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सचिव

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Government of India

Ministry of Women & Child Development

24th February, 2022

D. O. No. WD/IC-11/1/2022/WD/IC

Dear Chief Secretary,

Government of India has taken up protection and empowerment of women in India as one of its highest priorities. In order to celebrate the girl child and promote her education, various initiatives have been taken under Beti Bachao Beti Padhao (BBBP) which was launched in 2015. The Scheme for Adolescent Girls (SAG) is also being implemented primarily focussing on Out of School (OOS) Adolescent Girls (AGs) in the age group of 11 to 14 years. SAG has been modified and subsumed under Saksham Anganwadi and POSHAN 2.0 with coverage of AGs in the age group of 14-18 years in the aspirational districts and North-Eastern States.

2. In light of the modified SAG, it is pertinent that all the OOS AGs of the erstwhile scheme are enrolled back to formal schooling. In this regard, a campaign "Kanya Shiksha Pravesh Utsav" has been conceptualised and is proposed to be launched on 7th March 2022, that is, during the week-long International Women's Day 2022 celebrations. The campaign would focus on mobilisation of resources and communities to enhance enrollment and retention of AGs (11-14 years) in formal schooling. The concept note of the campaign is **enclosed**.

3. In order to deliberate on the objective, components and other elements of the campaign, a virtual meeting has been scheduled on 25th February 2022 at 15:00 hours. The meeting would be jointly chaired by Secretary, DoSEL and undersigned.

4. You are requested to kindly instruct the Principal Secretaries of Department of Women and Child Development and Department of Education in your State to attend and to provide their valuable inputs for successful implementation of the campaign. The link for the virtual meeting is <https://desktop.vc.nic.in/flex.html?roomdirect.html&key=UJTnK0DX8Y> (PIN - 2523). I am hopeful that with our coordinated efforts, we can move towards realising our goal of bringing out of school AGs back to formal schooling.

Yours sincerely,

24/2/2022

(Indevar Pandey)

Encl: As above.

Chief Secretaries/ Administrators of all States/UTs

Concept note- Beti Bachao Beti Padhao Scheme- call for action to enrol out of school girls on 07.3.2022- 'Kanya Sikhsa Pravesh Utsav'

Background

- Beti Bachao Beti Padhao (BBBP) was launched in 2015 with the Overall Goal of **celebrating the girl child and enabling her education.**
- The Scheme for Adolescent Girls (SAG) is a Centrally-sponsored scheme of the Ministry of Women and Child Development which earlier primarily focussed on out of school Adolescent Girls (AGs) in the age group of 11-14 years across the country. The Scheme aimed at providing nutritional support to AGs for improving their health and nutritional status under the nutrition component on one hand and motivated them to go back to formal schooling, provided life skill training, assessing public services etc. under non-nutrition component on the other hand.
- The NEP in 2020 expanded universal access to education at all levels from age 3 upward going beyond the mandate of the RTE Act 2009. According to NEP 2020, approximately 32.2 million children aged 6-17 years are estimated to be out of school of which a higher percentage are children aged 14-17 years (21.5%). For out-of-school children aged 14-17 years, **the percentage of girls (22.5%) is higher compared to boys (20.6%)** according to the latest NSO report (2019).

Modification in SAG scheme under Mission Poshan2.0

- Keeping in view that number of OOS AGs had steadily declined from 11.88 lakhs in 2018-19 to 5.03 lakhs in 2020-21, the Scheme for Adolescent Girls was revised and subsumed under Saksham Anganwadi and Poshan 2.0. The targeted beneficiaries under the revised scheme are all the AGs in the age group of (14+) to 18 years in the Aspirational Districts and the North Eastern States.

Need for a campaign to enrol out of school girls:

- The recent shift in the targeted beneficiaries under SAG component of Mission Poshan 2.0 has made it crucial that all the OOS AGs of the erstwhile scheme are successfully transitioned back to formal schooling. In this regard, a campaign may be launched under BBBP to mobilize resources and communities to enhance enrolment and retention of girls(11-14 years)in school.

Target population for campaign:

- As per the data available under SAG Scheme, presently there are approximately 402,294 out of school AGs in the age group of 11-14 years registered in 153,538 AWCs in 457 districts in 26 States/UTs (5 States i.e. Jharkhand, Punjab, Telangana, Uttarakhand and West Bengal have not reported).

Targeted Action

It is proposed that coordinated efforts may be taken by MWCD and MOE to ensure enrolment of Adolescent girls in school:

- a) Assistance of the Anganwadi Services team comprising of Anganwadi Worker (AWW), Child Development Project Officer (CDPO) and District Programme Officer (DPO) be availed as they are in a better position for mapping and counselling the beneficiaries and their parents for enrolment in schools.

- b) CDPO and the DPO may co-ordinate with the Education Department in collaboration with the Education officials at district and block level to ensure admission of all the AGs in schools.
- c) The list of girls to be shared with the Dept. of Education by the CDPO would lead to three clear categories of referral:
 - ❖ OOS adolescent Girls from 11-14 years- who would be integrated into the direct school system.
 - ❖ OOS adolescent Girls from 11-14 years who would be linked to the Special Training Centres for age appropriate training and learning
 - ❖ OOS adolescent Girls from 14-18 years- who would be either linked to any vocational training programme or any of open schooling programme under NIOS/SIOS (to be also linked with the Dept. of Skill Development).
- d) The Education officials shall ensure that the referred girl child is enrolled in appropriate class in the school system as per scheme norms and provide inputs for Poshan Tracker.

Proposed monitoring and reporting through AWWs in Poshan tracker on specific indicators related to this

- Number of adolescent girls identified as OOS in AWC
- Number of adolescent girls/families counselled
- Number of adolescent girls enrolled to age-appropriate grade/special training programme/open-schooling/.
- Number of girls transitioning to next grade after a year

Activities to be undertaken by the Districts under the campaign

1. Social Mobilisation campaign and Awareness Raising at grassroots level to sensitize communities, families to enrol adolescent girls to schools/ existing schemes/ incentives to be directly utilised by the District Administration for targeted outreach campaigns

2. Counselling and Referrals- AWWs to be incentivised for counselling and referring OOS-AG in catchment areas of AWCs.

Cost Component

- **Social mobilization and Awareness** - Rs. 2 Lakh per district
- **Incentivisation of AWWs for Counselling and Referrals by DM/DC-**An Incentive of Rs. 1000/- to be provided to AWWs where the number of OOSGs are more than 4 in number and Rs. 500/- where the number of OOSGs are less than or equal to 4 in number.

Financial Incentive to be given to the Districts

- An Amount per district will be disbursed to 457 districts under innovation component of BBBP to be utilized for activities to incentivize OOS AGs by augmenting and not duplicating the incentives provided under 'Samagra Shiksha Abhiyan' of MoE.
- The disbursement will be made proportionally based on number of OOS AGs in the respective district. The total financial cost for this endeavour will amount to approximately Rs. 20 crores (457x 2,000,00= 9.14 crore and approximately 10 crore for incentivising AWWs)

Any special requirement identified by the District Administration over and above this amount can either be locally funded through the GP/ULB level budget, MP/MLA funds or Corporate Social Responsibility.
