

Awareness Regarding 'Beti Bachao Beti Padhao' Scheme Among Married Females

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Abstract Development communication requires strategically planning and communicating via relevant and useful channels such as radio, newspapers or using traditional media. Radio can be the most useful channel for development communication because it reaches every sector of the country with less barrier and the best part about the channel is that, it is affordable, portable and easily understood to every person. So, disseminating information or using such channels to communicate with the audience help in achieving desired goals of the developmental projects. Where there is development there comes rural development as the priority area to look onto. Working for the betterment of rural areas also becomes more difficult when you're having lack of resources. Rural development is nothing but putting efforts to increase quality education, infrastructure, agriculture and other facilities. Many times, lack of social awareness becomes a barrier in itself where surveys or interviews from local residents aren't successfully conducted because people are less or not aware about things.

There are many schemes and developmental programs initiated by the government to uplift the society. Some of the current schemes/programs/missions are Swachh Bharat Abhiyan, Jan Dhan Yojana, MNREGA, Beti Bachao Beti Padhao etc. All these schemes and programs go through various surveys in order to check the

results and drawbacks of the scheme. These surveys, interviews or other results observing tasks let the government know about how effective a particular scheme is.

This study revolves around the functioning of Beti Bachao Beti Padhao scheme initiated by Indian government which intends to empower girl education and help girls of the society getting basic rights. With thorough survey conducted in rural and urban area among married women, the results have been gathered in order to examine the awareness about the scheme among two different sectors.

Keywords: *Development, Government, Schemes, Girl child, Awareness.*

Development of the nation is determined on the process of decision-making and thus, implementing. It can be referred as the process of evolving or progression of any individual state or country. The development in country is much needed in rural areas where resources are lesser and the development is intended to level up the country in every sense, be it economically, politically or socially. However, without an obvious and effectual communication development isn't possible in the nation. It is not a figure of speech but a big task to develop the country with continual efforts and advancements.

Here, adds on another important element in the process i.e. Development communication. It refers to effectively communicating amongst society in order to get positive results of developmental projects. Development communication requires strategically planning and communicating via relevant and useful channels such as radio, newspapers or using traditional media. Where there is development there comes rural development as the priority area to look onto. Working for the betterment of rural areas also becomes more difficult when you're having lack of resources. Rural development is nothing but putting efforts to increase quality education, infrastructure, agriculture and other facilities.

In this communication process, government is the sender while audience plays the role of receiver. However, the message which is supposed to delivered is 'schemes and programs' floated by the government itself for the sake of society and country. Schemes and programs are implemented keeping the necessities in mind and the information about these schemes and programs should be effectively passed by to the audience for successful implementation.

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This study revolves around the functioning of '**Beti Bachao Beti Padhao**' scheme initiated by Indian government which intends to empower girl education and help girls of the society getting basic rights. With thorough survey conducted in rural and urban areas among married women, the results have been gathered in order to examine the awareness about the scheme among two different sectors.

SIGNIFICANCE OF THE TOPIC

To address the issue of decline in the child sex ratio in India from 927 girls per 1000 boys in 2001 to 918 girls per 1000 boys in 2011, the government launched Beti Bachao, Beti Padhao scheme in 2015. The scheme is aimed at survival, protection and education of the girl child through mass campaign and awareness. The research has been conducted to assess the awareness of the scheme in rural and urban areas. It has also suggested the improvements and other measures that can be adopted in order to spread the scheme and penetrate its benefits to pan India level.

The implementation of the scheme and awareness about the same lies partly with the government and partly with the public especially with the educated citizens. Thus, the researcher has tried to find the problems and loopholes in the implementation of the scheme and uncover the problems and troubles faced by the beneficiaries while availing the benefits of the scheme.

OBJECTIVES

- To determine the awareness of the scheme among the urban and rural females.
- To assess the availability of benefits of the scheme among the targeted population.
- To find the number of beneficiaries of the scheme at urban and rural level and compare both.
- To find traces of domestic violence and preventive measures.
- To find the loopholes in the implementation of the scheme.

HYPOTHESES

The following pre-survey assumptions are made on the basis of various thorough review of literature, interacting to target audience and personal observations.

1. Women residing in urban areas are more informed and aware about the scheme than the ones residing in rural areas.
2. Female foeticide occurs more in rural areas than in urban areas.
3. The scheme has changed the outlook of society in the urban areas to a great extent.
4. Rural women have less exposure to various communication mediums as compared to their urban counterparts.
5. Urban females have more awareness regarding the authorities to be approached in case of domestic violence.
6. Urban females are more in favour of giving equal rights of education to their daughters.

RESEARCH METHODOLOGY

The survey method has been used in this research. This research had been conducted on the married females. This survey had been conducted in the urban and rural areas of Jalandhar city of Punjab. Rural

areas selected are Sofi Pind and Khusropur near Jalandhar Cantt.

Survey research is one of the most important areas of measurement in applied social research. The broad area of survey research encompasses any measurement procedures that involve asking questions to respondents. A 'survey' can be anything forms a short paper and pencil feedback form to an extensive one-on-one in-depth interview.

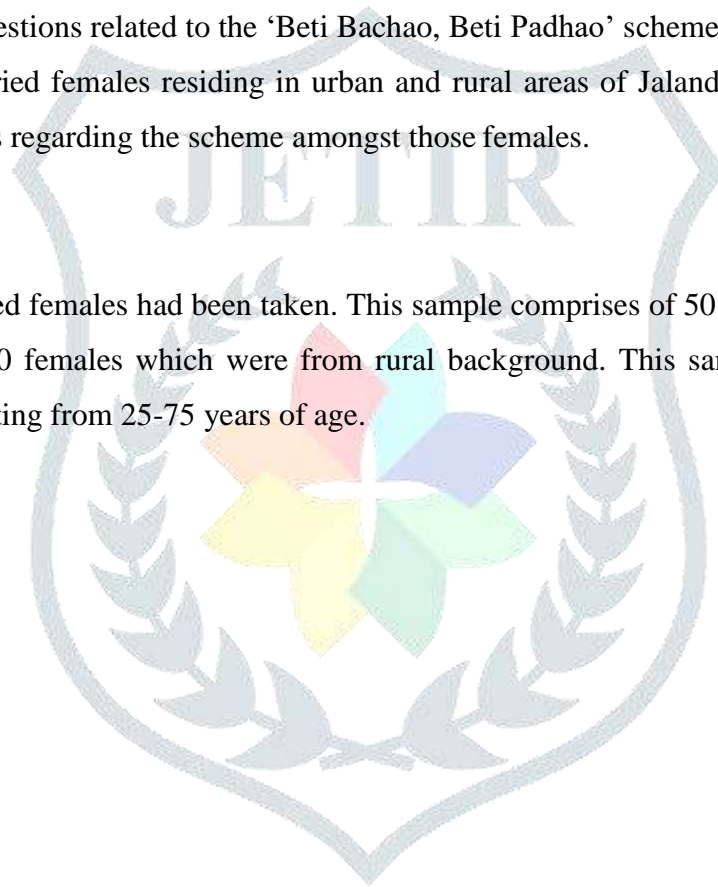
While defining survey research, "A field of applied statistics, survey methodology studies the sampling of individual unit from a population and the associated survey data collection techniques, such as questionnaire construction and methods for improving the number and accuracy of responses to surveys"

QUESTIONNAIRE

The questionnaire has questions related to the 'Beti Bachao, Beti Padhao' scheme. The questions have been asked to a group of married females residing in urban and rural areas of Jalandhar. The questions would have tested the awareness regarding the scheme amongst those females.

SAMPLE

The sample of 100 married females had been taken. This sample comprises of 50 females which were from urban background and 50 females which were from rural background. This sample had the audience of different age groups, starting from 25-75 years of age.



REVIEW OF LITERATURE

Kalosona Paul and Shrestha Saha stated in their article that overall sex ratio (OSR) in India has enlarged from the last census (2001) by seven points from 933 to 940, the situation is worse for the child sex ratio (CSR). According to the decadal Indian census, the sex ratio in the 0-6 age group went down from 962 girls per 1000 boys in 1981, to 914 girls per 1000 boys in 2011. The census showed that in 26 States/UTs rural child sex ratio was higher than urban areas. Overall 230 districts has been analysed from 7 states which have their CSR below national average (914). The spatial dimension of discrimination obtainable above leads to conclusions that sex ratio is more skewed in the most urbanized and economically well-off states of north and western region.

Sheela Sangwan conducted a study to assess and create awareness on gender empowerment and Beti Bachao Beti Padhao in Hisar district of state Haryana. The objectives of the study were to assess the awareness and success of Beti Bachao Beti Padhao in the most vulnerable state of India. Fifteen girls and fifteen ladies from labour colony (CCS Haryana Agricultural University) of Hisar district were selected randomly. The result indicated that the girls and ladies both were not aware of gender empowerment and scheme i.e. Beti Bachao, Beti Padhao. The further intervention program was implemented and evaluated that impact of the program was assessed positively on girls and women.

John Wibey, in his research article published on Domestic Violence, referred to more precisely in academic literature as “intimate partner violence” (IPV), which has grown substantially over the past few years. Although awareness of the problem and its scope have deepened, the issue remains a major health and social problem afflicting women. In November 2014 the World Health Organization estimated that 35 percent of all women have experienced either intimate partner violence or sexual violence by a non-partner during their lifetimes.

Naveen Kumar in his research study attempted to analyse geographically the child sex ratio of Haryana using census data 1971- 2011. Most districts had very low child sex ratio and included in Beti Bachao Beti Padhao Programme while some districts had comparatively better child sex ratio and were not included in programme. On an average child sex ratio showed some improvement from 819 in 2001 to 834 in 2011 which was far behind than national average (918).

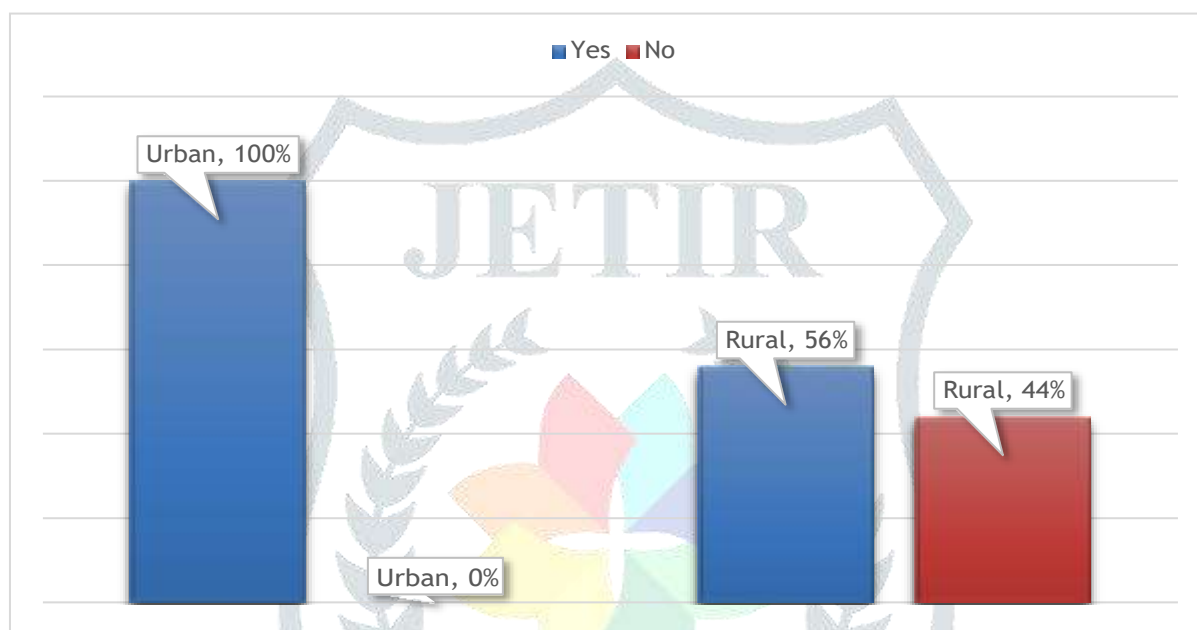
A Summary Report of a Multi-Site Household Survey by **International Clinical Epidemiologists Network (INCLIN)** stated in its article India SAFE that the condition of Indian women is severe and hazardous in terms of violence they experience in the marital home. Dowry harassments is the main factor of increasing violence in the marital home and also the gender roles and expectations from daughters in law. The study provides more complex understanding of the dynamics of gender power relations in the marriage and link to violence. Another factor for violence can be the gender gap in employment status. This study confirms that

violence experienced in the marital home in the Indian context is not just confined between four walls but the presence of violence is often well known and accepted by the society itself.

Data Analysis & Interpretation

1. Percentage response regarding the awareness of the scheme, 'Beti Bachao, Beti Padhao'

	Urban	Rural
Yes	100%	56%
No	0%	44%

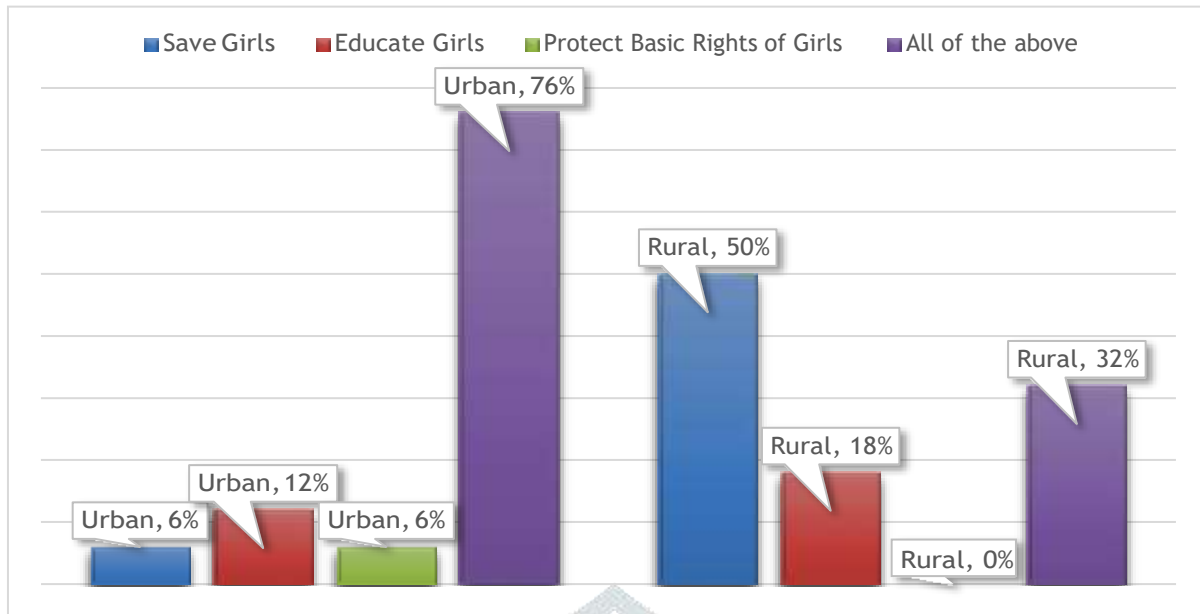


Observation:

The data in the above figure shows that the majority of the population is aware of the scheme. Urban females are 100 percent aware of this scheme. 56 percent of rural females are aware of this scheme and 44 percent are unaware of the scheme. The main reason for this could be the limited reach of the communication mediums amongst the rural areas. The other reason could be that rural females do not take interest in the functioning of the government and the schemes being formulated for them.

2. Percentage response regarding the understanding of the slogan, Beti Bachao, Beti Padhao.

	Urban	Rural
Save Girls	6%	50%
Educate Girls	12%	18%
Preserve Basic Rights of Girls	6%	0%
All of above	76%	32%

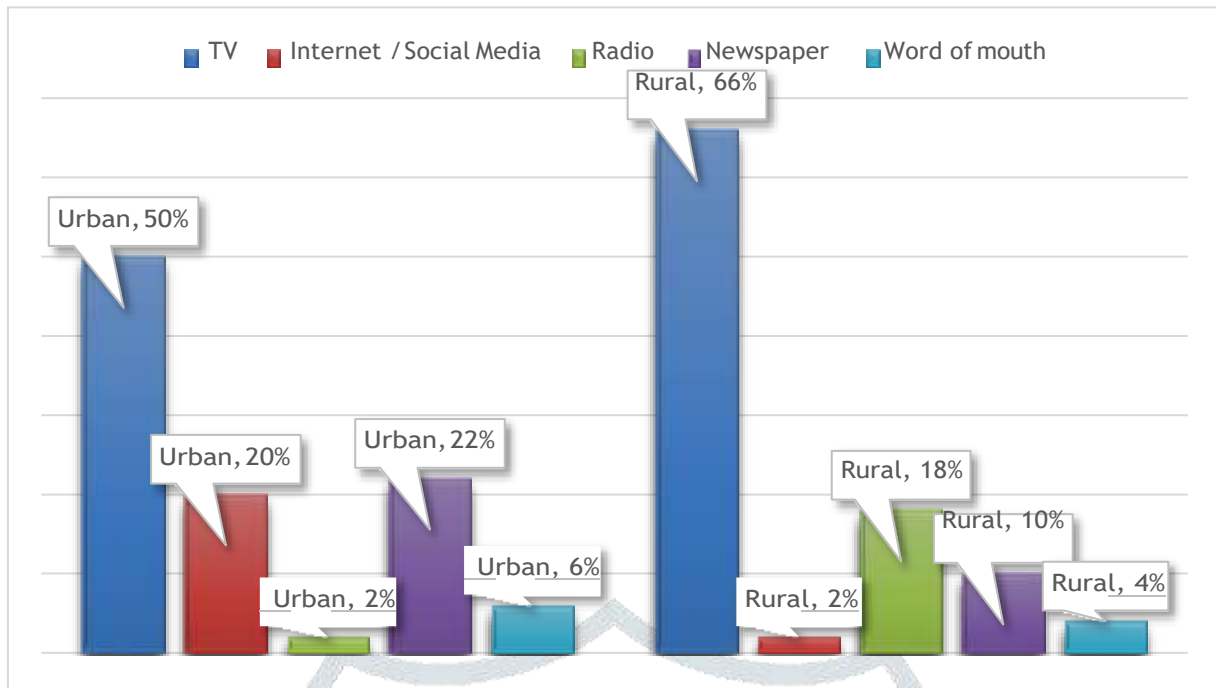


Observation:

From the above data it has become evident that majority of the population i.e 76 percent of the urban females and 32 percent of the rural females agree with all of the above option. While 6 percent of the urban females and 50 percent of the rural females feels that the meaning of the slogan is to save girls. Also, 12 percent of the urban females and 18 percent of the rural females go with the option of educating girls. The women aware of the scheme are thus well acquainted with the objectives of the scheme.

3. Percentage response regarding the medium through which they came to know about this scheme.

	Urban	Rural
TV	50%	66%
Radio	2%	18%
Newspaper	22%	10%
Internet / Social Media	20%	2%
Word of mouth	6%	2%

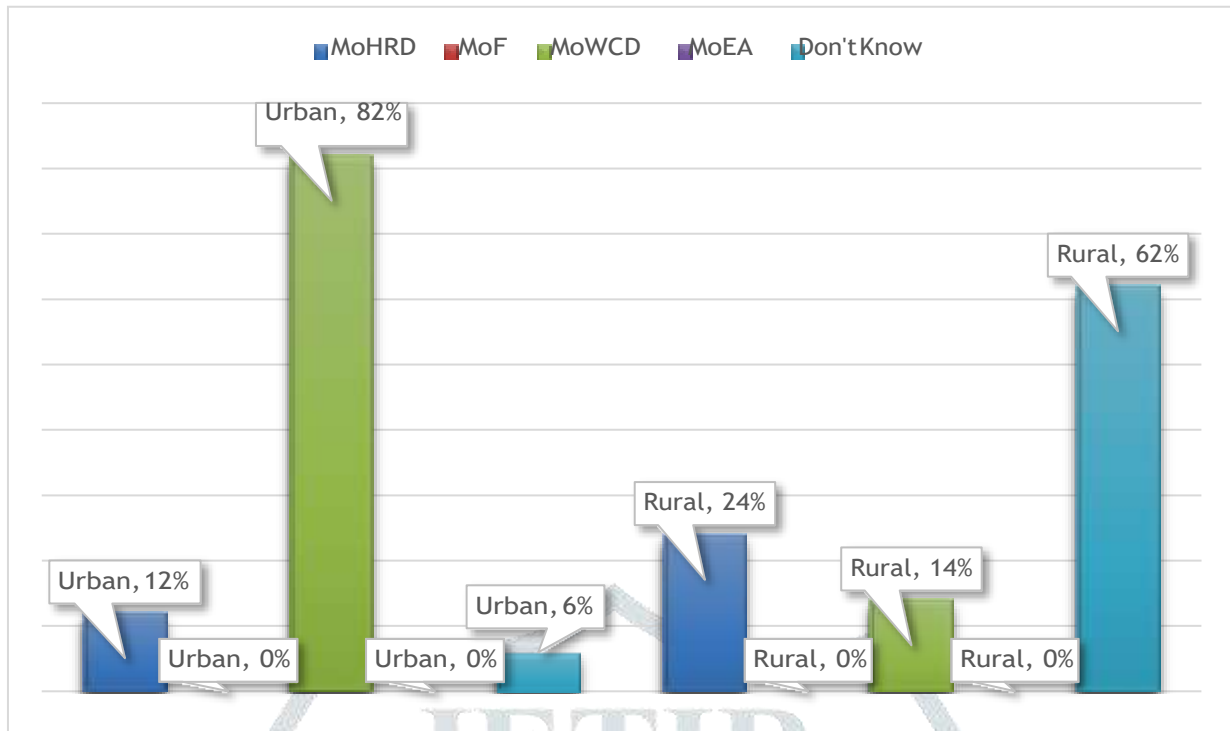


Observation:

Above table and graph depict that 50 percent of the urban females and 66 percent of the rural females came to know about this scheme through TV. 22 percent of the urban females and 10 percent of the rural females came to know about this scheme through the newspaper. The above data indicates TV as the most informative medium for the scheme since on an average, TV is the most common medium which is available in urban as well as rural areas and all government schemes are broadcasted on DD National every day and on other channel too.

4. Results regarding the knowledge among the females about the ministry this scheme comes under.

	Urban	Rural
Ministry of Human Resource Development	12%	24%
Ministry of Finance	0%	0%
Ministry of Women & Child Development	82%	14%
Ministry of External Affairs	0%	0%
Don't Know	6%	62%

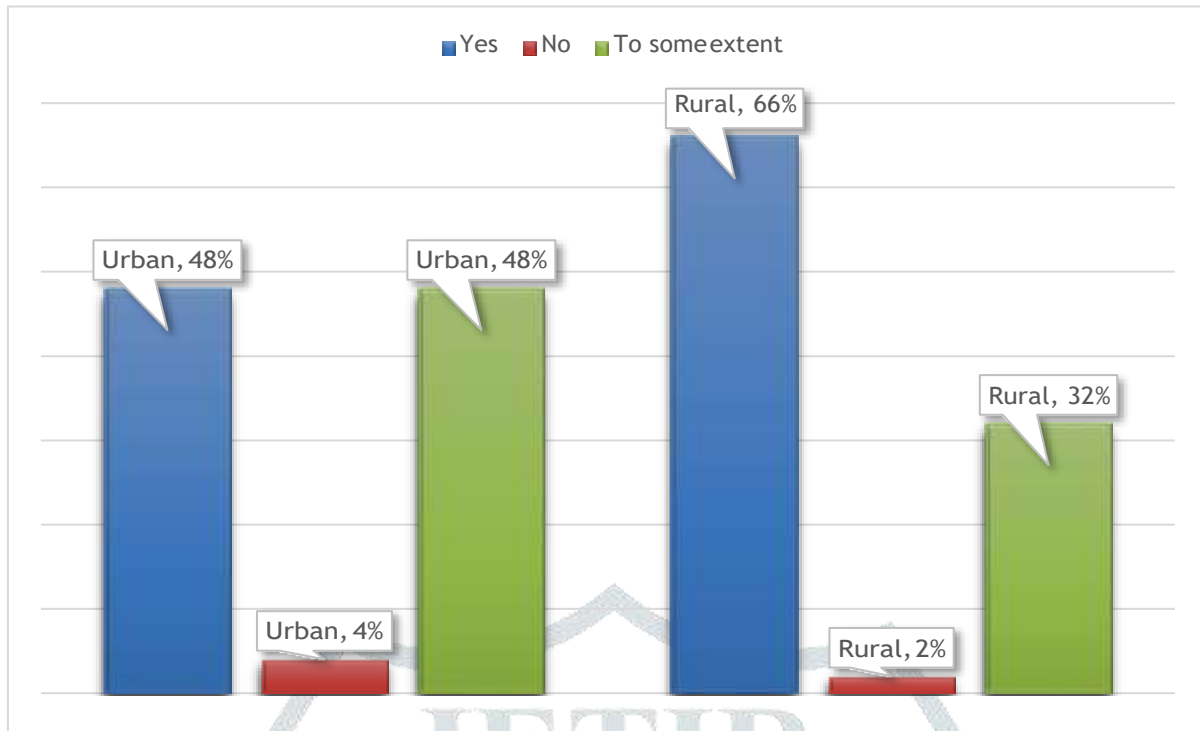


Observation:

In the above table, 82 percent of the urban females and 14 percent of the rural females knows that this scheme comes under ministry of women and child development. While 12 percent of the urban females and 24 percent of the rural females consider that this scheme comes under ministry of Human resource development. Here, in the majority of urban females have chosen ministry of women and child development as this is clear from the name itself that this scheme is for females. The main reason also could be that females are educated enough that they know this ministry mainly works for the rights of females. On the other hand, majority of rural females don't know under which this scheme comes. This could be because they are not aware of the ministries and their working.

5. Response regarding whether the scheme has proven to be beneficial to the society.

	Urban	Rural
Yes	48%	66%
No	4%	2%
To some extent	48%	32%

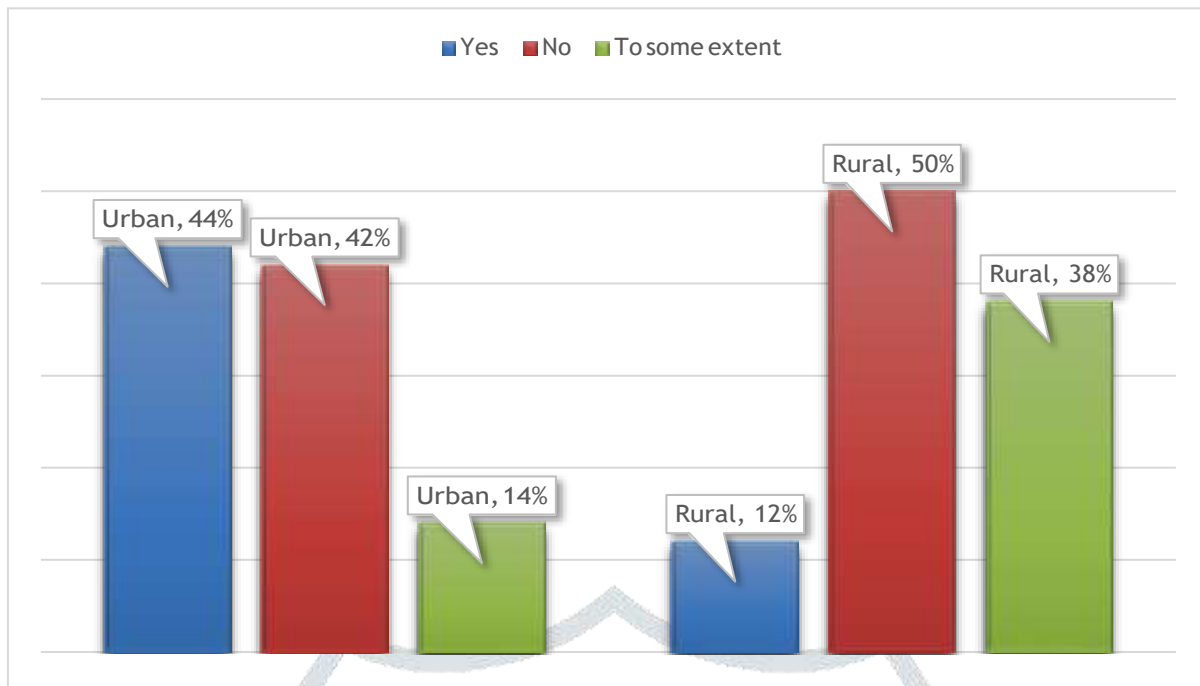


Observation:

In the above table and graph, 48 percent of the urban females and 66 percent of the rural females concur that this scheme has proven to be beneficial to the society. The main reason could be that since this scheme has been initiated, the government has carried out many pronged drives to erase the blot of skewed sex ratio. The other reason could be that with the launch of this scheme people have become more aware and have started sending their girls to schools for education which in result is being beneficial for society.

6. Response regarding the witnessing of violence or physical abuse in their lives.

	Urban	Rural
Yes	44%	12%
No	42%	50%
To some extent	14%	38%

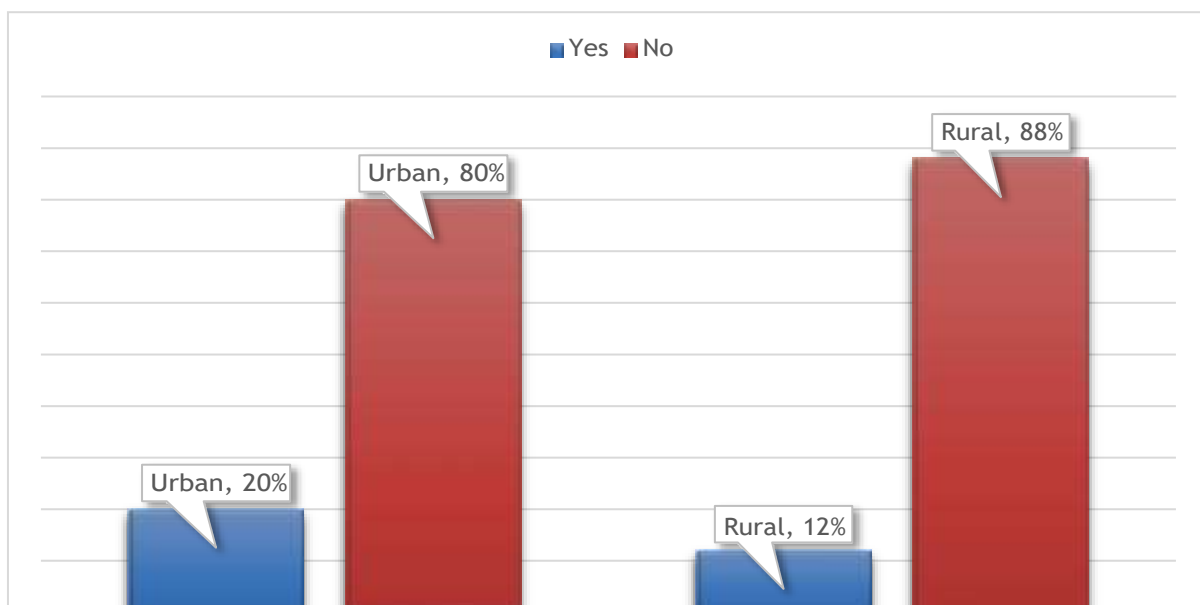


Observation:

The above table and graph depicts that 44 percent of the urban females and 12 percent of the rural females have undergone or witnessed physical abuse in their lives. While 42 percent of the urban females and 50 percent of the rural females have not undergone or witnessed any form of violence or physical abuse in their lives. The major reason could be that patriarchal family trend is followed in our society, may it be an urban setting or a rural setting, males have controlling behaviour, which in turn gives permission to them to abuse their wives physically. Another reason could be also be that females are dependent on their husbands for everything and when they demand for something, they are hit by their husbands. Also, females are forced to have children when they are not ready for it which turns into physical abuse.

Response regarding the forceful abortion of female foetus.

	Urban	Rural
Yes	20%	12%
No	80%	88%

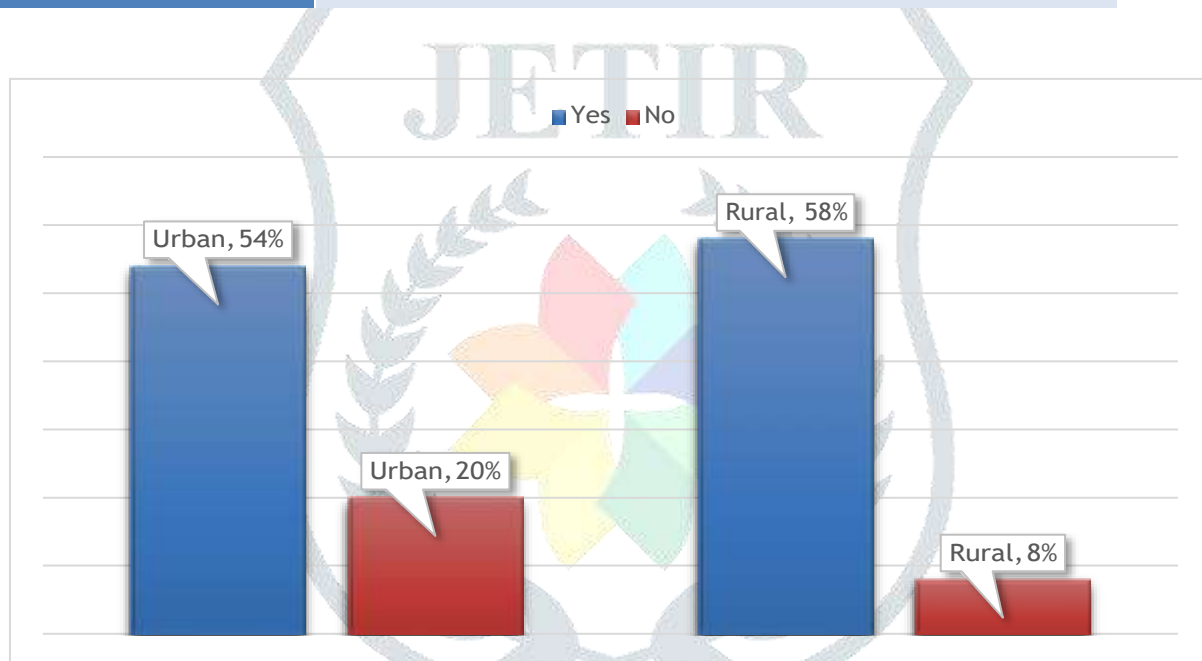


Observation:

In the above table, 20 percent of the urban females and 12 percent of the urban females were forced to abort their female foetus. But in majority, 80 percent of the urban females and 88 percent of the rural females were not forced for abortion of a girl child. The reason could be that lately people have started following single child policy, so they want their child to be hale and hearty rather than focusing on having a boy or girl. More so, with the introduction of this scheme, the count of abortion of female foetus has declined and people have started accepting their daughters equally.

8. Response regarding the suitability of the hashtag #selfiewithdaughter for the promotion of this scheme.

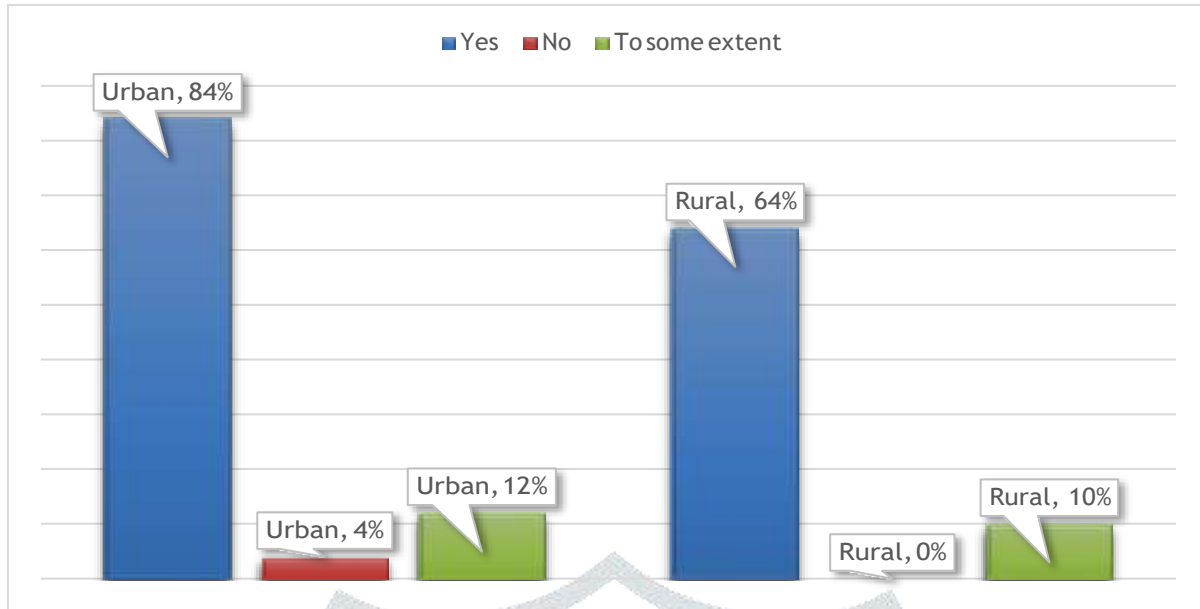
	Urban	Rural
Yes	54%	58%
No	20%	8%

**Observation:**

In the above table and graph, 54 percent of the urban females and 58 percent of the rural females found #selfiewithdaughter suitable for promotion of the scheme. This indicates that the women are getting aware of the social media and the power of social media to influence the society. The campaign started by Sunil Jaglan, the Sarpanch of the village Bibipur with his daughter Nandini on Facebook gained worldwide fame and promoted the scheme on social media. It fostered the slogan 'Save the Girl Child, Educate the Girl Child' on a worldwide platform and promoted the scheme with a strong influence, proving supplementary to the scheme.

9. +Response regarding providing equal rights of education to their daughters.

	Urban	Rural
Yes	84%	64%
No	4%	0%
To some extent	12%	10%

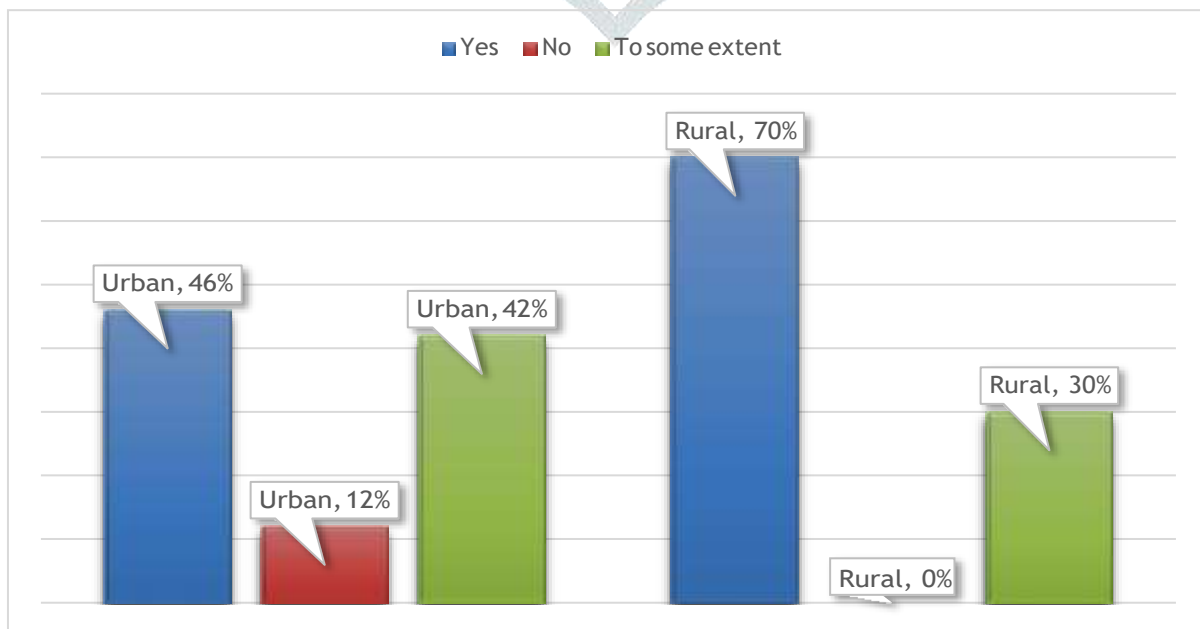


Observation:

In the above graph, 84 percent of the urban females and 64 percent of the rural females are providing equal rights of education to their daughters. On the other hand, 4 percent of the urban females are not in favour of providing equal rights of education to their daughters. The reason could be that the girls are considered at par with boys in present times and thus are provided with equal rights and opportunities to live and excel. The government is working on the girl child education through the schemes like Beti Bachao, Beti Padhao and the girls are provided with their fundamental Right to Education

10. Response regarding providing actual protection and education to females through this scheme.

	Urban	Rural
Yes	46%	70%
No	12%	0%
To some extent	42%	30%

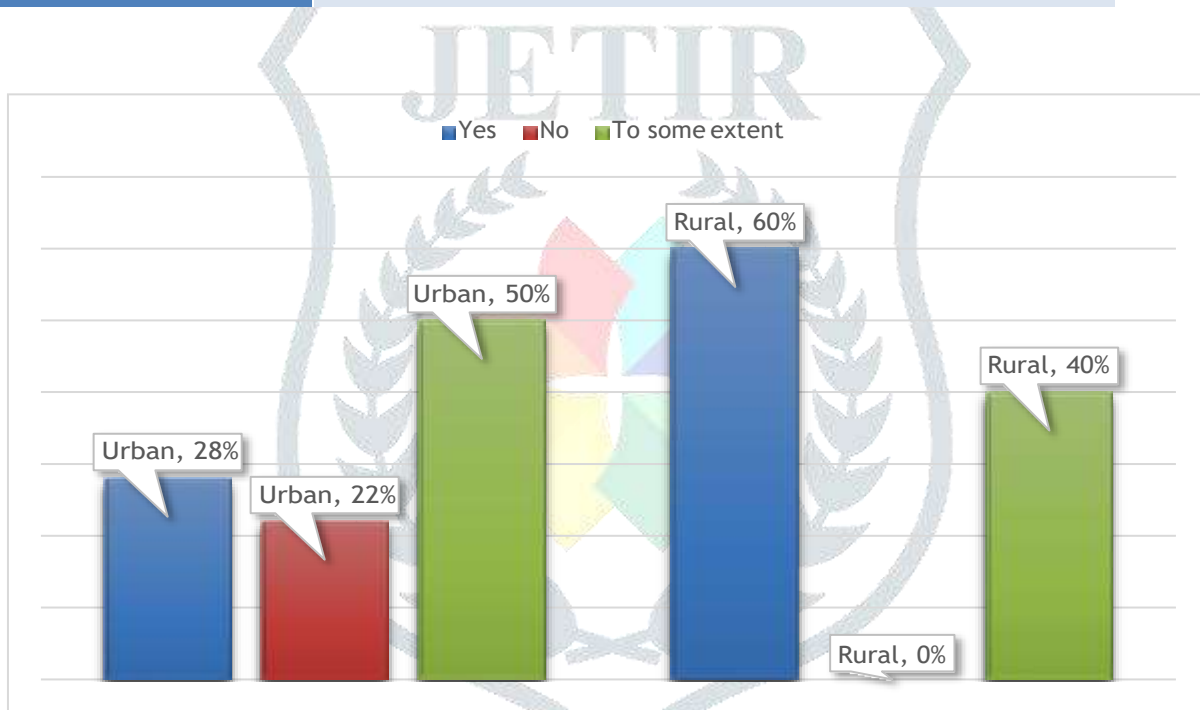


Observation:

In the above graph, 46 percent of the urban females and 70 percent of the rural females agree that this scheme is actually protecting and educating females. One the other hand, 42 percent of the urban females and 30 percent of the rural females feel this scheme is providing and educating females to some extent. It can be seen that the Beti Bachao, Beti Padhao scheme is proving beneficial in providing the education rights to the girl child as per the survey. The benefits are majorly prevalent in the rural areas and the government’s objective of delivery of welfare services meant for the poor women is being accomplished to some extent.

11. Response related to whether government can decrease the count of female foeticide with this scheme.

	Urban	Rural
Yes	28%	60%
No	22%	0%
To some extent	50%	40%

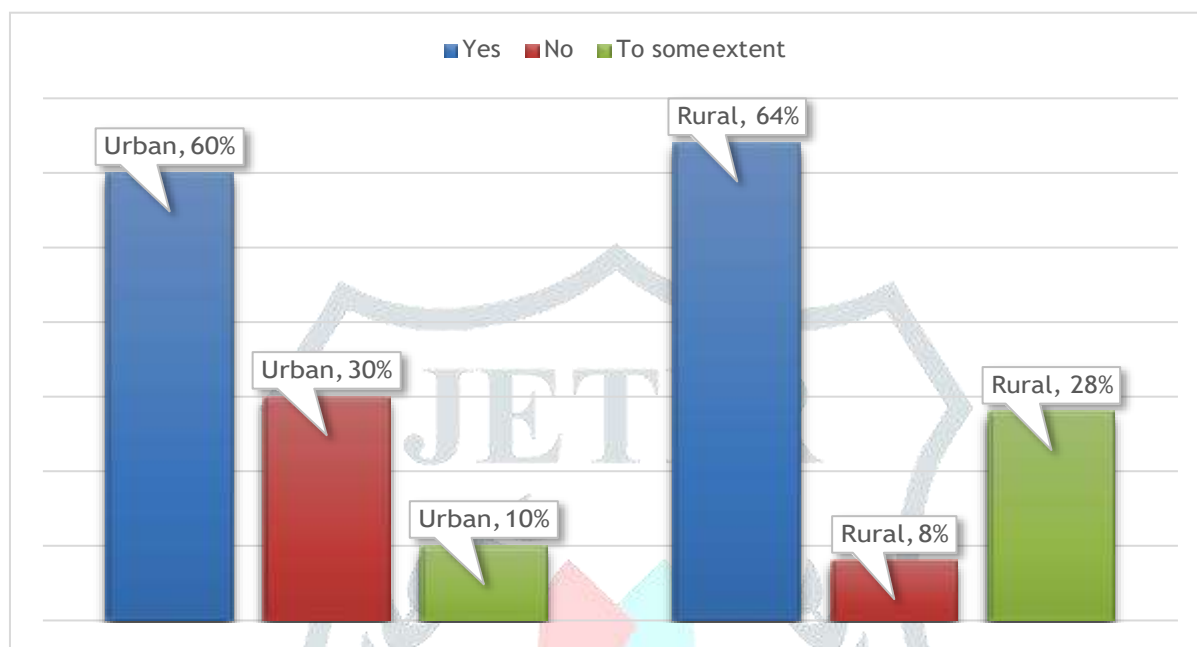


Observation:

In the above figure, 28 percent of the urban females and 60 percent of the rural females admit that government can decrease the count of female foeticide with this scheme. On the other hand, 50 percent of the urban females and 40 percent of the rural females agree with this statement to some extent. Over hundreds of years, Indian families have been witnessed not rejoicing on the birth of girl child not only in rural areas, but also in urban areas. The Beti Bachao, Beti Padhao initiative of the government is directed towards curbing the menace of female foeticide. The rural females as per the survey feel that this scheme can eradicate this evil practice to a great extent since the scheme targets girl child protection.

12. Response relating to whether they know whom they can contact if they undergo any kind of violence.

	Urban	Rural
Yes	60%	64%
No	30%	8%
To some extent	10%	28%

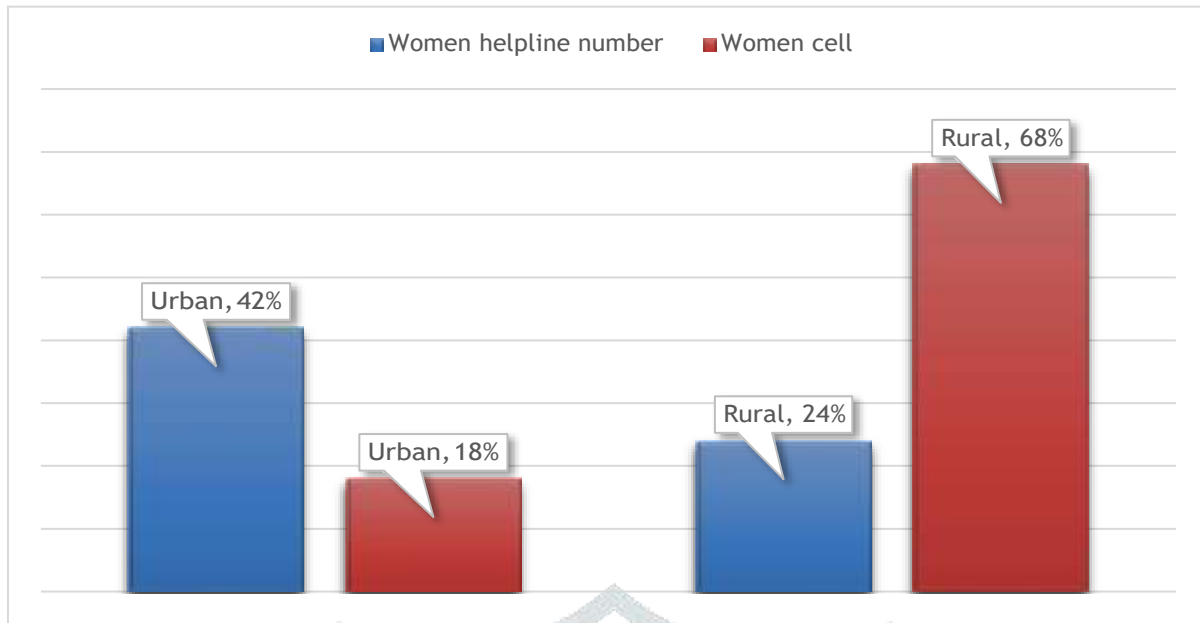


Observation:

In the above data and graph, 60 percent of the urban females and 64 percent of the rural females know whom they can contact when they undergo any kind of violence. This indicates that the women are well aware of whom to contact in case they face any form of violence or physical abuse. However, mere knowledge is not enough as long as they don't put it to use. For those who are not aware of this, the reason could be illiteracy or their suppression due to patriarchal society.

18.1 Response regarding whom did they contact.

	Urban	Rural
Women helpline number	42%	24%
Women cell	18%	68%

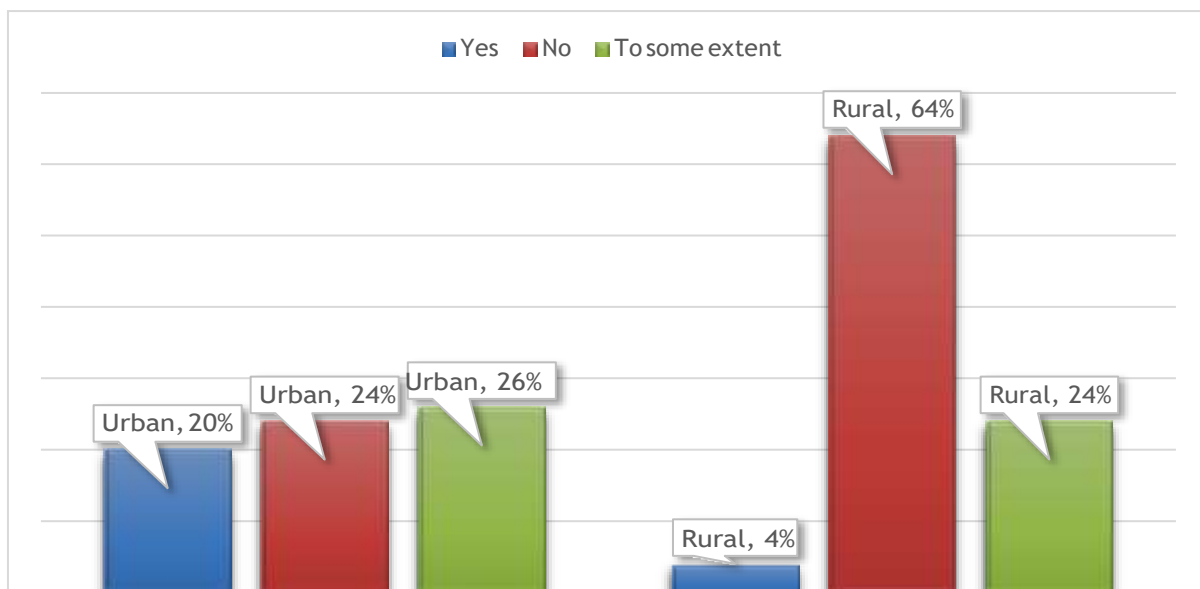


Observation:

In the above data, 42 percent of the urban females and 24 percent of the rural females contacted women helpline number when they underwent any kind of violence. On the other hand, 18 percent of the urban females and 68 percent of the rural females contacted women cell when they underwent any kind of violence. This indicates that the women have stood out and contacted the available helpline service providers as they faced violence or abuse and the helpline initiative of the government has to be applauded. This has led to attainment of the self-dependence and self-esteem among women and helped them stand against the evil practice.

13. Response regarding whether the authorities were cooperative or not, when contacted for complaints regarding violence.

	Urban	Rural
Yes	20%	4%
No	24%	64%
To some extent	26%	24%

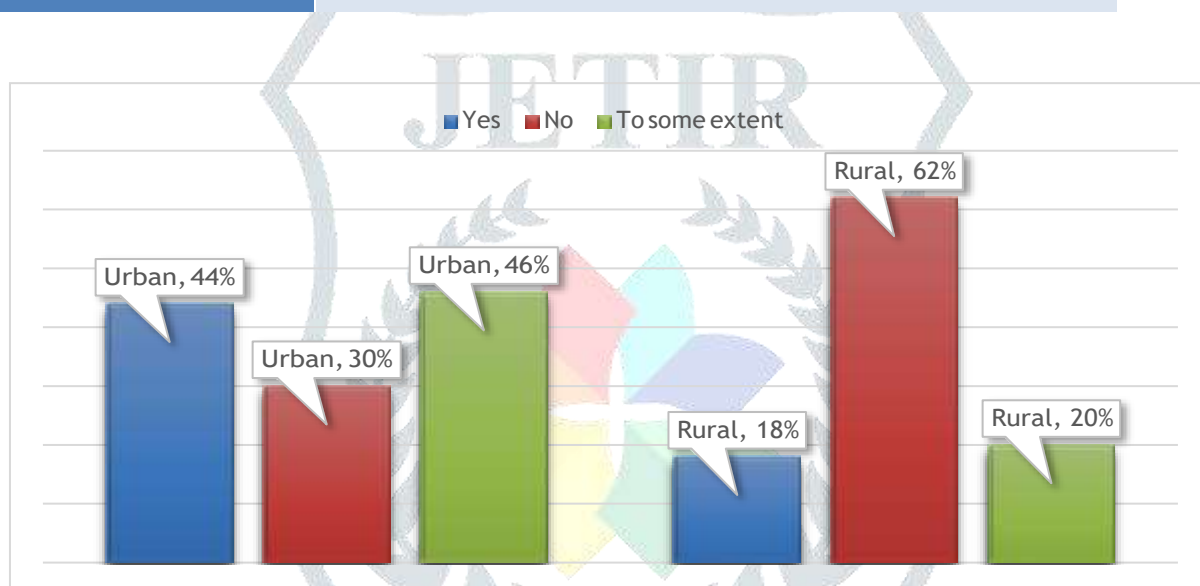


Observation:

In the above figure, 20 percent of the urban females and 4 percent of the rural females found authorities cooperative when they were contacted. On the other hand, 24 percent of the urban females and 64 percent of the rural females found authorities uncooperative when they tried to contact them. The data shows that the services though available, are not effective and cooperative to the causes of women and hence not efficacious in providing the women the protection, self-esteem and basic rights.

14. Response regarding the observation of any kind of change in the society after this scheme was initiated.

	Urban	Rural
Yes	44%	18%
No	30%	62%
To some extent	46%	20%

**Observation:**

In the above data, it is interpreted that 44 percent of the urban females and 18 percent of the rural females have examined change in the society after this scheme was initiated. While 30 percent of the urban females and 62 percent of the rural females have not witnessed any kind of change since the time has initiated. Here in this case, the main reason could be that this scheme has faced many hardships to change the perspective of the people. Our society has a rigid psyche which is challenging for the government to change. It will take time for people to support this change and adopt this revolution. Another reason could also be that our moral values and ethics are transferred from generation to generation which makes it even more difficult to add a new viewpoint.

Conclusion

The Indian Government proposes several schemes viz-a-viz welfare of the citizens of India. One such initiative of the government of India centred towards the protection and education of a girl child is Beti Bachao Beti Padhao scheme. The initiative aims to save the girl child and provide her the right to education.

The Government in lieu of this initiative is organising various campaigns and advertisements to spread awareness to all sections of society. The researcher in her study has assessed the awareness about the scheme and the success of the scheme so far. The research was conducted among the urban and rural females. The scheme was assumed to be well spread across the different sections of society and benefited the girl to a great extent. As per the study, the scheme is found to be well spread and achieved certain milestones, however, it still has far to go and the complete success is yet away.

Hypothesis 1 – Women residing in urban areas are more informed and aware about the scheme than the ones residing in rural areas.

In this researcher concludes that her hypothesis regarding the above statement is proved. The urban females are 100 percent aware and informed about this scheme than the ones residing in rural areas. The females residing in urban areas were well acquainted with this scheme and its objectives while the females residing in rural areas are not much aware about this scheme and are still worried about their daughters and are complainant about the cause. Whenever government proposes anything for the society, it reaches urban people quickly as compared to rural areas because of the reach of communication mediums. The urban people accept the schemes of government easily whereas it gets hard to change the mind set of rural people and their orthodox thinking.

Hypothesis 2 – Female foeticide occurs more in rural areas than in urban areas.

In response regarding the female foeticide that it occurs more in rural areas than in urban areas, the hypothesis has been proved wrong. The urban educated people are assumed to be more welcoming to the girl child than the illiterate rural. However, the results proved contradictory and as per the survey the more urban females were forced to abort their girl child than the rural females. It can be concluded that the preference for a son is still prevalent even in higher sections of society and stringent measures and efforts are still needed to eradicate this evil practice and protect the girl child. The doctors involved in the prenatal sex determination tests need to be punished with strict laws so that such a malpractice is put to an end. Checking the practice of female foeticide is the foremost step towards protecting the girl child and the success of the scheme.

Hypothesis 3 – The scheme has changed the outlook of the society in the urban areas to a great extent.

In this the researcher concludes that the above-mentioned statement is proved right. This scheme, Beti Bachao Beti Padhao, has changed the outlook of the society to a greater extent. 30 percent of the urban females fully agree with this and 46 percent of the females find this statement feasible to some extent. The count of overall child sex ratio of males compared to females has increased to optimum level. The people have started providing their daughters with equal rights of education and freedom without any discrimination. People have gone more aware and are more concerned about their daughters. They have started celebrating the birth of their girl child equivalent to the birth of their boys. In the political scenario, the females are now being given equal status, lately our defence minister Nirmala Sitharaman has been appointed who is a female, and also right to vote is now the right of every female. Females are now shining and rising and reaching to greater heights and making their families proud. Females are now nowhere less than males and joining forces.

Hypothesis 4 – Rural women have less exposure to various communication mediums as compared to their urban counterparts.

In this, researcher has concluded that the above-mentioned statement is partially proved. Both rural and urban females are making equal use of communication mediums. With the advancement in our country, the females are now no less than anyone. All communication mediums are available everywhere and according to their own selective perceptions and knowledge they chose the convenient mediums. The exposure of all mediums is provided to all but according to the availability, they chose the finest out of it and make the best use of it.

Hypothesis 5 – Urban females have more awareness regarding the authorities to be approached in case of domestic violence.

The above-mentioned statement is proved wrong. On an average only, 62 percent of the urban females are more aware regarding the authorities to be approached in case of domestic violence. The reason behind this could be that rural females face more domestic violence than urban females. The other reason could be that most of the urban females are working, so they don't get time from their hectic schedule whereas in rural areas, the females are made aware through the use of traditional media and more importance is given to campaigning in rural areas about the merits and demerits of the scheme and they take advantage of it. The rural females regularly watch the daily soaps, which play a great role in promoting such messages to masses.

Hypothesis 6 – Urban females are more in favour of giving equal rights of education to their daughters.

In the above-mentioned statement, the researcher concludes that this hypothesis is proved wrong. Only 46 percent of the urban females are in favour of providing equal rights of education to their daughters whereas 70 percent of the rural females are in favour of giving their daughters equal rights of education to their daughters. The main reason behind this could be that rural females have gone through many hardships in their lives and have faced many challenges in their lives, therefore they want their daughters to stand on their own feet and become independent, so that they don't have to rely on anyone for their lives. They want to give their daughters full exposure of everything so that they never feel that they are less than anyone and excel in all phases of their lives.

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