
IMPACT OF BETI BACHAO BETI PADHAO PROGRAMME ON WOMEN'S EMPOWERMENT

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Abstract: Women's empowerment has become a significant topic of discussion in development and economics. The term empowerment refers to measures designed to increase the degree of autonomy and self determination in people and in communities in order to enable them to represent their interests in a responsible and self-determined way acting on their own authority. Beti Bachao, Beti Padhao is social campaign of the Govt. of India that aims to generate awareness and improve the efficiency of welfare services intended for girls.

Beti Bachao Beti padhao scheme played important role in women's empowerment. It is importance for increasing sex ratio, quality education for girls, eradication of sex-selective abortion etc. scheme includes various sub-programmes such as sukanya samridhi yojana, Mahila suraksha yojana etc.

Keywords: Women's Empowerment, Government, Scheme, Education, Infanticide.

Introduction: In Indian society from long age girls are given inferior status compared to boys. To sustain human life on earth boys and girls are equally needed. In India there are prevailing thoughts about girls like people do not consider girls opinions, they keep girls away from education, people consider girls as burden on family they do not invest on girl's education, girl's health as they consider one day girl will leave home after marriage, so it is highly required to change this traditional, orthodox thought of society.

For development of nation girls and boys are equally important. Development of any country is not possible by ignoring half of it's population. Now government has given reservation to women in various fields such as administration and non-administration fields which seems beneficiary for women's empowerment. Now a days security of women is very important. Because of molestation cases, rape cases dowry custom people try to abort girl child. To change this government is taking various steps. Beti Bachao Beti Padhao is one of them.

Beti Bachao Beti Padhao is a government scheme, introduced by PM Narendra Modi on 22th of January 2015 at panipat, Haryana as a part of women's empowerment. Veteran actress Madhuri Dixit has been roped in as the brand ambassador of Beti Bachao Beti Padhao campaign. Since co-ordinate and convergent efforts are needed to ensure survival, protection and empowerment of the girl child. Government has announced Beti Bachao Beti Padhao initiative. It is key scheme that aims to address the dipping child sex ratio and empower the girl child in county. Now it is implemented in 100 selected districts, which covers all states and UTs. It is joint initiative of women and child development, human resource development and health ministry government of India.

Methodology: The present study is intends on secondary sources. The necessary information about the Beti Bachao Beti Padhao Schemes in India and its various components are collected from various books, journals, internet source of related topics.

Objectives:

1. Contribution of Beti Bachao Beti Padhao scheme in women's empowerment.
2. Implementation of scheme Beti Bachao Beti Padhao.
3. It importance for women's empowerment.

Contribution of Beti Bachao Beti Padhao Scheme in Women's Empowerment: Various sub schemes are implemented under Beti Bachao Beti Padhao campaign. They target different topics.

Sukanya Samridhi Yojna: It is drafted by considering future of girl. People consider education and marriage of girl as a burden because of financial problem. For poor families it is not possible to meet these needs of girl. But this scheme insures financial assurance for girl future hence reduces stress on family so this scheme has been giving important contribution for women's empowerment.

In this it is just required to open an account in Bank, which would fetch an interest rate of 9.1 percent and provides income tax rebate. Sukanya samridhi account can be opened at any time from birth of a girl till she attains the age of 10, a maximum of Rs-1.5 lakh can be deposited during a financial year. Account can be opened in any post office or authorized branch of commercial bank. The scheme primarily ensures equitable share to a girl child in resources and savings of a family in which she is generally discriminated as against a male child. It is an effort to motivate parents to open an account in the name of a girl child and encourage them to deposit money up to prescribed limits for financial future of girl child. Higher rate of 9.1 percent is proposed to be given on the deposits on annually compounded basis with income tax concession in financial year. Account will be remaining open for 21 years from date of opening or up to marriage of girl after attaining 18 years of age. Parents can withdraw 50 percent of balance for girl's higher education that only after girl attains 18 years of age. It is now possible to withdraw amount before age of 18 of girl to prevent marriage of girl before completion of 18 years of age.

Quality Education; It is one of the main policies of Beti Bachao Beti Padhao campaign to provide quality education to girl. Even today girls are kept away from education especially in rural and tribal areas. People force girls to marry at early age to avoid responsibility and expenses on education. So that till today there is steep difference between literacy rate of male and female. Hence this scheme ensures quality education to girl and providing good contribution to women's empowerment.

Right of education act, 2010 entitles every child the right to free education till the completion of elementary education in neighborhood school. Unfortunately the act does not seem to complete its objective due to poor implementation and management. Education of girls is very important as girls will grow up to be self-empowered individuals better equipped to take their socio-economic decision in their own. Under BBBP scheme district level education officials are instructed to ensure that the benefit of free elementary education reaches all the girls in their areas. Schools and grass root-level organizations are instructed to involve actively. Schools are awarded in this scheme if they fulfill required targets.

Prevent Female Infanticide: Main aim of Beti Bachao Beti Padhao scheme is to prevent female infanticide. According to demographic survey of 2011, sex ratio under 6 year is 918. Hence implementation of this scheme is started by women and child development ministry. Female infanticide has become severe problem in society. Even pre-conception and pre-natal diagnostic techniques act, 1994 is failing to complete its objectives.

The steep downfall in the CSR is a prime indication of women's disempowerment in the country. CSR puts light on the pre birth discrimination on the form of unacceptable practice of female infanticide. Under this scheme district authorities are given rights to monitor and ensure that the use of sex-determination tools by families and doctors lead to stringent action by law.

Measurement for Safety of Women: Now a day safety of women has become important due to various cases taking place in our country. Now women are included in every aspect. So that it is required from women to complete various responsibilities. Women came across various unknown people. Some people try to misuse this situation. So that many women become victims of molestation cases. Now a day, women are working at late night. So that security at work place is important to ensure safety of women. Women are facing such situation at various places such as work place, college, on roads, while

transportation. So to tackle this problem various measurements are taken under this scheme. Such as Nirbhaya troops, Mobile apps, Panic button on mobile, complaint committees at various institutes etc.

Importance of Beti Bachao Beti Padhao Scheme: Women's empowerment has become need of time. World has realized that for development, women are as important as men. Women empowerment is important as population is increasing rapidly with reducing sex ratio. As literacy rate of women is low, it is important to ensure each and every girl is getting quality education. As society is becoming aware of Beti Bachao Beti Padhao scheme, positive change in society is expected. People are supposed to take benefits of scheme and are expected to solve girl's problems through this scheme.

Beti Bachao Beti Padhao scheme is spreading awareness through society about women's empowerment. Now it's our collective responsibility to ensure quality education to girls, safety of girls and no girl should die in fetus due to mal-practices.

Implementation of scheme Beti Bachao Beti Padhao Scheme: The Ministry of Women and Child Development would be responsible for budgetary control and administration of the scheme from the Centre. At the State level, the Secretary, Department of Women and Child Development will be responsible for overall direction and implementation of the scheme. The Structure of the Scheme is as follows:

At the National Level: A National Task Force for Beti Bachao, Beti Padhao headed by Secretary, WCD with representation from concerned ministries namely Ministry of Health & Family Welfare, Ministry of Human Resource Development, National Legal Services Authority, Department of Disability Affairs and Ministry of Information & Broadcasting; Gender Experts and Civil Society representatives. The Task Force will provide guidance and support; finalize training content; review state plans and monitor effective implementation.

At the State Level: The States shall form a State Task Force (STF) with representation of concerned Departments (Health & Family Welfare; Education; Panchayati Raj/ Rural Development) including State Level Services Authority and Department of Disability Affairs for Beti Bachao, Beti Padhao to coordinate the implementation of the Scheme.

At the District Level: A District Task Force (DTF) led by the District Collector/Deputy Commissioner with representation of concerned departments (Health & Family Welfare; Appropriate Authority (PC&PNDT); Education; Panchayati Raj/ Rural Development, Police) including District legal Services Authority (DLSA) will be responsible for effective implementation, monitoring & supervision of the District Action Plan.

At the Block Level: A Block level Committee would be set up under the Chairpersonship of the Sub Divisional Magistrate/Sub Divisional Officer/Block Development Officer (as may be decided by the concerned State Governments) to provide support in effective implementation, monitoring & supervision of the Block Action Plan.

At the Gram Panchayat/Ward Level: The respective Panchayat Samiti/Ward Samiti (as may be decided by concerned State Governments) having jurisdiction over the concerned Gram Panchayat/Ward would be responsible for the overall coordination & supervision for effectively carrying out activities under the Plan.

At Village Level: Village Health Sanitation and Nutrition Committees, (recognized as sub committees of panchayats) will guide and support village level implementation and monitoring of the plan. Frontline workers (AWWs, ASHAs & ANMs) will catalyze action on ground by creating awareness on the issue of CSR, collecting data, dissemination of information about schemes programmes related to girl child & their families etc.

Conclusion: Beti Bachao Beti Padhao scheme has important role in women empowerment. For inclusive growth and development, we need to change our mind set toward women. Parents need to change their vision. They need to treat girls equivalent to boys. Women are as important as men in development. They are also important half part of human capital. Just society needs to change its mind set.

Beti Bachao Beti Padhao scheme is spreading awareness in society about prevention of female infanticide, girl's education, their safety etc. scheme providing future economic security for girl. It is spreading good thought about girls and women empowerment. Now it has become easier to spread awareness because of social media, Tv, news paper, radio etc. Through various tv and radio programmes govt. is making society aware about scheme. Because of scheme, confidence of women has increased and they are treated as important part of society.

Beti Bachao Beti Padhao Scheme will reduce problems in future about girls. Women will get equivalent position as men in society. It is changing mind set of society especially of men.

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