



A
Project Report on

**‘BETI BACHAO BETI PADHAO ‘–
AN INITIATIVE TOWARDS WOMEN EMPOWERMENT**

Submitted in partial fulfillment of the requirements for the degree of
LL.B.

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CERTIFICATE OF FACULTY GUIDE

This is to certify that Ms. Jyoti Rampuria of LL.B. has completed his Dissertation under my supervision in partial fulfilment for Course work for the semester I of LL.B. from RNB Global University, Bikaner.



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Contents

ABSTRACT	5
INTRODUCTION.....	6
WOMEN EMPOWERMENT	20
NEED FOR WOMEN EMPOWERMENT.....	21
WAYS TO EMPOWER WOMEN	21
CHALLENGES	22
PROGRAM ACTIVITIES	24
POLPULAR SCHEMES UNDER SAVE GIRL EDUCATE GIRL CHILD.....	25
OPERATIONAL COVERAGE	25
CHALLENGES BEFORE BBBP AND WOMENS EMPOWEMENT.....	26
CONSTITUTIONAL PROVISIONS FOR EMPOWERING WOMEN IN INDIA	27
BBBP FUND STATUS.....	28
CASE STUDY OF INDIA	28
CONCLUSION.....	32
REFRENCE.....	33

ABSTRACT

Beti Bachao Beti Padhao is a government social scheme launched by the Prime Minister Narendra Modi in order to address the gender imbalance and discrimination against girl child in the Indian society. This scheme was launched by the Prime Minister on 22nd of January in 2015 at Panipat, Haryana on Thursday. This scheme is to aware people about the importance of girls in the society. It is to increase awareness among common people to save the lives of girl child by completely removing the female foeticide. People should celeate the birth of their girl child and educate them with full responsibility as they do for their boy child

INTRODUCTION

In India, sex determination before birth and post birth discrimination against the girl child has increasingly led to an alarming situation. Census of 2011 showed a significant declining trend in the Child Sex Ratio (CSR) between 0-6 years which declined to an all-time low of 918. Strong socio cultural and religious biases, preference for son & discrimination towards daughters has accentuated the problem. Coordinated & convergent efforts are needed to ensure survival, protection and education of the girl child to make them realize their full potential.

The Government announced Beti Bachao Beti Padhao programme to address the issue of decline in CSR through a mass campaign & multi-sectoral action plan in 100 gender critical districts across the country. Prime Minister Shri Narendra Modi accorded top most priority to this issue by himself launching the Beti Bachao Beti Padhao campaign from Panipat district in Haryana on 22nd January, 2015. With a mission to increase awareness about the program especially in rural India, a special awareness campaign was launched by the Directorate of Field Publicity, Ministry of Information and Broadcasting, Government of India in February- March 2015 in collaboration with the Ministry of Women & Child Development.

As part of this campaign 112 programmes have been organized in 75 critical districts identified by the WCD Ministry. In this connection, it is pertinent to mention that BBBP was included as a theme for the Special Outreach Program (SOP) funded by M/o Information & Broadcasting and as such it was part of the SOP campaign conducted by DFP with its own funds also. The 22 Regional Offices spread across the country were involved in the campaign. The maximum number of 18 programs were organized by the North Western Region (comprising of Haryana, Punjab and Himachal Pradesh) followed by Maharashtra & Goa Region (14 programs), Rajasthan (10), J&K (10), Gujarat (8) and Uttrakhand & Western UP (8). Most of the other Regions organized between 2 to 6 programs. Through these programmes 1, 48,813 people were directly reached. The campaign got overwhelming print and electronic coverage and tremendous support from other media organizations of Ministry of I&B and other GOI Ministries and State Departments.

North-West Region, Chandigarh

The states of Haryana & Punjab have the highest number of critical districts in the country. The Mahendragarh district of Haryana has the lowest Child Sex Ratio in the country. Thus, both these states require a big push in this area. The programmes elicited a very good response from the people with huge participation from women as well. An audience of nearly 22,500 attended the 18 programmes organized in 13



critical districts of Punjab, Haryana and Himachal Pradesh. Besides, awareness was also created through village visits in the pre publicity phase where again an audience of nearly 10,000 people is estimated to be touched. The Song & Drama Division troupes were helpful in drawing the crowds. Local girl achievers were honored by DFP in most of the programmes. Rallies by school

Rallies by school children were organized to create a buzz in the village about the issue and pledge against female feticide were also administered in some of the programs. A large number of programs were attended by the Deputy Commissioners/Addl. Deputy Commissioners of the districts and by SDMs in some places.

Communication material such as exhibition standees, pamphlets, posters and banners were developed by DFP, NW Region on the theme and used during the campaign.

Maharashtra & Goa Region, Pune

A total 10 critical districts in Maharashtra and Goa (Maharashtra 9 and 1 in Goa) have been identified as

critical by WCD Ministry. Beed district with a child sex ratio of 807/1000, against the national average of 917- had shot into national limelight five years ago following heinous incidents of female feticide, resulting in a massive crackdown on errant medicos. Thus, in a progressive looking state of Maharashtra this is a



reverse trend highly non conducive for healthy growth. Gender discrimination and

rising demand for dowry seem to be the main cause. With literacy rate above 80% in the region, the change in the mindset is the way forward.

14 programmes (in 9 districts in Maharashtra and 1 in Goa) were organized by DFP in the Region. Approximately 23,451 people participated and 290 feedbacks were collected in these programmes. The region discovered several real life heroes from the villages who were projected as role models throughout the campaign. This novel approach helped gather a large number of crowds who came to see and hear their success stories. A good number of student participation in the campaign ensured positive impact on young minds. Inspired by DFP's programs, Smt. Nanda Gujar of SavkhedBhoi, Block Deulgaon Raja, District Buldhana, who had been a victim of child marriage herself, voluntarily carried forward the message and prevented 6 child marriages in her area within a month. She highlighted the same at the concluding event and the press conference. Direct interaction with drop outs- turned – successful students inspired young participants. A whatsapp clip was prepared to spread the message even after the conclusion of the campaign. The Campaign was widely publicized in Print and Electronic media. The clippings gathered from print media amounts to publicity worth Rs. 2, 10,000.

Shri Rajendra Patni, MLA, Karanja, Washim District, Dr. Neelam Gorhe, Renowned Social Activist and MLC, and also District Level public representatives, IAS Officers, Other State Government Officials participated in the Campaign.

Rajasthan Region, Jaipur



Rajasthan, the largest state of India, has about 10% of the critical districts identified by Ministry of WCD. These 10 critical districts are: Jaipur, Alwar, Dausa, Dholpur, Sawai Madhopur, Bharatpur, Karauli, Sriganganagar, Sikar & Jhunjhunu. The sex ratio of Rajasthan is 926 per 1000 males.

The literacy rate in Rajasthan has increased significantly in the recent years. From an average of 38.55 % (54.99% male and 20.44% female) in 1991, the state's literacy rate has increased to 67.06% (80.51% male and 52.66% female) in 2011. But the persisting traditional mindset and preference for male child has resulted in skewed sex ratio in the state.

To target this mindset, DFP Rajasthan organized 10 special awareness programmes one each in each critical district. The campaign was targeted for mostly rural and semi urban population. Through the campaign awareness about the issue of female foeticide and the need to protect and educate girl child was created.

13 local women achievers were honoured in these programs so as to make them local role models. Painting competition and elocution contest on “Mere Sapnoka Bharat- Ek Beti ki Zubani” was organized and oath to save and educate girl child was administered during the programs. Around 9500 people were contacted directly and 132 feedbacks collected in these 10 programs. The programmes were widely covered in print and electronic media. The total print space in the newspapers amounted to around 1lakh 61 thousand rupees of paid publicity.

In the closing programme at village Dhankya at Jaipur, Col. Rajyavardhan Singh Rathore Participated as Chief Guest .The WCD Minister of Rajasthan Mrs. Anita Bhadel and the Ambassador of Beti Bachao in Rajasthan, MLA Princess Smt. Diya Kumari participated in the Orientation workshop for its Field officers .One MP & MOS in Govt of India and five MLAs including Urban Development Minister of Rajasthan,Mr. Rajpal Singh Shekhawat and MLA of Dausa Mr Shankar Lal Sharma graced the programs organized by DFP, Rajasthan. Shri Narpal Singh Rajvi, MLA from Jaipur was the Chief Guest at the Closing Workshop.

A special cover developed by DFP, Jaipur on BBBP was unveiled by Col Rajyavardhan Rathore, Hon'ble MOS, M/o I&B at village

Dhankya on 14th March,2015 . Since female foeticide is as much a problem in urban areas and amongst literates, so as to reach them and to have multiplier effect, the on ground campaign was backed by a social media campaign. A special what's app video campaign was developed and used by DFP, Rajasthan.



A one-page calendar with PM's suggested action points for BBBP was distributed amongst villagers .Backpacks &Wall clocks with DFP & BBBP Logos and message was given away as prize items during various competitions during the programs. Coffee Mugs, table clocks, mouse pad with attractive BBBP logo was distributed amongst opinion makers.

Jammu and Kashmir Region, Jammu



A view of rally passing through the Main Bazar of Sharnag block of Anantnag district chanting slogans on Behu 'Bachao Beti Padhao'

5 critical districts have been identified in Jammu & Kashmir Region .The identified districts are Jammu and Kathua from Jammu division and Pulwama, Anantnag and Budgam from Kashmir division. The region organized 10 awareness programmes on BBBP theme, 2 programmes in each critical district. Since 16 out of 22 districts in the state are under the arch every year, it is difficult to and programmes at grass root level. Frequent bandhs and strikes in Kashmir valley also hamper work. Despite all odds, 8200 people were reached and 141 feedbacks collected through these 10 programs.The programmes were attended by the District Development Commissioner, District Session Judge, Sub-Divisional Magistrate, Chief Education Officer, Chief Medical Officer, Child Development Project Officer, Principals of the School.

Gujarat Region, Ahmedabad

DFP Gujarat region organized eight special programmes in six critical districts of the region. Seven of the programmes were organized in five districts of Gujarat including two each in Rajkot and Ahmedabad while one programme was organized in UT of Dadra & Nagar Haveli. UT of Daman & Diu is proposed to be covered in the next phase. A total of 8 rallies, 24 film shows, 42 oral communication and 30 photo exhibition programmes were organized as part of the campaign ,thus, targeting an audience of around 15 thousand directly. A total of 43 feedback reports were collected during the campaign. Most of the respondents were aware of the adverse sex ratio in the country and welfare schemes initiated by government for girl child.



Rally with DAVP exhibition van at Dudhni in Dadra & Nagar Haveli on 7.2.2015.

However, very few were aware of severity of the crisis and the current sex ratio in the country. Opinion makers and educated sections expressed the need for creating awareness on the issue to tackle the problem.'

DAVP outdoor publicity van designed on the theme remained present in 6 of the programmes organised while there was participation of Song & Drama artistes in two programmes. Several local dignitaries graced the programmes including Gujarat Education Minister Shri

Bhupendra Singh Chudasama who was present at Keliyavasna in Ahmedabad district. Loksabha MP from Bardoli Shri Prabhuhai Vasava was present at the programme in Haripura village in Surat district.

The programmes were widely covered in print and electronic media. Around 650 column cm of press clippings have been gathered amounting to around 1.5 lakh rupees of paid advertisement.

Uttarakhand and UP (West) Region, Dehradun

The Uttarakhand and Western UP Region covers both hilly and plain areas .The sex ratio is higher in Uttarakhand than Western UP. In Almorah district of Uttarakhand , there are 1139 females per 1000 males while in GautamBudh Nagar it stands at 852.

In all eight programmes were organized in 7 critical districts identified by WCD Ministry. In the programs organized by DFP,local school headmasters were invited and they gave commitment to take steps to facilitate education of girls from weaker economic backgrounds. Oath to the audience was also administered to neither support



nor commit female infanticide. Local women achievers and change agents were honoured during the programmes.

15,100people were reached and 54 feedbacks were collected during the programmes. As per the guesstimate of our field functionaries, due to adequate press coverage about 2.5 to 3 Lakh people were reached through the programmes. Total print space captured through these programmes was 410 square centimetres which in money terms translates to Rs 17,425/- as per standard rates.

Meghalaya, Mizoram & Tripura Region, Shillong

MMT Region has organized 6 Special programs on 'Beti Bachao, Beti Padhao' in the selected Ribhoi district of Meghalaya; Saiha district in Mizoram and South Tripura district of Tripura. Two programs were organized in each district. The sex ratio in all the three states is higher than national average. Rallies, photo exhibition, oral communication, quiz competitions were organized. DAVP Mobile Vans were also present during the programmes. The programs were carried out in close co- ordination with the District Deputy Commissioner of Siaha District SDC, DD News, NGOs like MTP (Mara ThyutliaPy), MCHP (Mara Women's association), Church Leaders, Anganwadis, Health workers, School



Authorities and Village Councils.3,800 people were directly reached through these programs and 70 feedback collected. The local officials felt that there is an urgent need to reach out through awareness campaign to all the Critical districts; especially West Garo Hills since the Sex Ratio is declining drastically.

Andhra Pradesh & Telangana Region, Hyderabad

In Andhra Pradesh and Telangana Region, five programmes were organized in three critical districts -Kadapa district in Andhra Pradesh, Hyderabad district in Telangana and Yanam, Pandicherry (UT)- as part of the BBBP campaign. Programme venues were selected where awareness levels were low. As part of the campaign, message oriented skits/street plays/cultural programmes on child marriages and anti-dowry with the local college/school students & artists in local dialect were organized. Variety of competitions such as Baby Show, Essay writing, Patriotic Songs competition were also organized. Interactive sessions were organized with women youth and adolescent girls to enlighten them on negative effects of gender imbalance. NGOs were involved to mobilize target audience. A stall on Nutrition was set up and demonstrations on nutritious food with cooperation of Food and Nutrition Board, Hyderabad were also held. Photo Exhibition on BBBP organized

with the cooperation of the Field Exhibition Office, DAVP, Hyderabad. The unit also prepared pamphlets on BBBP in Telugu and Urdu languages and distributed to the participants. Elected representatives from Ward members to Member of Parliament, Field level officials to District level officials were involved in the campaign. 2 MLAs, one MP were chief guest at 3 different programs. In the campaign, use of modern



Shri M. Krishna Rao, MLA, Yanam inaugurating the BBBP rally on 12.02.2015 at Yanam.

information technology & social media like email/ SMS/ Whatsapp/Facebook etc was done to disseminate the message. The BBBP campaign reached 14,000 people directly and another 2 lakh people got the message indirectly through media coverage.

60 feedback reports were collected by FPU on Beti Bachao/Beti Padhao (BBBP) during the campaign. People in general appreciated the initiative for the protection and development of girl child through BBBP and felt that the awareness programmes should be organized in all the districts. People opined that the government should strictly implement PC-PNDT Act throughout the country. More incentives should be given for girl child including reservation in education & employment. Dowry Prohibition Act should be strictly implemented. Right to Property for women should be strictly enforced.

Nagaland & Manipur Region, Kohima



students participating in Rally at longleng

Total four programs were organized on BBBP in two critical districts of Longleng (Nagaland) and Senapati district (Manipur). Overall 20 feedbacks were collected and more than 800 people were reached. Village Council Chairperson, Village Development Board secretaries, Student leaders, NGOs, Child welfare Committees, Juvenile Justice Board, and Special Juvenile police Unit, District administration etc participated in the

programs. Resource persons from the Social Welfare Department and Postal

department were roped in to speak on the occasions. Deputy Commissioner of Longleng District, Regional Director, Ministry of Health and Family Welfare, Govt. of India, etc attended the programs. Village functionaries such as Village Chairpersons, Village Development Board Members and Secretaries, District Welfare Departments appreciated the efforts of DFP for creating awareness and reaching out to even the most remote part of the country.

Kerala-Lakshadweep Region, Thiruvanthapuram

In Kerala-Lakshadweep Region, Thrissur District and Lakshadweep were selected to give focused publicity on BBBP. 4 programmes were organized – 2 in Thrissur and 2 in Lakshadweep (Kavaratti and Agatti). About 450 people were directly reached during these programs.

The awareness activities were conducted in association with Health Department, PRI, SHGs, ICDS and SSA. Experts from the implementing Departments interacted with the audience. The audience in all the programmes was carefully selected to include Anganwadi teachers, opinion leaders and social workers. This was done to ensure that they would disseminate the information to all persons in their respective areas. The talks by experts in found to be extremely useful.



The programmes were widely appreciated as DFP provided a rare platform for officials from diverse implementing Departments to interact with the opinion leaders, Anganwadi workers and social activists. The audience was sensitized about the rights of the girl child. There was also deep appreciation for all the schemes launched by the Government of India for the empowerment of women and welfare of the girl child.

Tamil Nadu & Puducherry Region, Chennai

Three programmes were organized in the Cuddalore District which is the only District in the State included in the 100 Gender Critical Districts identified by the Women & Child Development Ministry. The Beti Bachao, Beti Padhao campaign was launched in Cuddalore District with close coordination with District Administration. Puducherry DFP Unit was entrusted with this Campaign The District Collector,

District Level Women Officers participated in this programme. Field Publicity Officer, Puducherry is a member of the District Task Force which was constituted by District Collector, Cuddalore for the implementation of Beti Bachao Beti Padhao in the entire District. About 2270 were reached through these programs and 40 feedback collected from the grass root.



Karnataka Region , Bengaluru

The Karnataka region organized two special programs on Beti Bachao, Beti Padhao at Shikarikhana and Ankalagi in Bijapur District, the only critical district identified in the state. About 8,500 people were reached through these programs. The programs were organized in close coordination with District Administration, Zilla Panchayath, Department of Women and Child Development, CNFC, Department of District Information and Public Relations, Family Planning Association of India. District Commissioner of Bijapur and Vice President, Zilla Panchayath Ankalagi participated in the programme.

As part of the programme, the unit arranged awareness rallies and rural quiz competition and the prizes were distributed to the winners. With coordination of the Song and Dram

Division, 10 cultural programmes and street play were organized during the campaign.

48 feedbacks were collected from the villagers. The total print space of 480 cm



Published in various newspapers and this translates into Rs 6,240 of free publicity.

West Bengal (South) Region, Kolkata

In west Bengal (South) two programmes on BBBP were organized by FPU Chuchura under WB(S) Region in Kolkata district. Cultural programs through S&DD were also organized. One of the programmes on BBBP was prepared for slum dwellers and Minorities in which the experts created awareness about proper nutrition with



the help of relatively cheap products. Ramkirshna Sarada Mission, a renowned NGO in Kolkata came forward to cooperate with the DFP in these programmes. About 500 people were reached and 40 feedback collected through these two programs. The overall sex ratio of West Bengal is above average in comparison to all India sex ratio (956/947). But the trend is decreasing in comparison to previous decades as such these programs are very much relevant.

West Bengal (North) & Sikkim

West Bengal (North) & Sikkim has organized two programmes in the critical district of North Sikkim (at Mangshila and Passangdung).The region lies in the chicken neck area of the International Border that connects India with north east region. The district where the programme was organized is remote and restricted place of Dzongu in North District of Sikkim where there is majority of tribal population. Density of population is very low (ten persons per sq/km). However, there is no difference between the girl and boy child. State government is looking into the reasons as why the sex ratio is low than other part of the state. With the two programs,400 people were directly touched. 50 feedbacks were collected and two cultural programs were organized. The BBBP programs are required more in the

plain areas rather than the hilly areas in the Region. The state government of Sikkim has included DFP in the ongoing campaign on BBBP. Print media coverage of the programs amounting to Rs.30,514 was generated through these campaign besides the local electronic media coverage.

Assam Region, Guwahati

In Assam Region, only two programmes were organized at Digary and Sonapur block in Kamrupmetro district. The Region is mainly inhabited by minority ST/ SC and other backward communities. Most of the remote areas have lack of proper communication and is in media shadow. Through these programs, 2500 people were reached. Photo exhibition, film shows, rallies and quiz were organized as part of the campaign. The program was held in full coordination with officer of ICDS and Gram panchyats.

Arunachal Pradesh Region, Itanagar



workshop on BBBP at Itanagar awareness specially in remote areas.

In Arunachal Pradesh, the land of dawn lit mountains, two programmes were held at Roing Village and Meka Village in Dibang valley District. This district covered twenty villages. About 1000 people were reached directly through the program in media shadow areas. The people were of the view that such from time to time as to create

Odisha Region. Bhubaneswar

In Odisha Region, two programs were organized at Odagaon and Bhapur villages in the critical district of Nayagarh by the Phulbani Unit. Around 2500 people were reached by the DFP Odisha region through the programmes in and around of the programme venue. Two mass rallies on BBBP were organized wherein PRI members, Block officials, ICDS officials, health workers, college girls students and other volunteers participated. Pledge on survival,



All women participants of the workshop held on BBBP on 25.02.15 at Bhapur block of Nayagada district in Odisha administer the pledge on survival, protection and education of girl child

protection and education of girl child was administered among the all women participants of both the programmes. Women participants from all categories were given opportunities to speak on the theme. Total 40 nos. of feedbacks were collected at two different stages (before beginning of the programme and after the programme).

Madhya Pradesh Region, Bhopal

Bhopal region organized two special programmes in 2 critical districts of Gwalior and Dantiya. A total of 09 oral communication and 2 photo exhibition were organized as part of the campaign targeting an audience of around eleven hundred directly. 2 success stories were collected during the campaign. 2 group discussions were held in the programme. Young people were associated with the program so a



Uttar Pradesh Region, Lucknow



In Uttar Pradesh, two programmes on BBBP were organized by FPU Jhansi in village Badagaun and Dhamnapayak in District Jhansi. In these programmes more than 2850 people were directly touched. Total 24 feedbacks were collected. Song & Drama Division also organized infotainment program on the theme during the programs.

Jharkhand & Central Bihar Region, Ranchi

Two programs on Beti Bachao-Beti Padhao were organized in Dhanbad district by DFP, Jharkhand & Central Bihar. Dhanbad district has seen a major dip in CSR from 951 in 2001 it has gone down to 916 in 2011. The Song and Drama division from West Bengal and Orissa performed dance, magic and puppetry for the rural people and disseminated information about the theme. During the programs, ‘aamsabha, quiz



Culture programme at district Dhanbad, Jharkhand

and cultural programs were organized. For the orientation workshop on “Beti Bachao-Beti Padhao, PadmshreeShri Ashok Bhagat, noted Social Worker of Jharkhand came as a resource person. The program at Kumardih village of Govindpur block was attended M.P. of Dhanbad Shri Pashupati Nath Singh and MLA of Sindri Shri Phool Chand Mandal. There was

a huge participation of local opinion leaders, NGOs, school children, and villagers. These programs were well organized with the effective coordination of local administration. Almost 40 feedbacks were collected in the two programs (10 before the program and 10 after). The rural audiences felt that sex determination of the foetus is a major social evil and all those involved in such activities should be punished. 5100 people were reached through these programs.

Chhattisgarh Region, Raipur

In the Chhattisgarh Region, two programs were organized in the critical district of Raigarh. The Sex Ratio in the State is higher as compared to the national average of 918. Almost 40 feedbacks were collected in the two programs. 2700 people attended these programs. Union Steel & Mines and labour Minister Shri Vishnu DeoSai was the Chief Guest at the program in his adopted village Sunitee Satyanand Rathia. The other program was organized in the village adopted by MLA Shri Roshan Lal Agarwal. Print media coverage of the programs amounting to Rs.38,820 was generated through these campaign .



Message delivered through Quiz on 22nd Feb 2015 at village Loing

Bihar Region, Patna

In the Bihar Region, two programs were organized in the critical district of Vaishali. Both the programs were organized in the two adarsh villages adopted by two MPs. The first program was organized in the Patepur, adopted as adarsh village by Shri Nityanand Rai,

MP who graced the program. The Chief Guest at the program was Union Drinking Water & Sanitation Minister Shri Ram Kripal Yadav. Shri Mahendra Baitha, MLA was also present during the program. The second



Cabinet Minister Ramkripal Yadav addressing to Audience at Patepur-Vaishali

program was organized in the

village Bhagwanpur adopted by Union Minister Shri Ram Vilas P aswan. DAVP multimedia vans were present in both the programs. S&DD also gave their cultural presentations there. Almost 40 feedbacks were collected in the two programs. 5222 people attended these programs. Print media coverage of the programs amounting to Rs.70,784 was generated through these campaign .

WOMEN EMPOWERMENT

Women empowerment refers to making women powerful to make them capable of deciding for themselves. Women have suffered a lot through the years at the hands of men. In earlier centuries, they were treated as almost non-existent. As if all the rights belonged to men even something as basic as voting. As the times evolved, women realized their power. There on began the revolution for women empowerment.

As women were not allowed to make decisions for them, women empowerment came in like a breath of fresh air. It made them aware of their rights and how they must make their own place in society rather than depending on a man. It recognized the fact that thing cannot simply work in someone's favor because of their gender. However, we still have a long way to go when we talk about the reasons why we need it.

NEED FOR WOMEN EMPOWERMENT

Reflecting into the “Vedas Purana” of Indian culture, women is being worshiped such as LAXMI MAA, goddess of wealth; SARSWATI MAA, for wisdom; DURGA MAA for power. The status of women in India particularly in rural areas needs to address the issue of empowering women. About 66% of the female population in rural area is unutilized. This is mainly due to existing social customs. In agriculture and Animal care the women contribute 90% of the total workforce. Women constitute almost half of the population, perform nearly 2/3 of its work hours, receive 1/10th of the world’s income and own less than 1/ 100th the world property. Among the world’s 900 million illiterate people, women out number men two to one. 70% of people living in poverty are women. Lower sex ratio i.e. 933, The existing studies show that the women are relatively less healthy than men though belong to same class. They constitute less than 1/7th of the administrators and managers in developing countries. Only 10% seats in World Parliament and 6% in National Cabinet are held by women.

Hindrances of Women Empowerment:

The main Problems that were faced by women in past days and still today up to some extent:

1. Gender discrimination
2. Lack of Education
3. Female Infanticide
4. Financial Constraints
5. Family Responsibility
6. Low Mobility
7. Low ability to bear Risk
8. Low need for achievement

WAYS TO EMPOWER WOMEN

- Changes in women’s mobility and social interaction
- Changes in women’s labour patterns
- Changes in women’s access to and control over resources and
- Changes in women’s control over Decision making
- Providing education
- Self employment and Self help group
- Providing minimum needs like Nutrition, Health, Sanitation, Housing
- Other than this society should change the mentality towards the word women
- Encouraging women to develop in their fields they are good at and make a career

CHALLENGES

There are several constraints that check the process of women empowerment in India. Social norms and family structure in developing countries like India, manifests and perpetuate the subordinate status of women. One of the norms is the continuing preference for a son over the birth of a girl child which is present in almost all societies and communities. The society is more biased in favor of male child in respect of education, nutrition and other opportunities. The root cause of this type of attitude lies in the belief that male child inherits the clan in India with an exception of Meghalaya. Women often internalize the traditional concept of their role as natural thus inflicting an injustice upon them. Poverty is the reality of life for the vast majority women in India. It is the another factor that poses challenge in realizing women's empowerment. There are several challenges that are plaguing the issues of women's right in India. Targeting these issues will directly benefit the empowerment of women in India

- **Education:** While the country has grown from leaps and bounds since independence where education is concerned. the gap between women and men is severe. While 82.14% of adult men are educated, only 65.46% of adult women are known to be literate in India. The gender bias is in higher education, specialized professional trainings which hit women very hard in employment and attaining top leadership in any field.
- **Poverty:** Poverty is considered the greatest threat to peace in the world, and eradication of poverty should be a national goal as important as the eradication of illiteracy. Due to this, women are exploited as domestic helps.
- **Health and Safety:** The health and safety concerns of women are paramount for the wellbeing of a country and is an important factor in gauging the empowerment of women in a country. However there are alarming concerns where maternal healthcare is concerned.
- **Professional Inequality:** This inequality is practiced in employment and promotions. Women face countless handicaps in male customized and dominated environs in Government Offices and Private enterprises.
- **Morality and Inequality:** Due to gender bias in health and nutrition there is unusually high morality rate in women reducing their population further especially in Asia, Africa and china.
- **Household Inequality:** Household relations show gender bias in infinitesimally small but significant manners all across the globe, more so, in India e.g. sharing burden of housework, childcare and menial works by so called division of work.

- Almost every country, no matter how progressive has a history of ill-treating women. In other words, women from all over the world have been rebellious to reach the status they have today. While the western countries are still making progress, third world countries like India still lack behind in Women Empowerment.
- In India, women empowerment is needed more than ever. India is amongst the countries which are not safe for women. There are various reasons for this. Firstly, women in India are in danger of honor killings. Their family thinks its right to take their lives if they bring shame to the reputation of their legacy. Moreover, the education and freedom scenario is very regressive here. Women are not allowed to pursue higher education, they are married off early. The men are still dominating women in some regions like it's the woman's duty to work for him endlessly. They do not let them go out or have freedom of any kind.
- In addition, domestic violence is a major problem in India. The men beat up their wife and abuse them as they think women are their property. More so, because women are afraid to speak up. Similarly, the women who do actually work get paid less than their male counterparts. It is downright unfair and sexist to pay someone less for the same work because of their gender. Thus, we see how women empowerment is the need of the hour. We need to empower these women to speak up for themselves and never be a victim of injustice.
- BBBP mission emphasises on safeguarding and strengthening the rights of women. People are becoming more sensitised and several girls of India are bringing accolades to the nation and becoming popular on International level. Thus, people should stop discriminating between the girl and the boy child and support both the genders equally. This programme is to remove the social biases favouring the male child in society as well as improving the status of girl child through safety and education. This scheme is not a medicine curing a disease however it is a supportive plan. It can be successful only when it will be supported by us. There is need to change the attitude and mindset (especially parents) towards the girl child forever so that she too can get the same opportunity after her birth like safety, health care, education, etc. In this way, a girl child can be an independent entity and not a burden over her parents. I would like to share with you a nice line written by me regarding girl child:
- “Make a girl child power of the family, society and country; and not a burden, weakness and helpless entity of the family, society and country” Beti Bachao Beti Padhao (BBBP) campaign was basically started to promote the safety of girl child. There are several people who still discriminate between a girl and a boy child. But the fact is that a girl child is no less than a boy. In the present times, girls in fact are bringing a lot of accolades to its family and nation as a whole in every field including sports, politics, entertainment, corporate world,

wrestling, etc. But people still have that old school mentality that girls are rather a liability and thus, various people started getting sex of the child determined before its birth and aborting the girl child in the womb itself. This practice is more prevalent in rural areas and villages, urban places are not **64290 Rashmi Rani Agnihotri and Malipatil, A Study on Brief information about Beti Bachao Beti Padhao Scheme** absolutely unaffected though. The primary reason behind these ill-practices is due to the increase in the crime against women. Girls are never taught to be independent and fight for their rights. Since childhood, they are taught to make compromises; first for their brother and father when they are young, compromise for husband, in-laws, once they get married and later compromise for son and the family, etc. This trend makes the girls vulnerable and prone to crimes. They don't gain courage to express their will and fight for their rights. In order to make the mission BBBP successful, we must first teach the existing girls how to be strong and self-willed and more importantly determined in order to take decisions of their own lives.

PROGRAM ACTIVITIES

The 22 Regional Offices were able to directly communicate with 1, 48,813 people through 112 programmes in 75 critical districts.

As part of the programme in the villages, meetings/group discussions were organized with opinion leaders to enable them to mobilize people in their villages to participate in the programme and become informed messengers to carry the message forward in the days and months to come after the DFP programme were over. The village Sarpanch and members of the Panchayat, ANM's, Aanganwadi workers, ASHA Sahayoginis were roped in for this purpose. Film shows were organized in the evening at a central venue so that message through film screening was provided to the villagers and an announcement of the next day's awareness public meeting/quiz competition was made during the film show.

Rallies of the beneficiaries were organized in the village so that villagers who were unable to attend the programme could get to know of the messages and a buzz was created in the village. School principals, teachers, ICDS staff played an important role in mobilizing the people for the rally. At the main function, public representatives including local MPs, Ministers in the state government, MLAs, Zila Pramukhs, Pradhans & village Sarpanch participated with full vigour. Subject experts including doctors not only informed the villagers about the selected themes but also answered their queries. Quiz competition was organized on the theme and prizes were distributed to the winners at the function. The quiz competition made the villagers listen attentively to the subject experts so that they could win prizes.

At some places cultural programmes were organized by the Song & Drama Division, a sister media unit of M/o Information & Broadcasting. Their programmes were able to attract lot of people to the venue. Photo exhibitions were also organized, a time by DAVP at the programme venue & during film shows.

1531 Feedbacks were collected from the villagers about the BBBP programme during these campaigns. The programme activities undertaken as part of this campaign are given in the table below:

Type of Activity	No. of Activity
No. of Programmes	112
Rallies	101
Group Discussion	516
Quiz Competition	153
Public Meetings	112
Film Shows	176
Photo Exhibition	153
Feedbacks	1531
Audience Reached(direct)	1,48,813
Value of press coverage	12,44,889

POLPULAR SCHEMES UNDER SAVE GIRL EDUCATE GIRL CHILD

To achieve the overarching objectives of the scheme, various sub-schemes have been rolled out under the BBBP scheme. Some of the major schemes are given below-

- Sukanya Samridhi Yojana
- Ladli scheme
- Kanyashree Prakalpa Yojana
- Balika Samridhi Yojana
- Ladli Laxmi Yojana
- Dhanalakshmi scheme

OPERATIONAL COVERAGE

The scheme was carried in three phases. In the first phase, 100 districts were identified based on the low Child Sex Ratio as per Census 2011 data.

The criteria for the selection of districts were:-

- Districts below the national average (There were 87 such districts in 23 states)
- Districts above the national average but with a declining trend (8 districts in 8 states)
- Districts above the national average but with an increasing trend (5 districts in 5 states)

Then in the second phase, the scheme was further expanded to 61 additional districts which were having CSR below 918.

Finally, on 8 March 2018, The scheme was rolled out to cover the whole Nation. BBBP was extended to become a **pan-India scheme**. Now it covers all the 640 districts of the country (as per census 2011). (In 2019, there are a total of 731 districts)

Presently, all States and UTs except West Bengal have constituted the State Task Force as per the guidelines of the BBBP scheme. This special task force is headed by the Chief Secretary of the state.

CHALLENGES BEFORE BBBP AND WOMENS EMPOWEMENT

Even if we are able to save girl child ,are we able to educate them to the level of their empowerment. Beti Padhao and women's emancipation are of serious concern that needs our observation

Girls education is a tool of empowerment.. Their enrolments in schools will bring drastic change in the society. Gandhi jee has been quoted many times if you educate a man you educate just one person ,but if you educate a woman ,you educate entire family and we all agree with it.

Ladli Laxmi Yojna(M.P),and ,Ladli Yojna(Delhi) were the schemes launched by Governments to shape girls future through educational improvements by giving financial incentives. This project aimed at empowering a girl child by enhancing their social status through proper education, economic security and protection against discrimination and deprivation. Needless to say this policy was applauded highly by all and even birth of a girl child was celebrated.by beating plate in Rajasthan

Prominent women achievers like Bronze Medalist of Olympic 2016- Sakshi Mallik were successfully employed as Brand Ambassadors to advocate for BBBP to popularize the Programme. BBBP Car scheme was used providing incentives to buy car with slogan sticker on it. Small savings-Sukanya Samridhi Yojna with the interest rate of 9.1% was introduced in the name of the girl child right from her birth. The success of Sukanya Scheme clearly indicates that it was perceived as a beneficial programme to promote girls' interest in terms of study matters, marriage and independence. But the other side of the story needs our concern for structural and mental transformation.

Huge amount of funds have been released but the concerned officials were clueless on its usage.Simply advocating it, distributing toys ,plantation drive and felicitation offew achievers will not solve the problems{reporting on my questions }

Basic calculation of rate of girls drop out is still missing, which is really great in number due to many reasons,such as-1.lack of senior secondary schools near their residence and parents are unwilling to send them to far off schools. There is complete violation of the legal rights of children under the Right to Education Act,which mandates that children should have schools in their neighborhood. If it is co- education there is complete rejection by parents. Early marriages of girls and looking after siblings are major factors that stop them going to schools.

Non availability of functional toilets ,lack of water facility compel them to drop out rather than going to schools toilets having insects and getting infected. Many Schools have no sanitary Pad Dispensing machines and those schools which are having it, they are either nonfunctional or costs higher than any other branded pad. Teenage girls have a different set of personal hygiene needs and if these are not accessible they prefer to sit at home than to go to schools.

Under BBBP,the Dept of School Education and literacy is responsible for conducting training programmes to sensitise teachers on Child Sex Ratio through Serva Shiksha Abhiyan .It requires teachers to play an active role to ensure enrollment of girls in the schools,creating Girl student centric environment to educate and awaken them, but they miserably fail in the absence of any formal training programmes to follow. Parents refuse to send their young girls to schools in the absence of any transport facility and also for fear of harassment outside. Despite of the provisions for bicycles, not all girls have access to it.

Basic class room facilities are not available in villages.Many senior schools don't have all the subjects to offer,nor there is proper faculty to teach.

How much benefits girls would derive

- Rs 150 crore will be spent by the Government of India to increase the safety of women in cities. BBBP has been functioning under Ministries of Women and Child Development, Health and Family Welfare and Human
- Resource Development. Prime Minister Modi has described it as a big step and a boon for the society. The Union budget has allocated Rs 50 crore for the schemes to protect the safety of women under the Ministry of Road Transport and Highways.

CONSTITUTIONAL PROVISIONS FOR EMPOWERING WOMEN IN INDIA

Equality before law for all persons (Article-14).

Prohibition of discrimination on grounds of religion, race, caste, sex or place of birth (Article 15(I)).However, special provisions may be made by the state in favors of women and children Article 15(3).Equality of opportunity for all citizens relating to employment or appointment to any office under the state (Article 16).

BBBP FUND STATUS

(Rs. in Crore)

Financial Year	Budget Outlay	B.E	R.E.	Expenditure
2017-18	377.5	200	200	169.10
2018-19	377.5	280	280	244.92
2019-20	377.5	280	200	46.59*

*as on 31st December, 2019

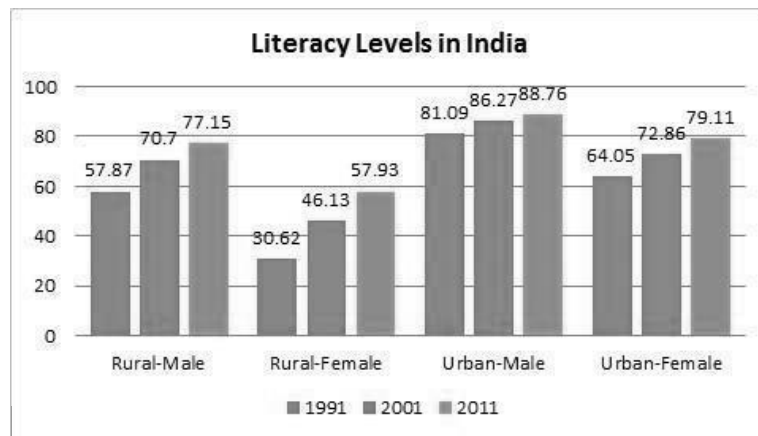
- 4.47 Year-wise details of fund allocated and expenditure incurred under BBBP is given below:
- 4.48 Districts implementing Multi-Sectoral intervention under BBBP Scheme have reported that during the FY 2018-19, 1803 convergence meetings were held with the line department and various stakeholders, conducted 2212 Media/Awareness campaign for spreading awareness; organised 1308 training programme at District level with various stakeholders and 1,42,638 participants were oriented and sensitised; 23,622 training programmes for frontline workers viz. ASHA, Anganwadi workers were organised to build the capacities of 3,81,336 workers; 2,76,036 awareness activities organised through various mode such as Nukkad Natak, puppet shows, magic shows, street plays, community meetings, etc.

CASE STUDY OF INDIA

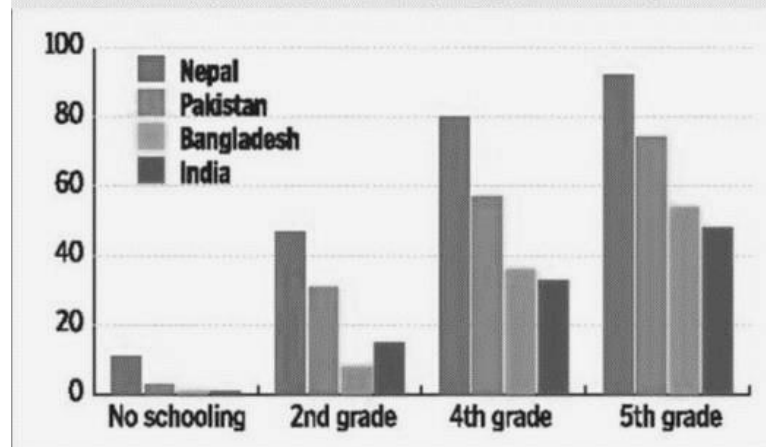
India is ranked 105 amongst 128 countries in its Education for All Development Index. Among SAARC nations, India stands third behind Sri Lanka, and Maldives. India still has one of the lowest female literacy rate in Asia. As per the India's last census in 2011, the female literacy stands at 65.46% compared to 82.14% of males. estimates show that for every 100 girls in rural India only a single one reaches class 12 and almost 40% of girls leave school even before reaching the fifth standard.

Education

India's poverty is one of the main reasons for low literacy among women. Only 13% of farm is owned by women across India, however, this figure is very low when it comes to Dalit women in India. About 41% women in India make their living by manual labour. Being a non-earning member, it further expands women vulnerability and increases women dependability on their male counterparts.



Only 48% of the females studying upto the 5th grade are found to be literate in India by the study. The corresponding number for Nepal: 92%



Violence against Women

Given to India's patriarchal nature, domestic violence remains as culturally accepted because of cultural and religious reasons. In a survey with young men and women in India, 57% of boys and 53% girls accept women beating by husbands is justified. In another recent survey between 2015-2016, it revealed, 80% of working women suffer domestic violence at the hands of their husbands

Gender Wage Gap

The wage gap between Indian men and women is amongst the worst in the world, a report by international confederation of charitable organisations, Oxfam, said. The Monster salary Index (MSI) says, Indian men earn 25% more than women in the same kind of work done by both men and women. The average gender gap is 38.2%. However, Accenture research says that the gender gap in India is as high as 67%. More than 47% of women in India are involved in Agriculture related works, however the wage gap is beyond comprehension, because of non-uniformity in sectors, which is the same for other unorganized sectors in India.

Suggestions for Future Campaigns

The following are some of the suggestions which has come up from the various Regional Offices of DFP :

- Sufficient time should be given to plan the campaign. Ideally the budget should reach ROs by May end.
- Awareness programmes should be for at least 3 days (one day for on ground preparations and pre-publicity in nearby villages and two days for various activities) so as to have maximum impact.
- The total budget for one programme should be around 75000/- so as to organize quality program.
- Instructions from the WCD Ministry to their counterparts in State Govt. to offer full support to DFP for organizing the programs will help in better coordination.
- Enough publicity material in form of brochures/handouts/posters/short audio & video clips and short videos for Whatsapp should be provided by client ministries.
- Publicity material in regional dialect along with few edutainment films will be of great help.
- The client ministries can be asked if they require feedback on any specific issues.
- Sufficient time should be there for chalking out the campaign in coordination with other media units and state government departments.
- It is better to organize awareness campaigns on BBBP in all vulnerable areas, even those not in the list of selected high risk districts. For example, selling of girl children is more in Nalgonda district (A.P), which was not in the selected districts list.
- The campaign period in case of Jammu and Kashmir region should be from June to October only. Due to heavy snow fall and harsh weather conditions in most of the district of the state during winter months, successful and result oriented awareness activities cannot be organized from October to March
- More coordination is required among various Media Units of Ministry of I&B including AIR, Doordarshan, DAVP & Song & Drama Division for effective communication.
- More such programmes could be planned in a scientific method for the identified high risk areas/districts where the sex ratio is declining.
- The Song & Drama division of the Ministry must accompanied the DFP during such programme in future for better impact among the targeted audiences.

What can we all do as individuals:

- ✓ Celebrate the birth of girl child in the family and community
- ✓ Take pride in daughters and oppose the mentality of '*Bojh*' and '*Paraya Dhan*'.
- ✓ Find ways to promote equality between boys and girls.
- ✓ Secure admission to & retention of girl child in schools.
- ✓ Engage men and boys to challenge gender stereotypes and roles.
- ✓ Educate and sensitize our sons to respect women and girls as equal members of society.
- ✓ Report any incident of sex determination test.
- ✓ Strive to make neighborhood safe & violence-free for women & girls.
- ✓ Oppose dowry and child marriage within the family and community.
- ✓ Advocate simple weddings.
- ✓ Support women's right to own and inherit property.
- ✓ Encourage women to go out, pursue higher studies, work, do business, access public spaces freely etc.

The benefits of this scheme are summarized as below

- Improvement of the Nutrition status of girls by reducing number of underweight and anemic girls under 5 years of age
- Ensuring girls' attendance and equal care monitored, using joint ICDS NRHM Mother Child Protection Cards.
- Increasing the girl's enrolment in secondary education
- This scheme provides girl's toilet in every school.
- It aims to promote a protective environment for Girl Children through implementation of Protection of Children from Sexual Offences
- Train Elected Representatives/ Grassroot functionaries as Community Champions to mobilize communities to improve CSR & promote Girl's education.
- Reduction of Gender differentials and child mortality
- To improve the Sex Ratio at Birth (SRB)
- Evolving a sustained Social Mobilization and Communication Campaign to change societal norms, to create equal value for the girl child.
- Mobilizing and empowering frontline worker teams as catalysts for social change, in partnership with local community/women's/youth groups
- Developing capacity of Panchayati Raj Institutions/Urban local bodies especially women panchayat /urban local body members, to create community and peer support for making panchayats / urban wards girl child friendly.
- You would be able to open an account for your girl child which will reduce your financial burden and the girl will get the money for her small needs.
- The government provides the highest interest rate under the BBBP scheme for all small savers. With it, you can save more money for your daughter in the future.
- This account is exempted under the Act 1961 u / s 80C. The girl's account will be tax-free. This means that no money shall be deducted from the account in the form of tax.

CONCLUSION

Imagine a world that has to go without women. It is impossible to visualize such a world. It's quite ironic that we as a society have not yet been able to appreciate this truism and continue to disrespect women, discriminate against them and treat them as second class citizens who enjoy little say in their own wellbeing. Government, policy makers, intellectuals, social activists still have to emphasize on the importance of policies focused on women's empowerment, emancipation and sustainability with very little impact. The problem perhaps lies in the basic flaw in our understanding of women hood and its centrality to the sustenance of our society as a whole.

The women of India are relatively disempowered and they enjoy somewhat lower status than that of men. In spite of so many efforts undertaken by government and NGOs the picture at present is not satisfactory. Mere access to education and employment can only help in the process of empowerment. These are the tools or the enabling factors through which the process gets speeded up. However, achievement towards this goal depends more on attitude. Unless the attitude towards the acceptance of unequal gender role by the society and even the women themselves changed women can not grab the opportunity provided to them through constitutional provision, law etc. Till then we can not say that women are empowered in India in its real sense. It's high time India becomes serious about this long standing problem.

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