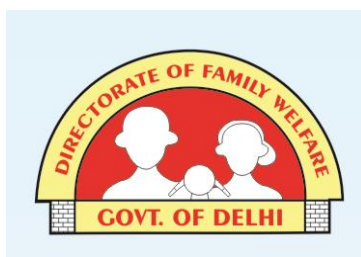


# Report

## Beti Shakti Abhiyan & Beti- Utasv 2012



**Directorate of Family Welfare  
Govt. of NCT of Delhi**



**Report on Beti Shakti Abhiyan & Beti- Utasv (24-30<sup>th</sup> September, 2012)**  
**State of Delhi**

### **Introduction:-**

The state celebrated **Beti Shakti Abhiyan & Beti- Utasv** event 24-30<sup>th</sup> September in 2012 -13 and 18<sup>th</sup> January to 31<sup>st</sup> January 2013-2014 in all Districts on any one day in subsequent week through the involvement of ANMs, ASHAs, AWWs and GRCs. For this the districts identified the families where the girl child was born in the last three months within their Districts through the help of MCTS, ASHAs and AWWs. A small celebration was done in the community where the pre identified families were invited and they given badahi ÷ Badahi Ho Beti Hui hai ÷ with a box of sweets. A dholak waala also moved with in that community for spreading the message of badahi.

**Beti Shakti Abhiyan and Beti- Utasv** celebrated in order to promote birth of girl child, its acceptance in the society and allied issues related to it. As the global trend for boy is widely seen in the society although the western society has become modern now and not differentiating in girl and boy and often is very commonly seen in the national capital of India i.e. in Delhi. But some other underdeveloped and developing countries are still facing such stigma of differentiation. And such belief is still prevalent in India. Under such circumstances, it is being felt that without boy there is no social acceptance, as the boy would inherit the family tradition and will also continue the chain of family. Often, it has been seen when a girl is born in a family, the same very family will not be very happy and the acceptance of newly born girl child is not from the bottom of their hearts- even if it is a first child of the family.

In India, the said practice is more common and very much a major issue for a traditional family, because of having specific rural background. In Delhi, such practice is seen and acceptance of the birth of baby girl etc. It is very much prevalent as Delhi having covering almost 50% of rural population. People from neighboring states like UP, Bihar, Rajasthan, Haryana, Himachal Pradesh, M.P. Etc. come to Delhi in search of their livelihood and after getting their career, they settle down in Delhi but their social stigma continued to be same as that of their family background. And of course, there's feeling for girl is being a low class citizen and they always want a boy's child, who will inherit the family tradition and will also perform the last rituals of family and send their departed soul in peace/heaven. If there is no male, who will perform the last rituals of the family? Such kind of question is always asked. Such question always arises, because girl will go to another family after her marriage. Hence it is very important for the Health Facilitators as well as BCC/IEC Planners to must understand the social stigma as well as the background of the target beneficiaries for realistic, effective impact of BCC/IEC Plan. In order to make this, Delhi has planned to hold "**International Girl Child Day**" celebration in all health facility.

Ministry of Health and Family Welfare, GOI takes special initiative in observation of the **Beti Shakti Abhiyan & Beti- Utasv**.

Theme on International Girl Child Day 2012  
**"Ending Child marriage"**

The theme of Beti- Utasv: **"Badahi Ho Beti Hui Hai"**  
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### **Aims & objectives of the celebration :**

Acceptance of Newly born Girl Child in the family with great zeal and make them not feel any sadness as there should not be any gender biased.

### **Strategies**

- É To inform & educate target beneficiaries regarding advantages of Girl Child.
- É To inform & educate target beneficiaries regarding there is no difference between the boy and girl as now both are equal.
- É To inform & educate target beneficiaries regarding achievements of women in various fields in the present day and it have been widely accepted worldwide due to their extra ordinary performance.
- É Role models of various fields.

- É To celebrate successes and achievements nationally, regionally and globally and showcase national work at global level.
- É To improve the status of women after implementation of the Strategy for promotion of girl child.
- É To draw public attention on the programmes on Women empowerment.
- É To stress the need for proactive protection action and support for Girl child.
- É To inform mothers, communities, health professionals, government, aid agencies the media on how they can actively support girl child.
- É To mobilize action, networking and collaboration between those who are working on girl child.
- É To cover community at large level to create awareness and visibility of campaign regarding preference of girl child and her proper care and education **Beti Shakti Abhiyan Sandesh Vahini** (Vehicle with IEC and Other Informative Material visited the crowded areas of west district.

**The brief summary of activities undertaken was as follows:-**

**I. Meeting at Directorate of Family Welfare:**

A meeting was organized at Directorate of Family Welfare under chairmanship of Director, to discuss celebration of International Girls Child Day.

- Each health facility and district was briefed about the activities to be undertaken by them during the celebration of this event. Queries regarding **funds** and other arrangements were also resolved in the meeting.
- It was proposed to celebration of Beti- Utsav in occasion of celebration of international girl child day that was born within three months girl child in institutional delivery and parents have female child previous to give some gift and Dhol wala deliver the slogan Badahi Ho Beti Hui Hai.
- Also discussion about Celebration of the programme

**At State level:-**

1. Prize distribution,
2. Oath for Beti- Bachao,
3. Signature of Beti- Bachao

**At District level:-**

1. Dholak (Munadi) Badhi ho Badahi Beti Hui Hai slogan,
2. Distribution of the Sweet
3. Effective message deliver to the society for Beti- Bachao
4. Nukkad Natak, Seminar
- Guidelines for IEC material preparation, dissemination and display along with suggested drafts were provided.
- All activities to be undertaken including District level orientation meeting, Beti Utsav, School competitions etc. were told.
- Strategies for convergence with other sectors and organization were suggested.
- Reporting mechanism to be followed during the event.

**II Communication and Appraisal of all relevant stakeholders:-**

The State quickly wrote to relevant departments, sectors, organizations, agencies to bring about convergence in the celebration and observation of **Beti Shakti Abhiyan & Beti- Utsav**. The various departments/sectors roped in were:

- i. **Education department:** IEC among school children about **Beti Shakti Abhiyan & Beti- Utsav** and related issues was planned. Cooperation and active participation of the school staff for conduct of school competitions (Poster/Slogan/Essay/Poem, etc. on save the girl child, sex ratio, girl child survival and other related issues) was sought.
- i. **School health staff:** Involvement of school health staff in IEC and competition.
- ii. **Community groups:** Involvement of representatives of community groups like RWAs, GRCs, MLA, Counsellors in the event.
- iii. **Health department:** Involvement of GRCs, link worker of health department, NGOs to celebration in the òBeti Utsavö.
- iv. **CDMO's and Medical Superintendents:** were apprised through dedicated letters to each seeking their involvement and support in activities.

- v. **All Districts:** Similar action was sought from district authorities

**State** has organized certain activities in order to achieve the above said aims & objectives. The field level Health units of all nine districts have conducted the following IEC / BCC Activities in the community:

É	IEC Activities
É	Health Talk
É	Rally
É	Beti Utsav
É	Lectures
É	Video Shows
É	Street Play/ Nukkad Natak
É	Role Play Competition
É	Group Discussion
É	Focus Group Discussion
É	Beti Shakti Abhiyan Sandesh Vahini

A detailed programme of IEC/BCC Activities related with “**International Girl Child Day**” from all district was received. All health facility/units well in advance, to make them plan the activity as proposed with due planning at implementation level. Subsequently, All District started celebrating “**International Girl Child Day**” in all its Health units from September 24<sup>th</sup> which was lasted up to 30<sup>th</sup> September. The community mobilization exercises were given due importance in order to make the target population well aware about the proposed/on-going activity of the programme during this celebration. An awareness generation campaign was also conducted to boost up the community awareness generation & community participation of the celebration “**International Girl Child Day & Beti Utsav**” The community awareness generation excises were carried out with the target beneficiaries in order to achieve desired aims & objectives of the celebration.

**District wise Plan:-**

<b>District wise Plan for the Celebration of INTERNATIONAL GIRL CHILD DAY and Beti Utsav 24-30 Sep.- 2012</b>				
<b>Central</b>				
<b>S. No</b>	<b>Activity</b>	<b>Venue</b>	<b>Name of I/c</b>	<b>Date &amp; Time</b>
1	Beti Utsav	DGD Nabi Karim	Dr. Z.S.K. Marak	24 <sup>th</sup> to 29 <sup>th</sup> September
2	Health talks	DGD Gali Guliyan	Dr. Mamta	
		DGD Ajmeri Gate	Dr. Laxmi	
		DGD Tank Road	Dr. Puneet Jaitley	
		DGD Suiwalan	Dr. Rahul Gautam	
		DGD Ballimaran	Dr. Dushyant Mittal	
		MCW Dev Nagar	Dr. Pamela Walia	
		MCW Katra Kushal Rai	Dr. Alka Verma	
		MCW Naughera	Dr. Anuradha	
		MCW Sarak Prem Narayan	Dr. Mamta	
		MCW Hauz Qazi	Dr. W. Muivah	
3	Group Discussions & Role Play	GRC		24 <sup>th</sup> to 29 <sup>th</sup> September
		Anganwadi Centre	Dr. Anuradha	
		Anganwadi Centre	Dr. W. Muivah	
4	Focal group discussion	MCW Katra Kushal Rai	Dr. Alka Verma	24 <sup>th</sup> to 29 <sup>th</sup> September
		DGD Gali Samosan	Dr. Usha Goel	
		DGD Dujana House	Dr. Jyoti Sharma	

		DGD Nabi Karim	Dr. Ritu Chaudhary	
		MCW Dev Nagar	Dr. Pamela Walia	
5	Nukkad Natak	Beti Utsav		24 <sup>th</sup> to 29 <sup>th</sup> September
		PD Gupta, Darya Ganj		
		Doda Imaging, Pusa		
6	Competitions	Girls Senior Sec. School, New Rohtak Road	Dr. Jyoti Golani	24 <sup>th</sup> to 29 <sup>th</sup> September
		Boys Senior Sec. School, New Rohtak Road		
		Girls Middle School, 20-B, Dev Nagar		
		SKV, Darya Ganj		
		Govt. Senior Sec. Boys School, Bela Road		
7	Print media / pamphlets/ Banners	All DGDs, M&CW Centres, CGHSs, ESI & Hospitals		
<b>New Delhi</b>				
1	Beti Utsav	Bhai Ram Camp,	DMU, New Delhi	27-9-2012
2	Health talks	Sanjay Camp		24-9-2012, 11.00-2.30 pm
		Anand Maha Vidhyalay, P. K. Road		25.09.12, 11.00-12.30 pm
		Gole Market		25-09-12, 3.00-4.30 pm
		B. R. Camp		26-Sep-12, 11.00-12.30pm
3	Nukkad Natak	Beti Utsav, Sanjay Camp	Kriti Foundation	27-09-2012
4	Banners	All M&CW Centres, CGHSs & District Hospital (NDMC)		24 <sup>th</sup> to 29 <sup>th</sup> Sept 2012
5	Cycle Relly	Gole Market		29-9-2012
<b>East</b>				
1	Beti Utsav	DGD IP Extension	Dr. Seema	27/9/2012
		DGD Karkardooma Village	Dr. Rashmi Gupta	
		DGD Vasundhra Enclave	Dr. Amita Rao	
		DGD Kondli	Dr. A.K. Verma	
		DGD Kanti Nagar	Dr. Amit Kumar Mondal	
		DGD Mandawali	Dr. Ruby Sinha	
		DGD Mayur Vihar Ph-1	Dr. Anuradha Singh	
		DGD Trilok Puri	Dr. Rekha Rawat	
		DGD Geeta Colony	Dr. Grijesh Kumar	
		DGD Mukesh Nagar	Dr. Sarla Gupta	
		DGD Kalyan Puri	Dr. Karuna Singh	
2	Health talks	I.DGD Vivek Vihar	Dr. Rachna Gupta	Any day between 23-30 September
		Seed PUHC Ghazipur	Dr. Sushila Verma	
		Seed PUHC Rajbeer Colony	Dr. Raj Kumar	
		DGD Bhola Nath Nagar	Dr. Prashant Singh	
		V.DGD Bank Enclave	Dr. Rakesh Kartar	

			Ahuja	
3	Group Discussions & Role Play	DGD Karkardooma Court	Dr. Sumesh Rathi	
		DGD Jagat Puri	Dr. Rupali Goyal	
		Seed PUCH New Ashok Nagar	Dr. Sunita Tikoo	
		DGD Himmat Puri	Dr. Renu Jain	
		Seed PUHC Jheel	Dr. Hitesh Gupta	
4	Focal group discussion	DGD Laxmi Nagar	Dr. Imteyazul Haque	
		DGD Shashi Garden	Dr. Ashok Jamrani	
		DGD Chander Nagar	Dr. Namita Khattar	
		DGD Krishna Nagar	Dr. Usha Kumari	
		Seed PUHC New Ashok Nagar	Dr. Sunita Tikoo	
5	Nukkad Natak	DGD Mayur Vihar Ph-3	Dr. A.K. Verma	
		DGD Geeta Colony	Dr. Grijesh Kumar	
		DGD Mayur Vihar PH-1	Dr. Anuradha Singh	
		Lal Bahadur Shastri Hospital, Khichri Pur, Delhi-91		
		Dr. Hedgewar Arogya Sansthan, Karkardooma, Delhi- 32		
North East				
1	Beti Utsav	DGD Dayalpur	Dr. Subhash Chand	25-09-2012,11:00-1:00PM
		DGD Seelampur	Dr. Sandeep Gautam	26-09-2012,11:00-1:00PM
		DGD Nand Nagri	Dr. Prem Chand	27-09-2012,11:00-1:00PM
		DGD Khajoori Khas	Dr. Sanjay Singh	28-09-2012,11:00-1:00PM
		Maternity Home Yamuna Vihar	Dr. Deepika Parmar	25-09-2012,11:00-1:00PM
		Maternity Home Chandiwalla	Dr. R.B. Singh	26-09-2012,11:00-1:00PM
		Maternity Home Karawal Nagar	Dr. Vikalp Shastri	27-09-2012,11:00-1:00PM
		Maternity Home Welcome Seelampur	Dr. Dharna	28-09-2012,11:00-1:00PM
2	Health Talks	DGD Ashok Nagar	Dr. Punita Hyanki	24-09-2012,11:00-1:00PM
		DGD Nand Nagri	Dr. Prem Chand	25-09-2012,11:00-1:00PM
		DGD Old Seemapuri	Dr. Poonam Pal	26-09-2012,11:00-1:00PM
		DGD Gautampuri	Dr. Anup Nath	27-09-2012,11:00-1:00PM
		DGD Gokalpuri	Dr. Rajendra Prasad	28-09-2012,11:00-1:00PM
3	Group Discussion & Role play	GRC Delhi Brother hood society	Mr. Santosh	24-09-2012,11:00-1:00PM
		NGO YMCA Old Seemapuri	Ms. Anita	25-09-2012,11:00-1:00PM
		Anchal Cheritable Trust (Shahdara)	Mr. Krishan choudhary	26-09-2012,11:00-1:00PM
		People Human Welfare Society	Mr. I.S. Bally	27-09-2012,11:00-1:00PM
		CFAR (GRC Harsh Vihar)	Mr. Jitender	28-09-2012,11:00-1:00PM
4	Focus Group Discussion	DGD Khajoori Khas	Dr. Sanjay Singh	24-09-2012,11:00-1:00PM
		Seed PUHC Shahid Bhagat Singh Colony	Dr. M.R. Mittal	25-09-2012,11:00-1:00PM

		DGD Arvind Nagar	Dr. Seema Aggarwal	26-09-2012,11:00-1:00PM
		DGD Nand Nagri extn.	Dr. Meena	27-09-2012,11:00-1:00PM
		DGD Dayalpur	Dr. Subhash Chand	28-09-2012,11:00-1:00PM
5	Nukkad Natak	Swami dayanand Hospital	Dr. R.N Bansal	24-09-2012,11:00-1:00PM
		GTB Hospital	Dr. Rajpal	25-09-2012,11:00-1:00PM
		JPC Hospital	Dr. J.P.S. Pipil	26-09-2012,11:00-1:00PM
		M&CW Centre Ghonda	Dr. Sandhya Singh	27-09-2012,11:00-1:00PM
		Maternity Home IPP VIII Seemapuri	Dr. A.K. Gupta	28-09-2012,11:00-1:00PM
6	Competitions	S.K.V Mandoli Village	Quiz Comp.	24-09-2012,11:00-1:00PM
		Sarvodaya Kanya Vidayalya, E- Block, N Nagri Extn.	Debate Comp.	25-09-2012,11:00-1:00PM
		Govt. Girl Senior Sec. School, Seemapuri	Essay Writing	26-09-2012,11:00-1:00PM
		Rajkiya Pratibha Vikas Vidayalaya, Yamuna Vihar, Delhi-53	Poster/ painting	27-09-2012,11:00-1:00PM
		Sarvodaya Kanya Vidayalya,Gokalpuri, Delhi-94	Slogan writing	28-09-2012,11:00-1:00PM
7	Print Media/ Pamphlets	30 Flex Banner 4x2 with eyelet		
		20000 Leaflets a8 size single colour		
North				
1	Beti Utsav	M&CW Burari	Dr. Sweety	29.09.12
		St. Johns Ambulance Health Post Burari	Dr. Preeti Bhanja	
		DGD Mukundpur	Dr. Upasna	28.09.12
		Seed PUHC Samta Vihar	Dr. Rupinder	
		DGD Wazirabad	Dr. Anita Chawla	27.09.12
		Seed PUHC Jagatpur	Dr. Ritu Gehlot	
		DGD Jharoda Mazra	Dr. Reena Yadav	27.09.12
2	Health Talk	M&CW Teliwara	Dr. Shail Khanna	27.09.12
		Seed PUHC Nathupura	Dr. Mandeep	
3	Group Disssussion	Seed PUHC Samta Vihar	Dr. Rupinder	29.09.12
		Seed PUHC Jagatpur	Dr. Ritu Gehlot	
4	Focal Group Discussion	St.John Burari	Dr. Preeti Bhanja	28.09.12
5	Nukkad Natak	DGD Pulbangash	Dr. Poonam Yadav	27.09.12
		DGD Inderlok	Dr. Neeta Agarwal	28.09.12
		DGD Sarai Rohilla	Dr. I.P Singh	27.09.12
6	Competitions	DGD Wazirabad	Dr. Anita Chawla	4th week of Sep. 12
		DGD Kamla Nagar	Dr. Sushila	
		DGD Timarpur	Dr. Satish Chandra	
		DGD Gulabi Bagh	Dr. Vinay Kumar	
		DGD Sarai Rohilla	Dr. I.P Singh	
7	Rally	DGD Shahzada Bagh	Dr. Sudha Gupta	27.09.12
8	Print Media/ Pamphlets	100 (Approx)Flex banner to be made on the celebration of Beti utsav		
North West				
1	Beti	P-4 Jagdamba Market	DAV Educational	24.09.2012

		Sultanpuri	Society	
2	Health Talks	D-4 Basti Vikas Kendra Sultanpuri	DAV Educational Society (NGO)	25.09.2012
		Sun Smile Public School Aman Vihar Kirari	DAV Educational Society (NGO)	
		Seed PUHC Laxmi Vihar	MO I/C Dr. Abdul Salam	
		Seed PUHC Swaroop Nagar	MO I/C Dr. Geeta	
		Seed PUHC Inder Enclave	MO I/C Dr. Sonika Jatoo	
3	Group Discussion & Role Play	P-4 Jagdamba Mkt. Sultanpuri	DAV Educational Society	26.09.2012
		Jalebi Chowk Sultanpuri		27.09.2012
		District Park Sec-20 Rohini		28.09.2012
		D-4 Basti Vikas Kendra Sultanpuri		29.09.2012
		Sun Smile Public School Aman Vihar Kirari		30.09.2012
4	Focused Group Discussion	D-4 Basti Vikas Kendra Sultanpuri	DAV Educational Society	26.09.2012
		Sun Smile Public School Aman Vihar Kirari		27.09.2012
		P-4 Jagdamba Mkt. Sultanpuri		28.09.2012
		Jalebi Chowk Sultanpuri		29.09.2012
		District Park Sec-20 Rohini		30.09.2012
5	Nukkad Natak	P-4 Jagdamba Mkt. Sultanpuri	DAV Educational Society (NGO)	24.09.2012
		Jalebi Chowk Sultanpuri	DAV Educational Society (NGO)	26.09.2012
		District Park Sec-20 Rohini	DAV Educational Society (NGO)	26.09.2012
		Seed PUHC Prem Nagar-II	MO I/C Dr. Radhika	25.09.2012
		Seed PUHC Prem Nagar-III	MO I/C Dr. Amrita Soni	25.09.2012
6	Competitions	P-4 Jagdamba Mkt. Sultanpuri	DAV Educational Society (NGO)	24.09.2012
7	Print Media/ Pamphlets	10,000 Pamphlets to be printed and to be distributed in North-West district through different DGD's	MO I/C's of Delhi Govt. Dispensaries	24-30 September 2012
<b>South</b>				
1	Beti Utsav	Seed PUHC Neb Sarai	Dr. Meenu Bal	25-09-2012
		Seed PUHC Aaya Nagar	Dr. Suman Sapra	24-09-2012
		Seed PUHC Sangam Vihar F-II	Dr. Mila Ghosh	26-09-2012



		Seed PUHC Sangam Vihar D-5/7	Dr. Pratima Verma	28-09-2012
2	Rally	Seed PUHC Neb Sarai	Dr. Meenu Bal	29-09-2012
		CASP (NGO, Madanpur Khadar)	Ms. Manju Upadhyay	27-09-2012
3	Health talks	DGD Batla House	Sabir Hussain	24-09-2012
		DGD Khanpur	Dr. Mamta Gupta	25-09-2012
		DGD Sangam Vihar D-Block	Dr. Preeti	26-09-2012
		SPUHC Aya Nagar	Dr. Suman Sapra	27-10-2012
		M&CW Centre Fatehpur Beri	Dr. Alka Gupta	28-09-2012
4	Group Discussions	Ranbaxy	Dr. Alka	24-09-2012
	& Role Play	Rotary	Dr. Neena Paul	25-09-2012
		Puranmal Research Institute	Dr. C.D. Parashar	26-09-2012
		Majeedia Hospital	Dr. Poonam	27-10-2012
		DGD Chirag Delhi	Dr. Deepa Rai	28-09-2012
5	Focal group discussion	IPP-VIII Badarpur	Dr. Bimal Ekka	27-09-2012
		DGD Tajpur	Dr. Inderjeet Kaur	24-09-2012
		PP Unit Kalkaji	Dr. Ruby Kurien	25-09-2012
		M&CW Centre Srinivasपुरi	Dr. Nirmal Kataria	26-09-2012
		M&CW Centre Shahpur Jat	Dr. Sunita Vohra	28-09-2012
6	Nukkad Natak	M&CW Centre Jungpura	Dr. Mamta Kashyap	25-09-2012
		M&CW Centre Badarpur	Dr. Rachna Rajkumar	24-09-2012
		M&CW Centre Madanpur Khadar	Dr. Ajit Kaur	24-09-2012
		Seed PUHC Sangam Vihar F-II	Dr. Mila Ghosh	26-09-2012
		Seed PUHC Sangam Vihar D-5/7	Dr. Pratima Verma	26-09-2012
7	Competitions	Navjyoti Development Society (GRCS)	Mrs. Shashi Khanduri	24-09-2012
		Shape India (GRCS)	Mr. Uttam	24-09-2012
8	Print media / pamphlets	Flex		
<b>West</b>				
1	Beti Utsav	ASHA Unit Khyala	Dr. Leena Raut	27.9.12, 11AM
		ASHA unit Mundka	Dr. Pankaj Prasad	28.9.12, 12 Noon
		ASHA Unit Baprolla	Dr. Manoj	26.9.12, 11 AM
		ASHA Unit Nangloi	Dr. Mridula Gupta	
		ASHA Unit Nawada	Dr. Rakesh Gilani	29.9.12, 11AM
		ASHA Unit Prem Nagar	Dr. Sunita Prasad	25.9.12, 12 Noon
		ASHA Unit Shiv Vihar	Dr. N.K.Sinha	28.9.12, 10 AM
		Seed PUHC Chander Vihar	Dr. Rekha Guria	28.9.12, 10 AM
2	Nukkad Natak	Deen Dayal Upadhyay Hospital	Dr. Seema	28.9.12, 11A.M.
		Guru Gobind Singh Hosp.	Dr. Lalita Jain	29.09.12, 10A.M.
3	Group	Madipur Dispensary	Dr. Rita Chanana	25.09.2012, 12:30 P.M.

	Discussion		Dr. Anil	28.09.2012, 12:30 P.M.
		Tikri Kalan Dispensary	Dr. Jyotsna	25.09.2012, 10:00 A.M.
		DGD Raghubir Nagar	Dr. Niti Bhatia	27.09.2012, 11:00 A.M.
		DGD Ramdutt Enclave	Dr. Puja Bhasin	27.09.2012, 11:00 A.M.
		DGD Vikas Puri		
4	Focus Group Discussion	Subhash Nagar, GRC Manch	Mr. Dinesh	26.09.2012, 11:00 A.M.
		Vikrant Chowk, GRC Santosh	Mr. Parmod	27.09.2012, 11:30 A.M.
5	Health Talk	DGD Tilangpur Kotla	Dr. Anand Kumar Kain	24.09.2012, 11:00 A.M.
		SEED PUHC Kamruddin Nagar	Dr. Garima Handa	28.09.2012, 1:00 A.M.
6	Print media / pamphlets	All Health Unit	Dr. Kailashi Shekhar	21.09.2012
<b>South west</b>				
1	Beti Utsav	Seed PUHC Qutub Vihar	MO I/C's	26-09-2012
		DGHC Mahipal pur		26-09-2012
		Seed PUCH Kakraula		27-09-2012
		Maternity Home Naraina		28-09-2012
		Seed PUCH Gopal Nagar		27-09-2012
		Seed PUHC Sitapuri		27-09-2012
2	Nukkad Natak	DGHC Kangan Heri		26-09-2012
		DGHC Sadh Nagar (Love & care , Sita Puri)		25-09-2012
		DGHC Sadh Nagar		27-09-2012
3	Group Discussion	DGHC Kapashera		28-09-2012
		DGHC Nangali Sakrawati		27-09-2012
		DGHC Inder Puri		26-09-2012
		DGHC Rajokari		28-09-2012
		DGHC M & CW Vashist Park (Love & care, Dabri)		27-09-2012
4	Focus Group Discussion	DGHC Raj Nagar		25-09-2012
		DGHC Sec-2 Dwarka		27-09-2012
		DGHC Sagar Pur		28-09-2012
		Seed PUHC Ranaji Enclave		October, 12
		DGHC Shahbad Md. Pur		28-09-2012
5	Health Talk	DGHC Mahipal pur		
		DGHC Maya Puri		27-09-2012
		Seed PUHC Qutub Vihar		26-09-2012
		DGHC MotiBagh		28-09-2012
		DGHC Sec-17 Dwarka		28-09-2012
		DGHC Sec-19 Dwarka		28-09-2012
6	Rally	DGHC Malik Pur		29-09-2012
7	Print media / pamphlets	All Health Unit		

Following number of activities were organized by State of Delhi to create awareness regarding Gender equity in all nine Districts :-

**No. of activities done during Girl child day celebration and Beti Utsav (24-30 Sep. 2012)**

S.No.	Activities	South	West	North	East	South west	North east	North west	Central	New Delhi	Total
1	Health Talks	5	2	7	11	6	1	6	7	5	50
2	Group Discussions	5	5	1	5	5	2	6	3	0	32
3	Role/Street Play /Nukkad Natak	5	2	10	7	5	4	2	3	1	39
3	Focal Group discussion	3	2	0	3	5	3	6	1	0	23
5	Competitions	2	0	1	4	0	5	2	0	0	14
6	Print Media Pamphlets/banners	165	250	100	1000	165	6	2	226	87	2001
7	Rally	2	1	1	1	1	7	1	0	1	15
8	Beti Utsav	4	8	7	10	6	8	1	1	1	46

**1. Health Talk:-**

**Total 50 health talks were organized at health facilities in the State. Theme was “information regarding sex ratio, Female foeticide and sex determination, PC PNDT Act”.**

These activities being one to one communication as well as due to two way and also being direct communication so it is very- very effective. As the target beneficiaries are in directly in touch with the health facilitators and as and when they need they can interact and receive due feedback as per their query. Health Talks were conducted in different Areas with specific number of Target Audience.

**2. Group Discussion:-**

32 Group Discussion were conducted by all district in deferent facility. The discussion was regarding Female foeticide, Decreasing sex ratio, PC & PNDT act, and Sex Determination.



**3. Street play/Role Play/Nukkad Natak:-**

39 Street play/Role Play/Nukkad Natak were conducted at different places of State to spread awareness in masses for targeted population about Importance of Girl child, Role of girl/women in the society, Importance achievement of women in various fields, Right to education, education for all, education of girl child, Family-complete development and other various issues related with gender discrimination/girl child etc. all these topics were nicely presented through the Street plays.

Role-playing refers to the changing of one's behaviour to assume a role, either unconsciously to fill a social role, or consciously to act out an adopted role. This role play is not only a methodology of motivating community but is also a set example of a particular community where this event is organized and facts are presented before the group with role model and later-on people are motivated to accept what the role model is doing.



Sultan Puri (North West)



Madanpur Kapar (North)



Inderlok DGD (North)

#### 4. Focus Group Discussion:-

23 Focus Group Discussion was conducted at various health facility of State. This is a special kind of group discussion where initially people talk to each other on a specific topic. Through this activity, expert assesses and understood the awareness level/ entry behaviour of the participants and he talks according to it and solve various queries of people. It helps the participants to understand the subjects/issues and also how to handle the situation in the interest of the beneficiaries.



South District



West District



North east District

#### 5. School Competitions:-

Five District conducted the school competitions e.g. Poster, Slogan, Poem, etc. on sex ratio, save the girl child and other related issues.



Essay Competition



Poster Competition  
North East District



Slogan Competition

#### 6. Print Media Pamphlets/banners:-

There were extensive display of IEC in the form of **banners, Posters** and distribution of **pamphlets** on various issues related to Girl child day celebration and Beti Utsav. Banners reflecting Occasion displayed at each Health Facility of State, Hospitals, GRCs, NGOs, Mobile Vans. So that it can attract visitors and creating awareness amongst them to get them well aware and join hand with us in the forthcoming IEC / BCC Activities as per their choice suitable to them.





West District



North East District

## 7. Rally:-

There were total 15 Rallies conducted by the district in the Delhi State. Providing message, through the Rally to the community with different slogans e.g. 'Daughters are blessings not a burden', 'Don't destroy future by killing girl child', 'Save the girl child' etc. The aim was to sensitize students towards this social ill and to create awareness among people to prevent female foeticide, to prevent child marriages so that girls have an assurance of well-being in education, health, socio-economic conditions and family relation.



North West District



North East District



East District

Total 46 Beti Utsav was celebrated at deferent Health facility in the State. The main concept to celebration this even that to give importance ot the birth of girl child and promote such happening where the birth of girl child was took place in that 2-3 Months. All the girl child which was born during June- August were given a pack of sweets and dolak wala was hired who played dholak and Badhai was given to girl child family in form of 'Badhai ho Beti Hui Hai'.



West District



South West District



South District

**Beti Shakti Abiyan Sandesh Vahini:-**

West district was arranged a decorated Vehicle with IEC and Other Informative Material and music system with health personnel announcing the slogans and poems on the subject visited the crowded areas of west district for creating such an extensive campaign and also felt this unique concept of “BETI UTSAV” and Beti Shakti Abiyan Sandesh Vahini.



West District

**VI. Monitoring and Evaluation**

a) District Level -All districts carried out monitoring of the events at facilities within their districts.  
B) State level teams were constituted from among officers from DFW, District Nodal officers, etc.  
These teams covered important events in all 9 districts as per allocation through an organized set of plans prepared by designated coordinators for each team. Observations and feedbacks were shared with concerned districts and facilities.

**Expenditure details district wise**

Expenditure details during Girl child day celebration and beti utsav(24-30 Sep. 2012)											
S.No.	Activities	South	West	North	East	South west	North east	North west	Central	New Delhi	Total
1	Health Talks	2500	1000			2000	2500	500	3500		12000
2	Group Discussions	4000	5000	1000		5000	5000	2380	2000		24380
3	Role/Street Play	20000			5010						25010
3	Focal Group discussion	3000	2000		1200	4516	5000	1040	1000		17756
4	Nukkad Natak		8000	12000	20000	4790	20000	8000	12000		84790
5	Competitions	8000		4000	3228		15950	5144			36322
6	Print Media Pamphlets/banners	9356	18500	7000	9971	9356	8700	17130	8882	4731	93626
7	Rally	6000	4100	5000	22110		4000	6250			47460
8	Beti Utsav	25100	24000	42000	17700	47221		9510	38000	49680	253211
9	Any other ( Eg. mega camp )					4000	42326				46326
Total		77956	62600	71000	79219	76883	103476	49954	65382	54411	640881

TOTAL: 640881(Approved budget at district level for IEC/BCC-Rs. 3.35 lacs)