



Research Unit
Press Information Bureau
Government of India

National Girl Child Day 2025

Empowering the Future of India

23rd January 2025

National Girl Child Day, celebrated every year on **January 24** in India, is a significant occasion dedicated to highlighting the rights, education and welfare of girls. **Initiated in 2008**, by the Ministry of Women and Child Development, the day aims to raise awareness about the importance of empowering girls and creating an environment where they can thrive without the barriers of gender discrimination.



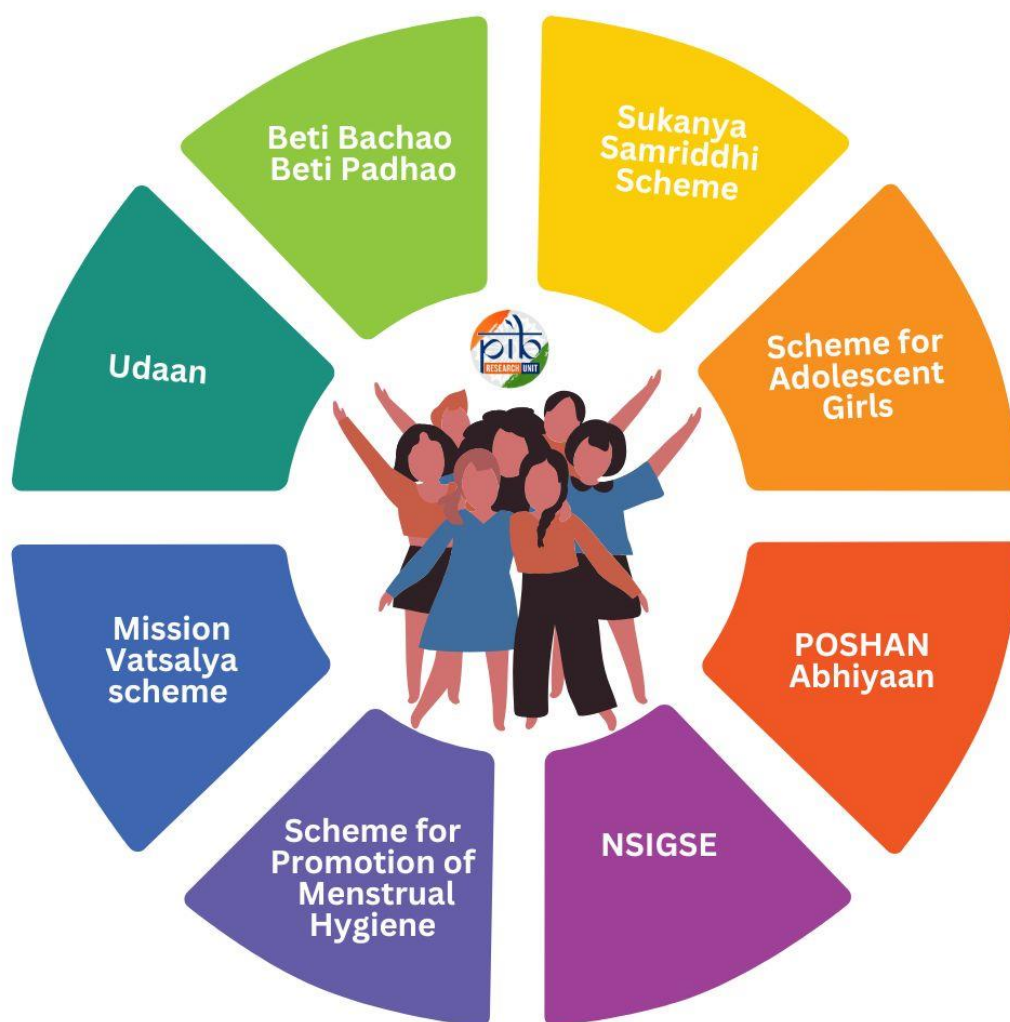
Advocating for the Welfare of Girls

National Girl Child Day is an opportunity to raise awareness about the rights of girls and ensure they are provided with equal opportunities and support, free from gender biases. The day also seeks to highlight the inequalities faced by girls, promote education for them and encourage society to value

and respect girls as equals. A key focus is on changing societal attitudes towards girls, addressing issues like female foeticide, raising awareness about the declining sex ratio and fostering a more inclusive and equitable environment for the girl child.

Initiatives for Girl Child Development

Ensuring the holistic growth of girls is crucial not only for their individual well-being but also for the overall advancement of society. In particular, recognizing and upholding the rights and opportunities of girls is essential for building a more equitable future.

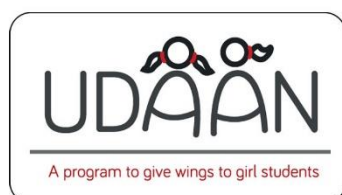


Beti Bachao Beti Padhao (BBBP)

Beti Bachao Beti Padhao (BBBP) Scheme was launched on 22nd January 2015 with an aim to **address declining Child Sex Ratio (CSR)** and related issues of empowerment of girls and women over a life cycle continuum.



UDAAN



Udaan is an innovative project launched in 2014 by the Central Board of Secondary Education (CBSE) under the guidance of the Ministry of Human Resource Development (MHRD), aimed at **addressing the low enrollment of girl students** in prestigious engineering institutions and bridging the gap between school education and engineering entrance examinations.

Scheme for Adolescent Girls (SAG)

This scheme aims at providing nutritional support to out of school girls in the age group of 11-14 years for **improving their health and nutritional** status under the nutrition component on one hand and motivates them to go back to formal schooling, provides life skill training, accessing public services etc. under non-nutrition component on the other hand.

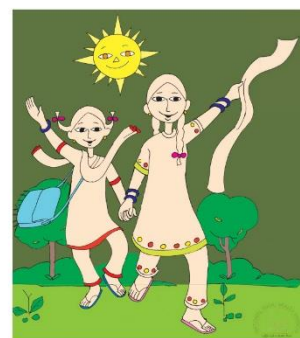


National Scheme of Incentives to Girls for Secondary Education

Launched in May 2008, this scheme aims to **enhance educational opportunities for girls**, particularly those from Scheduled Caste (SC) and Scheduled Tribe (ST) communities. Now integrated into the National Scholarship Portal (NSP), the scheme focuses on **promoting enrolment and minimizing dropout rates** among these girls, ensuring they remain in school until at least 18 years of age.

Scheme for Promotion of Menstrual Hygiene among Adolescent Girls in Rural India

This scheme focuses on **enhancing menstrual hygiene practices** for girls aged 10-19 in rural areas, as part of a broader approach to Adolescent Reproductive Sexual Health since 2011.



Sukanya Samriddhi Scheme

The scheme was launched by Prime Minister Narendra Modi in January 2015, as a part of the Beti Bachao, Beti Padhao campaign. The scheme encourages parents to build a fund for the future education and marriage expenses for their female child.

Child Protection Services Scheme

Under this scheme institutional care is provided through Child Care Institutes (CCIs), as a **rehabilitative measure for supporting the children in difficult circumstances**. Under the non-institutional care component of the scheme, support is extended for adoption, foster care and sponsorship. Further CPS also provides for “After care” services after the age of 18 years to help sustain them during the transition from institutional to independent life.

POSHAN Abhiyaan



POSHAN Abhiyaan, launched on 8th March, 2018 aims to **address malnutrition** issues across the nation through components like ICT Application, Convergence, Community Mobilization, Behavioural Change & Jan Andolan, Capacity Building, Incentives and Awards, and Innovations.

Furthermore, the legal measures to empower and protect the girl child includes several key initiatives. The **Prohibition of Child Marriage Act, 2006**, aims to eliminate child marriage by penalizing those involved. The **Protection of Children from Sexual Offences (POCSO) Act, 2012**, addresses child abuse, with updated rules in 2020 to enhance its implementation. The **Juvenile Justice Act, 2015**, ensures the care and protection of children in need. Mission Vatsalya focuses on child development and protection, with services like the **Child Helpline and the Track Child Portal** to assist missing children. Track Child Portal has been made functional since the year 2012. This portal facilitates the matching of ‘missing’ children being reported at Police stations with those ‘found’ children who are residing in the Child Care Institutions (CCIs). The **PM CARES for Children Scheme** supports children orphaned by COVID-19. Additionally, collaborations with **NIMHANS and E-SAMPARK** program provide mental health and medical care. Together, these efforts foster a secure environment, promoting the rights and well-being of girls in India.

Conclusion

National Girl Child Day serves as a vital reminder of the importance of empowering girls and fostering an environment of equality and opportunity. Through various initiatives, policies, and awareness campaigns, the government is actively working to eliminate gender disparities, promote education, and ensure the health and well-being of girls across the nation. These efforts not only uplift individual lives but also contribute to building a more inclusive and progressive society. Recognizing the potential of every girl child is a step toward shaping a brighter and more equitable future for all.

References

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