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Commerce

BETI BACHAO, BETI PADHAO

KEY WORDS: Beti, Bachao, padhao, CSR, Scheme, Security.

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ABSTRACT

Beti Bachao Beti Padhao is a government social scheme launched by the Prime Minister Narendra Modi in order to address the gender imbalance and discrimination against girl child in the Indian society. This scheme was launched by the Prime Minister on 22nd of January in 2015 at Panipat, Haryana on Thursday. This scheme is to aware people about the importance of girls in the society. It is to increase awareness among common people to save the lives of girl child by completely removing the female foeticide. People should celebrate the birth of their girl child and educate them with full responsibility as they do for their boy child.

INTRODUCTION: The Census (2011) data showed a significant declining trend in the Child Sex Ratio1 (CSR) between 0-6 years with an all time low of 918. The issue of decline in the CSR is a major indicator of women disempowerment.CSR reflects both, pre-birth discrimination manifested through gender biased sex selection, and post birth discrimination against girls. The principal factor behind the Child Sex Ratio being so adverse is the low Sex Ratio at Birth (SRB)2. Social construct discriminating girls on the one hand, easy availability, affordability and subsequent misuse of diagnostic tools on the other hand, have been critical in declining CSR. The strong socio-cultural and religious bias reference for sons and discrimination towards daughters has accentuated the problem. This scheme was launched especially in Haryana as this state has lowest female sex ratio (775 girls/1000 boys) all over the country. It has been effectively implemented in hundred districts across the country to improve the status of girls. 12 districts (Ambala, Kurukshetra, Rewari, Bhiwani, Mahendergarh, Sonepat, Jhajjar, Rohtak, Kaithal, Panipat, Karnal, and Yamuna Nagar) have been chosen from the Haryana state itself because of having low child sex ratio. The sharp decline as pointed by Census 2011 data is a call for urgent action, as it highlights that the girl child is increasingly being excluded from life itself.

Slogans:

1) Beti Bachao, Beti Padhao, India ko swarg banao.
2) Beti Bachao, Beti Padhao, India ko age badhao.

PURPOSE OF THE IMPLEMENTATION GUIDELINES : These are also intended to serve as an effective reference manual for officials at the National and State /Union Territory (UT) levels for policy guidance and monitoring. The Guidelines cover key components of the Scheme as well as modalities of implementation. It also lays down monitoring and reporting formats to be used at different levels. It is expected that these guidelines will be used by the target audience as a reference material for understanding scheme strategy and its processes. It will also help them to ensure effective implementation of Child Sex Ratio is defined as number of girls per 1000 of boys between 0-6 years of age. 2Sex Ratio at Birth is defined as number of girls born per 1000 boys born the Scheme at all levels.

3. OBJECTIVES:

I) To prevent gender biased sex elimination.
ii) To ensure survival and parent protection of the girl child.
iii) To ensure education and participation of the girl child.
iv) To provide the security to new born baby and young girl.

BETI BACHAO, BETI PADHAO's Car Scheme:

Beti Bachao, Beti Paraho car scheme are launch in India to motivate to people for increasing in the number of beti . Reason being, It is no of girls in India are less comparision to boys. So Beti Bachao, Beti Paraho organisation take such types of initiatives. Car scheme benefit take by any individuals and taxi driver. Anyperson can buy the any brand of car, any company car and any price. Person can buy the cheapest and costly car in this scheme. No restrictions such types of issues put on car buyer. Besides of it, person can use such types of car for home as well as commercial purpose.

Terms.

1) Car buyer of this scheme have to compulsory to drive car 1250 km. per months. Compay put GPS system in car to calculate the driving distance. If any user is not driving 1250 km in any month then that month EMI company & orgaginasation will no transfer EMI money in the user account .User himself pay that month EMI .
2) Person put the logo of Beti Bachao, Beti Paraho in car driver seat both doors and the behind of car. Logo including the Beti Bachao, Beti Paraho and toll free no of car company Which is 1800-3000-4233.
3) After joining this scheme user cant drop out from this scheme upto 2 years. After 2 years user wants to drop out this scheme then he release from this scheme. Then he removes the logo of Beti Bachao, Beti Paraho & pay the balance EMI self.
4) Car company and organization fills and bond for payment EMI . Then EMI transfers in the user account upto that time user fulfill the conditions of that company. Then user pay to car amount.
5) If anybody want more information regarding this scheme then they to web site of www.carad.in. Main slogan of this site car apki , EMI hameri. You can call to toll free no. 1800-3000-4233. Address of car company office-B 150/151 Vyapar Kendra Sushant Lok –I Gurgaon -122001 (HR) India. Besides of it, person can interacts with near car agency person for more informations for getting this scheme benefits.

4. TARGET GROUPS: Primary Young and newly married couples; Pregnant and Lactating m others; parents Secondary Youth, adolescents (girls and boys), in-laws, doctors/ practitioners, private hospitals, nursing homes and diagnostic centers. Tertiary Officials, PRIs; frontline workers, women SHGs/Collectives, religious leaders, voluntary organizations, media, medical associations, industry associations.

MONITORING AND SUPERVISION:

Monitoring of the BBBP Scheme would be at following levels: At 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 and Broadcasting; Gender Experts and Civil Society representatives.

At the State level: The States shall form a State Task Force with representation of concerned Departments including State Level Services Authority and Department of Disability Affairs for Beti Bachao, Beti Padhao to coordinate the Multi-Sectoral implementation of the Scheme.

At the District level, a District/City : Task Force led by the District Collector/Deputy Commissioner/CEO Zila Parishad with representation of concerned Departments including State Level Services Authority will be responsible for effective implementation, monitoring and 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 and supervision of the Block Action Plan.

A budgetary allocation of Rs. 100 Cr. has been made under the budget announcement for Beti Bachao, Beti Padhao campaign and Rs. 100 Cr. will be mobilized from Plan Outlay of the Planned scheme 'Care and Protection of Girl Child - A Multi Sectoral Action Plan" for the 12th Plan. Additional resources can be mobilized through Corporate Social Responsibility at National & State levels. The estimated cost of the Scheme is Rs. 200 cr. Out of 200 cr. Rs. 115 cr. is proposed to be released during the current year i. e 2014-15 (for six month) . Rs. 45 Cr. and 40 cr. will be released during the 2015-16 and 2016-17 respectively.

AUDIT AND SOCIAL AUDIT: Audit shall be done as per Comptroller and Auditor General of India norms and that channel will be followed at the Central and State Government levels. ii) Social Audit will also be undertaken which will be conducted by Civil Society Groups to obtain direct feedback from public and institutions involved in implementation of the scheme.

Brand Ambassdor: In 26 August 2016, Olympics 2016 bronze medallist Sakshi Malik was made brand ambassador for BBBP.

Sukanya Samriddhi Yojana: Sukanya Samriddhi scheme is a phenomenal step by the government of India and it was launched on 22nd January, 2015. It is a part of India's 'Beti Bachao- Beti Padhao' initiative. It is a small savings scheme. The scheme can be opened by the parents of a girl or a legal guardian of her in any post office or in some of the authorized commercial banks.

The interest rate of the scheme was 9.1 percent but it has increased to 9.2 percent in this year. It is not a fixed rate and it will be revised every year. The scheme can be opened in the name of a girl child right from her birth. The scheme can be opened till she attains 11.Only one account can be opened per girl child. But in case of twin children or triplets, one can open two and three accounts respectively. For keeping the account active, one has to deposit a minimum of RS 1,000 in a financial year. If somebody fails to do so, he has to pay a penalty of RS 50 and also deposit the minimum amount of RS 1,000 in the following year. One can deposit a maximum of RS 1,50,000 in a year. There are no limits in terms of the number of contribution per year. The entire length of the scheme is 21 years. The scheme will start right from the date the account was opened and it will continue till 21 years. One can even earn interest after 21 years if the account is still active. One needs to make contribution to the scheme for the first 14 years only. In the remaining seven years one will earn interest from the scheme without depositing.

This account can be closed in advance if the girl reaches 18 years of age and if she gets married before the withdrawal. One can also make a partial withdrawal to the extent of 50% of the balance standing at the previous financial year but only if the girl reaches the age of 18. After the account is matured the entire money will be given to the account holder.

The procedure of payment is cash, check or demand draft and no online payment is available currently on this scheme. The superlative part of the scheme is that it offers tax free management on interest earnings. If we closely observe the factors stated above about the scheme, we get to know that it is better than the PPF scheme of India and it offers complete independence to the girls. But the Sukanya Smridhi Scheme is beneficial to the account holder and it helps a lot in terms of a girl's study matters, marriage matters. It also gives them the independence to seek a partial withdrawal for any kind of emergency.

Conclusion: It is good initiative taken by the government. Due to this scheme a lot of awareness come in the society. People are motivate to birth to girl. Government give the more information BBBP through the famous personality, media, programs in the different , hospital doctor. In government job special reservation for the women.

References:

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