



Report of Campaign on Beti Bachao, Beti Padhao in Mehsana District of Gujarat

Period: 2014 -15 to 2015 - 16



Inauguration (from left to right) Dr. Amar Vyas, Hon. Expert of Women Empowerment, Dr. T.K. Soni, Hon. C.D.H.O., Mehsana, Shri Lochan Shehra, Hon. Collector, Mehsana, Dr. Vishnu Patel, R.C.H.O., Mehsana, Dr. Kamlesh Patel, Hon. D.T.O., Mehsana, Dr. Damor N.S.S. Coordinator, N.G. Uni. Patan, Smt. Ayeshaben Patel, Hon. Chairmen, PC & PNDT committee, Mehsana







Department of District Education







A report Submitted by:

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About the Project Introduction

The Census (2011) data of India showed a significant declining trend in the Child Sex Ratio (CSR) between 0-6 years with an all time low of 918. The issue of decline in the CSR is a major indicator of women disempowerment. CSR reflects both, pre-birth discrimination manifested through gender biased sex selection and post birth discrimination against girls. The principal factor behind the Child Sex Ratio being so adverse is the low Sex Ratio at Birth (SRB). Social construct, discriminating girls on the one hand, easy availability, affordability and subsequent misuse of diagnostic tools on the other hand, have been critical in declining CSR. The strong socio-cultural and religious biases, preference for sons and discrimination towards daughters has accentuated the problem. The sharp decline as pointed by Census 2011 data is a call for urgent action, as it highlights that the girl child is increasingly being excluded from life itself. Coordinated and convergent efforts are needed to ensure survival, protection and education of the girl child.

About BBBP programme

Government of India has launched Beti Bachao, Beti Padhao (BBBP) programme to address the issue of decline in CSR through a mass campaign across the country, and focused intervention and Multi-Sectoral action in gender critical 100 districts. Government of India has identified the Mehsana district of Gujarat as, one of the gender critical districts, to address the issue of declining CSR through focused intervention and Multi-Sectoral Action under the Beti Bachao, Beti Padhao (BBBP) programme. Overall Goal of the Beti Bachao, Beti Padhao (BBBP) programme is to celebrate the girl child and enable her education. The objectives of the BBBP programme are

- 1. To prevent gender biased sex selective elimination
- 2. To ensure survival and protection of the girl child
- 3. To ensure education and participation of the girl child

CSR in Mehsana District

The 2001 census ranked Mehsana as the district with lowest / dismal child sex ratio of just 801 girls per 1000 boys. Due to various efforts by civil society organizations and Government the Child Sex Ratio (CSR) has improved considerably to 845 as per census 2011, but still it is low. In 2011 census Mehsana ranked 25 in CSR out of 26 districts of Gujarat.

As per census 2011 out of nine blocks, four blocks of the district is having girl Child sex ratio below 850 Mehsana (CSR 815) Visnagar (CSR 835) and Unjha (CSR -809) and Vijapur CSR 839. Mehsana town has lowest sex ratio 766 in India. ?

The Young Citizen of India Charitable Trust (YCICT) is working in Mehsana district, since 2004 with an aim to improve the Child Sex Ratio (CSR). Young Citizen of India Charitable Trust undertook the project to create mass awareness about the BBBP scheme and contribute in achieving the objectives of the schemes.



Objectives of the project

- To create awareness about the and declining CSR and BBBP programme among youth and various community groups of Mehsana District
- 2. To enhance understanding of block level officers of Health/ ICDS and Education department on BBBP and their role in the same.

Activities on BBBP

1.Awarding mentally and physically challenged girls

Following mentally and physically challenged four girls of Mehsana were honored by District in special programme organized for them.



Mayaben Deviputra ,Gold medal- Sonalben Thakore, Gold medalist in ist in Hockey at international level

100 meter running competition in special Olympic in Los angles USA





Sweta Gosai Gold medalist in Swimming at International level



Sahin Iqbalbhai, Bronze medalist, long jump at national level

2.Selfi with daughters

During the navratri celebration parents having only daughters were honored



Dr. Amar vyas by Sanman of Mr. Vishwas Patel and his two daughter



Dr. Amar vyas and Sonal Mehta by Sanman two daughter



Dr. Amar vyas and Sonal Mehta by Sanman two daughter



Daughter give self introduction



3. Training of Youth

About 700 students, teachers and Professors from 50 colleges and 50 schools were trained as trainers and following this they took messages to their peers and community.

Trained Adolescents and Youth I also organized the activities in their own schools and colleges such as Exhibition, drawing, essay , slogan writing, elocution competitions on etc on BBBP









4. Training of line departments

A total of 5200 ASHA, Aaganwadi workers issue and block level officers of ICDS were training on BBBP. About 275 social leaders and representatives of Panchayati Raj Institute of 10 blocks of Mehsana were trained on BBBP programme and their role in effective implementation of the same.



Shri Lochan Sehra (Collector of Mehsana District)



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Dr. T.K. Soni (CDHO of Mehsana District)



Dr. Vishnubhai Patel (RCHO of Mehsana District)



5. Orientation of astrologers and Karmakandi pandits

- Orientation programmes for 200 astrologers and Karmakandi pandits, towards promoting equal rights of the girls in socio - cultural rituals and religious he first time in Gujarat. Following this they have integrated the action, such, as in addition to septpadi sankalp they, I added one more sankalp that couple will not opt for sex selection.
- During the marriage ceremony oath was taken by couple and family to bring Gender Equality.
- Exhibitions and awareness activities and dialogue were organized during the marriage events



Dr. T.K. Soni (CDHO of Mehsana District)

Shri Mahendrabhai Pandya (presidend of AGAS)



Dr. Vishnubhai Patel (RCHO of Mehsana District)



Shri Manubhai Chokshi (chairman of Health Committee Mehsana)





Citizen Mehsana)



Dr. Amar Vays (foundar of Young Smt. Ayshaben Patel (Chairman of PC&PNDT Committee)

6. Training of Social & Politicle Leaders

Training of Mehsana district villages PRI's leaders in this training participated 275 villages leaders.



Shri Bababhai Chaudhary (Sarpanch of Mevad)



PRI's of Mehsana

7. Signature campaign

Signature campaign was organized in which, 2000 people participated including senior citizen senior officers of the district



Shri Lochan Sehra (Collector of Mehsana District) & Dr. Amar Vays (foundar of Young Citizen Mehsana)



Smt. Ayshaben Patel (Chairman of PC&PNDT Committee)



Shri Lochan Sehra (Collector of Mehsana District)



Dr. T.K. Soni (CDHO of Mehsana District)

8. Oath taking

120000 participants comprising of various departments, social groups, caste groups and civil society took oath on BBBP



Oth by Smt. Ayshaben Patel (Chairman of PC&PNDT Commiittee)



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Oth by Dr. A.D. Parmar



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Oth by Smt. Ayshaben Patel (Chairman of PC&PNDT Commiittee)

9. Oath taking in group marriages

In Kukas, Gozaria and Mehsana Group marriages organized by different caste groups, in which 137 couples get married. They took oath that will not opt for Sex Selection

During all the three group marriages exhibitions, awareness activities and dialogue were organized by Young Citizen Mehsana.















10. Twit by Ms. Menka Gandhi (Ministry of WCD)

Ms. Menka Gandhi twitted on the effort of the Astrologers / Karmakandi pandits and priest on 8 th vow taken by newlywed couples to rescue the girl child during the marriage ceremony.







11. School & College level Activity of "Beti Bachao-Beti Padhao"

















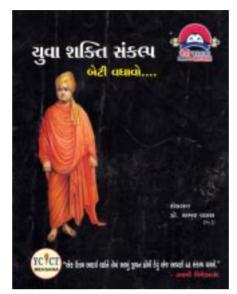






12. Communication materials

Messages related to Valuing the Girl Child were printed on wedding Invitation cards, greeting cards, handkerchiefs, ball pen,Booklets and letter heads and distributed widely.





1000 Books

2000 Books



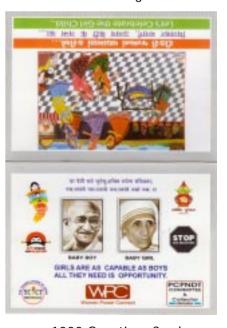
1000 Greeting Cards



1000 Greeting Cards



1000 Greeting Cards

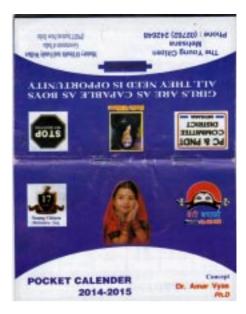


1000 Greeting Cards









1000 Pocket Celenders-2014-15



5000 Brouchers



10000 Letter Heads



500 Ballpens



5000 Brouchers



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5000 Cards



100 Hand Care Cheeps







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1000 Bags



30 Photo Cups



1000 Posters

8000 Brouchers



2400 Celenders



13..Press Realize







<u>्रिकेटियों</u> क्लेसला ખેટી બચાવો બેટી પદાઓ જાણતિ કાર્યક્રમનો દેશમાં સૌ પ્રથમ મહેરાણા જિલ્લામાં નવતર પ્રયોગ કરાયો



મહેસાણા જિલ્લાના કર્મકાંડી બ્રાહ્મણો બેટી બચાવો-બેટી પઢાઓનો મંત્ર ગુંજતો કરશે

દેશમાં સૌ પ્રથમ નવતર પ્રયોગ : કર્મકાંડી અને જ્યોતિષ શાસ્ત્રીઓનું સંમેલન મળ્યું



Mehasea (N.G.) Pin-384002, Proces: (82762) 348254 (Mo.) 94290 19626 Activis - 12-10-15. Albunz

મહેસાણાના કર્મકાંડી-જયોતિપાચાર્યોના સંમેલનમાં અભિયાનમાં ભૂદેવોની ભૂમિકા અંગે ચર્ચા બેટી બચાવો - બેટી વધાવો અભિયાનને કર્મકાંડી બ્રાહ્મણોના માધ્યમથી અસરકારક બનાવવાનો પ્રયોગ

લગ્નની સપ્તપદીની સાત પ્રતિજ્ઞા પછી આઠમી પ્રતિજ્ઞા ગર્ભસ્થ શિશુનું જાતિય પરીસણ નહી કરાવીએ તેવા શપથ ગોર મહારાજો નવદંપતિને લેવડાવે!!

सीमान् प्रमान वात्रवाचा आव्युं वतु. मेरी प्रधानो अने का श्रीतान का प्रभी व्यक्त अन्य प्रधान प्रधान वा मेरी क्षाची अर्थक्रमे प्रधान





Doctor held for sex determination test

Ahmedahad: Dr Bhagubhai Chuadhari rusning Sharada Maternity and Surgical nurs-inghome in Visuagar town was

aght red-handed telling sex of aftered-handed relling sex of a feetus in a sting operation carried out by the district health team of Metsana. Dr Cheudhari is a habitual

offender and his operations were under suspicion by the collector office as two prior cases were registered against him in 2004 and 2007 under the Prv Conception and Pre Natal Diagnos-tic Techniques (PCPNDT) Act.

District collector Rajicumar Beniwal said crack down on the

doctors suspected of violating the PCPNDT Act of violating the PCPNDT Act was insensified as the ceresta 2011 showed that sex rutio in Mehanna showed that see girl child ing see determination Mehanna continued to be a transmirrorm some continued to be a transmirrorm of the female for the charging continued to be a transmirrorm of the female for the charging continued to be a transmirrorm of the female for the charging continued to be a transmirrorm of the female for the charging continued to be a transmirrorm of the female for the charging continued to be a transmirrorm of the female for the charging continued to be a transmirrorm of the female for the charging continued to be a transmirrorm of the female for the female for the charging continued to be a transmirrorm of the female for the charging continued to be a transmirrorm of the female for the charging continued to be a transmirrorm of the female for the charging continued to be a transmirrorm of the female for the charging continued to be a transmirrorm of the female for the charging continued to be a transmirrorm of the female for the charging continued to be a transmirrorm of the female for the charging continued to the charging co

per 1,000 boys. This has been mainly attributed to sex selecon by the use of pre-mataldingostic techniques such as ultrasound or sonography and subsequent female feticide.

determination of the foetpast a



among the 25 states of Guiarat

which is quite disturbing. Beniwal said that Dy Choudhari was on their watch list since the past four months as there were persistent tip offs that he was conduct-

ples a helty price. A pregnant woman was readled as a decoy and a sting operation carried out in the last week of Novem-

The doctor carried out sex

around 10 times the cost of a normal sonography test. The health beam also frund many such pregnant women who had come from as far as Pali in Rajusthan for sex determination. It was also found that the doctor conducted their abortion in case a female foctus was identi-fied," Benowal said.

Onthebasis of this informa-tion, senior officials inspected the premises and recovered Rs 9,500 of matching serial numbers as those spent by the decoy team. "A total of Rs 1,36,230 cash without any receipts or details of patients was seized from him. Many other irregularities were also found in the clinic not only violating the provisions of the PC&PNDT Act, but also other regulations," an official from

the district collectorate said.
The entire sting operation and subsequent raid and in-spection was video graphed which will now be sent to the forensic laboratory for further analysis. "An FIR was regis-tered against Dr Chaudhari leading to his accest. He was went to extended police remand till Friday," said the official.

Girl who attempted suicide dies

Ahmedahad: A 17-year-old girl who had attempted sui-cide at her residence in Gomtipur on November 27 died at VS Hospital on Saturday evening

Police said she had taken the extreme step when she was refused a cellphone by her brother to play games.

The victim, Gul Afza Ba-no Rangrez, a resident of



Jain ni Chali, Gontlipur, was a school dropout and el-

der of two siblings. Her fa-ther Ismail is a labourer at a

nearby unit.
On November 25, she fought with her brother after he refused to hand over his cellphone to her for play-

inggames.
This enraged her This enriged her so much that she went inside her room and hanged her-self with a dupotta," said Gomtipur police sub-in-spector J A Padhiyar.









