

CONSOLIDATED GUIDELINES

“Beti Bachao Beti Padhao Week- The Daughters of New India” is to be observed as a mark to Celebrate Girl Child and Enable her Education around the week of **International Girl Child Day (i.e 11th October)**. International Girl Child Day is celebrated every year to promote empowerment of girls and reinforce gender equality.

- i. The BBBP Week shall be observed by the selected 161 BBBP districts from **9th October – 14th October 2017** under the leadership of DC/DM.
- ii. The districts must plan activities spread over a week which may start with **Opening Ceremony on 9th** and may culminate into a **Closing Ceremony on 14th October, 2017**.
- iii. The districts may prepare detailed date wise activities **based on the suggestive calendar of activities as provided below**.
- iv. Dignitaries such as local MLA/MP, Local Women Achievers and District Officials from different Departments, Colleges and School children may be invited.
- v. Districts may take steps to undertake innovative initiatives during the campaign so that case studies and stories are generated daily.
- vi. Districts should ensure better branding and visibility of BBBP logo during conducting of activities as well as their promotion through electronic and print media platforms at both field, district and state levels. They need to make use of social media such as my Gov, Twitter and Facebook extensively for the purpose. Districts may use hashtags: **#DaughtersofNewIndia** and **#BetiBachaoBetiPadhao**
- vii. A **pre-press release** (curtain raiser) should be issued highlighting activities to be undertaken and another **post-press release** highlighting major outcomes of BBBP Week.
- viii. A press conference may be organized by the concerned district at the culmination ceremony of their Week to highlight the activities and initiatives undertaken. This may be addressed at the level of DC/DM.
- ix. There should be a daily reporting of activities during the week at **Email i.d. : BBBP-DaughtersofNewIndia@gmail.com**
- x. At the conclusion of the Week the districts are required to submit, to MWCD(Sh. Ashok Kumar Yadav, Deputy Secretary, Ministry of Women and Child Development, 1st Floor, Jeevan Tara Building, Patel Chowk, Parliament Street, New Delhi-110001) a Report containing detailed account of activities undertaken during BBBP Week with well-captioned photographs, newspaper clippings, press notes, audio-visual clips.

ACTIVITIES CALENDER (Suggestive)
Celebration of “Beti Bachao Beti Padhao Week- The Daughters of New India”
(9th October – 14th October 2017)

Sl.No.	Days	Proposed activities
1	Day 1 (9 th October, 2017)	Opening Ceremony <ul style="list-style-type: none"> • District/block/Tehsil level Consultation/Meetings on BBBP (involving key stakeholders) • Local MP/MLA, DC/DM as Special Invitee • BBBP Oath Taking • Signature/Pledge board at District/Block and Gram Panchayat levels
2	Day 2 (10 th October, 2017)	<ul style="list-style-type: none"> • Prabhat Pherry/Rallies followed by oath ceremony • Posters/Slogan-writing/ Drawing/Painting competition among school children and AWCs on the theme of BBBP
3	Day 3 (11th October, 2017)	<ul style="list-style-type: none"> • Celebration of birth of girl child and felicitate the parents • Tree plantation in the name of girl child • Distribution of birth certificates, linking with Sukanya Samriddhi Accounts • Special Press Release
4	Day 4 (12 th October, 2017)	<ul style="list-style-type: none"> • Door to Door Campaign AWW & ASHA will visit each house • BBBP Stickers with message to be pasted on houses/public building/panchayat office etc. • Awareness Camps on various Schemes and Programmes for women and girl child. • Community meetings to be organized on BBBP
5	Day 5 (13 th October, 2017)	<ul style="list-style-type: none"> • Awareness Generation activities Nukkad Natak, Street play, film show, Folk media, puppet shows; Use of local channel/FM/Community Radio etc • Talk Shows- Health and Nutrition , Legal –PC&PNDT Act and MTP Act and other women related legislations
6	Day 6 (14 th October, 2017)	Closing Ceremony <ul style="list-style-type: none"> • District level Felicitation of Local Champions/Brand Ambassadors on BBBP: <ul style="list-style-type: none"> –Best Girl Friendly Panchayat; - Best School Management Committee; - Best Frontline Worker, - Outstanding Contribution by a CSO/NGO on BBBP/declining CSR; - Girl Achievers-Sports/Academics/Cultural etc. • Cultural Activities to be observed all across the district

Note:

- Expenses related to this campaign may be met from the existing funds available with the districts under BBBP
- There should be a daily reporting of activities during the week at the **Email_i.d:**
BBBP-DaughtersofNewIndia@gmail.com
- At the conclusion of the Week the districts are required to submit, to MWCD, a Report containing detailed account of activities undertaken during BBBP Week with well-captioned photographs, newspaper clippings, press notes, audio-visual clips.