

Analyzing the Efficacy of “BETI BACHAO BETI PADHAO SCHEME” towards Rural Women Empowerment: With Special Reference to Beawar Rural Area

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Abstract:

Women Empowerment is a need in every country. Strong women means a strong nation. And Education is the key to women empowerment. Education helps the girls or women to be independent and build a better life for themselves and also to identify and seek help for instances of gender based violence.

In India there was a strong need of action towards saving the girl child and empower the women. The National Census results for 2011 revealed a steady decline in the Child Sex Ratio (CSR) from 945 in 1999 to 927 in 2001. It was a significant indicator of gender discrimination and women disempowerment, reflecting both pre-birth discrimination through sex selective abortion and post-birth discrimination by neglecting the educational and health needs of the girl child. This encouraged the launch of the “Beti Bachao Beti Padhao Scheme”. This national initiative is run jointly by the Ministry of Women and Child Development, Ministry of Health and Family Welfare, and Ministry of Human Resources Development. It is a campaign launched by the government that aims to create awareness against gender discrimination and improve the efficiency of welfare services meant for girls. The government is spending in this scheme.

This research paper focuses on the utility of expenditure on “Beti Bachao Beti Padhao (BBBP) Scheme” in the context of empowerment of rural women of Beawar.

Keywords: Beti Bachao Beti Padhao, Girl Education, Women Empowerment, awareness campaign

Introduction:

Receiving quality education is a human right of all girls and women. It benefits both the individuals and the country. Girls’ Education plays a very significant role in the growth and development of a country. But there are a lot of barriers to girls’ education such as gender discrimination, poverty, early marriages, cultural norms, lack of safety etc. To address such concerns, the Indian Government launched the “Beti Bachao Beti Padhao” (BBBP) Scheme in jan 2015. This scheme aims to ensure

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proper education to every girl child and to educate the citizens against gender bias.

The main objectives of the Beti Bachao Beti Padhao Scheme are :

1. Improving the child sex ratio
2. Encouraging gender equality and women empowerment
3. To prevent gender biased, sex selective elimination
4. To encourage education and participation of girls in schools.
5. To provide self-defense and skill development training to girls.

To strengthen the scheme, financial assistance is provided by the Ministry of Women and Child Development. The “Beti Bachao Beti Padhao” scheme is monitored by the National Task Force at the national level and State Task Force at the state level. At the district level and block level, DM and SDM complete this scheme by monitoring its functioning. At present this scheme is organized at 300 OSCs in 445 cities across the country, Where girls are taught self-defense skills. This scheme is divided into three components:

1. Advocacy campaigns were launched to address the issue of declining CSR and SBR.
2. Multi sectoral interventions were planned and are being implemented in gender critical districts across the country.
3. A financial incentive linked scheme – Sukanya Samriddhi Scheme was launched to encourage parents to make a fund for girl child.

The “Beti Bachao Beti Padhao” Scheme has resulted in increased awareness and weakening of gender discrimination. Due to the government’s continuous efforts to ensure that girls are not seen as a burden to their family through this scheme, the sex ratio in India has started to normalize according to international standards and the education of girls is also showing an upward trend. The scheme also brought focus on important issue of female infanticide, how girls have been deprived of their rights by the society and also the lack of education amongst girls. The scheme has successfully engaged with community to take a stand against gender discrimination and introduce innovative practices to celebrate the girl child. The primary purpose of this research is to find out whether the Beti Bachao Beti Padhao Scheme has contributed towards women empowerment in India.

Financial support is also provided to girls through "Beti Bachao Beti Padhao Yojana", through this scheme, ₹ 1000 (up to 14 years of age) is deposited in the accounts of girls every month. According to a data, till the year 2019-20, Rs 848 crore has been spent on this scheme. The budget figures on Beti Bachao Beti Padhao scheme from 2014-15 to 2023 are as follows-

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year	Revised estimates	Total expenditure by ministry	Expenditure at ministry level for media/ advertisement	Expenditure fund released
2014-15	50	34.84	21.46	13.38
2015-16	75	59.37	21.01	38.36
2016-17	43	28.66	25.84	2.82
2017-18	200	169.1	135.92	33.18
2018-19	280	244.73	164.04	80.69
2019-20	200	85.78	25.75	60.03
2020-21	100	60.57	7.02	53.55
2021-22	100	57.13	0	57.13
2022-23	222	34.07	0	34.07
Total (in crore)	1270	774.25	401.04	373.21

Source: data.gov.in

According to the above data, more was spent on advertisement than the funds released on “Beti Bachao Beti Padhao Yojana”. The question arises that whatever amount is being spent on this scheme, will it help in the development of girls living in rural areas?

This research paper focuses on the utility of expenditure on “Beti Bachao Beti Padhao (BBBP) Scheme” in the context of empowerment of rural women.

2. Objectives Of The Study :

The objectives of this research are :

1. To identify and analyze the impact of the Beti Bachao Beti Padhao Scheme towards women empowerment in rural area .
2. To find out how this scheme has contributed towards change in attitude and behavioral intent of the society towards girls.
3. To evaluate the expenditure (on scheme and advertisement) being made by the government on “Beti Bachao Beti Padhao” scheme.

3. Review of Literature :

Some of the important reports and articles which have been referred to for this study have been :

- Tabreek Somani (2017) in their research paper named “Importance of Educating Girls for the overall development of society” investigated through an in depth study in the remote and rural areas, the importance and vital impact of educating girls for the overall development of the society.

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- According to Bailey (1992) the programmes and campaigns related to empowerment are more precisely and accurately defined when concerned people and on ground situation is taken into consideration. So it is very important that everybody understands the idea of empowerment including the people who are involved in the process for factual feedback, analysis and successive improvement of the programme.
- Department of Economic Affairs (2018), in the survey report “Economic survey 2017-18” highlights all the major developmental programmes and policy initiatives taken every year by the government. Chapter 7 of volume I of the report discusses Gender and Son Meta- Preference emphasizing how schemes like “Beti Bachao, Beti Padhao”, “Sukanya Samriddhi Yozana” are proving to be well fitted for solving the problem of declining sex ratio.
- According to the Press Information Bureau (PIB) (2018), the Scheme has been received well and has been successful in establishing the improvement in CSR as a national agenda. It has resulted in increased awareness, sensitization and conscious building around the issue of declining CSR in the public domain.
- Ministry of Education (2023) in the All India Survey on Higher Education (AISHE) 2020-21 highlighted that there has been a significant increase in the enrolment of girls since 2014-15.

4. Hypotheses of the study :

Ho : There is a no significant relationship between the investment being made on ‘Beti Bachao, Beti Padhao’ Scheme and the socio- economic factors of rural Women Empowerment.

Ha : There is a significant relationship between the investment being made on ‘Beti Bachao, Beti Padhao’ Scheme and the socio- economic factors of rural Women Empowerment.

5. Collection of Data :

To conduct this research, both primary and secondary data was used. Primary data was collected through a structured questionnaire which was filled by the girls residing in the rural sector of Beawar in Rajasthan, India. The study chose 200 samples of girls as sample size. The population for the study was girls in the rural sector of Beawar District. The researcher uses structured questionnaire. A structured questionnaire is one in which the questions are specific, concrete and pre-determined. All respondent are asked the same question with the same wording and in the same order. This type of standardisation is used to ensure that all respondents answer the same series of the questions.

The secondary data was collected through various government sources such as the census, the guidelines from the central government, data from the departments, published documents, books, journals and reports etc.

6. Research Methodology :

For the research purpose random sampling is adopted to obtain the responses from the 200 girls of

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rural area of Beawar. The questionnaires were filled directly by the respondents by the researcher. In the questionnaire, questions were asked regarding the empowerment of rural women under the Beti Bachao Beti Padhao scheme. The socio- economic factors of Women Empowerment, namely, Education, Safety and Awareness, chose as independent variables in the study.

Questionnaires were constructed on likert scale method. The scale goes from (1) strongly agree to (2) agree, (3) neutral,(4) disagree and (5) strongly disagree.

The researcher used the following statistical tools to analyse the primary data obtained from the respondent.

- A. Simple percentage analysis
- B. One way analysis of variance (ANOVA)
- C. Regression

6. Data analysis:

To achieve objectives mentioned in the study, various statistical tools, namely, Correlation, Regression Analysis and ANOVA with the help of SPSS software, applied.

Model Summary^d

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.454 ^a	.206	.202	1.1274
2	.591 ^b	.349	.342	1.0232
3	.647 ^c	.418	.409	.9697

a. Predictors: (Constant), do you accept that the women safety increased after this scheme.

b. Predictors: (Constant), do you accept that the women safety increased after this scheme., level of education

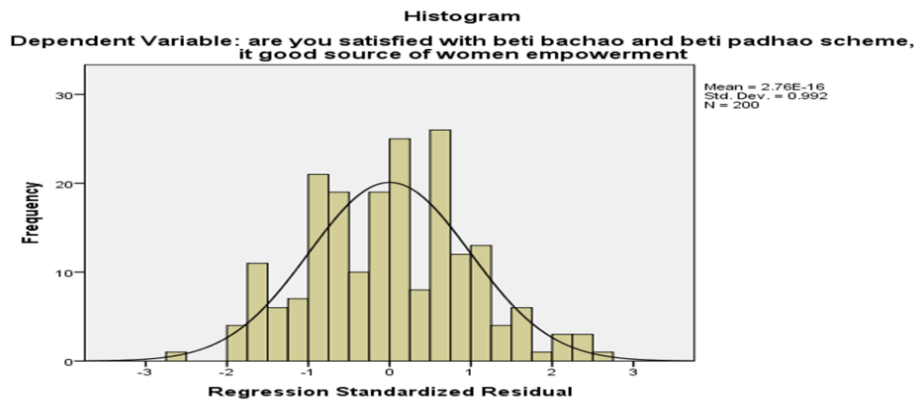
ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.229	1	65.229	51.322	.000 ^b
	Residual	251.651	198	1.271		
	Total	316.880	199			
2	Regression	110.618	2	55.309	52.825	.000 ^c
	Residual	206.262	197	1.047		
	Total	316.880	199			
3	Regression	132.568	3	44.189	46.991	.000 ^d
	Residual	184.312	196	.940		
	Total	316.880	199			

a. Dependent Variable: are you satisfied with beti bachao and beti padhao scheme, it good source of women empowerment

b. Predictors: (Constant), do you accept that the women safety increased after this scheme.

c. Predictors: (Constant), do you accept that the women safety increased after this scheme., level of education

d. Predictors: (Constant), do you accept that the women safety increased after this scheme., level of education, BBBP helps to reduce gender discrimination



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