

PRERNA

NEED FOR STRATEGIC INTERVENTION

In rural areas and in particular districts in the states of Bihar, Rajasthan, Madhya Pradesh, Uttar Pradesh, Chhattisgarh and Jharkhand, the most important cultural factor which adversely affects the health of women and infants is the practice of early marriages, (often at 15-17) when girls are physically underdeveloped, anemic and unprepared for pregnancy and child birth.

According to NFHS-3* between 61 and 65 percent of rural women were married by 18 years of age in Bihar, Rajasthan, Uttar Pradesh and Madhya Pradesh. In comparison the percentage of such early marriages among rural women in Tamil Nadu was 26 percent.

Unable to negotiate reproductive rights, young girls give birth to children with poor chances of survival and growth.

Adolescent pregnancies contribute to nearly 19 percent of total fertility and record the highest maternal mortality rates. Women aged 15-19 have higher maternal death rates compared to those in the age group 20-24. Studies show that children born to mothers in their twenties have a 50 percent lower risk of dying by their first birthday than children born to teenage mothers.

Almost 50 percent of the under five children in India are stunted and 40 percent are underweight. Madhya Pradesh, Jharkhand and Bihar have more than 58 percent underweight children.

Child mortality is as high as 25 percent in Uttar Pradesh and Madhya Pradesh.

**NFHS- National Family Health Survey, India (2005-06)*

***DLHS-RCH - District Level Household Survey on Reproductive and Child Health (2002-04)*

PRERNA AWARDS

In order to help push up the age of marriage of girls and space the birth of children in the interest of health of young mothers and infants, JSK launched *PRERNA*, a Responsible Parenthood strategy in select districts of the country.

The strategy recognizes and awards couples who have broken the stereotype of early marriage and early childbirth and helped change mindsets.

In order to qualify the couple needs to fulfill certain criteria:

- The girl should have been married after 19 years of age (Reward of Rs.5000/) and given birth to the first child after she is 21 years old (Reward of Rs.7000/ if it's a girl child & Rs 5000/ if it's a boy).
- A 36 month gap between first and second child and one parent getting sterilized after the second child is born (Reward of Rs.7000/ if it's a girl child & Rs 5000/ if it's a boy).

Eligible couples in each district (not more than 30 couples per district initially) fulfilling the above criteria, are eligible for the award subject to the conditions below:

IMPORTANT CONDITIONS

- Couple must belong to any of the 46 districts identified by JSK.
- They must belong to the BPL category.
- Preference will be given to younger couples (age of wife not exceeding 30 years).
- Only those couples who have completed registration of marriage and registration of the birth of each child with the competent authority (Registrar of Marriages / Appropriate Govt. Officer registering births) qualify for the Award.
- The award will be given at a public function in the form of Kisan Vikas Patras in the name of the couple.

CHECK LIST FOR ADMINISTRATORS AND ORGANISATIONS PARTNERING JSK

1. The selection process should involve the community at all stages. However vital events like date of birth and sterilization etc have to be checked / certified through government sources only. The community should be satisfied about the selection and the selected couples should be worthy of being seen as Role Models for Responsible Parenthood.
2. While identifying the eligible couples, there is a need to examine the reason for the girl's marriage at 19 years. If the reason supports the girl's health, education or skill learning then the selection is worthwhile. In case it was due to extraneous factors, the girl should not be included. It is very important that the *PRERNA* 'Role models' should inspire confidence and not create controversy.

3. The upper age limit for eligible married women should be below 30 years. There is no age limit for the husband but younger is better.
4. Care needs to be taken while selecting an eligible couple. The girl's marriage should be 19 years (not 18) and the first child should be born when the mother's age is more than 21 years. Likewise the second child should be born after a 3 years gap and there should be documentary evidence of sterilization after the second child.
5. Marriage and Birth registration is compulsory. In case supporting documents are not available, proper certification regarding birth and marriage from authorized sources is necessary to claim the Award.
6. The eligible couples should not have any criminal record which points to unsuitability.
7. Payments are made in the form of an NSC or Kisan Vikas Patra to be issued by the local post office and given by the Collector personally along with wide press coverage and messages about the health of the mother and health of the child. (JSK will supply material relevant to the district on request).
8. The strategy can be implemented by NGO's or Community level organizations or through Anganwadi workers, ANMs, ASHAs. Funds will be released after the couples are selected and documents have been checked by JSK.
9. Rupees 500 per awardee couple will be paid to the organization that helped identify the couples and got the authentication done on the recommendation of the District Collector. This amount would be paid only at the award ceremony.

Cost of supporting Prerna in one District

JSK on its own, supports up to 30 couples per district who can receive the Prerna awards at a cost of around Rs 2,00,000/- per district.

Industrial houses with a presence in districts can enable JSK to widen the scope of the work to include more districts by supporting the grant of Prerna Awards under their own name and local publicity.

PARTNERS

JSK seeks to implement its strategy in target districts with different partners. (Districts selected based on ranking (IIPS, Mumbai 2006) as well as feasibility criteria).

The strategy has been propagated in stages

Phase I

Individual commitments to implement *Prerna* Awards have been made by:

1. District Collectors of:

Bihar

Kishanganj
Kaimur (Bhabua)
Jamui
Samastipur

Madhya Pradesh

Sidhi
Panna
Tikamgarh
Jhabua

Chhatisgarh

Surguja

Orissa

Nabarangapur (Awards
given)

Uttar Pradesh

Balrampur
Shrawasti
Kaushambi
Sitapur
Bahraich
Chitrakoot

Rajasthan

Jodhpur
Dhaulpur (Awards given)
Jalor

Jharkhand

Garhwa

Phase II

1. District Collectors of:

Orissa

Puri
Khurda
Anugul

Madhya Pradesh

Indore
Ujjain
Satana
Gwalior
Jabalpur
Dewas

Rajasthan

Barmer (Awards given in
partnership with JSW)

2. Nehru Yuva Kendra Sangathan

16 districts were identified jointly by JSK and NYKS (Ministry of Youth Affairs and Sports).

Bihar

Purnea
Katihar
Kishanganj

Madhya Pradesh

Satna
Mandla
Ratlam

Chhatisgarh

Rajnandgaon (awards
given)
Kanker

Uttar Pradesh

Barabanki
Lalitpur
Pratapgarh
Rai Bareilly

Orissa

Berhampur
Koraput

Rajasthan

Jhalawar

Jharkhand

Hazaribag
(awardee list under
scrutiny)

3. Chief Postmaster General, Department of Posts, Rajasthan Circle, Ministry of Communication & IT, Government of India.

Rajasthan- Karauli & Ajmer (Awardees' list finalized)

4. State Project Officer, Mahila Samakhya Society, Uttar Pradesh.

Uttar Pradesh – Lucknow, Meerut
Bihar – Patna

Copy of the Prerna Award Certificate



जनसंख्या स्थिरता कोष (राष्ट्रीय जनसंख्या स्थिरीकरण कोष)

स्वास्थ्य एवं परिवार कल्याण मंत्रालय, भारत सरकार की एक पंजीकृत सोसाइटी

दायित्वपूर्ण मातृत्व-पितृत्व के लिए

पुरस्कार

श्री और श्रीमती निवासी को रूपए.....

मूल्य का पुरस्कार, किसान विकास पत्र के रूप में दिया जाता है।

यह पुरस्कार उन आदर्श व्यक्तियों के लिए एक सम्मान है जिन्होंने मातृत्व-पितृत्व की रबरथ व्यवहारिक प्रक्रियाएं अपनाकर तथा माता और बच्चे की सही देखभाल करते हुए निम्नलिखित कार्यों द्वारा मार्गदर्शन किया है:

1. 19 वर्ष की आयु होने तक लड़की की शादी रोकना।
2. माता की आयु 21 वर्ष हो जाने के बाद पहले बच्चे को जन्म देना।
3. पहले एवं दूसरे बच्चे के जन्म के बीच 36 महीने का अन्तर रखना तथा दूसरे बच्चे के जन्म के बाद माता-पिता में से किसी एक का बन्धीकरण कराना।
4. विवाह एवं बच्चे के जन्म का पंजीकरण कराना।

ये सभी स्वस्थ, दायित्वपूर्ण कार्य हैं जिनका जनसंख्या स्थिरता कोष जोरदार समर्थन करता है।

मुख्य चिकित्सा एवं-स्वास्थ्य अधिकारी,
जोधपुर

जिला मजिस्ट्रेट,
जोधपुर

कार्यपाल निदेशक,
जनसंख्या स्थिरता कोष



जनसंख्या स्थिरता कोष
(राष्ट्रीय जनसंख्या स्थिरीकरण कोष)
स्वास्थ्य एवं परिवार कल्याण मंत्रालय, भारत सरकार की पंजीकृत सोसाइटी

उत्तरदायित्वपूर्ण पितृत्व-मातृत्व पुरस्कार राजस्थान में क्यों?

- ❖ राजस्थान में 65% लड़कियों की शादी 18 वर्ष की आयु होने तक हो जाना।
 - ❖ किशोरावस्था में गर्भवती होने से माँ के स्वास्थ्य और बच्चे की वृद्धि एवं विकास पर प्रतिकूल प्रभाव पड़ता है। राजस्थान में एक सर्वेक्षण के दौरान 19% लड़कियों का 15-19 वर्ष की आयु में ही गर्भवती पाया जाना।
 - ❖ राजस्थान के ग्रामीण क्षेत्रों में 36% बच्चों (3 वर्ष से कम आयु वाले) का पूरा विकास न होना और 46% बच्चों का वजन कम पाया जाना।
- चूंकि, माँ के स्वास्थ्य का प्रभाव बच्चे के स्वास्थ्य पर पड़ता है, इसलिए, माँ बनने से पहले उसका स्वास्थ्य अच्छा होना और उसे शिक्षित होना आवश्यक है।

जनसंख्या स्थिरता कोष ने 'प्रेरणा' नामक कार्यनीति प्रारंभ की है जो विशिष्ट उत्तरदायित्वपूर्ण पितृत्व-मातृत्व मानदंड पूरे कर चुके दंपतियों को पुरस्कार प्राप्त करने को अवसर प्रदान करती है। प्रथम पुरस्कार समारोह का आयोजन गांव 'डावैरा, जिला-जोधपुर में किया जा रहा है। इस 'प्रेरणा' कार्यनीति कार्यों में निम्नलिखित सम्मिलित हैं:-

- ★ लड़की की शादी 19 वर्ष की आयु के बाद (पुरस्कार 5000/-रु.)
- ★ 21 वर्ष की आयु के बाद प्रथम प्रसव (पुरस्कार-बेटी होने पर 7000/- रु. और बेटा होने पर 5000/- रु.)।
- ★ पहले और दूसरे बच्चे में 36 महीने का अंतर तथा दूसरे बच्चे के जन्म के बाद माँ-पिता में से एक का बन्धीकरण (पुरस्कार 5000/-रु.)

इनमें से किसी एक या सभी शर्तों को पूरा करें और किसान विकास पत्र के माध्यम से पुरस्कार पाएं। यह स्वस्थ एवं उत्तरदायित्वपूर्ण कार्य है जिसका जनसंख्या स्थिरता कोष भरपूर समर्थन करता है।



फव्वीलगागीबव्वा
कगगीरगाँ
कगगीरबव्वा

बच्चा पैदा करके दादवी को स्वीकृत नहीं

“आप, आपका बेटा या आपकी बेटी भी एक आदर्श पत्नी-पति बन सकते हैं.....और जनसंख्या स्थिरता कोष का पुरस्कार प्राप्त कर सकते हैं।”