



Beti Bachao, Beti Padhao (बेटी बचाओ, बेटी पढ़ाओ, Save girl child, educate girl child) is a Government of India scheme that aims to generate awareness and improving the efficiency of welfare services meant for women. The scheme was initiated with an initial corpus of ₹100 crore (US\$15 million).

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. A 2012 UNICEF report has ranked India 41st among 195 countries.

The Beti Bachao, Beti Padhao (BBBP) Scheme has been introduced in October, 2014 to address the issue declining Child Sex Ratio (CSR). This is being implemented through a national campaign and focussed multi sectoral action in 100 selected districts low in CSR, covering all States and UTs. This is a joint initiative of Ministry of Women and Child Development, Ministry of Health and Family Welfare and Ministry of Human Resource Development.



Speaking on the occasion of International Day of the Girl Child, Prime Minister Modi, called for the eradication of female foeticide and invited suggestions from the citizens of India on "Beti Bachao, Beti Padhao" on theMyGov.in portal.

PM Modi launches 'Beti Bachao, Beti Padhao' campaign TNN | Jan 23, 2015

PANIPAT: Exhorting people not to regress to 18th century mindset PM Narendra Modi made an emotional pitch to end discrimination against the girl child on Thursday. Modi launched twin programmes of "Beti bachao, beti padhao" and "Sukanya Samriddhi account" in a bid to encourage birth and education of girls and tackle the abysmally low child sex ratio of 918 girls for 1000 boys.

www.guruprasad.net

Prime Minister Modi launched the programme on 22 January 2015 from Panipat, Haryana. The hashtag #SelfieWithDaughter was promoted on social media in June 2015, which started when the sarpanch of the village Bibipur in Haryana took a selfie with his daughter and posted on Facebook on 19 June 2015. The hashtag garnered worldwide fame.





The 100 districts have been identified on the basis of low Child Sex Ratio as per Census 2011 covering all States/UTs as a pilot with at least one district in each state. **The three criteria for selection of districts namely are:-**

1. Districts below the national average (87 districts/23 states);
2. Districts above national average but shown declining trend (8 districts/8 states)
3. Districts above national average and shown increasing trend (5 districts/5 states- selected so that these CSR levels can be maintained and other districts can emulate and learn from their experiences).

Benefits of Beti Bachhao Beti Padhao Program

MotivateMe.in



Objectives

1. Prevent gender biased sex selective elimination
2. Ensure survival & protection of the girl child
3. Ensure education of the girl child

The immediate issues to be tackled now are,

1. Awareness on gender equality
2. Education for women
3. Medical aid and health issues
4. Safety in public transport system
5. Women safety cells
6. Campaigns on sensitization towards women and children
7. Cybercrime cells
8. Crisis Management centre's
9. Awards for role models, parents and other categories

These initiatives will provide a pathway to the young generation.

Prime Minister said 'Beta Beti ek saman'; this should be everyone's mantra. Isn't this marvellous? Well, Yes! This is a wonderful phase in the life of each girl suffering out there to come out of the shell.

Why kill innocent girl every day?

Bring a smile to those angels. SAVE THE GIRL CHILD, EDUCATE THE GIRL CHILD!



 Ministry of Women & Child Development
Government of India
announces  एक नए सपना की ओर
Towards a new dawn!

**Logo Design Competition for
"Beti Bachao - Beti Padhao" Campaign**

The Logo should celebrate the girl child and highlight the importance of education in empowering her.

Technical parameters are available at www.wcd.nic.in
Entries may be emailed to betibachaobetipadhao@gmail.com

The winning entry will receive a cash award of Rs. 50, 000 and national recognition.

Entries must be received by 5.00 PM on 3rd August, 2014

 #betibachaobetipadhao

dawp 46101/11/0008/1415 

 Government of India
Ministry of Women and Child Development

**SMS Competition
for "Beti Bachao Beti Padhao
Campaign"**



Strategies

Implement a sustained Social Mobilization and Communication Campaign to create equal value for the girl child & promote her education.

Place the issue of decline in CSR/SRB in public discourse, improvement of which would be an indicator for good governance. Focus on Gender Critical Districts and Cities low on CSR for intensive & integrated action.



Mobilize & Train Panchayati Raj Institutions/Urban local bodies/ Grassroots workers as catalysts for social change, in partnership with local community/women's/youth groups.

Ensure service delivery structures/schemes & programmes are sufficiently responsive to issues of gender and children's rights.

Enable Inter-sectoral and inter-institutional convergence at District/Block/Grassroots levels.

आरंभ करें