

Project Details: NAeG/14-15/00020

Project id -	NAeG/14-15/00020
Name of The Project	Tracking Girl Child on development indicators for holistic empowerment
Category of Award Applying for	Innovative Use of Technology in e-Governance
Date of Launch	01-01-2013
	<p>Empowering Ladli initiative was initiated from 1st Jan 2013 to ensure sustainable growth of girl beneficiary on multiple development indicators. Ladli Laxmi Yojna which began as a scheme for holistic empowerment has in seven years become a movement for women empowerment. The scheme covers the entire state with an outreach of more than 50000 villages. It involves ensuring huge financial benefits to be paid to all eligible girl children at her maturity along with tracking of the girl beneficiary whether she is receiving services on development indicators like immunisation, nutrition, education etc. from age 0 to 21 years and if not what measures have been taken to expedite the process of intervention. Tracking the girl child on development indicators is a continuous process and requires regular monitoring so that every possible service shall be given to her at the right time for her healthy and sustainable upbringing. There are multiple interventions per girl child requiring tracking on daily, weekly, monthly and yearly basis starting from the date of registration. It was not possible to do this manually as the numbers had increased every year by almost three lac girls. e-Ladli was initiated with an objective of data storage and assessing physical and financial progress. It had a limited scope vis a vis attainment of goals of the scheme. It was confined to activity monitoring only. e-Ladli was an MIS for registering and creating a data base to capture financial aspects. There were no systems to monitor outcome and impact of the scheme. In order to achieve success in the ultimate goal of socio-economic empowerment of the beneficiary, tracking on various development indicators was the need of the hour. The need for a dynamic monitoring system was felt. It was then decided to operationalise a dynamic computerised management information system for tracking the girl child as well as compilation of financial incentives of the scheme. The initiative Empowering Ladli tracks the girl child from her birth to twenty one years age to monitor her growth on all development indicators. As on 23 July 2014, over 18 lacs girl children are being tracked online by the website www.ladlilaxmi.com. Empowering Ladli not only promotes the birth of a girl child but also ensures timely immunization, enrolment and continuity in school as well as marriage at the right age. Ensuring Quality of Life Ladli is continuously been tracked for nutrition, vaccination, education and whether financial instruments are issued timely and renewed. The objectives of Empowering Ladli is to ensure :- i)Adoption of Family Planning methods Collection of information on number of family planning segregated by gender and data feeding on portal. ii)Regular visit to Ladli Family, ensuring attendance of Ladli in aanganwadi for Immunization of girl child Concurrent supervision for ensuring regular immunization. Collection and compilation of data and its feeding on portal. iii)Nutrition support for girl child by ensuring regular attendance of girl child in aanganwadi and taking health measurement Collection of information, data feeding on portal. Taking measures if the girl child is malnourished. iv)Keeping records on birth and death of Ladli Collection of information and sending it to management through portal. Ensuring benefits to eligible cases. v)Ensuring school admission of girl child and keeping regular record on each girl child Collection of information and feeding on portal. Providing essential support for admission if required. vi)Tracking scholarships Providing timely scholarships to each eligible girl child. Collection and compilation of records, making provisions and preparing demands. Data feeding on portal. vii) Keeping records on NSCs of each Ladli and ensuring its timely renewal Making provisions for preparation of NSCs and its renewal</p>
Summary/Objective of the project	
Beneficiary of the project	<p>Empowering Ladli covers cent percent beneficiaries who are eligible for the scheme, all girl children born on or after 1 April 2006, with a condition of family planning of either parent after two children, one of which should be a girl child. All the families who are non-income tax payers are covered by the scheme. Ladli Laxmi Scheme besides improving the sex ratio aims at empowering the girl children in the long run. The approach is to improve quality of life of the girl child so that she can contribute to the family and the society. This leads to tracking each girl child on number of indicators for ensuring her concurrent growth. Each girl child is being tracked 388 times on quantitative and qualitative to ensure sustainable growth. As of now over 18 lacs Ladlis are registered with the scheme. This means that the total volume of transactions would be around</p>

698.40 million. This volume will further increase as it is a continuous scheme and around 3 lacs Ladlis are registering with the scheme annually. The project aims at benefitting the girl child once registered till she attain 21 years of age. The project covers the beneficiaries in their different stages of development for achieving the goal of women empowerment in the long run. Empowering Ladli has helped the government to reach every beneficiary and empower her holistically.

Details of Project Head

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Name(5th team member)	Mr. A.S. Bhal
Designation(5th team member)	Manager, M.P. Women Development Corp.
Name(6th team member)	Mr. Tarun Bamba
Designation(6th team member)	Sr. Consultant

Supporting documents:-

[Award Specific Form](#)
[Self Certification by the Project Head](#)