

BETI BACHAO BETI PADHAO SCHEME INCREASES AWARENESS AND SENSITIZE THE MASSES ON GENDER EQUALITY

Relevant for: Developmental Issues | Topic: Rights & Welfare of Women - Schemes & their Performance, Mechanisms, Laws Institutions and Bodies

The Beti Bachao Beti Padhao (BBBP) Scheme, launched by the Hon'ble Prime Minister on 22nd January, 2015 at Panipat in Haryana with the objective of bringing behavioural change in the society towards birth and rights of a girl child, has resulted in increased awareness and sensitization of the masses regarding prevalence of gender bias and role of community in eradicating it. During the last 6 years the Sex Ratio at Birth (SRB) has improved by 16 points from 918 in 2014-15 to 934 in 2019-20. Gross Enrolment Ratio of girls in the schools at secondary level has improved from 77.45 to 81.32.

Beti Bachao Beti Padhao : Achievements so far

During the last 6 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.

Progress in terms of monitorable targets:

i. Sex Ratio at Birth:

Attitudinal change:

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.

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