

Beti Bachao, Beti Padhao
National Girl Child Day
(January 24)

(Ministry of Women and Child Development)

June 13, 2022

“From 'Beti Bachao, Beti Padhao' to better health & education facilities, our Govt's efforts towards women-led development are unwavering.”

- [Prime Minister Narendra Modi](#)

Background

In India, sex determination before birth and discrimination against the girl child post-birth had increasingly led to an alarming situation. [The Census, 2011 had shown a significant declining trend in Child Sex Ratio¹](#) (CSR), with 918 girls per 1000 boys in the age group of 0-6 years. CSR had declined from 976 in 1961 to 918 in 2011. Out of 640 districts, CSR has declined in 429 districts (2/3 of the country). 244 districts were below the national average of 918. Census 2011 data was a call for urgent action, because it highlighted that the girl child is increasingly being excluded from life itself. The unabated decline in CSR since 1961 (from 976 in 1961 to 927 in 2001 and 918 in 2011) was a matter of grave concern as it reflected the low status of women in our society and indicated her disempowerment over a life-cycle continuum. Declining CSR is also indicative of pre-birth discrimination manifested through gender-based sex selection and post-birth discrimination against girls (in terms of health care, nutrition, and educational opportunities).



Year	1961	1971	1981	1991	2001	2011
Child Sex Ratio	976	964	962	945	927	918

[The issue of decline in the CSR was a major indicator of women disempowerment.](#) The principal factor behind the Child Sex Ratio being so adverse was the low Sex Ratio at Birth (SRB).² Social construct discriminating against girls on the one hand; and easy availability,

¹ Child Sex Ratio is defined as number of girls per 1000 of boys between 0-6 years of age.

² Sex Ratio at Birth is defined as number of girls born per 1000 boys born

affordability, and subsequent misuse of diagnostic tools, on the other hand, were critical in declining CSR. The strong socio-cultural and religious biases, preference for sons, and discrimination towards daughters had only accentuated the problem.

The sharp decline as pointed out by Census 2011 data was a call for urgent action. Coordinated and convergent efforts were needed to ensure the survival, protection, and education of the girl child.



Introduction

The [Beti Bachao, Beti Padhao](#) (BBBP) Scheme was [launched by Prime Minister](#) Narendra Modi on [January 22, 2015 at Panipat, Haryana](#). BBBP addresses the declining Child Sex Ratio (CSR) and related issues of women's empowerment over a life-cycle continuum. It is a tri-ministerial effort of the [Ministries of Women and Child Development](#), [Ministry of Health & Family Welfare](#), and [Ministry of Education](#).

The [key elements of the scheme include the Enforcement of Pre-Conception & Pre Natal Diagnostic Techniques \(PC & PNDT\) Act](#), nationwide awareness and advocacy campaign, and multi-sectoral action in select 100 districts (low on CSR) in the first phase. There is a strong emphasis on mindset change through training, sensitization, awareness-raising, and community mobilization on the ground.

The [scheme was initially launched in 100 districts](#) in 2014-15, and was expanded to 61 additional districts in 2015-16. Following the initial success of the scheme, the **Prime Minister** announced the **pan-India expansion of Beti Bachao Beti Padhao (BBBP)** covering all 640 (as per Census 2011) districts of the country in a



formal function held at **Jhunjhunu, Rajasthan** on **8th March 2018**, through a nation-wide mass media campaign, and focussed intervention and multi-sectoral action in select districts.

Currently, the scheme is being implemented across India and covers 640 districts (as per Census 2011) across the country. Out of 640 districts, 405 districts are covered under multi-sectoral intervention along with media advocacy under direct supervision of DMs/DCs and all 640 districts are covered through advocacy & media campaigns. The Scheme has stirred up collective consciousness towards changing the mindset of the Nation towards valuing the girl child which is reflected in the improvement of Sex Ratio at Birth (SRB) by 19 points at National level, from 918 in 2014-15 to 937 in 2020-21 (HMIS, of MoH&FW).

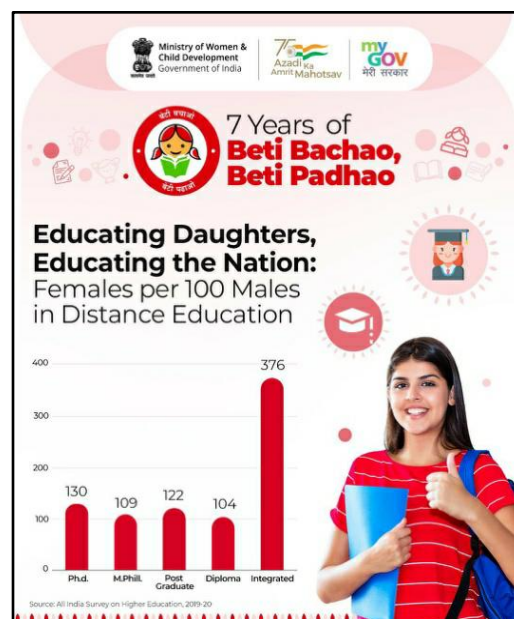
As of January 2021, the Gross Enrolment Ratio of girls in the schools at secondary level had improved from 77.45 to 81.32.

Under-5 Child Mortality (Female) has reduced from 45 in 2014 to 36 in 2018.

Percentage of First Trimester ANC Registration has shown improvement from 51% in 2014-15 to 73.9% in 2020-21.

Percentage of institutional deliveries has also shown an improvement from 87% in 2014-15 to 94.8% in 2020-21

The gross enrolment of girls in higher education increased by 18% from 2015 to 2020.



Objective

The overall long-term objective of the BBBP Scheme is to improve CSR (number of girls per 1000 boys within the age group of 0-6 years) in the country and create an enabling environment for the all-around development of the girl child. Immediate objectives are:

- Preventing sex selection
- Ensuring survival and protection of a girl child
- Ensuring education of the girl child

Major Components of the Scheme

- [Advocacy and Media Campaign on Beti Bachao, Beti Padhao](#)

Under the Scheme, a nationwide campaign was launched for celebrating Girl Child and enabling their education. The campaign aims at ensuring that girls are born, nurtured, and educated without discrimination to become empowered citizens of this country with equal rights. A 360° media approach is being adopted to create awareness and disseminate information about the issue across the nation. This includes radio spots/ jingles in Hindi and regional languages, television publicity, outdoor and print media, community engagement through mobile exhibition vans, social media, and field publicity. Awareness generation through SMS campaigns, Mailers, Hand-outs, Brochures, and other IEC material in English, Hindi, and regional languages is to be adopted. Social Media Platforms are being used such as MyGov, Vikaspedia, the Website of the Ministry of Women and Child Development, Facebook, Youtube etc.

- [Multi-Sectoral intervention in selected Gender Critical Districts worse on CSR](#)

Under the Scheme, the multi-sectoral action in selected 405 districts (including existing 161 districts) covering all States/UTs will focus on schematic intervention and sectoral actions in consultation with M/o H&FW & M/o HRD. Measurable outcomes and indicators will bring together concerned sectors, States and districts for urgent concerted multi-sectoral action to improve the CSR. A flexible framework for multi-sectoral action will be adapted and contextualized by State Task Forces for developing, implementing, and monitoring State/ District Plans of Action to achieve the State Specific Monitorable Targets. State/ Districts will similarly develop their plans responsive to different State/District contexts.

To see the list of districts identified for multi-sectoral intervention under the Scheme, click [here](#) (Annexure 1).

Budget Allocation

To see the total amount allocated to different States/UTs and utilized under BBBP Scheme during last 3 years, [click here](#).(Annexure 2).



Target Beneficiaries

- Girl Child
- Women
- Community at large

Target Groups

Primary	Young and newly married couples; Pregnant and Lactating mothers; parents
Secondary	Youth, adolescents (girls and boys), in-laws, medical doctors/ practitioners, private hospitals, nursing homes and diagnostic centres
Tertiary	Officials, PRIs; frontline workers, women SHGs/Collectives, religious leaders, voluntary organizations, media, medical associations, industry associations, general public as a whole

[Source](#)

Strategies

As the issue of decline in Child Sex Ratio is complex and multi-dimensional, a multi- sectoral strategy which is governed by the core principles of respecting, protecting and fulfilling the rights of girls and women, including the ending of gender discrimination and violence is adopted. The core strategies are as follows:

- Implementing a sustained Mass Media Advocacy Outreach Campaign with a 360° media approach to create equal value for the girl child and promote her education.
- Placing the issue of decline in CSR/SRB in public discourse, improvement of which would be an indicator of gender balance.
- Focusing on Districts and Cities low on CSR for intensive and integrated action.
- Adopting Innovative Interventions/Actions by the districts as per their local needs, context and sensibilities.
- Strengthening capacities of Panchayati Raj Institutions/Urban Local Bodies/ Elected Representatives/Grassroot workers as catalysts for social change, in partnership with local community/women's/youth groups.
- Engaging with Communities to challenge gender stereotypes and social norms.
- Facilitating service delivery structures/schemes and programmes are sufficiently responsive to issues of gender and children's rights
- Enabling inter-sectoral and inter-institutional convergence at District/Block/ grassroots levels.

Monitorable Targets^{[3][4]}

- Improve Sex Ratio at Birth (SRB) in selected gender critical districts by 2 points in a year
- Reduce Gender differentials in Under-5 Child Mortality Rate from 7 points in 2014 (latest available SRS report) to 1.5 points per year
- At least 1.5% increase per year of Institutional deliveries
- At least 1% increase per year of First trimester ANC registration
- Increase enrolment of girls in secondary education to 82% by 2018-19
- Provide functional toilet for girls in every school in selected districts
- Improve the nutritional status of girls-by reducing number of underweight and anaemic girls under five years of age
- Ensure universalization of Integrated Child Development Scheme (ICDS), girls' attendance, and equal care, monitored using joint ICDS NHM Mother Child Protection Cards
- Promote a protective environment for girl children through implementation of Protection of Children from Sexual Offences (POCSO) Act 2012
- Train elected representatives/grassroot functionaries as Community Champions to mobilize communities to improve CSR and promote Girl's education.

Progress in terms of monitorable targets

Sex Ratio at Birth:

- Out of 640 districts covered under BBBP 422 districts have shown improvement in SRB from 2014-15 to 2018-2019.
- Some districts which had very low SRB in 2014-15 have shown huge improvement after implementation of the Scheme such as Mau (Uttar Pradesh) from 694 (2014-15) to 951 (2019-20), Karnal (Haryana) from 758 (2014-15) to 898 (2019-20), Mahendergarh (Haryana) from 791 (2014-15) to 919 (2019-20), Rewari (Haryana) from 803 (2014-15) to 924 (2019-20), and Patiala (Punjab) from 847 (2014-15) to 933 (2019-20).

Health:

- Percentage of First Trimester ANC Registration has shown an improving trend from 61% in 2014-15 to 71% in 2019-20 (as per HMIS, MoHFW).
- Percentage of Institutional deliveries has shown an improving trend from 87% in 2014-15 to 94% in 2019-20 (as per HMIS, MoHFW).

Education:

- Gross Enrolment Ratio of girls in the schools at secondary level has improved from 77.45 (2014-15) to 81.32 (2018-19-provisional figures) as per UDISE-data.
- Percentage of schools with functional separate toilets for girls has shown improvement from 92.1% in 2014-15 to 95.1% in 2018-19 (2018-19 provisional figure, as per UDISE-data)

³https://wcd.nic.in/sites/default/files/Guideline_4.pdf

⁴<https://archive.pib.gov.in/4YearsOfNDA/Comprehensive-Materials/WCD.pdf>

Attitudinal change:

- The BBBP scheme has been able to bring the focus on important issue of female infanticide, lack of education amongst girls and deprivation of their rights on a life cycle continuum. The scheme has successfully engaged with Community to defy the age-old biases against the girl child and introduce innovative practices to celebrate the girl child.
- The BBBP logo has been much appreciated and accepted by people. People are using the BBBP logo on their own volition at various places such as school buses, building, stationeries, transport vehicles etc. to affirm their commitment to the cause. Logo has also been mentioned in popular Indian festivals i.e. Lohri, KalashYatra, Rakhi, Ganesh Chaturdashi pandal, festival of flowers etc.

The frontline government employees have been successfully collaborating at the level of community for observing the son centric rituals while celebrating the birth of girl child i.e. *Kuwapoojan*, *Thalibajana* etc. Now mothers and girl child are being felicitated at community level and in hospitals by Administration to establish the relevance of the girl child. *BetiJanmotsav* is one of the key programme celebrated in each district.

Innovative Interventions under BBBP which have created a positive ecosystem/ enabling environment for girls

The transformative potential of BBBP could be assessed in the kind of local level innovative initiatives undertaken by the district administrations in coordination with WCD, Health and Education departments.

- **Visibility of the Issue in public domain:** Display of Birth Statistics (number of Girls born vis-à-vis number of Boys) in public places through *GuddiGudda Boards*. Entry point for discussion and debate on this issue.

Example: Jalgaon district, Maharashtra has installed digital GuddiGudda Display Boards in offices and public places.

- **Brand Visibility of BBBP logo:** All govt. buildings, public offices, official/public vehicles, public transport, school buses are using BBBP logo

Example: Haryana, Chandigarh UT etc.

- **Breaking gender stereotypes & challenging son-centric rituals** - celebration of birth of the girl child, dedicating special day on value of girl child, linking Sukanya Samriddhi accounts with birth of girl child and felicitating parents, plantation drives symbolizing nurturing and care for girl child, prevention of child marriages.

Example: Cuddalore (Tamil Nadu); **Selfie with Daughters** (Jind district, Haryana)

- **Local Champions:** Some districts have catalyzed the potential of **local champions on BBBP** who are chosen from diverse fields of sports, academics, writers, lawyers, students etc. The local champions are selected by District Administration as role models excelling in different fields. These local champions are entrusted to work in each block to sensitize the community about importance of gender equality and empowerment of women as well as spreading the message of BBBP. The local champions are mobilizing youth from gram panchayats and villages to work as community volunteers under BBBP.

Example: Sikar district, Rajasthan; Una Himachal Pradesh; Gwalior, Madhya Pradesh

- **Reward & Recognition:** Felicitation of Best Panchayats, Parents for valuing their daughters, Community Members, Local Champions for their exemplary work, meritorious girls

Example: Nagaland, Jammu (J&K), Gandhinagar (Gujarat)

- **Enabling Girl's Education:** Through Enrolment Campaigns/drives focusing on girl child education

Examples:

- **“School Chalein Hum”** by Jalgaon, Maharashtra
 - **“Aao School Chalein”** by Sikar, Rajasthan
 - **“Apna Baccha Apna Vidyalaya”** and **“Collector ki Class”** by Jhunjhunu district, Rajasthan
 - **Career Counselling Guide** by Sirsa, Haryana
 - **Udaan Initiative** by Mansa district, Punjab
- **Prevention of Child Marriage:** Campaigns are being undertaken by States and Districts to prevent Child Marriage.

Examples:

- **Nayagarh Story:** Notapalli village is declared Child Marriage free village. This has motivated other gram panchayats to pass similar resolutions to prevent child marriage in their respective panchayats and villages. Through BBBP initiatives, schools have become an important platform for preventing child marriage. Attendance of girls in schools has improved
 - **Cuddalore district (Tamil Nadu)** has prevented several (approx. 200 Child Marriages) by taking it in a campaign involving all stakeholders
- **Special Gram Sabha/Mahila Sabha on the issue of declining Child Sex Ratio**

Example: All districts of Rajasthan; Raigarh (Chattisgarh); Kurukshetra, Panchkula (Haryana)

- **Campaign based/Theme based support from Civil Society Organizations (that too on a *pro bono basis*)**
- **“BetiBachaoBetiPadhao Week- The Daughters of New India”:** In order to influence national and mainstream discourse in favour of girls and women and to bring visibility to BetiBachaoBetiPadhao, the Ministry of Women and Child Development celebrated **“Beti Bachao Beti Padhao Week- The Daughters of New India”** as a mark to Celebrate Girl Child and Enable her Education around the week of International Girl Child Day (i.e., 11th October).

During the last seven years since its inception, the [BBBP scheme has been aiming at changing the mindset of the public to acknowledge the rights of the girl child.](#) The scheme has resulted

in increased awareness and sensitization of the masses regarding prevalence of gender bias and role of community in eradicating it. It has raised concerns around the issue of declining CSR in India. As a result of collective consciousness of the people supporting the campaign, BBBP has found its place in public discourse.

National Girl Child Day (January 24)

Introduction

In India, the National Girl Child Day is celebrated on January 24 every year with an objective to provide support and opportunities to the girls of India. It aims towards promoting awareness about the rights of the girl child and to increase awareness on the importance of girl education, and their health and nutrition and also to promote the girls' position in the society to make their living better among the society. Gender discrimination is a major problem that girls or women face throughout their life. National Girl Child Day was first initiated in 2008 by the Ministry of Women and Child Development.

Objectives of National Girl Child Day

The objective of National Girl Child Day is to create awareness about the rights a girl owns and to give girls the opportunities like everyone else, also to support the girl child of the nation and remove gender-based biases. Another objective of celebrating this day is to promote awareness about the inequalities that a girl child faces and educate people about girl's education. Basically, to value them and to respect them like everybody else and give a new perspective towards girl child and to decrease discrimination. The main focus is on changing society's attitude towards girls, decrease female feticide and create awareness about the decreasing sex ratio.

Steps taken by the Government

Indian government has taken several steps over the years to improve the conditions of girls. Government has started several campaigns and programmes some of them are:

- Save the Girl Child,
- Beti Bachao, Beti Padhao,
- Sukanya Samridhi Yojana
- CBSE Udaan Scheme
- Free or subsidized education for girl child,
- Reservation for women in colleges and universities
- **National Scheme of Incentive to Girls for Secondary Education**

Programs on the National Girl Child Day 2022

In view of COVID 19 situation in the country, it was decided that all programs should be organised on virtual/ online mode and all kinds of physical interactions should be avoided.

Pradhan Mantri Rashtriya Bal Puraskar 2022

On the occasion of National Girl Child Day on 24th January and as part of Azadi Ka Amrit Mahotsav, a virtual function was held to recognise the exemplary achievements of children. The Prime Minister virtually interacted with the awardees of PMRBP 2022. The children along

with their parents and concerned District Magistrate of their respective district, joined the event from their district Head Quarters.

[29 Children have been conferred the Pradhan Mantri Rashtriya Bal Puraskar](#) the year 2022, selected from all regions of the country for their exceptional achievements in Innovation (7), Social Service (4), Scholastic (1), Sports (8), Art & Culture (6) and Bravery (3) categories. There are 15 Boys and 14 Girls among the awardees belonging to 21 States and UTs.

During the function, Prime Minister Narendra Modi gave digital certificates to the 61 winners of PMRBP 2021 and 2022 using a blockchain-driven technology developed by IIT Kanpur under the National Blockchain Project.

A cash prize of Rs.1,00,000 each was given to the awardees of PMRBP 2022 which was transferred online to the respective accounts of winners during the programme by the Prime Minister.

Video References

- <https://youtu.be/1OI6GPNHhLg>

Twitter References

- https://twitter.com/MIB_India/status/1484768436408692736?t=vpwMw8htwkOtyaQoZwg8fA&s=19
- <https://twitter.com/smritiirani/status/1484762187281276928?s=24>
- <https://twitter.com/narendramodi/status/558293152025833473?s=20>
- https://twitter.com/PIB_India/status/558238589977653248?s=20
- https://twitter.com/PIB_India/status/558237518957527041?s=20
- https://twitter.com/PIB_India/status/558239130010677250?s=20
- https://twitter.com/PIB_India/status/631329926101078017?s=20
- <https://twitter.com/smritiirani/status/1402858919052075010?lang=fi>
- https://twitter.com/PIB_India/status/1475368352939872257

References

- <https://wcd.nic.in/>
- https://wcd.nic.in/sites/default/files/WCD_AR_English%20final_.pdf
- <https://archive.pib.gov.in/4YearsOfNDA/Comprehensive-Materials/WCD.pdf>
- <https://pib.gov.in/newsite/PrintRelease.aspx?relid=177109>
- <https://pib.gov.in/newsite/PrintRelease.aspx?relid=136289>
- <https://archive.pib.gov.in/4YearsOfNDA/schemesSlide/Beti%20Bachao.htm>
- https://www.pmindia.gov.in/en/government_tr_rec/beti-bachao-beti-padhao-caring-for-the-girl-child/
- https://wcd.nic.in/sites/default/files/Guideline_4.pdf
- <https://www.pib.gov.in/PressReleasePage.aspx?PRID=1792050>
- <https://www.pib.gov.in/PressReleasePage.aspx?PRID=1791916>
- PIB Press release on <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1691725> dated January 23, 2021
- PIB Press release on <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1691891> dated January 24, 2021
- PIB Press release on <https://pib.gov.in/PressReleasePage.aspx?PRID=1561286> dated January 24, 2019
- PIB Press release on <https://pib.gov.in/newsite/PrintRelease.aspx?relid=177109> dated March 7, 2018

AG/HP/RC/RN/SS