

W.11042/11/2007-CRSP (part)
Government of India
Ministry of Drinking Water and Sanitation
NBA Division

12th Floor, Paryavaran Bhawan,
CGO Complex, Lodhi Road,
New Delhi – 110003
Date: 22nd November, 2013

To,

The Principal Secretary / Secretary
In-charge Rural Sanitation,
All States / UTs

Subject: Regarding **National Plan of Action for Empowerment of Women** and addressing **Declining Child Sex Ratio**

Sir/ Madam,

As you are aware Govt. of India, Ministry of Women and Child Development has set up the National Mission for Empowerment of Women (NMEW) under which an Inter-Ministerial Coordination Committee (IMCC) has been formed. In the Fourth IMCC meeting held on 29.10.2013 under the Chairmanship of Cabinet Secretary, certain decisions have been taken regarding the National Plan of Action for Empowerment of Women and for addressing the declining Child Sex Ratio (CSR) in the country.

2. The Components of the Plan of Action are:

- (a) ensuring an enabling policy & legal environment
- (b) Advocacy, social mobilization & community participation
- (c) capacity development & training
- (d) Communication for changing attitudes & behaviours and
- (e) multi-sectoral action for improving CRS.

3. In the Fourth meeting held on 29.10.2013 it has been decided that the Ministry of Drinking Water and Sanitation will play a role in the component (b) i.e. Advocacy, Social mobilization and Community participation, and that the 'Swachchhata Doots' can be used for spreading messages on the subject.

4. As you are aware, the Nirmal Bharat Abhiyan (NBA) stipulates engaging of 'Swachchhta Doots' i.e. 'Sanitation Messengers' to strengthen communication machinery and coordination amongst various stakeholders including the rural households, communities, Members of Panchayat, Members of the Village Water and Sanitation Committee (VWSC), Anganwadi Workers, ASHA, SHGs, Block and Cluster Coordinators. The

'Swachchhata Doots' 'Sanitation Messengers' may be involved for awareness generation on "Child Sex Ratio and "Women's Empowerment" issues.

It is requested that necessary directions may be given to the District Coordinators and other Officers in-charge of Implementing NBA, to appraise Swachchhata Doots and grass roots functionaries to play a role in advocacy and social mobilization so that awareness with the community on issues related to declining Child Sex Ratio (CSR) can be spread. Details of the messages on this issue can be obtained from the Department of Women and Child Development at the State and district levels.

Yours faithfully,



(Sujoy Majumdar)

Director (NBA)

Tele. No. 24364427

Copy to:

1. Ms. Rashmi Singh, Executive director, NMEW, Ministry of Women and Child Development, Hotel Janpath, New Delhi-01
2. All State /UT Coordinators, NBA

Copy also to:

1. PPS to Secretary, DWS
2. Dir NIC for uploading on this Ministry's website