

Best Practices under BBBP

Daughters Club (Hoshangabad, Madhya Pradesh): This initiative supports the formation of an association of parents, who (a) have daughters and (b) do not plan to have more children. The Administration acknowledges members of the Club with a 'Gourav Patra' and 'Tulsi Pot' on public platforms /events in recognition of their promotion of the girl child

Una Utkarsh (Una, Himachal Pradesh): The District Administration of Una has undertaken an innovative experiment whereby DC Cards are issued to parents who have only daughters, intending to provide 'priority' in availing government schemes/benefits.

FootGal (Churachandpur, Manipur): To generate awareness, the District Administration organised a 10-day event called FootGal in which 240 high school girls participated in 24 teams at the District level. Foot Gal is a term coined the District Administrations to encourage girls to play football. District Anthem '*The Golden Girl That She Is*' was launched and played throughout the tournament to boost the confidence and morale of the girl child. BBBP logo and messages on 'Save the Girl Child' campaign were prominently displayed on billboards, banners and posters across the town and inside the venue culminating in taking BBBP message forward.

Honouring panchayats that achieve a comparatively higher Sex Ratio at Birth (Kapurthala, Punjab): The District administration selected 80 villages across 5 blocks of Kapurthala District having a low Sex Ratio at Birth (SRB), and focused activities were undertaken with regular monitoring. Out of 80 villages, Sarpanches from 60 villages were recognised and honoured with trophies and certificates at the District level by Members of the Legislative Assembly and government officials for their outstanding efforts and work at the grass-root level. Although concerted efforts have been made under the scheme, a few bottlenecks limit the effectiveness of the scheme components. Firstly, there has been no systematic study focused on understanding the social conditioning/determining factors that give rise to son preference in a given community. Communication initiatives sometimes do not target the right group of beneficiaries; for instance, there is an opportunity window to discuss the equal value of children with new couples, which is rarely done. According to National level officials, the performance of the programme is driven by the level of the initiative taken by district-level officials. Some districts have been proactive and organises a number of events like nukkad natak etc.