

# Beti Bachao, Beti Padhao- Strategies Implemented: A Critical Study

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## Introduction

The current status of Census data 2011 has made a startling revelation about the declining Child Sex Ratio between 0-6 years with an all time low of 919. Despite the considerable economic growth in the last decades India could not translate this growth into improving gender indicators. This decline in the CSR is a major indicator of women disempowerment as it begins before birth. This disempowerment manifests in gender biased sex selection and elimination and continues in various forms of discrimination towards girls after birth. Whether in fulfilling her health needs, nutrition, educational needs.

The availability of medical diagnostic tools has made the practice of sex selective elimination of female fetus easy. This has been a major influence of the skewed sex ratio. The socio-cultural and religious biases, preferences for sons have twisted the attitude of the society towards girls.

## Why the Scheme was launched?

The continuous decline in the Child Sex Ratio (CSR) in the age group 0-6 years has put a question mark on the real growth and development of India. The practice of aborting the female foetus has been so rampant because of the modern diagnostic tools for sex determination. It's clear that much before the birth, the disempowerment of women begins in the womb. Thus the sex ratio in the country has been highly skewed. Those who survive have to face the elimination in various forms that is discrimination in matters of nutritional, health and educational needs. The fact is that women empowerment leads to overall progress of society. The medium of mass communication needs to be utilized completely to spread this message even to the remotest of the rural areas that still cling to superstitious beliefs and practices. In order to bring about the desired change in our society the 'Beti Bachao, Beti Padhao' campaign has been launched.

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