



Ministry Of Women & Child Development to launch 100-day Bal Vivah Mukht Bharat Campaign tomorrow

Through three-spell plan of campaign, Ministry calls upon citizens, institutions, and community leaders to join the movement to building a Child Marriage Free Bharat

प्रविष्टि तिथि: 03 DEC 2025 9:30AM by PIB Delhi

The **100-Day Intensive Awareness Campaign for a Child Marriage Free Bharat** will be formally launched tomorrow (**4 December, 2025**) at **Vigyan Bhawan, New Delhi**, to mark one year of the **Bal Vivah Mukht Bharat campaign**. The Ministry of Women and Child Development had launched the Bal Vivah Mukht Bharat campaign on 27 November, 2024 and it completed one year on 27 November, 2025. The launch event tomorrow will be graced by the Union Minister of Women and Child Development, Smt. Annpurna Devi, in the august presence of the Minister of State, Smt. Savitri Thakur.

The programme will feature the **National Pledge to End Child Marriage**, a specially produced **film showcasing inspiring change stories** from across the country, and **testimonies from frontline champions**, celebrating collective progress and strengthening momentum for the next phase of the mission. A live telecast of the event will be available on <https://webcast.gov.in/mwcd>.

The 100-Day Campaign (27 November 2025 – 8 March 2026)

The campaign follows a structured, three-spell plan designed to energise communities and encourage sustained action:

- **Spell 1 (27 Nov – 31 Dec 2025):**
Awareness activities in schools, colleges, and universities, including debates, essay competitions, interactive sessions, and pledge ceremonies.
- **Spell 2 (1 – 31 Jan 2026):**
Engagement with faith leaders, community influencers, and marriage service providers to amplify messages on child rights, safety, and empowerment.
- **Spell 3 (1 Feb – 8 Mar 2026):**
Mobilisation of Gram Panchayats and Municipal Wards to pass resolutions declaring their jurisdictions **child-marriage-free**.

This national drive will be implemented in close coordination with the Ministries of **Health & Family Welfare, Panchayati Raj, Rural Development, and Education**, ensuring seamless collaboration and extensive grassroots reach. Through this 100-day campaign, the Ministry calls upon citizens, institutions, and community leaders across the nation to join the movement and reaffirm India's commitment to building a Child Marriage Free Bharat.

हर बेटी का सपना पूरा हो, हर बेटी आत्मनिर्भर बने।

बाल विवाह जैसी कुप्रथा को खत्म करना हमारा सामूहिक संकल्प है।
जब समाज जागरूक होगा, तब भारत की हर बेटी सुरक्षित, शिक्षित और सशक्त मुस्कुराएगी।

आइए मिलकर भारत को बाल विवाह मुक्त बनाएं। #BalVivahMuktBharat pic.twitter.com/Bcm
WH7Vegu

— Annpurna Devi (@Annapurna4BJP) November 27, 2025

The 100 Days Intensive Awareness Campaign under Child Marriage Free Bharat will be launched on 4th December at 10:30 AM at Vigyan Bhawan, New Delhi, by Union WCD Minister Smt. @Annapurna4BJP, in the august presence of WCD MoS Smt. @savitrii4bjp. @PMOIndia @PIBWCD pic.twitter.com/LOE7JDSurr

— Ministry of WCD (@MinistryWCD) December 1, 2025

Join the movement to end child marriage, the 100 Days Intensive Awareness Campaign under Child Marriage Free Bharat will be launched on 4th December at 10:30 AM at Vigyan Bhawan, New Delhi. @PMOIndia @Annapurna4BJP @savitrii4bjp @PIBWCD pic.twitter.com/T4DhsGNB4g

— Ministry of WCD (@MinistryWCD) November 29, 2025

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