



सत्यमेव जयते

**GOVERNMENT OF INDIA  
MINISTRY OF SCIENCE AND TECHNOLOGY  
DEPARTMENT OF SCIENCE AND TECHNOLOGY  
(National Council for Science & Technology Communication)**

**ANNOUNCEMENT OF COMPETITION FOR CONTENT  
DEVELOPMENT FOR 'SCIENCE BEHIND BETI'**

DST-NCSTC, under the umbrella of 'Beti Bachao; Beti Padhao (BBBP)' national mission, is planning to initiate a programme – 'Science Behind Beti' to generate awareness among masses on scientific facts on how male and female sexes are determined during pregnancy. The objective of 'Science Behind Beti' program is to remove social misconceptions and the associated harassment of women as society considers woman solely responsible for bearing a girl child. It is widespread amongst both educated and uneducated populations. Such misconception is one of the causes of atrocities against women, both physical and mental. Not only that women are held responsible for bearing a girl child, they are also subjected to repeated abortions by forceful administrative measures severely affecting the health of women. At the population level this has resulted in unhealthy Child Sex Ratio (CSR).

In this context, participation is invited from individuals or Government or non-Governmental agencies in a 'Scientific Content Writing Competition' for popularization of 'Science Behind Beti' Program. The content could be in the form of a script for a documentary film, scripts for nukkar natak/ Folk media, posters, cartons, animations etc. Content can be either in Hindi or English. DST-NCSTC, with the help of media experts, will get the content translated to other Indian languages. All content would be validated by experts in reproductive biology and genetics.

The content should be able to explain following:

1. Main determinant of Gender of a baby is in the sperm of the father and not in the egg of the mother
2. Convey reproductive science and the importance of balanced CSR for a healthy society.

3. A girl child carries equal gene pool from both the parents and contribute equally, if not more, in carrying the gene pool of their parents to next generation and contribute equally to the continuation of family lineage, or the 'VANSH'.

There are three remuneration of equal value in each category: script for documentary films (Rs 50,000 each); script for nukkar natak/ Folk media (Rs 50,000 each); posters (Rs 25,000 each); cartoons (Rs 25,000 each) and animations (Rs 1,00,000 each).

Participants should agree to transfer the copyright of the content, if selected for the remuneration.

**CALL OPENING DATE:** September 26, 2016

**CALL CLOSING DATE:** November 15, 2016

### **PROPOSAL SUBMISSION:**

Please submit following documents in an Envelope marked '**Content Development for Science Behind Beti'/ Call 2016 /01/ PI Name**'.

- A. 3 hard and soft copies of developed content. Soft copy should be sent in a pen drive.
- B. A signed declaration that the content is original and developed by the participant and is not copied or plagiarized from other sources.
- C. Full post address along with brief biodata, a copy of the Aadhar card, email ID and mobile number of the participant.

The complete sets of documents are to be addressed to:

**Dr. Jyoti Sharma**

Scientist

Room no: 11, Hall I,

NCSTC Division

Department of Science and Technology (DST),

Ministry of Science and Technology,

Technology Bhavan,

New Mehrauli Road, **New Delhi** -110016

Ph. 011-26590304

Soft copy of content should also be e-mailed (Subject Captioned: '**Content Development for Science Behind Beti'/ Call 2016 /01/ PI Name**') to [sharma.jyoti@nic.in](mailto:sharma.jyoti@nic.in)