

**Press Information Bureau
Government of India**

New National Nutrition Mission and Progress of BBBP

BBBP: Initiatives taken and Way forward

On January 22, 2015, Government of India had launched *Beti Bachao - Beti Padhao* (BBBP), a programme of massive awareness building and strategic interventions to ensure the survival, protection and education of the girl child. The programme evoked an unprecedented response across the country. The implementation has been led by District Collectors and their teams.

As per data available in the Health Management Information System, there has been an improvement in the sex ratio at birth. The efforts with the active participation of States/Districts have brought out encouraging results in achieving its goal; as a result of which the Sex Ratio at Birth (SRB) which was 918 in 2014-15 has improved to 926 in 2016-17 as per HMIS data. The total outlay of BBBP is ₹1132.5 Crore from 2017-18 to 2019-20.

The BBBP scheme is being implemented as a tri-ministerial, convergent effort of Ministries of Women and Child Development, Health & Family Welfare and Human Resource Development with focus on awareness and advocacy campaign, multi-sectoral action, enabling girls' education and effective enforcement of Pre-Conception & Pre Natal Diagnostic Techniques (PC&PNDT) Act.

Innovative Interventions under BBBP

The transformative potential of BBBP could be assessed in the kind of local level innovative initiatives undertaken by District Administration in coordination with Departments of WCD, Health and Education.

- i. **Visibility of the Issue in public domain:** Display of Birth Statistics (number of Girls born vis-à-vis number of Boys) in public places through *Guddi Gudda Boards*.

Example: Jalgaon district, Maharashtra has installed digital Guddi Gudda Display Boards in offices and public places.

- ii. **Brand Visibility of BBBP logo:** All govt. buildings, public offices, official/public vehicles, public transport, school buses are using BBBP logo **Example:** Haryana, Chandigarh UT etc.

- iii. **Breaking gender stereotypes & challenging son centric rituals**

Celebration of Birth of Girl Child, dedicating special day for highlighting importance of girl child, linking sukanya samridhi accounts with birth of girl child and felicitating

parents, plantation drives symbolizing nurturing and care for girl child, prevention of child marriages.

Example: Cuddalore (Tamil Nadu); **Selfie with Daughters** (Jind district, Haryana)

- iv. **Local Champions:** Some districts have catalyzed the potential of **local champions on BBBP** who are chosen from diverse fields of sports, academics, writers, lawyers, students etc. The local champions are selected by District Administration as role models excelling in different fields. These local champions are entrusted to work in each block to sensitize the community about importance of gender equality and empowerment of women as well as spreading the message of BBBP. The local champions are mobilizing youth from gram panchayats and villages to work as community volunteers under BBBP.

Example: Sikar district, Rajasthan; Una, Himachal Pradesh; Gwalior, Madhya Pradesh

- v. **Reward & Recognition:** Felicitation of Best Panchayats, Parents for valuing their daughters, Community Members, Local Champions for their exemplary work, meritorious girls

Example: Nagaland, Jammu (J&K), Gandhinagar (Gujarat)

- vi. **Enabling Girl Education:** Through Enrolment Campaigns/drives focusing on girl child education

Example: “School Chalein Hum” by Jalgaon, Maharashtra; “Apna Baccha Apna Vidyalaya” and “Collector ki Class” by Jhunjhunu district, Rajasthan ; **Career Counselling Guide** by Sirsa, Haryana; **Udaan Initiative** by Mansa district, Punjab

- vii. **Prevention of Child Marriage:** Campaigns are being undertaken by States and Districts to prevent Child Marriage for e.g:

Nayagarh Story: Notapalli village is declared Child Marriage free village. This has motivated other gram panchayats to pass similar resolutions to prevent child marriage in their respective panchayats and villages.

Cuddalore district (Tamil Nadu) has prevented several approx. 200 Child Marriages by taking it in a campaign involving all stakeholders

- viii. **Special Gram Sabha/Mahila Sabha on the issue of declining Child Sex Ratio**

Example: All districts of Rajasthan; Raigarh (Chattisgarh); Kurukshetra, Panchkula (Haryana)

- ix. **Campaign based/Theme based support from Civil Society Organizations (that too on a pro bono basis)**

- x. **“Beti Bachao Beti Padhao Week- The Daughters of New India”:** In order to influence national and mainstream discourse in favour of girls and women and to bring visibility to

Beti Bachao Beti Padhao, the Ministry of Women and Child Development celebrated “**Beti Bachao Beti Padhao Week- The Daughters of New India**” as a mark to Celebrate Girl Child and Enable her Education around the week of International Girl Child Day (i.e. 11th October).

National Nutrition Mission

In the last 3 years, there has been significant work done on several key determinants of nutrition. The Swachh Bharat Mission focuses on creating Open Defecation free communities, and will significantly impact rates of diarrhoea and gut infections amongst children. The Pradhan Mantri Matru Vandana Yojana provides support to the pregnant women and lactating mothers and also encourages health seeking behaviour and immunization. Mission Indradhanush is increasing the rates of complete immunization of women and children at a very rapid rate. MAA, the exclusive breast feeding initiative, is focused on increasing rates of exclusive breast feeding to reduce infection amongst children up to the age of 6 months. In September 2017, the cost norms for providing supplementary nutrition through anganwadis to pregnant women & lactating mothers, children and adolescent girls were revised and linked with food price index.

International experience has shown that converging initiatives such as these, with focus on areas with high malnourishment, accelerates the rate of reduction of malnourishment.

While significant work has been done on the various determinants of improved nutrition, the National Nutrition Mission will bring together all these initiatives targeted towards districts with high burden of malnourishment through diagnostic analysis at the level of each district, focus on the first thousand days in the development of the child, measuring the nutritional status of children through a Real Time ICT enabled system in Anganwadis by providing smart phones which ease their work by replacing 8.2 k.g. of paper register with 173 gram smart phone. This not only leads to an enhanced self-esteem of the Aanganwadi but also enables paradigm shift in the overall service delivery and monitoring mechanism.

The mission focuses on Social and Behavioural change. The community Based events envisaged to improve linkage between community and front line workers and by wide public participation convert this into **Jan Andolan** to make “New India” as “Suposhit Bharat”. In order to ensure awareness of Health and Nutritional behaviour among beneficiaries, it is pertinent that the front line functionaries are adequately trained this is achievable through incremental learning approach another essential component of the mission. Incentives have also been built in at State, District and aanganwadi level to ensure an overall enhanced participation at all level in the mission.
