



BBBP was rolled out in 100 Districts across the country initially. During the last one year it has been able to create visibility and buzz in the community through extensive advocacy campaigns run on various media including Radio, Television, Cinema, Digital Media and Social Media. The campaign challenged son-centric rituals and regressive social norms by collective community action such as celebration of birth of girl child, promotion of simple weddings, supporting women's rights to inherit and own property, rewarding local champions who have defied social norms, engaging youth including men and boys. . It succeeded in highlighting the problem of decline in CSR through display of gender disaggregated data (*Guddi-Gudda Boards*) on birth of girls and boys.

The campaign engaged with communities for orientation and sensitization at multiple levels through holding dialogues through Gram Panchayats at various levels. Frontline Workers like Accredited Social Health Activist (ASHA), AnganWadi Worker (AWW), Auxiliary Nursing Midwife (ANM) and Self Help Group members, elected representatives, religious leaders, community leaders etc. were involved in such dialogues.

Social Media platforms have also been optimized for enhanced outreach on BBBP, especially amongst the youth, for spreading positive messages about value of girl child in the public domain.

In the second year of implementation of BBBP, the focus is being expanded to the stringent implementation of PC & PNDT Act and also with a special focus by Ministry of Human Resource Development on girls' education. Measures like increased emphasis on early registration of pregnancy, institutionalized deliveries and birth registration are also being taken care of.

As on date, BBBP is getting implemented in 161 districts. The preliminary reports from 100 districts are heartening. It indicates that between April-March, 2014-15 and 2015-16, an increasing trend in Sex Ratio at Birth (SRB) is visible in 58 BBBP districts; 69 districts have reported progress in the first trimester registration against the reported ANC registrations and status of institutional deliveries have improved in 80 districts against the total reported deliveries in comparison to the previous year. The Sex Ratio at Birth (SRB) touching the 900-mark for the first time in almost two decades in December 2016 in Haryana, notorious for its skewed sex ratio, has been widely reported in the media.

Engaging with Civil Society, International Organizations and Industrial Associations has been consciously undertaken by the Ministry of Women & Child Development to ensure sustained engagement of various stakeholders on the issue. This conscious engagement has motivated the civil society organizations working in this sector to re-align their campaign with BBBP.

For the girl child to flourish in India, it is paramount that BBBP is a roaring success and the success achieved in the first year clearly indicate that it very much possible as all stakeholders have joined hands to remove the stigma of adverse child sex ratio from the country.

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