

Ministry WCD launches 'Spot BBBP logo contest'

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The Ministry of Women and Child Development has launched a contest inviting people to share photographs of the Beti Bachao Beti Padhao logo that they spot at unique locations and send it with a tagline.

The Government's flagship programme - 'Beti Bachao Beti Padhao' has been successful in bringing about a tremendous mindset change, ever since it was launched by the Hon'ble Prime Minister, Shri Narendra Modi, on January 22, 2015.

WCD Minister Smt. Maneka Sanjay Gandhi said, "With the contest, we aim to promote the quantum success the programme has made in the last three years. The objective of the contest is also to engage with a larger audience, thereby encouraging a positive mindset change in society through Beti Bachao Beti Padhao".

Details of the contest are available on the Facebook & Twitter accounts of Ministry WCD (@MinistryWCD). Last date to submit entries on wcdbbbp@gmail.com is 22nd January, 2018. Winning entry will receive a cash prize.



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