

BACKGROUND OF BBBP SCHEME -

The decline in the CSR is a major indicator of women dis-empowerment. CSR reflects both, pre-birth discrimination manifested through gender biased sex selection, and post birth discrimination against girls. Social construct discriminating against girls on the one hand, easy availability, affordability and subsequent misuse of diagnostic tools on the other hand, have been critical in increasing Sex Selective Elimination of girls leading to low Child Sex Ratio.

Since coordinated and convergent efforts are needed to ensure survival, protection and empowerment of the girl child, Government has announced ***Beti Bachao Beti Padhao (BBBP)*** initiative. The Beti Bachao, Beti Padhao (BBBP) Scheme has been introduced in October, 2014 to address the issue of declining Child Sex Ratio (CSR). The Scheme was launched on 22nd January, 2015 at Panipat in Haryana. It is a tri-ministerial effort of Ministries of Women and Child Development, Health & Family Welfare and Human Resource Development.

OVERALL GOAL

Celebrate the Girl Child & Enable her Education

PAN INDIA EXPANSION OF BBBP -

The Pan India Expansion of Beti Bachao Beti Padhao (BBBP) covering all 640 districts of the Country was launched on 8th March 2018.

OBJECTIVES

- Prevent gender biased sex selective elimination
- Ensure survival & protection of the girl child
- Ensure education of the girl child

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 a 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/ Grassroot 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/Grassroot levels.