



Beti Bachao Beti Padhao: Advancing Dignity at Birth and Early Childhood Care

BBBP has evolved as a Nationwide Movement Driving Behavioural Change and Girl Child Empowerment

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Care at birth shapes the foundation of a child's life and a mother's well-being. Over the years, India has strengthened maternal and early childhood care through a combination of health services, nutrition support, and institutional delivery systems.

The Government of India's flagship initiative, Beti Bachao Beti Padhao (BBBP), continues to drive this transformative change in ensuring the survival, protection, and empowerment of the girl child across the country. Launched on 22nd January 2015, BBBP was conceived in response to the declining Child Sex Ratio (CSR) and pervasive gender-based discrimination. This scheme is a joint initiative of Ministry of Women and Child Development (MWCD), Ministry of Health and Family Welfare (MoHFW) and Ministry of Education (MoE).

Over the past eleven years, BBBP has evolved from a targeted policy intervention into a nationwide movement, mobilising stakeholders across government, media, civil society, and communities. The initiative underscores the importance of dignity at birth, protection of the girl child, and her access to early childhood care and education, thereby fostering an enabling environment for her holistic development.

The scheme has contributed significantly to improving key gender indicators. As per the Health Management Information System (HMIS) data of the Ministry of Health and Family Welfare, the Sex Ratio at Birth (SRB) at the national level has improved from 918 in 2014–15 to 929 in 2024–25. This reflects sustained efforts towards preventing gender-biased sex selection and promoting institutional deliveries.

In the education sector, notable progress has been achieved in enhancing girls' access to schooling. According to Unified District Information System for Education (UDISE) data of the Ministry of Education, girls' enrolment at the secondary level has increased from 75.51% in 2014–15 to 80.2% in 2024–25, indicating improved retention and transition rates.

BBBP continues to emphasise a lifecycle approach beginning with safe and dignified birth, ensuring early childhood care, and enabling education and empowerment of girls. The scheme reinforces behavioural change through sustained advocacy, community engagement, and convergence among Ministries and States/UTs.

The Ministry of Women and Child Development reiterates its commitment to strengthening the BBBP framework, ensuring that every girl child in India is protected, educated, and empowered, thereby contributing to the vision of women-led development.

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