



A Study on Awareness of Beti Bachao Beti Padhao Scheme in Jamgaon (M) Village, Patan Block, Durg District, Chhattisgarh

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The Beti Bachao Beti Padhao (BBBP) Scheme is a Government of India initiative aimed at addressing gender-based discrimination and promoting the survival, protection, education and development of the girl child. The present study assessed awareness and community perceptions regarding the BBBP Scheme in Jamgaon (M), Patan Block, Durg District, Chhattisgarh, during the National Service Scheme (NSS) Special Camp 2025–26. A descriptive research design was followed, and primary information was collected from 80 respondents through structured interactions, interviews and field observations. Data were summarized using frequency and percentage. The findings showed that 68 respondents (85.0%) had heard about the BBBP Scheme, while 60 (75.0%) were aware of its objectives. A large majority supported girls' education (92.5%) and believed that girls should receive equal opportunities (95.0%). Awareness of other welfare schemes for girls was comparatively lower (68.8%). Television/radio was the most frequently reported source of information (22.5%), followed by Anganwadi and ASHA workers (20.0%) and NSS awareness programmes (17.5%). Sixty-four respondents (80.0%) reported participation in the NSS awareness programme. Perceived programme outcomes were also positive, with 90.0% reporting increased awareness of BBBP and 92.5% reporting a more positive attitude towards girls' education. Girl enrolment increased from 45 to 50 in the Government Primary School and from 44 to 49 in the Government Upper Primary School between 2024–25 and 2025–26. The findings indicate substantial awareness and favourable attitudes towards girls' education, while also highlighting the need for sustained community-level awareness and counselling.

Keywords: Awareness, Beti Bachao Beti Padhao, community participation, girl child, gender equality, NSS, rural households

Introduction

Gender equality and equal opportunities for girls are essential components of inclusive social and economic development. Persistent gender discrimination can affect the survival, education, health, safety and long-term empowerment of girls. In this context, awareness at the household and community level is important because government programmes can achieve their intended outcomes only when communities understand their objectives and participate in their implementation. The Government of India launched the Beti Bachao Beti Padhao (BBBP) Scheme on 22 January 2015 as a collaborative initiative addressing gender-biased sex selection, survival and protection of the girl child and her education. The programme has subsequently evolved as a multi-sectoral behavioural and social-change

initiative involving government agencies, communities, schools, media and other stakeholders. Current Government of India information identifies prevention of gender-biased sex-selective elimination and ensuring the survival, protection, education and development of the girl child among its core objectives. The present form of BBBP emphasizes behavioural and social change towards the girl child and has been incorporated under the Sambal component of Mission Shakti. Its implementation involves multiple stakeholders and focuses on awareness, education, prevention of gender discrimination and improvement in selected indicators related to girls and women.

Awareness of government programmes is particularly important in rural communities, where frontline workers, educational institutions, local government bodies, community organizations and youth groups can facilitate communication between government programmes and households. The National Service Scheme (NSS), with its emphasis on voluntary community service and understanding community needs, provides an institutional mechanism through which student volunteers can participate in awareness and community-development activities. The NSS framework emphasizes community service, social and civic responsibility and practical involvement in solving community problems. Despite the importance of national-level initiatives, village-level evidence remains valuable for understanding how rural households perceive such programmes and how community-based institutions contribute to awareness. Therefore, the present study was undertaken in Jamgaon (M), an NSS-adopted village in Patan Block of Durg District, Chhattisgarh, to assess awareness regarding BBBP, perceptions towards girls' education and gender equality, girl-child enrolment and the participation of community members in NSS awareness activities.

Objectives

The study was undertaken with the following objectives:

1. To assess the awareness level of rural households regarding the Beti Bachao Beti Padhao Scheme in Jamgaon (M) Village.
2. To study the perception of villagers towards girls' education and gender equality.
3. To assess the enrolment status of girl students in Government Primary and Upper Primary Schools.
4. To study the registration status of girl children at the Anganwadi Centre.
5. To assess community participation in NSS awareness activities related to BBBP.
6. To suggest suitable measures for strengthening awareness and implementation of girl-child welfare initiatives in rural areas.

These objectives retain the substance of the original study while avoiding a stronger causal claim of "impact" than is supported by the available design.

Materials and Methods

Study Area

The study was conducted in Jamgaon (M) Village, Patan Block, Durg District, Chhattisgarh. The village was purposively selected because it is an adopted village of the National Service Scheme Unit associated with the College of Horticulture and Research Station, Sankra-Patan. Various awareness activities concerning women's empowerment, girls' education, health, sanitation and government welfare programmes were organized during the NSS Special Camp 2025–26.

Results

Registration of Girl Children at the Anganwadi Centre

A total of **25 girl children** were recorded at the Anganwadi Centre. The largest proportion belonged to the 4–5 years age group (6 girls; 24%), followed by the 2–3 years group (5 girls; 20%). The groups below one year and above five years each accounted for 12%.

Table 1. Registration of Girl Children at Anganwadi Centre, Jamgaon (M)

Age group	Number of girls	Percentage (%)
Below 1 year	3	12

Age group	Number of girls	Percentage (%)
1–2 years	4	16
2–3 years	5	20
3–4 years	4	16
4–5 years	6	24
Above 5 years	3	12
Total	25	100

The distribution indicates that girl children across different age groups were registered at the Anganwadi Centre. Such registration provides access to services delivered through the early-childhood-care system. The available data, however, do not permit comparison with an earlier year or estimation of coverage relative to the total eligible girl-child population.

Awareness Regarding BBBP

Among the 80 respondents, 68 (85.0%) had heard about BBBP, while 60 (75.0%) reported awareness of its objectives. Support for girls' education was reported by 74 respondents (92.5%), while 76 respondents (95.0%) believed that girls should receive equal opportunities. Awareness of other welfare schemes for girls was comparatively lower at 68.8%.

Table 2. Awareness of Respondents Regarding BBBP Scheme (n = 80)

Awareness indicator	Number	Percentage (%)
Heard about BBBP Scheme	68	85.0
Aware of objectives	60	75.0
Support girls' education	74	92.5
Believe girls deserve equal opportunities	76	95.0
Aware of welfare schemes for girls	55	68.8

The findings show that basic recognition of BBBP was relatively high, while detailed awareness of its objectives and other girl-child welfare schemes was comparatively lower.

Girl Enrolment in Government Primary School

Girl enrolment in the Government Primary School increased from **45 students in 2024–25 to 50 students in 2025–26**, representing an increase of approximately **11.11%**. The largest numerical increase occurred in Class I, where enrolment increased from 9 to 12 girls.

Table 3. Enrolment of Girl Students in Government Primary School

Class	2024–25	2025–26
I	9	12
II	8	9
III	8	8
IV	10	11
V	10	10
Total	45	50

The observed increase indicates an improvement in the number of girls enrolled in the school between the two academic years. However, because the study did not use a controlled or longitudinal design, this increase cannot be attributed exclusively to BBBP or NSS activities.

Girl Enrolment in Government Upper Primary School

Girl enrolment in the Government Upper Primary School increased from 44 in 2024–25 to 49 in 2025–26, representing an increase of approximately 11.36%. Enrolment increased in Classes VI and VII, while Class VIII remained unchanged.

Table 4. Enrolment of Girl Students in Government Upper Primary School

Class	2024–25	2025–26
VI	16	19
VII	14	16
VIII	14	14
Total	44	49

Sources of Awareness

Television/radio was the most frequently reported source of BBBP information, accounting for 22.5% of respondents. Anganwadi and ASHA workers accounted for 20.0%, while NSS awareness programmes accounted for 17.5%. Social media and teachers/government officials each accounted for 15.0%, whereas newspapers accounted for 10.0%.

Table 5. Sources of Awareness Regarding BBBP (n = 80)

Source	Number	Percentage (%)
Television/Radio	18	22.5
Newspapers	8	10.0
Social media	12	15.0
Anganwadi & ASHA workers	16	20.0
NSS awareness programme	14	17.5
Teachers & government officials	12	15.0
Total	80	100.0

The findings demonstrate the combined importance of mass media and community-based communication channels in disseminating information about government programmes.

Parents' Attitude Towards Girls' Education

The respondents showed favourable attitudes towards girls' education and empowerment. 95.0% supported equal opportunities for girls, 92.5% believed that early marriage should be discouraged, 90.0% supported higher education for girls, 87.5% supported economic independence and 82.5% supported participation of girls in decision-making.

Table 6. Attitude of Parents Towards Girls' Education (n = 80)

Statement	Yes	No	Supporting (%)
Girls should receive higher education	72	8	90.0
Girls should be given equal opportunities	76	4	95.0
Girls should be economically independent	70	10	87.5
Girls should participate in decision-making	66	14	82.5
Early marriage should be discouraged	74	6	92.5

These responses indicate broadly favourable attitudes towards girls' education, equality and empowerment.

Participation in NSS Awareness Programme

Of the 80 respondents, **64 (80.0%) reported participating in the NSS awareness programme**, whereas 16 (20.0%) did not participate.

Table 7. Participation in NSS Awareness Programme (n = 80)

Participation status	Number	Percentage (%)
Participated	64	80.0
Not participated	16	20.0
Total	80	100.0

The high reported participation demonstrates substantial community engagement with the NSS awareness activity during the Special Camp.

Perceived Outcomes of the BBBP Awareness Programme

Respondents reported several positive outcomes following the awareness programme. 90.0% reported increased awareness about BBBP, 92.5% reported a positive attitude towards girls' education, 87.5% reported encouragement towards girls' school enrolment, 88.8% reported improved understanding of gender equality and 85.0% reported increased motivation to participate in government programmes.

Table 8. Perceived Outcomes of the BBBP Awareness Programme (n = 80)

Perceived outcome	Number	Percentage (%)
Increased awareness about BBBP	72	90.0

Perceived outcome	Number	Percentage (%)
Positive attitude towards girls' education	74	92.5
Encouraged enrolment of girls in schools	70	87.5
Improved understanding of gender equality	71	88.8
Motivated participation in government programmes	68	85.0

Because these values represent respondents' reported/perceived outcomes, they should not be interpreted as independently measured causal impacts of the intervention.

Discussion

The study revealed relatively high awareness of BBBP among households in Jamgaon (M), with 85% of respondents having heard of the scheme and 75% knowing its objectives. Support for girls' education and equal opportunities was also high, indicating favourable attitudes towards gender equality. However, awareness of other girl-child welfare schemes was comparatively lower, suggesting the need for more detailed information. Television/radio, Anganwadi and ASHA workers, and NSS programmes were the main sources of awareness. The participation of 80% of respondents in the NSS programme highlights the importance of community-based communication and the role of NSS volunteers in connecting households with schools, Anganwadi centres and frontline workers. Positive attitudes towards girls' education were evident, with most respondents supporting higher education, equal opportunities and discouraging early marriage. Girl enrolment also increased from 45 to 50 in primary school and from 44 to 49 in upper-primary school. Although these changes are encouraging, they cannot be attributed solely to BBBP or NSS activities because other educational and socioeconomic factors may also have contributed. Overall, the findings suggest that the awareness programme was positively received and helped strengthen knowledge and attitudes regarding girls' education and gender equality. However, further studies using pre-test/post-test or comparative designs are needed to establish the actual impact of such interventions.

Implications for National Service Scheme

The findings have direct relevance for NSS community-engagement activities. Since 80% of the surveyed respondents reported participation in the NSS awareness programme, NSS can serve as a useful platform for strengthening awareness of girls' education, gender equality and government welfare initiatives.

Future NSS activities may focus on:

1. Door-to-door awareness programmes for parents.
2. Village-level discussions on girls' education and gender equality.
3. School-based gender-sensitization programmes.
4. Street plays and awareness rallies.
5. Information sessions involving Anganwadi and ASHA workers.
6. Awareness regarding scholarships and educational opportunities.
7. Counselling of parents regarding school attendance and continuation of girls' education.
8. Community monitoring of girl-child enrolment and school attendance.
9. Engagement of Gram Panchayat representatives, teachers, youth groups and Self-Help Groups.
10. Repeated awareness activities rather than one-time campaigns.

These should be regarded as **recommended NSS interventions** unless their implementation and outcomes are documented through additional field records.

Conclusion

The study indicates that awareness regarding the Beti Bachao Beti Padhao Scheme was relatively high among the surveyed households of Jamgaon (M), Durg District. Eighty-five per cent of respondents had heard about BBBP, while 75% were aware of its objectives. Attitudes towards girls' education and equality were favourable, with 95% supporting equal opportunities for girls and 90% supporting higher education.

Television/radio, Anganwadi and ASHA workers, and NSS awareness programmes were important reported sources of information. Participation in the NSS awareness programme was also substantial, with 80% of respondents reporting participation. Respondents further reported positive outcomes in terms of awareness, attitudes towards girls' education, gender equality and willingness to participate in government programmes. The increase in girl enrolment in primary and upper-primary schools and the registration of girl children at the Anganwadi Centre provide encouraging evidence of community participation in girl-child education and welfare. However, these changes should be interpreted cautiously because the descriptive study design does not establish a direct causal effect of BBBP or NSS interventions. Overall, the findings support the importance of continuous, community-based awareness programmes involving NSS volunteers, schools, Anganwadi and ASHA workers, Gram Panchayats and local institutions for strengthening awareness and promoting favourable attitudes towards the girl child.

Recommendations

1. Regular BBBP awareness programmes should be conducted in rural communities.
2. NSS volunteers should undertake periodic household-level awareness activities.
3. Schools and Anganwadi centres should involve parents, adolescents and community leaders in awareness programmes.
4. Communication should emphasize not only the name of BBBP but also its objectives and related girl-child welfare provisions.
5. Television, radio, social media, village meetings, posters and street plays may be used together to improve information dissemination.
6. Parents should be encouraged to ensure regular attendance and continuation of girls' education.
7. Girl-child enrolment and attendance should be periodically monitored by schools and local institutions.
8. Panchayats, Self-Help Groups, teachers, frontline workers and youth organizations should be actively involved in community-level gender-awareness programmes.

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