

# Beti Bachao Beti Padhao Campaign

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In news

The Beti Bachao, Beti Padhao scheme was launched by Prime Minister Shri Narendra Modi on 2nd January, **2015 at Panipat, Haryana.**

**Ministry:** Tri ministerial Joint Initiative of

- Ministry of Women and Child Development,
- Ministry of Health and Family Welfare
- Ministry of Human Resource Development.

**Overall Goal:** Celebrate the Girl Child & Enable her Education

- According to census data, the child sex ratio (0-6 years) in India was 927 girls per 1,000 boys in 2001, which dropped drastically to 918 girls for every 1,000 boys in 2011. This figure is further expected to reduce by 2021.

**Purpose:**

- BBBP was launched to address the declining Child Sex Ratio (CSR)
- Focus on Issues of women empowerment over a life-cycle continuum.

**Objective**

- Prevent gender biased sex selective elimination
- Ensure survival & protection of the girl child
- Ensure education and participation of the girl child.

**Features**

- Two components under the scheme include
  - Advocacy and Media Campaign on Beti Bachao-Beti Padhao
  - Multi-Sectoral intervention in selected Gender Critical Districts worse on CSR
- A sustained social mobilization and communication campaign to create equal value for the girl child & promote her education.
- Enable inter-sectoral and inter-institutional convergence at district/block/grassroot levels.
- It's a Pan India Scheme, with 100% assistance from Central Government
- It has no provision for individual cash transfer. Grant in Aid is released by the MoW&CD, directly to the District Collector/District Magistrate of the selected district
- The scheme will be implemented through ICDS platform/Mahila Shakti Kendras/ DLCW at district, block and village level in convergence with Health, Education and Panchayati Raj Ministry.