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संशोधक

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दत्तद्वाराचार्या वि. का.राजवाडे संशोधन मंडळ, धुळे





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इतिहासाचार्य वि. का. राजवाडे संशोधन मंडळ, धुळे
या संस्थेचे त्रैमासिक

॥ संशोधक ॥

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ई-मेल : rajwademandaldhule1@gmail.com
rajwademandaldhule2@gmail.com

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Strategic Women Empowerment in reference to BBBP Scheme

Pankaj M. Tayde

Associate Professor in Economics

Bhausahab Lahane Dnyanprakash Arts College, Pinjar Dist. Akola (M.S.) 444407

Email : pmtayde74@gmail.com; Mob. 9011403001

Abstract :

At the beginning of 2014-15, 100 districts in India were chosen based on the low Child Sex ratio (CSR) from the 2011 Census's low. This date marks the relaunch of the BBBP initiative, which aims to expand its implementation to include all 640 districts as of the 2011 Census. The three pivotal objectives of this comprehensive initiative are Prevent Gender biased sex selective elimination, Ensure survival & protection of the girl child, Ensure education & participation of the girl child. The BBBP campaign initially targeted media outreach to raise awareness and behavioural shifts in support of the girl child's value. This campaign effectively created BBBP as a recognizable brand, with widespread identification and adoption of its catchphrase in everyday conversation and even on personal vehicles. After successfully raising awareness, the emphasis in recent years has changed from costly media efforts to a zero or minimal budget strategy. This move recognizes the initiative's attained awareness levels and strives to sustain the initiative's impact in a cost-effective manner. There is significant development in women empowerment as positive changes in child sex ratio. Parents are very polite about attitude towards having girl child or boy child. Pre natal sex determination act is helping to increase child sex ratio. Girl education facilities also improve, which help to increase GER of girl. At last Beti Bachao Beti Padhao scheme felt like successful for women empowerment.

Key Word :

Women Empowerment, Child-Sex Ratio, BBBP Scheme, Girl Education

Introduction :

The Beti Bachao Beti Padhao initiative, which launched on January 22, 2015, aims to foster girl child empowerment. Initially proposed by the Prime

Minister, it was expanded nationwide in March 2018, incorporating all 640 Census 2011 Districts. It is led by the Ministry of Women and Child Development and works in collaboration with the Ministries of Health and Family Welfare and Human Resource Development. The three pivotal objectives of this comprehensive initiative are Prevent Gender biased sex selective elimination, Ensure survival & protection of the girl child, Ensure education & participation of the girl child.

The scheme is based on a dual approach involving Media, Advocacy Outreach and Multi-Sectoral Action. The approach Media, Advocacy and Outreach is essential to raise awareness and change attitudes. The primary goal of this approach is to end prejudice against girls, which is an essential step in promoting positive change in child sex ratio. The Media Campaign aims to empower women as citizens by deliberately challenging current socio-cultural conventions. It creates a connection between community-based initiatives implemented at the federal, state, and district levels, bringing together a variety of stakeholders for greater impact. Interestingly, the program's impact is increased by using social media to increase outreach, particularly among youngsters. Present research paper aims to interpret Beti Bachao Beti Padhao scheme.

Historical role of woman (Girl child) :

The role of women is an important in the development of Maharashtra. Since ancient times, women have been the pioneers in establishing and enriching the family system. Maharashtra has a glorious tradition of women. Later on, the attitude towards women narrowed. A parameter was set not to indulge in external affairs of family. Also strict restrictions were imposed on women's lives. It was not acceptable for them to study and engage in social and political life. In the early 20th century,



Savitribai Phule opened the doors of schools for women. After independence, women's participation in social life increased. Percentage of education in girl was satisfactory.

In the decade of seventeenth, social aspects get adverse about women development. She was not right to take part in the decision-making process of the family. She can take education only, if there is a school in the village. However, it was not allowed to study outside the village. Later on, a girl child came to be considered as a burden on the family. Expenditure on her education as well as other matters was considered as loss of income. As a result, the parents felt that the girl should not be in their family. Then the girl started to be terminated before she was born.

Status in Maharashtra :

This scheme was implemented from 2/11/2015 in Maharashtra state as per guidelines laid down by central government. A core objective of the scheme is to increase Child Sex ratio in the State. The women and child development department of Government of Maharashtra has started scheme in 10 Districts i.e. Beed, Jalgaon, Ahmednagar, Buldhana, Aurangabad, Washim, Kolhapur, Osmanabad, Sangli and Jalna. Since 15th June 2016, additional six districts Hingoli, Solapur, Pune, Parbhani, Nashik, Latur were also added into the scheme. From August 2018 another nine districts were added to scheme.

Maharashtra State is the only State in the country where it's two districts Jalgaon & Osmanabad were felicitated with special award by Hon'ble Minister WCD, GOI, on National Girl Child Day, 24th January 2017. These districts were recognized for contribution "effective community engagement, enforcement of the Pre-Conception and Pre-Natal Diagnostic Techniques Act and enabling girl child education.

Data from CEW 2020-21 and 2021-22 show that there were 9933 bodies registered under PC&PNDT Act as of December 2020. The total number of cases filed was 608 as of December 2021 of

which 435 cases were decided/ closed by the authorities. There is the availability of online complaint portal and toll-free number for the redressal of PC&PNDT related complaints. Data from U-DISE plus show that gross enrolment rate of girls in secondary education increased from 78.6% in 2012 to 92.5% in 2021. The promotion rate of girls in secondary education increased from 83.5% in 2013 to 89.1% in 2021. The dropout rate decreased from 15.72% in 2013 to 10.6% in 2021.

Status in India :

The BBBP initiative expanded in stages to address the crucial problem of girl child well-being. At the beginning of 2014-15, 100 districts in India were chosen based on the low Child Sex ratio (CSR) from the 2011 Census's low. In order to expand the implementation, an additional 61 districts with a CSR lower than the national average were added in 2015-16. On March 8, 2018, the Prime Minister took a major action after recognizing the magnitude of the issues that female children confront, particularly with regard to survival, protection, education, and participation. This date marks the relaunch of the BBBP initiative, which aims to expand its implementation to include all 640 districts as of the 2011 Census.

The BBBP initiative is essential in the contemporary context of pursuing the Sustainable Development Goal 5 of the United Nations Development Programme, which emphasizes the importance of gender equality. The initiative navigates the complex relationships between tradition, socioeconomic dynamics, and the shared desire for a more inclusive future in a nuanced manner. The Child Sex Ratio (CSR) highlights a startling statistic of 918 girls survive for every 1000 males born in India (Census 2011), indicating a significant gender gap. The CSR for children aged 0 to 6 continues to fall, as seen by the Census 2011, which found a record-low of 918. This reduction in CSR is a key sign of women's disempowerment, comprising both pre-birth discrimination through sex-selective abortion and post-birth discrimination shown as



reduced access to health, nutrition, and education. Son preference and daughter aversion are the main reasons behind India's diminishing CSR, which in turn contributes to the Girl Child's increasing marginalization from society. In addition to the widespread availability, cost, and misuse of diagnostic techniques during the past five decades, deeply ingrained sociocultural and theological biases also make this problem more difficult. These complex issues raise important questions about the discrimination that women and girls experience over the course of their lives. Therefore, it is essential to take swift action in concert with others in order to empower girls and solve the widespread gender inequality that affects Indian society.

The UN's baseline gender ratio of 1050 females per 1000 males defines India's status in relation to international standards. India ranks 124th out of 173 countries in the Human Development Survey Report, which shows that it is lagging behind its globally counterparts in the areas of health, gender inequality, and education. The persistent problems in these domains can be attributed to widespread problems like infanticide and female foeticide. The CSR in India appears to have gradually changed from its original record of 111 boys for every 100 girls in the 2011 census. This change is apparent because the ratio dropped to 109 boys in the 2015-16 National Family Health Survey phase and then to 108 boys in the 2019-21 survey, the most current one. This pattern highlights a moderating tendency in the observed gender gap indicating a significant change in the demographic landscape.

Conclusions :

The BBBP campaign initially targeted media outreach to raise awareness and behavioral shifts in support of the girl child's value. This campaign effectively created BBBP as a recognizable brand, with widespread identification and adoption of its catchphrase in everyday conversation and even on personal vehicles. After successfully raising awareness, the emphasis in recent years has changed from costly media efforts to a zero or minimal

budget strategy. This move recognizes the initiative's attained awareness levels and strives to sustain the initiative's impact in a cost-effective manner.

Child Sex Ratio :

Census data reveal that the Child Sex Ratio has been steadily declining from 962 in 1981 to 945 in 1991. It further declined from 927 in 2001 to 919 in 2011. Census 2021 has not taken place. Hence actual figure are not trace out. As per National Family Health Survey round five. There are not significant changes in child sex ratio.

Attitude towards having girl child or boy child Parents no longer insist that only a girl should be born in the family. Whether a boy or a girl is born, they happily accept it. It is noticed that some families are satisfied with only one daughter. People's belief is getting stronger that girl child can also be the support of the family.

Pre natal sex determination :

The Pre-conception and Pre-natal Diagnostic Techniques (Prohibition of Sex Selection) Act regulates sex selection, before or after conception. The law was first enacted in 1994 and amended in 2003. Main objective of the act is to prevent sex determination activity by medical practitioners. It will help to increase child sex ratio.

Girl Education :

The proportion of girls in education is increasing. Parents are also giving importance to girl's education. In some educational institutes, the ratio of girls seems to be more than boys. Girls are getting interested in moving to metro cities and pursuing higher education. Government is also encouraging it through various schemes. As per economic survey of Maharashtra 2022-2023, 71 % girl children were enrolled for higher education.

Child Marriage :

Maharashtra is progressive state in country. Before 18th of age marriage is the offence as per law. Some socially backward area of Marathwada region, support to child marriage. In 2016-17, just 19 calls to report child marriage were received, which increased to 27 in 2017-18, but dropped to



17 in 2018-19. In 2019-20, this figure rose to 39. During the COVID-19 pandemic, when child marriage incidents increased state-wide, reports surged to 41 in 2020-21 and 83 in 2021-22. In 2022-23, there were 132 reported cases.

In India as well as in progressive Maharashtra, there was negative mind-set about women regarding social appearance. The idea was solidified that a girl is better than a boy. Due to this, adverse effects such as decrease in the birth rate of girls and reduction in education will be seen in the society. But the scheme Beti Padhav Beti Bhachh started in 2015 has brought a drastic change in the lives of women. As the birth rate of girls increased and the level of education also increased. There is positive impact of scheme in empowerment of women.

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