

# Department of Women and Child Development

## Government of Odisha

### Beti Bachao, Beti Padhao

#### About the Scheme

Beti Bachao, Beti Padhao scheme focuses on challenging mindsets deep rooted patriarchy in the societal system, strict enforcement of PC&PNDT Act, advancing education of the girl child. It was launched by Hon'ble Prime Minister on 22nd January, 2015 to address the decline in Child Sex Ratio (CSR) and related issues of empowerment of Women over a life-cycle continuum. It is Tri- Ministerial programme of Ministry of Women and Child Development, Ministry of Health and Family Welfare and Ministry of Human Resource Development.

#### Elements:

- Convergent, coordinated action, by GOI & the States, between Ministries of Health, HRD and WCD and the States/UTs.
- Media & advocacy campaign (MWCD undertake activities with the support of MoI&B) and Multi sectoral intervention in selected districts.

#### OBJECTIVES:

- Prevention of gender biased sex selective elimination
- Ensuring survival and protection of the girl child Ensuring education and participation of the girl child

#### Actions:

- Mindset changes - Advocacy & awareness
- Implementation of the PC&PNDT Act
- Enabling Girl Child's Education

#### Outcomes:

- In short term, improvement in SRB
- In long term, improvement in CSR with manifestation of over-all development such as improved health & nutrition, gender parity in education, opportunities and removal of asymmetries between the genders

#### BBBP in Odisha

1. Districts covered under Multi-sectoral Intervention (District receiving funds from centre under BBBP): Nayagarh, Dhenkanal, Angul, Nayagarh, Ganjam, Cuttack, Khurdha, Deogarh, Sundergarh, Sambalpur, Kendrapara, Jajpur, Jharsuguda, Bhadrak, Balasore, Kalahandi.

2. Districts covered under Media Advocacy & outreach activities (District to implement BBBP non financially): Jagatsinghpur, Puri, Subarnapur, Balangir, Bargarh, Boudh, Rayagada, Mayurbhanj, Kandhamal, Koraput, Keonjhar, Gajapati, Nuapada, Malkangiri, Nawarangapur.

The DCPOs of the respective districts have been appointed as nodal officers under the scheme, for proper implementation.

The G.I.A. is being released by the MWCD , directly to the District collectors ,for multi sectoral intervention and media advocacy.