

Ministry of Women & Child Development Launches 100-Day Intensive Awareness Campaign for a Child Marriage Free Bharat

**Child marriage both a legal violation and a moral injustice:
Smt. Annpurna Devi**

**Union WCD Minister urges States and UTs to work towards a
Bal Vivah Muk्त Bharat**

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The Ministry of Women and Child Development launched the *100-Day Intensive Awareness Campaign for a Child Marriage Free Bharat* today (4th December 2025) at Vigyan Bhawan, New Delhi, marking the first anniversary of the Bal Vivah Muk्त Bharat Abhiyan. The programme was inaugurated by the Union Minister for Women and Child Development, Smt. Annpurna Devi, in the august presence of the Minister of State, Ministry of Women and Child Development, Smt. Savitri Thakur.



The Union Minister Smt. Annpurna Devi reiterated the Government's steadfast resolve to build "a Bharat where every daughter and every son is able to shape their future with dignity, security and equal rights." She noted that the first anniversary of the Abhiyan is an important milestone to review achievements and chart future action. Calling child marriage both a legal violation and a moral injustice, she highlighted the Government's sustained interventions which have contributed to an improved Sex Ratio at Birth, increased girls' enrolment in education and overall empowerment of women and girls.



The Minister further stated that the Union Government has allocated ₹1,827 crore towards scholarships for girls, ensuring continuity in their education. She also emphasised that India's daughters are excelling globally, with girls comprising 43% of the STEM workforce—one of the highest shares worldwide. Acknowledging the contributions of Anganwadi workers, SHGs, ASHAs, ANMs, teachers, counsellors, One Stop Centres and civil society organisations, she urged States and UTs to work towards reducing child marriage prevalence; making it almost non-existent.

The Minister of State, Smt. Savitri Thakur, highlighted the community-led and grassroots-focused nature of the Abhiyan. She remarked that ending child marriage is fundamental to building a strong and developed Bharat rooted in social responsibility and collective vigilance.

Smt. Thakur underscored the critical role of Panchayats, faith leaders, youth groups and community networks in timely reporting and prevention. She also pointed to key schemes—such as Beti Bachao Beti Padhao, PMMVY, Poshan Abhiyaan and One Stop Centres—which have strengthened safety, nutrition, entitlements and support systems for girls at the grassroots. She called upon the families and local institutions to ensure that no daughter is married before attaining the legal age, reinforcing that the Bal Vivah Mukht Bharat Abhiyan is a true *Jan Andolan*.

Secretary, Ministry of Women & Child Development, Shri Anil Mallik, shared key updates on the enhanced Bal Vivah Mukht Bharat Portal, now enabling seamless access for over 38,000 Child Marriage Prohibition Officers (CMPOs) across the country. He informed that citizens can track district-wise progress, view actions taken, and participate by taking online pledges. He further noted that over 26 lakh citizens and frontline functionaries have already directly taken part in campaign activities, reflecting strong public mobilisation and growing community ownership.



The launch event featured the National Pledge to End Child Marriage and the screening of a special film showcasing grassroots change makers. The programme was livestreamed on <https://webcast.gov.in/mwcd> and the Ministry's official YouTube channel, with people joining from more than 1.32 lakh devices across the country. During the event, CMPOs, ASHAs, ANMs, and civil society partners highlighted their experiences in advancing a Bal Vivaah Mukta Bharat. More information on the Abhiyan is available on the portal: <https://stopchildmarriage.wcd.gov.in/>.

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

The nationwide campaign is being implemented through a structured three-spell approach:

- **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 is being implemented in close coordination with the Ministries of Health & Family Welfare, Panchayati Raj, Rural Development and Education, ensuring seamless convergence and widespread grassroots reach.

The Ministry calls upon citizens, institutions and community leaders across the nation to join the movement and reaffirm India's resolve to build a *Child Marriage Free Bharat* through this 100-day campaign.

#BalVivahMuktBharat |

आज नई दिल्ली के विज्ञान भवन में बाल विवाह मुक्त भारत के 100 दिवसीय व्यापक जन-जागरूकता अभियान के शुभारंभ कार्यक्रम में सम्मिलित होने का अवसर मिला।

कार्यक्रम में उपस्थित सभी सहभागी संगठनों, फ्रंटलाइन वर्कर्स, समुदाय प्रतिनिधियों और युवाओं के साथ मिलकर बाल... pic.twitter.com/1TCH51pBkb

— Annpurna Devi (@Annapurna4BJP) December 4, 2025

#BalVivahMuktBharat

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माननीय प्रधानमंत्री श्री @narendramodi जी के नेतृत्व में बाल विवाह उन्मूलन को जनांदोलन बनाने का संकल्प और मजबूत हुआ।

आइए, साथ मिलकर 2030 तक बाल... pic.twitter.com/0TZE700Dd2

— Annpurna Devi (@Annapurna4BJP) December 4, 2025

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इस विज्ञप्ति को इन भाषाओं में पढ़ें: हिन्दी , Gujarati , Odia , Kannada