The Government has launched the Beti Bachao, Beti Padhao Programme which is a flagship initiative to address the issue of declining Child Sex Ratio (CSR), to empower the girl child and enable her education, which aims at preventing gender biased sex selective elimination, ensuring survival and protection of the girl child and ensuring the education and Participation of girl child.

Irrespective of the caste, creed, religion and social status, the overall attitude of the people in Cuddalore District, a male child is considered a blessing and his birth is celebrated as opposed to female child where her birth is not celebrated and considered more of burden. Therefore education and health care of the female child is an important social indicator to measure equality between men and women.

In Tamilnadu state, Cuddalore district has been selected among the 100 districts to implement the Beti Bachao Beti Padhao Scheme which is coming under the districts below the National average CSR

<table>
<thead>
<tr>
<th>Year</th>
<th>2001</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>927</td>
<td>918</td>
</tr>
<tr>
<td>Cuddalore</td>
<td>957</td>
<td>896</td>
</tr>
</tbody>
</table>
BBBP scheme has been launched in Cuddalore District on National Girl Child Day celebrated at Marungur village of Panrutti taluk on 24th January 2015.

SPECIAL INITIATIVE PROGRAMMES ON IMPLEMENTATION OF BBBP

CELEBRATION OF GIRL CHILD BIRTH ON BBBP DAY

To encourage people towards reversal of son centric rituals and customs, Advocacy efforts and community mobilization initiatives has been taken to promote a positive attitude among the citizens regarding womanhood and to promote birth of the girl child. Our District Task Force has decided to celebrate the ‘Girl Child Day’ in the name of ‘BBBP Day’ on 7th of every month from May 2015 at Govt. Hospitals, PHCs and Village. Each girl child is provided with an Appreciation letter signed by District Collector with an information of the Government Schemes benefitting girl child, Birth certificate, Tree saplings like Mango, Jackfruit which economically benefits the child for her futuristic needs, gift set and SSA pass book opened with the JSY amount of Rs. 700/- and from parent contribution Rs. 300/-. If, it contribution by parents is not possible then the volunteers donate the amount of Rs. 300/- or DR.M.L.R Maternity benefits scheme supports it.

Every parent should realize that the Birth of Girl child would certainly make a Happy Family and feel proud on receiving Collector appreciation certificate. On that day SHG members, Village Presidents also appreciate the family with gifts and 1 gm. gold coin to the girl child.

Release of Gift Pack along with Tree saplings, SSA, Birth certificate and Appreciation certificate on celebration of Girl Child Birth day.

BBBP logo and celebration date printed on both sides in the gift bag given to parents on BBBP day in local
Appreciation Certificate signed by District Collector.

Information of Government schemes implemented for girl child on back side of certificate

GUDDI – GUDDA BOARD

Guddi – Gudda board has been displayed to know the details of girl child birth and pregnant women in 2342 villages of 683 panchayats.
PROHIBITION OF CHILD MARRIAGE ACT – 2006

Child marriage not only violates the human rights of the girl children but it also leads to several harmful consequences such as lack of opportunity to education, sexual exploitation, violence and early pregnancy. It deprives the girl children from childhood and poses serious health risk. In order to eradicate child marriage, the community and public are sensitized on the evil effects of child marriage through Social Welfare department and ICCW Child line 1098.

In Cuddalore District, so far 136 child marriages have been stopped. The victims of child marriage are rehabilitated by Re schooling, higher education like Nursing, Vocational courses etc., and also by support of giving Rs. 1000/- until the age of 18 years for their well being.

The number of marriages has been decreased by initiating various steps to address issues and enforcement of law.

<table>
<thead>
<tr>
<th>Number of Children born</th>
<th>Cumulative (From Jan. 2015 up till June 2015)</th>
<th>Current Month (July 2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guddi (Girl)</td>
<td>6786</td>
<td>1225</td>
</tr>
<tr>
<td>Gudda (Boy)</td>
<td>7730</td>
<td>1543</td>
</tr>
<tr>
<td>S. No.</td>
<td>Year</td>
<td>No. of Marriages stopped</td>
</tr>
<tr>
<td>-------</td>
<td>----------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>1</td>
<td>2011-12</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>2012-13</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>2013-14</td>
<td>32</td>
</tr>
<tr>
<td>4</td>
<td>2014-15</td>
<td>70</td>
</tr>
<tr>
<td>5</td>
<td>April - July 2015</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>136</td>
</tr>
</tbody>
</table>

EFFECTIVE IMPLEMENTATION OF PRE-CONCEPTION AND PRE-NATAL DIAGNOSTIC TECHNIQUES AMENDEMENT ACT 2002.

Gender biased selective elimination of girl child is a violation of human rights guaranteed under our constitution. Therefore the need to act with urgency and effectiveness on the issues of Gender discrimination and empowerment of girl child should take priority.

District Authorities have monitored effectively and taken appropriate legal action against the use of any sex selection techniques. By this way, four scan centers were sealed and memos were issued to another three scan centers.

Besides that, all 153 scan center owners in Cuddalore District were oriented on BBBP and effective implementation of PC & PNDT act.

Workshop on Implementation of PC & PNDT Act & BBBP to Scan centre owners & Doctors
BBBP LOGO IN GOVERNMENT BUILDINGS, VEHICLES AND SCHOOL BUSES

Awareness is created among the public and school students by wall painting of BBBP logo in Government Hospitals, PHCs, and SHG buildings. Logo, Stickers are pasted in school buses and Government Vehicles.

BBBP Logo Wall painted in SHG Building

Wall painted with the information on crime against women and PC & PNDT Act in Regional language.

BBBP Logo sticker in School bus
DISTRIBUTION OF SANITARY NAPKINS TO ADOLESCENT GIRLS

In Tamil Nadu, there is a myth on menstrual period as it is an untouchability period because every adolescent girl will be located outside their home during that period, as they are considered as unhygienic and hence adolescent girls are not allowed to attend their schools during the menstrual period.

Government of Tamil Nadu, have decided to improve sanitation facilities in schools. So adolescent girls are provided with hygiene and comfortable sanitary napkin in their school with easy access and also they are provided with counseling regarding usage of sanitary pad effects of menstrual cycle and to get rid of the myth of menstrual period.

Sanitary Napkins have been distributed to adolescent girls in the age group of 10 - 19 years through Health Department for school going and out of school going using the platform schools and Anganwadi centers respectively.

SANITARY NAPKIN INCINERATOR

Sanitary Napkins are usually disposed off in dust bin or open surfaces which raise various contagious diseases. To overcome this common problem, a user friendly incinerator is installed to destroy the used Napkin without causing hazards to environment.

Incinerators have been installed in 126 Government Schools at the cost of Rs. 20,655/- each units with total estimate of Rs. 26,02,530/-. After the installation, the
dropout and absentees has come down and performance of the students has improved, drastically.

Sanitary Napkin incinerator was installed at Govt. Girls High. Sec.School

CELEBRATION OF MEGA EVENT

Focusing on “Women and Girl child pride” Dawn Fest 2015 (Vidiyal Vizha) for two days and Summer Fest 2015 (Kodai Kondattam) for five days was organized by the District administration. It included various cultural activities and competition for female children and women. During this celebration free Health Camp, Healthy female baby competition, Book fair with 10% discount to women and girl children, Handloom kerchiefs embossed with BBBP logo was given, Marathon race, fancy dress competition and free tree saplings distribution, portrait on BBBP logo in all departmental stalls were done. Gold coin prizes was given to those who opened SSA on daily basis by lot method. Newly married couple competition was conducted on knowledge of child care and family health, special stamp release was done during summer fest to highlights the BBBP scheme and sand sculptures focusing girl child importance was portrayed in the festival.

Healthy Female baby competition winners are awarded with gold coin prize during summer festival
PUBLIC INFORMATION CAMPAIGN

Public Information Campaign was conducted for three days from 8th August to 10th August with co-ordination of Ministry of Information and Broadcasting focusing on BBBP scheme. In this campaign awareness on girl child education, self protection, and government schemes for girl child were motivated.

Cuddalore District based women achievers around 56 members were honoured with certificates and mementos they emotionally felt that the pride of being a woman and promise that the support will be given to other women and girl child to educate and empower the women in the society.

As a part of this programme a self addressed post card addressed to the District Collector was distributed to the school and college student to give feedback and suggestion on the standardized BBBP mass movement, celebrating the pride on girl child, engage men and boy to challenge gender stereo types and roles, report any incidence of sex determination and oppose dowry and child marriage and to promote equality between boys and girls. The best views and suggestion letters will be selected by the District Collector and an appreciation letter will be sent to them.
SSA opening motivation campaign was organized for three days by the postal department and NYK volunteers, and on every day new account holders were awarded with gold coin by lot method.

Self addressed post card addressed to the District Collector was distributed to the school and college students.

Response from the students on the distribution of self addressed post card to District Collector.
SUKANYA SAMRIDHI ACCOUNT

To implement the Scheme effectively for girl children in schools and Anganwadies. All the field level workers and SHG mothers are motivated to open the account and benefit out of the scheme. This scheme motivation camp was organized at all mass campaign programme by giving gift to those who opened the account in campaign day so far 47,000 accounts are opened in the entire district. Cuddalore district is one of the highest SSA opened district in the state.

GRAMA SABHA

Special Grama Sabha meeting was conducted in 683 panchayats in April 2015 with special focus to save girl child and enable her education, PC & PNDT Act & SSA.

Advocacy, Community Mobilization and Awareness Generation of BBBP carried out in Cuddalore District.

Every girl child has the right to life, survival and development goes beyond
The physical existence of the child and also encompasses the right to identity and Nationality. To promote and encourage people to commit the protection, safety, value and education of the girl child, the following activities have been initiated.

District Task Force was formed with the line departments i.e. Health and Family Welfare, Social Welfare, ICDS, Education Departments, Field publicity, ICCW, Police, Mahalir Thittam, and Rural Development. Block Task Force has also been formed under the Chairmanship of Revenue Divisional Officer.

Mobile exhibition vehicle arrived in Cuddalore District which moved to 150 places to create awareness on BBBP among public and school students for 30 days.

Mass awareness programmes conducted in the villages to change the mind set of son preference, equality between boys and girls, respect women and girl as equal member of the society, encourage women to go out, pursue higher studies, work, do business, access public spaces freely etc.,

The field level workers such as AWW and VHN have been sensitized and motivated to implement the scheme and Awareness of POCSO Act, Sensitization programme have been conducted for Government, Aided and Matriculation school Head masters.

Elected representatives of people who play a key role in eliminating the sex determination, girl child education and child marriage, have also been oriented about BBBP and declining child sex ratio consequences.

Awareness activities such as Rally, Regular meetings of VHNSC, VHN Day, SMC
and SHG meetings were organized and pledge taking also done during the meetings.

Rally at Marungur Village on BBBP

BBBP awareness Rally of E.S. Nursing College Students at Neyveli.

Participation of women and Public in Rally on BBBP at Vridhachalam

CONVERGENCE WITH GOVERNMENT SCHEMES IMPLEMENTATION ON GIRL CHILDREN WITH BBBP
Tamil Nadu Government implements a number of schemes for the survival, development, protection and welfare of all the children especially the girl children and provides them all opportunities to realize their full potential and become useful citizens in the society.

CRADLE BABY SCHEME

This scheme is a special initiative to eradicate evil practice of female infanticide. The scheme was initiated in 2001 by setting up full-fledged Reception Centers.

GIRL CHILD PROTECTION SCHEME

The girl child protection scheme of Tamil Nadu introduced in 1992, is a forerunner of all girl child schemes in India and the World. The scheme has the twin objectives of preventing Female infanticide as well as promoting female literacy. This promotional scheme for girl child have positive implication in enhancing the value of girl child in the family and the society.

Under Chief Ministers Child Protection scheme Rs.11.835 crore have been sanctioned and 6064 female children are being benefitted from 2011 to July 2015.

RAJIV GANDHI SCHEME FOR EMPOWERMENT OF ADOLESCENT GIRLS (SABLA)

This scheme addresses the multi dimensional problems of adolescent girls under the age 11 – 18 Years. They are provided with supplementary food as THR in AWC. 52,042 adolescent girls are benefitted. They are also sensitized on BBBP during SABLA activities like Kishori Diwas, Kishori Samooh, Sahi & Saheli and life skill education Nutrition and Health education and Vocational Training.

BBBP programme implementation has started with full concern and commitment of each official and PRI to lead our Girl children empowered with survival, protection, education and well being. Each one has a responsibility to save our Girl child and the District Administration will take a giant step forward to achieve the success of this flagship scheme with an ulterior motive and dedication to enhance the pride of girl child and futuristic women.

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