of newly born girl children and also, the footprints of the girl children were taken and laminated.

Special ceremonies were organized in the villages for the birth celebration of the newborn girls by distributing sweets, performing Gidda dance and songs by tying the leaves of Shreen tree outside the girl's house. The girls were given baby blankets and grooming kits, and the laminated footprints were given to the parents.



2. Driving Classes for Girls, Hoshiarpur District

Under BBBP scheme, 120 girls are being given free driving classes in district Hoshiarpur, Punjab for their empowerment, to increase confidence, create an ability to break traditional barriers, and make them self-reliant. After learning the driving, they will not just navigate the roads but these girls will steer toward brighter and equality.

Girls will access more opportunities to avail education and employment and independence, which will make them to take on new roles and challenges. Also, this will change the mindset of society, and this will help them to dispel outdated stereotypes. Driving classes will give women, a sense of security and independence.





3. Dheeyan Di Lohri (State's Best Practice)

The month of January was dedicated for the celebration of “Dheeyan Di Lohri” across Punjab to underline the need to create grassroot-level awareness in order to improve Girl Child Sex Ratio and to protect the life and liberty of girls.

Under BBBP scheme, state, district, and block-level functions were organized to celebrate Dheeyan from 13 to 20 January,



where elected representatives of the Vidhan Sabha, Deputy Commissioners, SDMs, officials of other departments, Panchayats, school children, etc. participated.



On this occasion, various activities were conducted by the department, emphasizing on improving the sex ratio of girls. Parents of the newborn girls were felicitated with certificates and gifts.

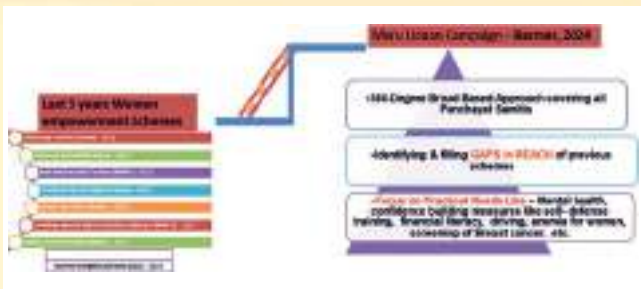
Earlier, Lohri was celebrated on the birth of boys because he was given more importance than a girl. To broke this mindset of society and sensitize the society regarding the equal importance of girls and boys, “Dheeyan Di Lohri” was celebrated across Punjab.

RAJASTHAN

Maru Udaan Campaign – Barmer

The initiative aims to empower women and girls by improving mental and physical health, providing safe space and support ecosystem for financial, skill development, and entrepreneurship development of women

(Flowchart 1 to 3).



Flowchart 1

Empowerment scheme in Rajasthan



Flowchart 2

“Maru Udaan Campaign – Barmer” implementation strategy



Flowchart 3

Mobilization strategy



Activities Conducted

- Anemia, calcium deficiency, nutrition, and MHH awareness (Till now, blood test conducted of more than 1,600 women in health camps).

Mental Health (Anmol Jeevan)

- Counseling sessions (17 sessions conducted)

Confidence Building & Empowerment Measures

- Information dissemination about government schemes
- Financial literacy for women
- Superfood production
- Self-defence training sessions
- Cybercrime awareness
- Driving sessions (240 registrations received till now)
- Exposure visit – entrepreneurship options
- Career counseling, skill development – Meeting / interviews with local entrepreneurs
- “NEEV Programme” in Secondary School girls in 15 schools

TELANGANA

Case Study: Laxmi's Inspiring Journey, Bhadradi Kothagudem

Laxmi, a young mother of two, defied societal norms and shattered stereotypes. Born into a family with three daughters, she faced the harsh realities of financial struggles that led to an early marriage. Her husband, a mechanic, struggled to support their family due to limited opportunities.

Determined to contribute to her family's well-being, Laxmi joined her husband in his workshop. She quickly learnt the ropes of trade, working alongside men, and proved her

strength and skills. Today, she works tirelessly, putting in as many hours as any male workers, and plays a crucial role in their family's financial stability.

Laxmi's extraordinary journey has garnered recognition from various platforms. She has been invited to participate in several television programmes, where she has shared her inspiring story with a wider audience. Renowned actor Balakrishna even invited her to grace a Women's Day celebration, honoring her resilience and determination.



UTTAR PRADESH

Kanya Janmotsav: A Best Practice under BBBP in Uttar Pradesh

“Kanya Janmotsav” is a flagship initiative under the BBBP campaign in Uttar Pradesh, aimed at transforming societal mindsets. Anchored in a gender-transformative approach, the initiative celebrates the birth of girl child, challenges patriarchal norms, and reinforces the importance of gender equality. Launched by the DWCD in collaboration with the Ministry of WCD, “Kanya Janmotsav” seeks to create a society where girls are born, nurtured, and educated as equals, empowered to become future leaders. Initiated by the order of Directorate of Women Welfare in January 2023 in all 75 districts of the state. This programme is organized on 1st and 3rd Monday of every month so that continuous and sustained message about value of girl child is spread in the society. The programme gained further traction under the statewide “Mission Shakti” campaign launched under guidance of Hon’ble Chief Minister of the state. The initiative transcends a single event, serving as an ongoing process of societal change that emphasizes collective accountability and sustainable cultural transformation. By celebrating the birth of girl children and promoting their rightful place in society, the initiative challenges gender biases, fosters inclusivity, and champions equality.

Key Objectives of Kanya Janmotsav

- 1. Mindset Shift:** Create a supportive and positive environment that celebrates the birth of girls, aiming to challenge entrenched gender biases and foster the acceptance of gender equality in all aspects of life.
- 2. Community engagement:** Actively involve families and communities in campaigns and activities, promoting gender equality, encouraging collective participation to amplify the message, and drive societal change.

- 3. Value creation:** Integrate the value and significance of the girl child into societal norms and daily behaviors, ensuring gender equality becomes a deeply ingrained and enduring cultural practice.
- 4. Sustained Effort:** Regularly institutionalize celebrations like Kanya Janmotsav to reinforce positive messaging, ensuring long-term impact and gradual societal acceptance of gender equality.

Critical Components of Kanya Janmotsav

- 1. Male engagement:** The initiative involves men and boys, including fathers, brothers, community leaders, and public representatives, to dismantle patriarchal mindsets and foster collective accountability for gender equity.
- 2. Repetition as a strategy:** Activities are organized consistently on the 1st and 3rd Mondays of every month at district, block, and village levels. This repetition normalizes gender-equal attitudes and practices.
- 3. Unified messaging platform:** Consistent messaging ensures all stakeholders, including health workers, educators, government officials, and community members, reinforce the value of the girl child with cohesive narratives.
- 4. Multi-department collaboration:** The programme integrates efforts from DWCD, health, education, Panchayati Raj, and local administrations to maximize outreach and impact.

Process of Kanya Janmotsav

- 1. Data Collection:** Health department officials play a crucial role in collecting data on the birth of girl children. This information is gathered from various healthcare facilities, including hospitals, primary health centers (PHCs), and community health centers (CHCs). This

data helps in tracking the progress of the initiative and ensuring that “every girl child is recognized and celebrated” during the Kanya Janmotsav.

2. Event planning: The planning and coordination of “Kanya Janmotsav” celebrations are carried out by functionaries from the DWCD, such as the DHEW, DCPUs, and OSCs. These functionaries work closely with health department officials to organize events across various locations, including health units such as PHCs, CHCs, and public venues. The collaborative efforts ensure that celebrations are inclusive and accessible, reaching as many families as possible across districts.

3. Celebratory activities: As part of the Kanya Janmotsav celebrations, families are warmly welcomed and honored with a variety of thoughtful gifts and gestures. These include:

- Badhai Cards to convey congratulations and good wishes for the newborn girl child
- Baby Kits containing essential items for the care and well-being of the newborn
- Woolen Clothes to ensure the baby’s comfort and warmth, especially during colder months
- Sweets to mark the joyous occasion and share happiness with the community
- Birthday Cakes to celebrate the girl child’s birth and highlight the significance of this milestone.

In addition to the gifts, community leaders and officials offer blessings and deliver motivational messages, emphasizing the value of girl child and reinforcing the importance of family and community support in nurturing and empowering her for a bright future.

4. Welfare schemes and programmes: During the Kanya Janmotsav celebrations, families receive detailed information about a variety of welfare schemes and programmes aimed at supporting the holistic development and well-being of the girl child. These initiatives play a crucial role in empowering families and ensuring that

daughters have access to the resources necessary for a bright future. The schemes include:

- Mukhyamantri Kanya Sumangala Yojna (MKSJY): A flagship initiative offering financial incentives of up to ₹25,000 to promote the education, health, and overall well-being of girl child, ensuring continuous support throughout their life stages.
 - Uttar Pradesh Mukhyamantri Bal Sewa Yojna (COVID and General): Financial assistance of ₹4,000 for children who lost one or both parents due to COVID-19 pandemic, and ₹2,500 for general support of vulnerable children, ensuring that they receive necessary care and protection.
 - Sponsorship Scheme under Mission Vatsalya: Providing ₹4,000 in financial support to ensure the care, protection, and empowerment of children in need, particularly those without adequate familial support or resources.
 - Routine Immunization and Nutrition Programmes: These programmes focus on the health and nutritional care of girl children, safeguarding them from preventable diseases while promoting their physical and mental development.
- 5. Community engagement:** Public officials and representatives, such as District Magistrates, Chief Development Officers, and Members of Parliament, address gatherings, emphasizing on the importance of gender equality.

Impact and Milestones

1. Status of Kanya Janmotsav Implementation: The **Kanya Janmotsav** initiative has made significant progress in promoting gender equality and celebrating the birth of girl child across Uttar Pradesh. With a total of 3,822 events conducted, the programme has reached a remarkable milestone by celebrating the birth of 35,489 girls. These celebrations were organized in diverse settings, including schools, CHCs, PHCs, and hospitals, Child Care Institutions (CCIs), OSCs, and shelter Homes. The initiative

brought together various stakeholders to emphasize the importance of valuing girl child and fostering gender equality. Special focus was given to vulnerable girls in the institutional settings, ensuring their birth was celebrated with dignity and joy. Through its inclusive approach, Kanya Janmotsav has strengthened societal commitment to empower and recognize girl child, leaving a transformative and lasting impact across the state.

2. State-Wide Participation: Since its inception, Kanya Janmotsav has garnered widespread engagement across Uttar Pradesh, serving as a flagship initiative under the BBBP campaign. A landmark achievement was the event on 6 February 2023, where 95 events were held simultaneously across the state, celebrating the births of 1,707 girls. This coordinated effort highlighted the unified commitment of government agencies, healthcare providers, and local communities to recognize the value of girl child.

3. Cultural and Societal Transformation: By positioning the birth of a girl child as a moment of pride and celebration, Kanya Janmotsav has catalyzed a slow but steady shift in societal norms. The initiative directly challenges entrenched gender biases by embedding the recognition of girls into cultural practices through repetitive, celebratory events. Community leaders, families, and public representatives actively participate, ensuring the message of gender equality reaches all corners of society.

4. Institutionalization and Replicability: Recognizing the transformative potential of Kanya Janmotsav, the DWCD has institutionalized its observance as a regular practice across all districts in Uttar Pradesh. This institutionalization ensures sustained efforts toward celebrating and empowering girl children. The structured nature of the initiative, coupled with its measurable impact, has

made it a replicable model for other states and regions.

Glimpse

On 6 December 2023, Shri Keshav Prasad Maurya, the Deputy Chief Minister of Uttar Pradesh, inaugurated the “Kanya Janmotsav” event in Bulandshahr district. His presence at the event underscored the government’s strong commitment to promoting gender equality and celebrating the birth of girl child under the BBBP campaign. This significant occasion further motivated community members to actively participate in fostering a positive mindset toward the girl child.

Mission Shakti Campaign – An Initiative from Uttar Pradesh

Key Objective:

Massive campaign for public awareness to ensure “Safety, Respect, and Self Reliance of



women and girls” in the state.

Key Impact Envisioned:

- Decrease in crime against women and children
- If crime occurs, it should be reported
- To set accountability, serious and time-bound action
- Reduce gender differentials in under-five child mortality rate
- Improvement in sex ratio at birth
- Increase in enrolment of girls in schools

Key Departments/Stakeholders Involved

Women and Child Development Department, Home/Police, Social Welfare, Technical, Higher, Secondary and Basic Education, Health, Medical and Family Welfare, Labour, ICDS, Youth Welfare, MSME, Health

Education, Culture, Rural Development, Industrial Development, Information and Public Relation, Animal Husbandry, Panchayati Raj, Law/Prosecution, Cooperatives, Transport, Agriculture, Urban Development, Railways, Metro, Reserve Police Force, State Legal Services Authority, NGOs/CBOs and Educational Institutions and 3.5 Lakh+ workforce.

Key Activities:

During different phases of Mission Shakti, departments had prepared and executed theme-wise action plans and created environment to sensitize and aware the society toward issues related to women and girls, such as mental health and psychosocial supports to women and girls, domestic violence, dowry and harassment of women at workplace, cyber safety, child marriage, drug abuse, eve-teasing, rape, sexual assault or abuse, acid attack, trafficking and gender discrimination, etc.

- **“Haq Ki Baat Jiladhikari ke Sath”:** This event is devised to address the issues of violence against women and girls, gender inequality, domestic violence, selective sex selection, sexual violence at workplace, and dowry violence, etc., under this initiative in all districts 2-hour interface programme was conducted between District Magistrates and women’s in distress situations. This event was organized from time to time to reduce the gap between the local administration and vulnerable groups, and enable them to openly express their problems and challenges with higher authorities. During various phases, a total of 7,782 complaints have been registered, out of which 5,423 were resolved during the programme itself. In other cases, action was taken by the District Magistrates by directing the concerned departments.
- **“Betiyon se Pehchan”:** Public awareness programmes were organized at all levels (village/ block/ district) on the theme “Betiyon Se Pehchan” to encourage families and shopkeepers to name their houses and shops with the names of women and daughters of their families. In many



districts, families and shopkeepers named their houses and shops after the daughters and women of their families, which were highlighted in a prominent manner by the state and national media.

- **“Swavlamban Camp”:** To provide a “single window” for verification and approval of applications of Government Schemes run under DWCD, Uttar Pradesh, “Swavlamban Camps” were organized in all the districts. During the camps organized under the mission, 51,057 applications were received for MKSY, 24,131 for Destitute Women Pension Scheme, 4,229 for UP Mukhyamantri Bal Seva Yojana, 6,930 for UP Mukhyamantri Bal Seva Yojana General and 1,249 for Sponsorship Scheme. Before the camp, a wide publicity is being given about the place and date of organizing the camp in all the Gram Sabhas to aware the public about the camps. Several Mid-Media and Mass Media mediums are being used in each Gram Sabha. Along with this, cooperation of public representatives, people having influence in the area, religious leaders and other volunteers and voluntary organizations is being taken for public awareness.



- Jagruk Media Advocacy Workshops:** With the objective of disseminating government schemes and achievements among the masses, state and divisional level workshops were held with media personnel under Mission Shakti. Under the workshops, the media personnel were made aware and sensitized toward the various welfare schemes for women and children so that they can write/publish these facts in their newspapers / channels / social media, etc., so that the marginalized families will be benefited from these schemes. In all 1,054 (female 176, male 878) Media Personnel have participated in these workshops. The Chairperson and members of UPSCPCR and UP Mahila Ayog were also participated in the workshop along with the representatives of various line departments (i.e., education, health, ICDS, Panchayati Raj, labour, information, etc.).
- Operation Mukti:** In order to sensitize the community about the after effects of Child Marriages, a week-long campaign was organized by the DWCD in all the phases. DWCD has collaborated with different departments, CWCs, Child Helplines and Local, NGOs, etc., for the campaign. During the operation 189 potential child marriages were prevented.

Under the **other initiatives**, Village Child Protection and Welfare Committees were activated to include the issues of children and women in GDPD. Events like “Gender champions and felicitation of meritorious girls” were organized to promote equal rights to girl child. “Prashashan Ki Pathshala” was also organized to make the youths, mainly girls, self-reliant and to motivate them to join various administrative services and professions, also awareness done on “mental health and psychosocial issues” in the state.

Through “Mission Shakti”, the department is making every effort to make the general

public, including government representatives, officers, and personnel working in various departments, aware of all the above issues related to women and children. Also, through this, emphasis is being laid on making women and children, especially girls and youth, self-reliant in the state.

Handbooks and IEC Materials Developed Current Status



The first phase of the campaign was launched on 17 October 2020 under the guidance of Hon’ble Chief Minister of Uttar Pradesh, Yogi Adityanath, and so far, it has been conducted in four phases. Under Mission Shakti, 28 different departments come together with the convergent model to achieve the objectives envisioned. In the first four phases of the campaign, the DWCD, Uttar Pradesh, in coordination with various departments, has reached out to more than 9 crore common people and made them aware of the schemes, programmes and legal provisions run by the state government. Phase 5 of the campaign has been started from 3 October 2024.

