

“Save the Girl Child”



Organized by: Women’s Cell, Narula Institute of Technology

Implemented by: - Narayantala Mass Communication Society (NMCS)

Supported by: - Ministry of Health & Family Welfare, Government of West Bengal

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Venue: - Seminar Hall, Narula Institute of Technology

Introduction:-

In India, the rapidly declining sex-ratio is turning into a demographic burden. The sharp decline is seen in the age group 0 -6 years. The sex ratio (number of girls for every 1000 boys) within this age group plunged from 961 in 1981 to 914 in 2011 in India boys as compared to 927 in 2001. The sex ratio is defined as the ratio of males to females in a population, and is generally expressed as the number of males per 100 females. In India, the sex ratio is expressed as the number of females per 1000 males (OHCHR, UNFPA, UNICEF, UN Women and WHO: 2011).

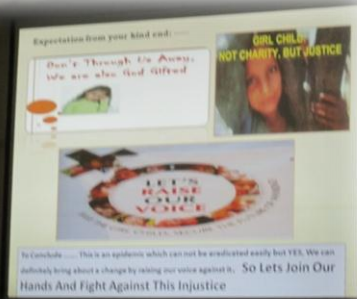
These numbers are more heart-wrenching in urban areas, as facilities to identify the sex of the fetus within the womb are available here & there. The growing numbers of USG clinics in every corner of a town has been making the women more vulnerable towards sex determination of the fetus. Although, government has enacted specific legislation to address the issue of Pre-Conception & Pre-Natal Diagnostic Technique, sensitization of the general people & especially the People’s representatives cum community leaders regarding the menace of decreasing sex ratio in our society is not satisfactory. It has always been conceptualized that obscure ideas are always perceived by previous generation & afresh ideologies are set up by posterity.

Hence, we have targeted the students of college, who have a fresh mind & ready to imbibe ever-widening thought & action. Killing girl child even before birth or discrimination while giving early childhood care has made them vulnerable. Thus, the patriarchal society has always dominated people with the concept of female feticide within the community. In this context, the young



generation, especially the students of different colleges will be sensitized with the prime objective to prepare them with the mentality to save the Girl Child in whatever process they can. They will disseminate this message not only in their peer group, but also among their families, so that due respect is shown to the girl child especially for her survival & care.

Methodology Applied:-



As per the process of development communication, it is an integral part of the imbibed communication strategy to evaluate the present status of knowledge of the participants. Then, a documentary Film called “*Disappearing Daughters*” was shown to the students. This film provided them an aura of the reality at grass-root level & it seemed that they realized the significance of the issue.

Thereafter, we explained the information on girl child through Power point Presentation, which illustrated the data through pictures, diagrams, graphs etc. to make the process more interesting to the participants. Later another short film “*Diary of a Baby*” was shown to the students which led an emotional fervor within the audience. At the end of the programme, an end line feedback was received from the participants, so that at least we can review if the messages have been correctly disseminated & if the participants understood the significance of the shared information.

Topics Discussed:-

Although the topic itself depicts volumes about itself, still we conducted everything in details & the following topics were discussed in every session:-

- Significance of appropriate Male-Female proportion within the society.
- The current status of women within our society & challenges we face towards the empowerment of women.
- Menace of female feticide in our society & how it has severely affected several states of India.
- The quantitative data of West Bengal & its several areas that has been in the worst list, including of Kamarhati Municipality.
- The ill effects of decreasing sex-ratio, which may affect worse to our society.
- Measures to be taken to combat the overcome the situation.



Outcomes of the Programme:-

The participants of the programme realized the significance of saving the girl child & the current sex ratio of the country as well as of the state.

- The knowledge of the participants increased regarding this topic as they had very limited exposure previously.
- The participants were really astonished to discover that they themselves were unaware about the sex ratio & legalities of female feticide.
- The overall ambience of the programme was very positive & the institution cooperated in every possible way to make the programme a success.



Challenges faced during the programme:-

- The students are mainly from engineering or technology based courses & therefore seemed not aware about the intricacies of topic.
- The number of girls participating in the programme was very few in number.
 - Sporadic Workshop/seminars may not be sufficient to sensitize the students/make a significant impact with them.
 - Along with the involvement of the Non-Government Organizations, various institutional initiatives must be taken on a regular basis to sensitize the students.

