

Beti Bachao Beti Padhao Campaign

January 9, 2021

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.