

PLACE: DIRECTORATE OF FIELD PUBLICITY
OFFICE NONGTHYMMAI

DATE: 29TH FEBRUARY, 2015

VISIT INDERTAKEN: DIRECTORATE OF FIELD PUBLICITY
OFFICE NONGTHYMMAI

TOPIC:

OBJECTIVES OF THE VISIT:

- **To make the staffs aware about the aims of Beti Bachao Beti Padhao i.e, prevent gender bias sex selective elimination, ensure survival & protection of the girl child, ensure education of the girl child.**

Representative/Resource Persons of the Programme:

- **Smt. I. Wajri, Mission Director**

At the onset Smt. I. Warjri, MD, SRCW, presented the state census of 2011 which showed a significant decline in child sex ratio between 0-6 years with an all time low of 918, which maybe a major indicator of women disempowerment. Child Sex Ratio reflects both, pre birth discrimination manifested through gender bias sex selection, and post birth discrimination against girls. Easy availability and affordability of diagnostic tools has been critical in increasing sex selective elimination leading to low sex ratio at birth. Further it was noted that the same contributed to the decline in CSR.

It was also noted that strong social- cultural and religious biasness, preference for sons and discrimination towards daughters has accentuated the problem.

Therefore coordinated and convergent efforts were needed to ensure survival, protection and education of the girl child to help realise her full potential. Hence, the Govt. of India announced BBBP to address the issue of decline in CSR through mass campaign and multisectoral action in 100 gender critical districts of India including Ri- Bhoi District of Meghalaya where the CSR is low. Further, how BBBP would be implemented in the state of Meghalaya, the activities to be undertaken the different entities both Govt. and Non Govt . for their involvement along with educational institutions.