



क्रमांक: एफ 40(79)ग्रावि/नरेगा/कन्वर्जेन्स-आंगनबाड़ी/2014

जयपुर, दिनांक:

जिला कार्यक्रम समन्वयक, ईजीएस  
एवं जिला कलक्टर, समस्त राजस्थान।

20 OCT 2015

विषय :- "बेटी बचाओ बेटी बढाओ" को अभियान के रूप में मनाने  
बाबत।

प्रसंग :- आयुक्त, निदेशालय महिला अधिकारिता, महिला एवं बाल विकास  
विभाग, जयपुर का पत्रांक एफ 13(1)( )/म.अ./SRCW/  
2015-16/28853 दिनांक 02.09.2015

महोदय/महोदया,

उपरोक्त विषयान्तर्गत आयुक्त, निदेशालय महिला अधिकारिता, महिला एवं  
बाल विकास विभाग ने प्रासंगिक पत्र द्वारा सचिव, पंचायती राज विभाग, भारत  
सरकार से प्राप्त "बेटी बचाओ बेटी पढाओ" अभियान की गाईड लाईन संलग्न कर  
भिजवाई है, जिसकी प्रति आवश्यक कार्यवाही हेतु संलग्न कर भिजवाई जा रही है।

उक्त गाईड लाईन में सुझाया है कि "बेटी बचाओ बेटी बढाओ" समेकित बाल  
विकास सेवाएँ, सबला, जन धन योजना, स्वच्छ भारत अभियान, राष्ट्रीय ग्रामीण  
आजीविका मिशन, महात्मा गांधी नरेगा तथा बालिकाओं एवं महिलाओं से जुड़ी  
विभिन्न विभागों से सम्बन्धित विभिन्न योजनाओं तथा सेवाओं के बीच ग्राम पंचायत  
स्तर पर कन्वर्जेन्स प्रणाली विकसित की जावे एवं प्रत्येक ग्राम पंचायत स्तर पर की  
जाने वाली कार्यवाही भी प्रस्तावित की है। कृपया तदानुसार कार्यवाही करावे।

संलग्न :- उपरोक्तानुसार।

भवदीय  
15/10/15  
(रोहित कुमार)  
आयुक्त, महात्मा गांधी नरेगा

प्रतिलिपि सूचनार्थ एवं आवश्यक कार्यवाही हेतु :-

1. आयुक्त, निदेशालय महिला अधिकारिता (राज्य महिला सन्दर्भ केन्द्र), महिला एवं  
बाल विकास विभाग, जे-7, झालाना संस्थानिक क्षेत्र, जयपुर को प्रासंगिक पत्र के  
क्रम में सूचनार्थ प्रेषित है।

परि. निदे. एवं पदेन संयुक्त सचिव, ईजीएस

4567  
10/9/15

राजस्थान सरकार  
महिला एवं बाल विकास विभाग  
निदेशालय महिला अधिकारिता  
(राज्य महिला सन्दर्भ केन्द्र)  
जे-7, झालाना सांस्थानिक क्षेत्र, जयपुर

PS/RD&PR/201  
D. No. 5567  
Date 4 SEP 2015



क्रमांक/:-एफ.13(1)( )/मअ/एसआरसीडब्ल्यू/2015-16/

28853

जयपुर, दिनांक:- 2-09-15

प्रमुख शासन सचिव,  
पंचायतीराज एवं ग्रामीण विकास विभाग  
शासन सचिवालय, जयपुर

SPR / SRD / Kannel

विषय:- बेटी बचाओ बेटी पढाओ को अभियान के रूप में मनाने बाबत।

प्रसंग:- पंचायतीराज मंत्रालय, भारत सरकार का पत्रांक D.O.No.M-11015/196/2015-DPE दिनांक 14.08.2015

4/9/15 महोदय,

उपरोक्त विषयान्तर्गत निवेदन है कि राज्य में बेटी बचाओ बेटी पढाओ योजना को गति प्रदान करने हेतु सितंबर माह को बेटी बचाओ बेटी पढाओ अभियान के रूप में मनाया जाना है। जिसमें बालिका मुद्दों को फोकस करते हुए विभिन्न गतिविधियों एवं कार्यक्रमों का आयोजन किया जायेगा। विभिन्न विभागों के साथ कन्वर्जेंस के माध्यम से सतत् रूप से इस योजना का क्रियान्वयन सुनिश्चित किया जाना है। अतः भारत सरकार की गाईडलाईन संलग्न कर अनुरोध है कि प्रत्येक ग्राम पंचायत स्तर पर निम्न कार्यवाही अपेक्षित है:-

1. प्रत्येक ग्राम पंचायत स्तर पर माह में जन्म लेने वाले प्रत्येक बालिका का जन्म पंजीकरण सुनिश्चित किया जावे।

2. प्रत्येक ग्राम पंचायत कार्यालय तथा पंचायत समिति परिसर में गुडा-गुड्डी बोर्ड लगाये जाकर प्रति माह जन्म लेने वाले बालक व बालिकाओं के आंकड़ों का संधारण किया जावे।

3. ग्राम सभा की बैठकों में इसे अनिवार्य एजेण्डे के रूप में शामिल किया जावे।

4. बेटी बचाओ बेटी पढाओ, समेकित बाल विकास सेवाएं, सबला, जन-धन योजना, स्वच्छ भारत, राष्ट्रीय ग्रामीण आजीविका मिशन, मनरेगा तथा बालिकाओं एवं महिलाओं से जुड़ी विभिन्न विभागों से संबंधित विभिन्न योजनाओं तथा सेवाओं के बीच ग्राम पंचायत स्तर पर कन्वर्जेंस प्रणाली विकसित की जाये ताकि बालिकाओं व महिलाओं को इन योजना से लाभान्वित किया जा सके।

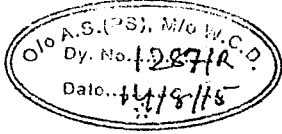
उपरोक्त की अनुपालना सुनिश्चित करने हेतु कृपया संबंधित को निर्देशित करने का श्रम करावे।

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10/9/15

BEN (M)  
10/9

भवदीया  
[Signature]  
(रघु खोड़ा)  
आयुक्त  
महिला अधिकारिता

म. विजयानंद  
VIJAYANAND



सचिव  
भारत सरकार  
पंचायती राज मंत्रालय  
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Tel.: 91-11-23074309, 23389008 Fax: 91-11-23389028  
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August 14, 2015

D.O.No. M-11015/196/2015-DPE

Dear Shri

As you are aware, Hon'ble Prime Minister has launched the Beti Bachao Beti Padhao (BBBP) programme on 22<sup>nd</sup> January, 2015. The programme seeks to address the iniquitous Child Sex Ratio (CSR) and related issues of lack of empowerment of women in 100 districts. Implementation guidelines of BBBP are available in Ministry of Women and Child Development (MoW&CD) website: <http://wed.nic.in/BBBPScheme/Implementationguideline.pdf>

2. As per Schedule XI of the Constitution, 'Women and Child Development' is a subject area to be devolved to Panchayats, and as local governments, Panchayats especially Gram Panchayats (GPs) can play a key role in this National initiative.

3. Three important initiatives can be taken by Panchayats in the context of BBP indicated below:-

a) Ensuring birth registration

A critical aspect of empowering girl children is registering their birth properly in time. Registration of birth is important for several reasons like:-

- It gives identity to the child and is a basic right of a child
- It builds the data base for appropriate policy initiatives in different sectors
- It helps delivering essential entitlements
- It is a critical input for local level planning for children, particularly the girl child
- It is a powerful indicator of efficiency of local governance.

In several States, Panchayati Raj Institutions are the registering authority. Therefore, Panchayats, particularly Gram Panchayats have an important role to play in ensuring the birth registration of all girl children. As cutting-edge local governments, they are responsible for getting birth registered even if they are not the formal registration authority.

Government of India has decided to launch a special campaign starting in September, 2015 to ensure that Gram Panchayats register or get registered

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births of all children with special emphasis for the girls. The details of this campaign have to be worked out as appropriate to the States. But some of the common steps are indicated below:-

- Local campaign to spread awareness about registration of births which can be conducted through schools, anganwadis, health centres, Self-Help Groups and other local institutions.
- Assigning responsibilities to cutting-edge officials from the Rural Development, Panchayat, Health, Women & Child Development, Social Welfare, SC Development, ST Development Departments to reach out to every household and facilitate the registration process.
- Identifying local volunteers from amongst Bharat Nirman Volunteers, SHGs, local CSOs, etc. and motivating them to support local officials.
- Sensitize elected representatives to take the lead in getting the registration done.
- Organizing camps with adequate publicity to facilitate the process of registering on the spot. Local officials and volunteers could ensure full coverage and organize the camps in a manner which does not cause inconvenience to the families.
- Conduct a review at the local level to identify left out families and focus on them in the next round.
- After due verification, declaration that every eligible child has been registered by the GP/birth registration authority.
- Reporting of data and consolidation

Adequate publicity may be given for the campaign and instructions issued by different departments and Charge Officers of sufficient seniority assigned to clusters of GPs.

**b) Display of Guddi-Gudda Boards (Girls-boys Board)**

To bring visibility to the issue of declining CSR, the BBBP scheme guidelines have a mandatory requirement for display of Guddi-Gudda Boards (Girls-boys Board) in prominent public places such as Panchayats, Anganwadi Centres, Health Centres, and Tehsil Offices. A template of the Guddi-Gudda board is enclosed. The purpose of this Guddi-Gudda Board is to display the data related to birth of boys and girls every month to bring visibility to the issue. This data is also to be discussed during Panchayat meetings, Gram Sabhas/Ward Sabha, Mahila Sabhas for engaging with the community and sensitizing them on

implications of decline in Child Sex Ratio. Funds have been provided under BBBP to the districts for the same. Please issue clear guidelines to ensure that Guddi-Gudda boards are displayed in all Gram Panchayats and institutions within the Gram Panchayats. Also the data should be discussed in the meeting of Gram Panchayats and in the Gram Sabhas.

**c) Village Facilitation and Convergence Service**

The National Mission for Empowerment of Women (NMEW) has sanctioned a Village Facilitation & Convergence Service to be implemented in the 100 BBBP districts with the objective of bringing about convergence of different schemes of the State and Central Governments related to women like BBBP, ICDS, Sabla, Jan Dhan Yojana, Swachh Bharat, NRLM, MGNREGS, Schemes of the Health Department and so on and enable women to access to their benefits.

I am enclosing the guidelines of VFCS for ready reference. GPs should be assigned a definite role in coordinating the programme for which Rs. 82,000 per annum per Gram Panchayat will be allocated in the 20 districts to be selected in each year for this purpose.

4. Please get in touch with your counterpart dealing with BBBP and work out a clear joint plan of action with focus on awareness building, training, delivery of the programme and proper reporting.

With regards,

Yours sincerely

*er*

(S.M. Vijayanand)

**Principal Secretaries in-charge of Panchayati Raj Deptt.**  
**of all States/Union Territories**

- Enclosures: i. List of BBBP districts  
ii. Template of Guddi -Gudda Board  
iii. Guideline of VCFS

✓ Copy for information to the Secretary, Ministry of Women & Child Development (WCD), Shastri Bhawan, New Delhi.

*(S.M. Vijayanand)*

Secretary to the Government of India

**List of Gender Critical Districts selected Covering All States & UTs with Low Child Sex Ratio (CSR)**

SN	Name of State / UT	Districts	Census 2001	Census 2011
	<b>INDIA</b>		<b>927</b>	<b>918</b>
1	Andaman& Nicobar	Nicobars	937	945
2	Andhra Pradesh	Y.S.R.	951	918
3	Arunachal Pradesh	Dibang Valley	874	889
4	Assam	Kamrup Metropolitan	943	946
5	Bihar	Vaishali	937	904
6	Chandigarh	Chandigarh	845	880
7	Chhattisgarh	Raigarh	964	947
8	Dadra & Nagar Haveli	Dadra & Nagar Haveli	979	926
9	Daman & Diu	Daman	907	897
10	Goa	North Goa	938	939
11	Gujarat	Surat	859	835
12		Maheana	801	842
13		Gandhinagar	816	847
14		Ahmadabad	835	857
15		Rajkot	854	862
16	Haryana	Mahendragarh	818	775
17		Jhajjar	801	782
18		Rewari	811	787
19		Sonipat	788	798
20		Ambala	782	810
21		Kurukshetra	771	818
22		Rohtak	799	820
23		Karnal	809	824
24		Yamunanagar	806	826
25		Kaithal	791	828
26		Bhiwani	841	832
27	Panipat	809	837	
28	Himachal Pradesh	Una	837	875
29	Jammu & Kashmir	Jammu	819	795
30		Pulwama	1046	829
31		Kathua	847	831
32		Badgam	963	832
33		Anantnag	977	841
34	Jharkhand	Dhanbad	951	916
35	Karnataka	Bijapur	928	931
36	Kerala	Thrissur	958	950
37	Lakshadweep	Lakshadweep	959	911
38	Madhya Pradesh	Morena	837	829

39		Gwalior	853	840
40		Bhind	832	843
41		Datia	874	856
42	Maharashtra	Bid	894	807
43		Jalgaon	880	842
44		Ahmadnagar	884	852
45		Buldana	908	855
46		Aurangabad	890	858
47		Washim	918	863
48		Kolhapur	839	863
49		Osmanabad	894	867
50		Sangli	851	867
51		Jalna	903	870
52	Manipur	Senapati	962	893
53	Meghalaya	Ribhoi	972	953
54	Mizoram	Saiha	950	932
55	Nagaland	Longleng	964	885
56	NCT of Delhi	South West	846	845
57		North West	857	865
58		East	865	871
59		West	859	872
60		North	886	873
61	Odisha	Nayagarh	904	855
62	Puducherry	Yanam	964	921
63	Punjab	Tarn Taran	784	820
64		Gurdaspur	789	821
65		Amritsar	792	826
66		Muktsar	811	831
67		Mansa	782	836
68		Patiala	776	837
69		Sangrur	784	840
70		Sahibzada Ajit Singh Nagar	785	841
71		Fatehgarh Sahib	766	842
72		Barnala	792	843
73	Firozpur	822	847	
74	Rajasthan	Jhunjhunun	863	837
75		Sikar	885	848
76		Karauli	873	852
77		Ganganagar	850	854
78		Dhaulpur	860	857
79		Jaipur	899	861

80		Dausa	906	865
81		Alwar	887	865
82		Bharatpur	879	869
83		Sawai Madhopur	902	871
84	Sikkim	North District	995	929
85	Tamil Nadu	Cuddalore	957	896
86	Telangana	Hyderabad	943	914
87	Tripura	South Tripura	961	951
88	Uttar Pradesh	Baghpat	850	841
89		Gautam Buddha Nagar	854	843
90		Ghaziabad	854	850
91		Meerut	857	852
92		Bulandshahr	867	854
93		Agra	866	861
94		Muzaffarnagar	859	863
95		Mahamaya Nagar	886	865
96		Jhansi	886	866
97		Mathura	872	870
98	Uttarakhand	Pithoragarh	902	816
99		Champawat	934	873
100	West Bengal	Kolkata	927	933

**Note:**

**\*Basis for Selection of 100 Districts:**

1. 87 Districts in 23 States: CSR below national average of 918
  2. 8 Districts in 8 States: CSR above national average of 918 but showing declining trend
  3. 5 Districts in 5 States: CSR above national average of 918 and showing improving trend.
- These are selected so that these CSR levels can be maintained and other districts can emulate and learn from their experiences.

**\*\*** Apart from the 100 selected districts under BBBP, additional seven districts from **Uttar Pradesh** i.e. *Lucknow, Bareilly, Kannauj, Allahabad, Gorakhpur, Varanasi and Kanpur Nagar*; one District from **West Bengal** i.e. *Purulia* and one District from **Tripura** i.e. *Gomti* have been included on the request of the respective States. However, no additional funds are given to the States for implementing BBBP Scheme in these additional districts.



## Village Convergence & Facilitation Service (VCFS) in 100 selected districts

### Guidelines

#### 1. Coverage:

Village facilitation & convergence service will be provided in 100 gender critical districts with lowest Child Sex Ratio (CSR) (listed under Beti Bachao and Beti Padhao Scheme (BBBP) of the Ministry) to generate awareness regarding various schemes/programmes of the Central/State Government and mobilize the community to create demand and access/avail such services. For the first year the service will be provided in 20 Gram Panchayats (GPs) in each of the selected 100 gender critical districts. The service will then cover another 20 GPs (in the same district) in the next year and another set of GPs during the following year. Thus, the services under VCFS will not be static in nature and is conceived to cover the entire district in a phased manner during the 12<sup>th</sup> Plan period.

A lumpsum amount of Rs 82,000 has been allocated for project activity in each Gram Panchayat. The identification of districts/locations for the coverage under this service will be done in consultation with State Govt. /District Collector (DC/DM)/District Task Force under BBBP Scheme of the respective district selected.

At the GP level volunteers may be engaged who would be educated women from the local community. The primary role will be to facilitate convergence & coordination on ground and work in close coordination with the Gram Panchayats and other sub-committees to address issues pertaining to education, health, nutritional needs, legal rights, safety and security of women. The volunteers engaged under VCFS will be the focal point for activities under BBBP Scheme.

#### 2. Activities to be undertaken:

Facilitation services under VCFS is aimed to linking women in need with the schemes/programs being implemented by the Central/State Government impacting the lives of women such as BBBP, Sabla, Jan Dhan Yojana, Swach Bharat etc. Ground level services will specially focus on the activities at the GP level as listed under BBBP Scheme. Under BBBP Scheme Multi-Sectoral interventions in 100 gender critical districts with low CSR has been envisaged and activities under VCFS (NMEW) will converge directly with the structures and activities at the GP level (BBBP Guidelines is at Annexure III).

Some of the major activities to be included under VCFS are:

- Collection, compilation of databases from different sources related with resource mapping of the villages in the villages being covered by them and the target group of women.
- Mobilize women into joining collectives, strengthen existing collectives at village level.
- *Provide easy access to* informational and other resources to *the* community members for effective participation in Gram Sabhas and PRIs
- Organize community meetings through *Naari ki Chaupal* to engage with community to build awareness about social issues, facilitate discussions on issues concerning women. The existing platform of Gram Sabha/Mahila

Sabha/VHSNC/VHND may be used. Mobilize women to participate in Gram Sabha meetings.

- Undertake household visits to spread awareness about government schemes, programmes and services, motivate to join various programs meant for their development and help in improving access.
- Grievance redressal through articulation and follow-up cases in right forums such as Panchayats, OSCC, VHSNC/VHND. Bring issues affecting women as agenda before Gram Panchayats for suitable redressal.
- Coordinate with other field level functionaries of different Government programmes like Anganwadi workers, ASHA's, ANM's for various activities.
- Facilitate convergence & access to women centric programmes through SHGs platforms
- Coordinate with other local Civil Society Organizations (CSOs)/Non Governmental Organizations (NGOs) and their staff working in the same region to utilize opportunities for collaboration.

### **3. Mode of Selection of Volunteers\*:**

Applications will be invited by way of advisements in local News papers. The candidate will be required to appear for a personal interview in front of selection committee as decided by the State WCD/ District Administration.

### **4. Required knowledge, skills, abilities & essential qualification**

- Minimum 12<sup>th</sup> pass girls/women with basic understanding of gender issues
- Resident of same Gram Panchayat.
- Awareness on women issues and the ability to effectively communicate the same in the local dialect.
- Maximum age limit of 45 years.

The said position requires commitment to work for the cause of women empowerment and high sensitivity to gender issues. There will not be any monthly salary; however, the dedicated work by volunteers may be incentivised under the directions of the DC concerned.

### **5. Reporting and Monitoring Mechanism**

Attendance and reporting shall be done at the Anganwadi Centers and MIS report will be submitted on quarterly basis to the District Task Force with a copy marked to the office of the Secretary, WCD/Social Welfare of the respective State Govt./UT Adm. The respective Panchayat Samiti/Village Health Sanitation & Nutrition Committee (*which are sub committees of standing committees of Panchayat and have representations from health ICDS, Total Sanitation Campaign (TSC) and PRI*) having jurisdiction over the concerned village may also provide overall coordination/supervision of the work being done at the GP level.

### **6. Training**

- The training of Volunteers would be a very important exercise so that they are truly empowered to work at community level. They will be trained to serve as an informed and gender sensitive functionaries who are equipped to take forward the agenda of women's empowerment.
- Training workshops will be organized. These training programmes shall be linked with reputed government and autonomous training institutes at the state level to provide training on the roles and responsibilities of the volunteers.
- Exposure visits to see some best practices on ground shall be the important aspect of the training.
- Training will be imparted through standardized of ICT Tools
- A tool kit will be designed and developed which will contain concept note regarding TOR, MIS formats, IEC materials which act as a reference manual for volunteers.

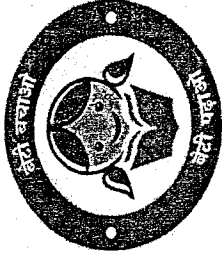
## 7. Budget: Village Convergence and Facilitation Service

			All values in Rs		
	<b>Expenditure Head</b>	<b>Remarks</b>	<b>No.</b>	<b>Total cost Monthly</b>	<b>Annual 2014-15</b>
A.	Activity Cost*	Gram Panchayat level	(Lumpsum)		50000
B.	Stationery items	Chart paper, pens, register, easel board, stapler etc.			2000
C.	Meeting & IEC Activities	Nari ki Chaupal, sensitization workshops, beti janmotsav etc.		1000	12000
D.	Travelling Expenses (local)			1500	18000
	<b>Total</b>				<b>82000</b>
	<b>Annual Cost for 1 District</b>	To cover at least 20 Gram Panchayats in the district annually			1640000

\*Note: The activities may be undertaken through volunteers and their nomenclature may be kept as per the local language

## 8. Funding Pattern:

VCFS shall be provided in the respective States/UT Adm with 100 percent funding by NMEW/MWCD.



## Guddi-Gudda Board

District:  
Gram Panchayat:  
Village:  
Month/Year-

Number of children born	Cumulative (from Jan-up till previous month)	Current month
Guddi (Girl)		
Gudda (Boy)		