



# Protecting the Blessings that Daughters Are

National Health Mission - Rajasthan

**R**ajasthan has one of the lowest girl child sex ratios in the country due to female feticide. A comprehensive mobilisation campaign, as a part of demand side interventions, 'Daughters are Precious' was launched in Jaipur in 2016. Around 14 lakh people across the State were sensitised through interactive sessions, street plays, marathons, car rallies, music concerts, fashion shows and social media campaigns.

Since the initiation of the campaign, more than 14 lakh persons across the state were approached in schools,

## CHALLENGES FACED

- Due to female feticide, child sex ratio in Rajasthan declined from 909 girls per 1,000 boys (2001 Census) to 888 girls per 1,000 boys (2011 Census)
- Patriarchal mindset coupled with misuse of ultrasound technology for gender biased sex selection, made it difficult to address the challenge of declining child sex ratio in the State



#### FINAL OUTCOMES

- The situation is improving continuously
- There is improvement in sex ratio at birth in the State. Statistics reveal that more daughters are able to see the world now

colleges, polytechnics and nursing institutions.

These initiatives have contributed in improvement of sex ratio at birth in the State. As per the Health Department's online Monitoring & Evaluation (Pregnancy & Child Tracking System) sex ratio at birth, for the financial year 2017-18 (up to February 2018), has increased to 950.

'*Beti Janam Badhai Sandesh*', a congratulatory message, signed by the Chief Minister of the State is also given to every mother who delivers a girl child.

Citizens can file complaint against sex determination/selection on toll-free service numbers 104 and 108. The service was widely publicised to create awareness among the people through Information Education Communication (IEC).

To ensure the survival of girl child, revamped Informer Scheme was launched and publicised. Under the scheme, 79 successful decoy operations were conducted in last 27 months. Earlier, ₹1 lakh was rewarded to the informer providing information related to sex selection. However, conducting decoy operations was difficult as there was no incentive for pregnant women or any other person for

decoy operations. Under the revised scheme, a reward of ₹2.5 lakh is now given to both the informer and the pregnant lady. The revamped scheme has generated buzz in the community.

A tamper-proof tracking device named Active Tracker was installed in all the sonography machines across the state to further curb sex determination activities. It captures the screen of sonography machine and records it in compressed and encrypted form.

To create awareness about the Pre-Conception and Pre-Natal Diagnostic Techniques (PCPNDT) Act, a Short Message Service (SMS) provision has been made for pregnant ladies who visit sonography centres for periodical check-up. These SMS provisions are also made for doctors in case if a pregnant woman or her relatives ask for sex selection/determination.

Rajasthan is the only state in the country where a police station by the name of 'PCPNDT Bureau of Investigation' has been constituted under Medical and Health Department for effective implementation of the PCPNDT Act at Jaipur.