



## An evaluative study of Beti bachao beti padhao in Kangra district of Himachal Pradesh

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### Abstract

There are so many schemes and developmental programs initiated by the government to educational upliftment and empower the girls and women. The central Govt. and state Govt. has many schemes for especially for girls. But The Beti Bachao -Beti Padhao (BBBP) plan was introduced in 2015 due to the ongoing problem of gender inequality in India, which is especially evident in skewed Child Sex Ratios (CSR), low female educational attainment, and ingrained sociocultural hurdles. It is impossible to overstate the significance of gender equality as a fundamental aspect of human rights. An expanding corpus of research on the In order to expedite overall economic development, the topic emphasizes the necessity of investing in education, healthcare, employment, security, and the general well-being of women and girls.

**Keywords:** BBBP (Beti Bachao- Beti Padhao), CSR (child sex ratio), empowerment

### Introduction

It is impossible to overstate the significance of gender equality as a fundamental aspect of human rights. An expanding corpus of research on the In order to expedite overall economic development, the topic emphasizes the necessity of investing in education, healthcare, employment, security, and the general well-being of women and girls. International organizations working to promote gender equality have frequently emphasized that no country can experience strong growth if its female population is not included in the scope of development. The UN Security Council's open debate on women, peace, and security in November 2019 reaffirmed this worldwide concern for women's development, with speakers from over 35 nations urging faster advancements in women's empowerment. Women and girls have a special role to play as potent drivers of economic growth, stability, and sustainability, according to a news statement about the event. If we talk about India, the Beti Bachao Beti Padhao campaign is currently playing a vital role in empowering girls. Today, every girl is becoming aware of her rights. Girls' empowerment is increasing in every region of the country. The main aim of this research paper to identify the role of BBBP scheme in Kangra district of Himachal Pradesh.

### Review Related to literature

Brahma (2018) found that Indian govt. has initiated really good and beneficial schemes for girls and women empowerment in Indian society but these schemes are very complicated by law which is needed to be reformed to increase awareness and promotion of girls' education in every corner of country.

Babu (2020) <sup>[3]</sup> carried out a study, 'Girl's secondary education in India: Status and challenges' and noticed that the discrimination with girls is well known and continuous till date in every field like education, health, social and political level. The power comes from the process of empowerment and this can be done only with education.

Kakkar and Chandani (2020) indicated that the new programmes and schemes are being made in present time by govt. of India for girls but there is lot of works to be done to

achieve the target of girl's education in the country. The governments should take necessary action for the girls' education other than policies.

Saikia and Bhagabati (2020) <sup>[2]</sup> reported that people are not aware of the concept of empowerment. It was also found that poverty is the main cause for girls' illiteracy. The girls of poor family are malnourished and denied the opportunity of better education.

Niyaj et al. (2021) <sup>[1]</sup> revealed that the empowerment of girls and women is very important for country's progress and the Indian govt. initiated number of plans and programmes to improve the status of women. The success of these plans depends upon the awareness and right functioning. This research showed that girls has less awareness about govt. plans and this is the main factor to low success rate of these plans.

### Objectives

1. To out line the situation of Beti Bachao- Beti Padhao in District Kangra of Himachal Pradesh
2. To evaluate the scheme's effectiveness in girls education in Kangra District of Himachal Pradesh
3. To Identifying and resolving implementation problems

### Methodology

In the current scenario, a number of incidences are witnessed where discrimination against girls and women is observed. Although a number of awareness programme and schemes have been launched by central and state governments which have contributed to a large extent for educational upliftment and social empowerment of girls, but still many gender disparities and gaps exist at present.

For realizing the objectives of present study, documentary analysis and survey technique under descriptive method of research has been employed. The study purely qualitative in nature.

### Beti Bachao- Beti Padhao in Kangra District of Himachal Pradesh

The state first carried out targeted district-specific campaigns, like the one started in Una district to address

low child sex ratios, before expanding statewide as part of the nationwide launch on March 8, 2018. The Beti Bachao Beti Padhao (BBBP) scheme was launched in Himachal Pradesh in February 2016, when it was rolled out in the state's gender-critical districts, including Kangra and Hamirpur. In the Kangra district, the Beti Bachao Beti Padhao (BBBP) initiative has raised female school enrolment, greatly improved the Child Sex Ratio (CSR), and greatly changed community perceptions of the value of girl children. Instead of being a direct cash transfer program, it functions as a multi-sectoral behavior-change campaign.

### Major Impact and out comes

1. **Improved CSR:** Kangra's gender ratio at birth and overall CSR have consistently improved, overcoming previous skews caused by sex-selective practices, in line with Himachal Pradesh's statewide rising tendency.
2. **Education:** The local emphasis on "Beti Padhao" has led to higher Gross Enrolment Ratios for females. Kangra's female pupils consistently score highly on state board tests, demonstrating increased involvement in schooling.
3. **Health and Sanitation Improvements:** Local school-level interventions have led to the installation of sanitary napkin vending machines and incinerators, promoting better menstrual hygiene management and lowering dropout rates.

### Implementing Problems and resolving measures

1. The plan has periodically lost steam due to the state and district action groups' infrequent meetings. Measuring behavioural change is very challenging in the absence of micro-level, gender-disaggregated data.
2. Lack of overall awareness among the poor peoples
3. Although awareness initiatives have successfully sparked conversations about son preference, there has traditionally been a lack of emphasis on concrete results, such as increasing female labour market participation and lowering adolescent dropout rates.
4. With an emphasis on monitoring and evaluation, the initiative has been extended to a pan-Indian rollout. To monitor dropout rates, institutional deliveries, and the real-time Sex Ratio at Birth (SRB), authorities are depending more and more on localised dashboards and third-party audits.
5. To ensure real behavioral change, local Panchayati Raj Institutions (PRIs) and women's Self-Help Groups (SHGs) are being leveraged to mobilize communities and counsel parents. Grassroots platforms (like school *Balika Manches*) are actively utilized to identify barriers to adolescent girls' education.
6. The implementation framework is integrated into Mission Shakti by the Ministry of Women and Child Development (MWCD). Funding is now allocated to targeted local initiatives, localised skill development, and Direct Benefit Transfer (DBT) programs like Sukanya Samridhi Yojana instead of passive, centralised advertising.

### Conclusion

The Beti Bachao Beti Padhao (BBBP) scheme in Kangra Himachal Pradesh has been essential in mainstreaming gender issues into policy discourse and public perception, but its actual results are still modest and unequal, according to a documentary examination of the program.

In actuality, BBBP has been more successful in Kangra Himachal Pradesh as a symbolic and awareness-raising campaign than as a revolutionary initiative that tackles systemic injustices. Its most significant contribution is raising awareness of gender equity and encouraging conversation at the home and community levels. However, the program's ability to provide long-term gains in CSR, educational results, and empowerment will remain constrained in the absence of more robust accountability systems, localised planning, and convergence with health, education, and social welfare programs.

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