

Effectiveness of Social Media in Solving the Problem of Female Foeticide

Payush*

Department of Management, Ganga Institute of Technology and Management, Kablana, Jhajjar, Haryana, India

ABSTRACT

Women who are contributing in all the possible ways to the society as well as economy and the country growth are being treated as the second citizen by our society and are being discriminated, harassed and exploited.

Keywords: advertising, social media, ratio

***Corresponding Author**

E-mail: yadavpayush@gmail.com

INTRODUCTION

Indian culture is a facing some very serious social problem because of patriarchal values and traditional discriminative practices on the basis of gender. This acquires a more heinous form of crime when seen from the perspective of the girl child. The human rights of the girl child are being severely violated even before they open their eyes to the harsh realities of the world. The phenomenon of female foeticide in India is not new, where female embryos or foetuses are selectively eliminated after pre-natal sex

determination, thus eliminating girl child even before they are born [1]. Due to the selective abortion, between 35 and 40 million girls and women are missing. In some states of country, the sex ratio has dropped to less than 800:1000. Table 1 reveals the decline trade of sex ratio female per 1000 male child. The long-standing tradition of son preference, coupled with medical technology now gives to the status conscious Indian families, the choice between payment of large dowry for their daughters and elimination of daughters.

Table 1. Sex ratio (females per 1000 males), India.

Years	Sex ratio	Sex ration in children (0–6 years)
1901	972	–
1911	964	–
1921	955	–
1931	950	–
1941	945	–
1951	946	–
1961	941	976
1971	930	964
1981	934	962
1991	929	945
2001	933	927
2011	943	919

The child sex ratio is calculated as number of girls per 1000 boys in the 0–6 years age group and has consistently declined from 976 girls per 1000 boys in 1961 to 945 in

1991 and 927 in the 2001 census. The child sex ratio in India is lower than that in other countries such as China (944), Pakistan (938), Bangladesh (953) and

Nigeria (1016). The natural sex ratio is determined by factors such as parental age, duration of birth interval and environmental factors which in turn are influenced by socio-cultural and racial factors. Even in India, the child sex ratio is not uniform across states. In the states of Haryana, Punjab, Delhi, Himachal Pradesh and Gujarat and union territory of Chandigarh, this ratio has declined to less than 900 girls per 1000 boys. In India's capital Delhi, the sex ratio has declined from 915 in 1991 to 865 in 2001. The lowest ratio of 845 has been recorded in the southwest district of Delhi. In contrast, the north-eastern states report a higher sex ratio of above 950 [2].

The kid sex proportion is ascertained as number of young ladies per 1000 young men in the 0–6 years age gathering and has reliably declined from 976 young ladies for every 1000 young men in 1961 to 945 out of 1991 and 927 in the 2001 statistics. The tyke sex proportion in India is lower than that in different nations, for example, China (944), Pakistan (938), Bangladesh (953) and Nigeria (1016). The normal sex proportion is controlled by variables, for example, parental age, term of birth interim and ecological elements which thusly are affected by socio-social and racial elements. Indeed, even in India, the kid sex proportion isn't uniform crosswise over states. In the conditions of Haryana, Punjab, Delhi, Himachal Pradesh and Gujarat and union region of Chandigarh, this proportion has declined to under 900 young ladies for each 1000 young men. In India's capital Delhi, the sex proportion has declined from 915 out of 1991 to 865 of every 2001. The least proportion of 845 has been recorded in the southwest area of Delhi. Conversely, the north-eastern states report a higher sex proportion of over 950. The sex proportion is diverse in urban and provincial territories and is additionally affected by religion. For, instance, the sex proportion is 906 in urban regions while it is 934 in provincial territories. The most

noteworthy sex proportion is accounted for among Christians (964), while the least sex proportions are accounted for in Sikh (786) and Jain people group. The sex proportion in Hindus is accounted for to be 925 and that in Muslims to be 950. Broad communications in its distinctive structures have impacted human life in the present century. They have principally given data and stimulation to individuals crosswise over nations.

REVIEW OF LITERATURE

In order to discover different view point and direction of past researchers in the field of social marketing programs and the studies done on the problem of female foeticide selected literature review has been carried out.

Nortman (1972) has discussed family planning programs, which have been adopted as an instrument of population control policies. The programs should be administered in such a way that they go beyond the limited maternal and child health approach, cooperate with the private sector to bring the services to the people and not the people to the services.

Potts (1976) has observed that the majority of the world's population now lives in countries with governmental family planning policies. The resources currently invested in family planning at a world level, reallocated, are probably sufficient to meet latent demand. Additional motivational and educational efforts are necessary to achieve desired demographic goals. A study by NIPCCD-2008 found that the mushrooming of ultrasound clinics and the ability to pay for abortions has been expressed [3].

RESEARCH METHODOLOGY

The objective of the paper is to assess the role of media in controlling female foeticide, a cross-sectional survey was conducted in the M.D.U Campus. Female Students of various Post-graduate

programs was conducted to collect the information. The five-point liker scale and end points of strongly agree and strongly disagree for use to examine participant's response to the statement on role of media and female foeticide. 200 Self-

Administered Questionnaire were distributed among female post-graduate students of various programs of M.D. University out of 200 questionnaires, 184 questionnaires were found use-able for the purpose of study (Table 2).

Table 2. Descriptive statistics.

S. no	Item	Mean	SD
1	Sex ratio is powerful indicator of social health of any society.	4.37	.89
2	Child sex ratio reflects the real facts.	4.06	.985
3	Female foeticide is a violent crime against women.	3.95	.961
4	Parents feel that girl as a child is a reason for big expense in form of dowry.	3.5	.89
5	Social marketing campaign is not playing effective role in implementation of PNDT Act.	3.91	1.08
6	Son preferences influenced by social-economic and cultural factor.	3.58	1.05
7	By the help of social marketing campaign, we can promote the positive image of women.	3.58	1.05
8	Government shows serious concern for increasing violence on the girl child.	4.06	.985
9	Social marketing campaign helps in changing the view of people.	4.02	1.07
10	Social groups are strengthening patriarchy.	3.76	1.03
11	Women in North India enjoy a better status irrespective of their literacy.	3.21	1.13
12	Advertisement on abortion in medicine.	3.85	.925
13	Govt. awareness programs on female foeticide are not very effective.	3.69	1.15
14	Availability of advance technology is prime reason of female foeticide.	4.06	.985
15	Doctor and community are actively involved in female foeticide.	4.02	1.07
16	Social marketing campaign is playing a positive role in empowerment.	3.78	.71

(Source: primary data).

FINDING CONCLUSION AND RECOMMENDATION

The responses of the respondents were analysis with the help of descriptive statistics as mean and standard deviation. The majority of the respondents were strongly agreed that sex ratio is a powerful indicator of any society. An equal or more than number of girl child compared to male in any society shows their importance status in the society. The decline sex ratio in India reflects that India is a still man dominating society. Another important implication is that decline the increasing number of female foeticide is also linked with violation of many rights grants to women such as right of a female child to born, right of women to take decision about her health and family, etc.

To produce a skewed society of future. A continuing decline in sex ratio secondary to sex-selective abortion has many

potential serious consequences, such as increasing of rapes, marriage at a younger age and other social abnormalities. Most of the state government has implemented PNDT act but operative part of this act is Majority of the respondents places themselves between strongly agree and neutral interval scale. This demands media should play more pro-active and integrated role in implementation of PNDT Act. The same findings were found in case of projection of positive image of women in society, status of women in north India and expenditure on the marriage of child girl [4]. The significant finding found was very active role played by media against violation on the girl child. Keeping in view the dimensions and magnitude of this problem, we can see that it is a social problem that can be increased or decreased by society only. The society includes itself our families, social institutions, educational institutions, social

organizations, NGOs, doctors, govt., administration, media, police, political & religious leaders. They are the guard and protector of society. So, their contribution and efforts regarding female foeticide and infanticide is very important.

SUGGESTION

Awareness program to change attitude towards girl child.

- Speed up prosecution of offender.
- Strict implantation of Medical Audit.
- Cancellation license of doctor who found selective abortion.

More active involvement of media in bringing awareness among people below poverty line and other neglected society.

REFERENCES

- [1] NIPCCD. *A Socio-cultural Study of the Declining Sex Ratio in Delhi and Haryana*. New Delhi: NIPCCD; 2008.
- [2] UNFPA. *Missing the Adverse Child Sex Ratio in India*. New Delhi; 2004.
- [3] J. Mankar. “Decreasing ratio of daughters” implications, impact and ill effect, 55(4-5): 15–28p.
- [4] L.M. Pawar. *Female Foeticide and Infanticide, the Burning Issue: Legal News and Views*. New Delhi: ISI.