

Original Research Article

<https://doi.org/10.20546/ijcmas.2020.904.138>

Expose the Media Package on “Beti Bachao Beti Padhao” Scheme among Rural People in Varanasi District of Uttar Pradesh

Ambay Singh^{1*}, Richa Kumari², Pushpa Kumari³ and Kumari Madhu²

¹Home Science Extension & Communication (HSEC), Banaras Hindu University, India

²Home Science Extension & Communication Management (HSECM),

Dr. Rajendra Prasad Central Agricultural University, Pusa, Samastipur, Bihar, India

³Department of Home Science, Banaras Hindu University, India

**Corresponding author*

ABSTRACT

Education for women is the best way to improve the health, nutrition and economic status of a household that constitute a micro unit of a nation economy. In this context, it can be argued that lack of women education can be an impediment to the country's economic development. In India, women achieve far less education than that of men. As per the Census Report 2011, the literacy rate of women is 65.46 per cent and that of men is 82.14 per cent. The Union Government has expanded “Beti Bachao Beti Padhao” (BBBP) programme from 161 districts to all 640 districts of the country. As per data available in Health Management Information System (HMIS), there has been improvement in sex ratio at birth (SRB). The SRB which was 918 in 2014-15 has improved to 926 in 2016-17 as per HMIS data. This is the miserable condition of the daughters in some parts of the country where the girls are not treated equal to boys, not allowed to go to the schools beyond primary classes, deprived of all the facilities which their brothers enjoy with extreme liberty and in some cases the girls are not allowed to take birth and they get killed in the womb of their mothers. “Beti Bachao Beti Padhao” Scheme is a central government programme. “Beti Bachao Beti Padhao” is an effective campaign to save the girl child and educate the girl child all over the India. It is a scheme run by the Government of India with the aim of spreading awareness as well as improving the efficient of welfare services for the girls of India

Keywords

Beti bachao beti padhao, Education, Health, Nutrition, etc.

Article Info

Accepted:

10 March 2020

Available Online:

10 April 2020

Introduction

“You educate a man; you educate a man. You educate a woman; you educate a generation.”

-Brigham Young

Education for women is the best way to improve the health, nutrition and economic status of a household that constitute a micro unit of a nation economy. In this context, it can be argued that lack of women education can be an impediment to the country's economic development.

In India, women achieve far less education than that of men. As per the Census Report 2011, the literacy rate of women is 65.46 per cent and that of men is 82.14 per cent. The Union Government has expanded Beti Bachao Beti Padhao (BBBP) Programme from 161 districts to all 640 districts of the country. As per data available in Health Management Information System (HMIS), there has been improvement in Sex Ratio at Birth (SRB).

The SRB which was 918 in 2014-15 has improved to 926 in 2016-17 as per HMIS data. The successful implementation of BBBP Programme in states and districts has led government to decide to go Pan-India and expand the programme to all districts. This is the miserable condition of the daughters in some parts of the country where the girls are not treated equal to boys, not allowed to go to the schools beyond primary classes, deprived of all the facilities which their brothers enjoy with extreme liberty and in some cases the girls are not allowed to take birth and they get killed in the womb of their mothers. The female crowds in rural area are deprived of minimum facilities of enlightenment and education.

Gender empowerment is conceived as a process by which women can overcome many of the hurdles that they face such as education, work status, employment opportunity, healthcare, social security, position in decision making by virtue of their gender. Verma (2003) observed that after imparting the knowledge through various visual/printed materials such as posters, charts, leaflets and booklets, a significant gain in knowledge was recorded. Prathap and Ponnusamy (2006) suggested that print media that were placed second too have proven to be effective in influencing the knowledge gain of rural women. There is a general feeling that print media are being under-utilized due to the low literacy levels prevailing in India. On the

contrary, statistics show that rural literacy has been showing a steady progress over the years. "Beti Bachao Beti Padhao" Scheme is a central government programme run by the Government of India with the aim of spreading awareness as well as improving the efficiency of welfare services for the girls of India. It is an effective campaign to save the girl child and educate the girl child all over the India.

The Prime Minister of India, Narendra Modi, has started a "Sukanya Samriddhi Yojana" (launched on 21st of January in 2015) under the Beti Bachao Beti Padhao scheme. "Sukanya Samriddhi Yojana" was launched to support this scheme as well as make it successful by meeting the essential expenses of the girl child such as health, higher education and marriage. This scheme is a good start for the girl child lives as it involves some effective efforts of the Government of India.

It is a best scheme ever as it reduces the tension of parents as well as will save the lives of present and future born girls through this small investment on annual basis. This project was started with the initial amount of Rs. 100 crore. It is also reported that Ministry of Home Affairs spent around Rs 150 crore over this scheme to assure women safety in large cities of India. This scheme has been planned and launched to reduce the level and effect of some dangerous social issues related to the girl child. The scheme is regarding girl's safety, protection and better education in the future without much load on the parents. The nationwide campaign is initiated to increase the awareness among people for saving and educating the girl child. It has aimed to ensure that girls are born, well nurtured and educated without being discriminated. It is to empower almost other half population of the country by giving them equal rights.

This campaign requires National, State, District and community level interventions of people and different stakeholders for accelerated impact over CSR issue. This campaign has aimed to improve the condition of girls as well as make them independent both socially and financially in the future through proper and higher education. It is positive result generating awareness programme in order to improve the efficiency of welfare service for women. The objective is to develop and expose the media package on “Beti Bachao Beti Padhao” to rural people.

Materials and Methods

The present study was carried out in Varanasi district of Uttar Pradesh state purposively because this district was close to the purpose of the study and in this area people were not aware about scheme BBBP. From Varanasi district Kashi Vidyapeeth block selected for the study. There were 80 respondents were selected from two villages namely Tarapur Tikari and Karaundi of Varanasi district randomly. Statistical tools used for study were frequency and percentage (Fig. 1 and Table 1).

Table.1 Indian Districts under “Beti Bachao Beti Padhao” Program

Sl. No.	Name of State / UT	Districts	Census 2001	Census 2011
	INDIA		927	918
1	Gujarat (4)	Anand	849	884
2		Amreli	892	886
3		Patan	865	890
4		Bhavnagar	881	891
5	Haryana (8)	Gurgaon	807	830
6		Jind	818	838
7		Faridabad	847	843
8		Hisar	832	851
9		Fatehabad	828	854
10		Sirsa	817	862
11		Panchkula	829	863
12		Palwal	854	866
13	Himachal Pradesh (2)	Kangra	836	876
14		Hamirpur	850	887
15	Jammu & Kashmir (10)	Samba	798	779
16		Baramula	961	863
17		Ganderbal	1014	863
18		Rajouri	905	865
19		Srinagar	983	865
20		Shupiyan	1011	878
21		Kupwara	1021	879
22		Kulgam	1003	885
23		Udhampur	912	886
24		Bandipore	967	892

25	Madhya Pradesh (2)	Rewa	926	885
26		Tikamgarh	916	892
27	Maharastra (6)	Hingoli	927	882
28		Solapur	895	883
29		Pune	902	883
30		Parbhani	923	884
31		Nashik	920	890
32		Latur	918	889
33	NCT of Delhi	North East	875	880
34		South	888	885
35	Punjab	Faridkot	812	851
36		Bathinda	785	854
37		Ludhiana	817	860
38		Moga	818	860
39		Rupnagar	799	863
40		Hoshiarpur	812	865
41		Kapurthala	785	871
42		Jalandhar	806	874
43		Shahid Bhagat Singh Nagar	808	885
44	Rajasthan	Jaisalmer	869	874
45		Hanumangarh	872	878
46		Jodhpur	920	891
47		Tonk	927	892
48	Uttar Pradesh (11)	Etawah	895	875
49		Aligarh	886	877
50		Etah	880	879
51		Firozabad	887	881
52		Jalaun	889	881
53		Bijnor	905	883
54		Mainpuri	892	884
55		Hamirpur	904	886
56		Saharanpur	872	887
57		Farrukhabad	897	889
58		Mahoba	900	892
59	Uttarakhand (3)	Hardwar	862	877
60		Dehradun	894	889
61		Chamoli	935	889

The Ministry of Women and Child Development has expanded “Beti Bachao Beti Padhao” scheme in additional 61 district (covering 11 states).

Results and Discussion

Table 2 revealed that 32 respondents means only 40 per cent were using newspaper and magazine for getting information about BBBP scheme and 48 respondents means 60 per cent using radio and television for getting information about BBBP scheme. None of the respondents were using computer, internet, any campaign for getting information about Beti Bachao Beti Padhao scheme and its benefits.

Finally the study concluded that “Beti Bachao Beti Padhao” mission emphasizes on safeguarding and strengthening the rights of women. People are becoming more sensitized and several girls of India are bringing accolades to the nation and becoming popular on International level. Thus, people should stop discriminating between the girl and the boy child and support both the genders

equally. This programme is to remove the social biases favoring the male child in society as well as improving the status of girl child through safety and education. This scheme is not a medicine curing a disease however it is a supportive plan. It can be successful only when it will be supported by us. There is need to change the attitude and mindset (especially parents) towards the girl child forever so that she too can get the same opportunity after her birth like safety, health care, education, etc. In this way, a girl child can be an independent entity and not a burden over her parents. The various strategies needed to be followed for the effectiveness of this scheme. It needs social mobilization and fast communication regarding equal value of the girl child and her education. There is need of awareness, appreciation and support by the end of all citizens especially youth and women groups for this social change.

Table.2 Distribution of respondents according to information gained about “Beti Bachao Beti Padhao” Scheme through different media exposure

Sl. No.	Source of Information	Frequency	Percentage
1	Newspaper/Magazine	32	40
2	Radio/Television	48	60
3	Computer/Internet	0	0
4	Campaign	0	0
5	Not known	0	0
	Total	80	100

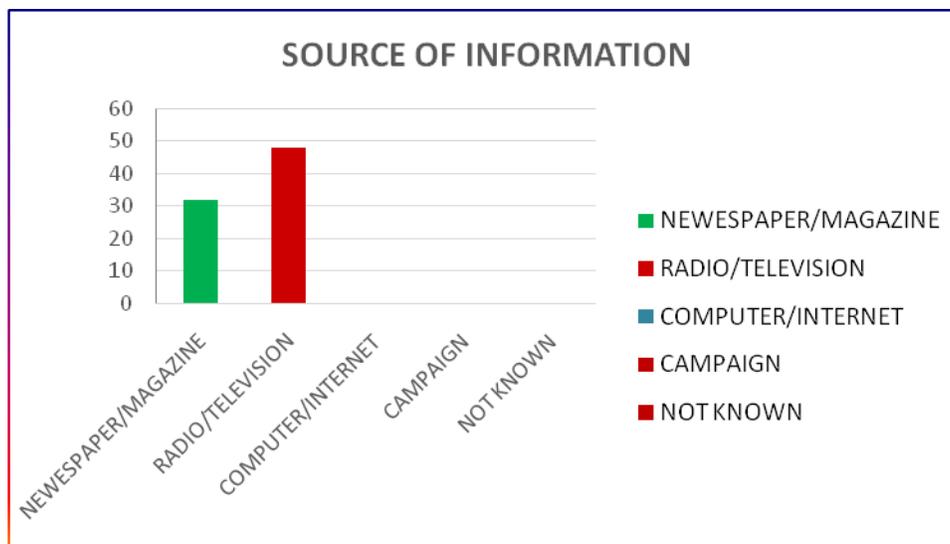


Fig.1 Distribution of respondents according to information gained about “Beti Bachao Beti Padhao” Scheme through different media exposure

References

Beti Bachao Beti Padhao- Vikaspedia 2016.
Prathap, D.P. and Ponnusamy K.A. (2006),
effectiveness of four mass media
channels on the knowledge gain of rural

women . *spiring* 13(1): 73-81.

Verma, S. (2003). Food consumption Pattern
and Nutritional status of preschool
children Yamunanagar district. M. Sc.
Thesis, CCS Haryana Agricultural,
University, Hissar, Haryana.

How to cite this article:

Ambay Singh, Richa Kumari, Pushpa Kumari and Kumari Madhu. 2020. Expose the Media Package on “Beti Bachao Beti Padhao” Scheme among Rural People in Varanasi District of Uttar Pradesh. *Int.J.Curr.Microbiol.App.Sci.* 9(04): 1169-1174.
doi: <https://doi.org/10.20546/ijemas.2020.904.138>