



संतोष

बेटी बचाओ बेटी पढ़ाओ स्कीम प्रमुख

Santosh

BBBP Scheme Head

D.O BBBP-22/10/2018-BBBP



सत्यमेव जयते

भारत सरकार
महिला एवं बाल विकास मंत्रालय
भूतल जीवन तारा बिल्डिंग, नई दिल्ली-110 001
Government of India
Ministry of Women & Child Development
Ground Floor, Jeewan Tara Building
New Delhi-110 001 (INDIA)
Ph. : 91-11-23340422
E-mail : santosh.1975@nic.in
Dated: 28th September, 2020

Dear

I write this letter to you with the hope that the District Administration will play a strong role in 'Beti Bachao Beti Padhao (BBBP)' programme, for ensuring equal opportunities to the daughters of India, empowering them and making them self-reliant. The programme aims to bring about equality and empower our girls by combating against deep rooted socio-cultural biases and gender discrimination over a life cycle continuum.

2. In order to bring visibility and create awareness about value of girl child, the District Administration are the most effective in taking this message to the nook and corner in the society.

3. In this regard, I therefore, request District Administration to celebrate 150th Birth Anniversary of Mahatma Gandhi Ji on 2nd October, 2020 by undertaking various activities/campaigns to ensure that girls are born, nurtured without discrimination, effective implementation of PCPNDT act and also to use Beti Bachao Beti Padhao (BBBP) Logo and Tagline through various media platforms such as Official Social Media Handles, Departmental Websites, Web Meetings etc. for wider dissemination and visibility. The District Administration are also requested to share the link immediately after the activity on bbbpmwcd@gmail.com and BBBP Official Whatsapp Group for sharing the same on Ministry's official Social Media Handles on the occasion of 150th Birth Anniversary of Mahatma Gandhi Ji on 2nd October, 2020. The Logo and Tagline is enclosed.

4. I would request you to undertake various activities in endorsing gender equity through your initiatives.

I look forward to your support on this regard.

Yours Sincerely,


(Santosh)

To

All District Collectors/Magistrates (405 Multi-Sectoral Districts)

Copy to

1. PPS to Secretary, WCD
2. PPS to JS (Media/Social Media)



The Overall Goal of the Beti Bachao Beti Padhao (BBBP) Scheme is to

“Celebrate the Girl Child and Enable Her Education”