

Beti Bachao Beti Padhao campaign: An attempt to uplift women

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Abstrat

The fundamental principle behind the introduction of the “Beti Bachao Beti Padhao” (BBBP) campaign by the Government of India in the year 2015 was aimed at the falling child sex ratio and the concern for girl child education. Haryana which is one of the backward states in terms of sex ratio especially between female and male has a lot to reveal as a case in this regard. This paper provides a detailed research on the BBBP campaign in the State of Haryana, including its goals, strategies, measures, problems, and social context.

Key words: Fundamental, Campaign, Education, Female.

Introductory Paragraph:

In a country like India, the problem of gender bias has become quite deep-rooted as is evident in peculiar statistics such as the child sex ratio (CSR). This challenge is particularly acute in states like Haryana where there has been a historical male bias. In reaction to the distressing figures related to decreasing child sex ratios of females, the Government of India launched a program called “Beti Bachao Beti Padhao” in 2015. This program aims to protect and save the life of female children but also seeks to educate them and create awareness in general.

The campaign focuses on these areas:

prevention of gender-based sex selection, ensuring that girl children survive and are protected, and, helping her get an education for her development. By addressing these particular issues, the BBBP campaign aims to alter the perception of the society and better the condition of the girls in such societies that have suppressed them in the past. Haryana is also an important state for studying the success of the BBBP campaign considering its history of having a low female to male ratio which is highly worrisome for the future of women in the state. In this study, the authors evaluate the level of the BBBP campaign’s support in the region and the perception of the program by various stakeholders. In order to deepen understanding on the effectiveness of the campaign at individual and community levels, the authors have applied both quantitative surveys and qualitative interviews. In the end, the paper aims to contribute to existing debates on women empowerment and gender equality in India focusing on the achievements and challenges instead.

Literature Review:

Kalosona Paul and Shrestha Saha (2016) mention in their article that the overall sex ratio (OSR) in India has risen by seven points, from 933 to 940, since the last census in 2001. However, they note that the situation remains dire regarding the child sex ratio.

Sheela Sangwan (27th January 2018) conducted a research study aimed at raising awareness about women empowerment and the Beti Bachao Beti Padhao initiative in Hisar district, Haryana. Her findings revealed that both girls and women had limited knowledge about gender empowerment and the Beti Bachao Beti Padhao scheme. In a research article published on domestic violence, John Wiebe (17 August 2015) discusses "intimate partner violence" (IPV) in academic literature, highlighting that it has significantly increased over the years, even as awareness of the issue and its extent has also grown.

Naveen Kumar (June 2015) conducted a research study that aimed to analyze the child sex ratio in Haryana by examining census data from 1971 to 2011. The findings revealed that the child sex ratio was alarmingly low in many districts.

George and Aall (1998) carried out a survey involving a rural population of 13,000 in the Rohtak district of Haryana, discovering that parents often misuse scientific techniques for sex selection to determine the sex of their next child.

Cole (2001) noted in his research that boys living in slums tend to continue their primary education, while girls often drop out to take on household responsibilities.

Walia (2005) studied 240 respondents in the Ludhiana district of Haryana and found that 67.5% of people accepted the practice of female feticide.

Puran and Ajay (2015) stated in the February 2015 issue of Kurukshatra magazine that for Bharat to truly address the declining sex ratio, it is essential to elevate the status of women in society.

Literature Review on Objectives of the Campaign:

The main goals of the BBBP initiative are: 1. Preventing Gender-Based Discrimination: The campaign aims to eradicate biases against girl children from the moment of conception through education, promoting a cultural shift that values girls.

2. Promoting Education for Girls: By highlighting the significance of education, BBBP seeks to improve opportunities for girls, thus contributing to their overall empowerment and involvement in society (Singh & Sharma, 2018).

3. Community Engagement: The campaign motivates local communities to take part in initiatives that support the welfare of girls, nurturing a sense of shared responsibility (Desai, 2017).

The BBBP campaign uses a comprehensive strategy that includes: - Awareness Programs:

Workshops and seminars are held to inform communities about the significance of gender equality and the importance of educating girls (Kumar, 2019). - Financial Incentives: Initiatives like the Sukanya Samridhi Account motivate families to save for their daughters' education and support their ongoing schooling (Gupta, 2020).

Collaborative Efforts: The campaign promotes teamwork among different government departments, NGOs, and community organizations to enhance outreach and effectiveness (Nair, 2021).

Literature on Review Impact and Outcomes:

Several studies have assessed the effects of the BBBP campaign:

Improved Awareness: Research shows a significant rise in societal awareness about the value of girls and the importance of their education (Verma, 2020).

- **Increased Enrollment Rates:** The campaign has led to a noticeable increase in school enrollment rates for girls, especially in rural areas, aiding in the advancement of gender parity in education (Rao, 2022).
- **Community Mobilization:** There has been a boost in local community involvement, with various grassroots movements emerging to advocate for the rights of girl children (Choudhury, 2021).

Literature Review on Challenges and Limitations:

Despite its successes, the BBBP campaign encounters several challenges: -

Deep-Rooted Cultural Norms: Gender biases are deeply embedded in many communities, making it tough to shift perceptions and behaviors (Sinha, 2002).

Literature Review on Resource Allocation:

There are concerns about the sufficiency of funding and resources allocated to the campaign, which can impede its effectiveness (Patel, 2019).

Literature Review on Monitoring and Accountability:

Ensuring effective monitoring of the campaign's implementation and holding stakeholders accountable continues to be a challenge (Sharma, 2021).

Identification of Research Gap:

While there has been considerable research on the impact of the "Beti Bachao Beti Padhao campaign" in Indian society, most studies have concentrated on the campaign's design and implementation aimed at raising awareness to enhance the sex ratio and improve the status of girls. However, many studies have neglected to examine the successful execution of the Beti Bachao Beti Padhao campaign. There is a significant lack of literature addressing the changes in attitudes and mindsets, particularly among parents, regarding the girl child.

Objectives of the Study:

1. To assess how effective the Beti Bachao Beti Padhao (BBBP) campaign has been in enhancing the child sex ratio in specific areas.

2. To examine the impact of the campaign's initiatives on girls' enrollment rates and their educational achievements in schools.
3. To explore the awareness and understanding of gender issues and the importance of girl children in communities after the BBBP was implemented.
4. To assess if the campaign has resulted in meaningful shifts in attitudes and behaviors regarding the education and empowerment of girls within families and communities.

5. To analyze the sustainability of the initiatives launched under the BBBP campaign and their lasting impact on gender equality and women's empowerment.

Research Design:

This study uses a mixed-methods approach, combining both quantitative and qualitative methods to thoroughly assess the "Beti Bachao Beti Padhao" (BBBP) campaign in Haryana. This combination enables a more complete understanding of the campaign's effects, merging statistical analysis with detailed personal perspectives.

Quantitative Research Survey Design:

A structured questionnaire was created to gather information on awareness, attitudes, and perceived effects of the BBBP campaign. The survey featured both closed-ended questions for quantitative analysis and open-ended questions to provide qualitative insights.

Key areas of focus included: - Demographic information (age, gender, education level, etc.)

Awareness of the BBBP campaign and its objectives -

Attitudes towards gender roles and the status of girls in society - Perceived changes in child sex ratio and girls' education in the community.

The survey aimed to reach a diverse group across five districts in Haryana, selected to reflect different female-to-male ratios. The districts involved were Gurugram, Faridabad, Hisar, Jind, and Ambala. In total, 200 respondents took part in the survey, which included: - Parents of both girls and boys - Educators (teachers and school administrators) - Community leaders (local influencers and activists).

Data Collection: Surveys were conducted through both in-person interviews and online platforms, which helped to reach a wider audience and achieve higher response rates. Research assistants received training to ensure the survey process was consistent and reliable.

Data Analysis: Quantitative data were examined by using Excel software .

2. Qualitative Research Interviews: Researcher carried out in-depth semi-structured interviews with 3 key stakeholders to gather more detailed insights into the effectiveness and perceptions of the BBBP campaign.

The stakeholders included:

Government officials participating in the campaign's execution - Representatives from non-governmental organizations (NGOs) involved in awareness and educational efforts - Beneficiaries of the campaign, such as parents and girls who have felt its direct effects.

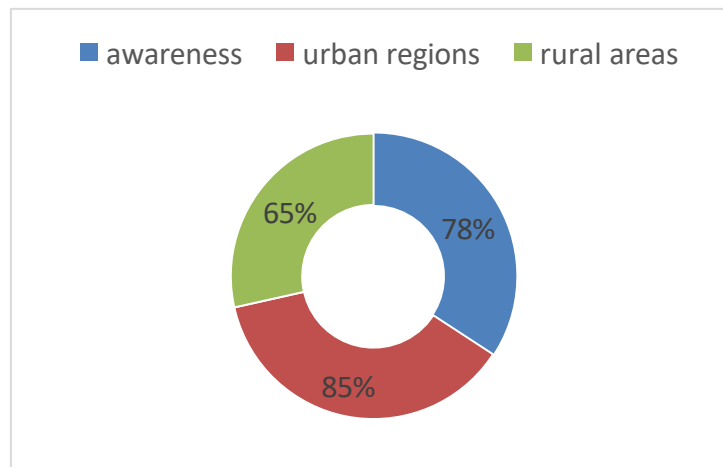
An interview guide was created to maintain consistency while also allowing for the exploration of individual perspectives.

The main themes examined included: - Personal experiences with the campaign - Changes in community attitudes towards girls and gender equality - Challenges encountered during the campaign's implementation.

Data Collection: Interviews took place in a comfortable and confidential setting, either in person or through virtual platforms, based on the participants' preferences.

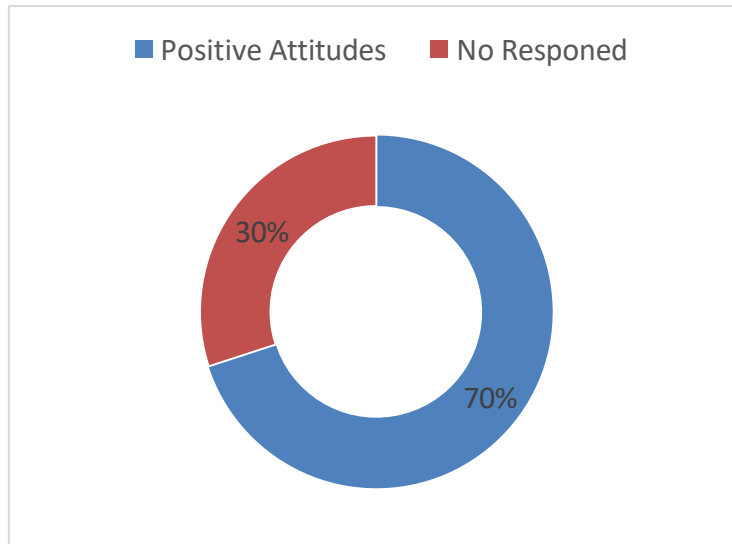
Data Analysis: The qualitative data were analyzed using thematic analysis, applying coding techniques to uncover patterns and themes within the responses.

Findings:

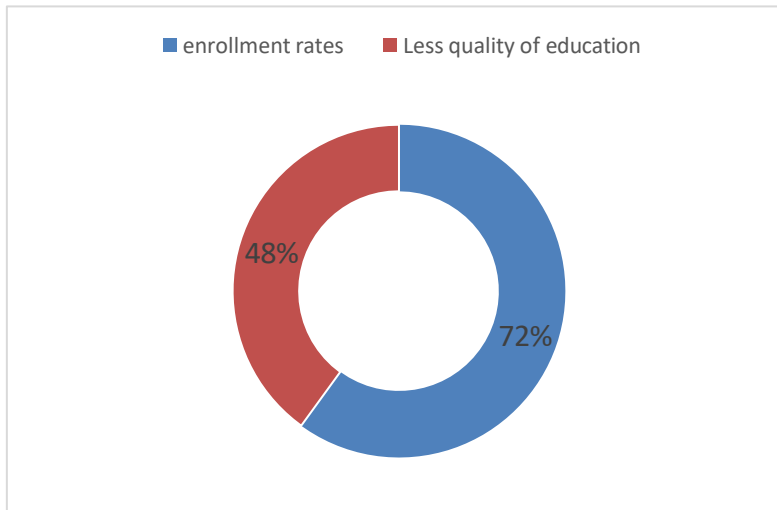


Awareness and Understanding of the Campaign Awareness Levels: The survey revealed that 78% of participants were aware of the BBBP campaign. Awareness was significantly higher in urban regions (85%) than in rural areas (65%).

• Understanding of Objectives: A majority of respondents understood the campaign's goals related to saving and educating the girl child, although there were frequent misconceptions about how it was being implemented.



• Community Perception Positive Attitudes: About 70% of respondents shared positive views on the campaign, highlighting its potential to enhance the status of girls in society.



Positive Impact on Education: 72% of respondents recognize an increase in enrollment rates for girls in schools, but only 48% think there has been a meaningful enhancement in the quality of education offered.

- **Cultural Barriers:** Interviews uncovered ongoing cultural biases against daughters, with many families still favoring sons for economic and social reasons.
 - **Implementation Strategies Government Initiatives:** The Haryana government introduced various initiatives under BBBP, such as financial incentives for girls' education and awareness programs.
 - **NGO Involvement:** NGOs have been instrumental in grassroots mobilization and awareness efforts, often serving as a link between the government and local communities.
 - **Impact on Child Sex Ratio and Education - Child Sex Ratio:** The most recent census data reveals a modest improvement in the child sex ratio in Haryana, rising from 871 girls for every 1,000 boys in 2011 to around 914 in 2021.
 - **Education Enrollment:** There has been a positive trend in enrollment rates for girls in both primary and secondary education, with a notable increase of 15% over the past five years.
- Challenges Faced.**

Resistance to Change: Even with government initiatives, entrenched patriarchal norms and gender biases continue to pose significant challenges.

- **Resource Allocation:** Scarce resources and uneven program execution have been recognized as barriers to the campaign's success.
- **Awareness Gaps:** In numerous rural regions, the absence of information and educational opportunities still limits the campaign's impact.

Discussion:

The Beti Bachao Beti Padhao campaign has made significant progress in raising awareness and improving the status of girls in Haryana. However, the deep-rooted cultural attitudes towards gender highlight the challenges of changing societal norms. While quantitative metrics indicate improvement, qualitative insights reveal that the path to gender equality is still ongoing.

Conclusion: The BBBP campaign in Haryana has led to positive changes in awareness and attitudes towards girls. It represents a crucial step towards empowering women and addressing gender disparities in India. Although it has achieved notable success in raising awareness and promoting education for girls, ongoing efforts are essential to overcome cultural barriers and ensure lasting change. Future research should aim to evaluate the long-term outcomes of the campaign and explore innovative strategies to enhance its impact.

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