



Research Paper

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A Study on the Role and Effectiveness of Media Campaign in Women Empowerment

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ABSTRACT

The main purpose behind the inception of the "Beti Bachao Beti Padhao" (BBBP) initiative by the Government of India in the year 2015 was to deal with the falling child sex ratio in India and to ensure the education of the girl child. This initiative had been launched with an aim to increase awareness regarding the need to give proper recognition to the girl child and their educational and developmental opportunities. Considering the fact that the state of Haryana is one of the states where there has been a low sex ratio between the females and males, it becomes very important from the perspective of this case study to understand about the BBBP initiative. In this report, a lot of research has been conducted on the BBBP campaign in the state of Haryana.

Introduction

In a developing country like India, the issue of gender discrimination has become quite prevalent as evident in statistics like the Child Sex Ratio. This problem has become very grave in the state of India like Haryana. As a response to these discouraging figures regarding the decline in child sex ratios of girls, the Government of India started a program in the name of "Beti Bachao Beti Padhao" in 2015. This program intends not only to save the lives of female children but also to educate them. The campaign centres around preventing gender discrimination through sex selection, protecting girl children from mortality, and educating her so she can grow up into a well-developed person. By dealing with such specific problems, the BBBP campaign tries to change the image of the society and improve the situation of the girls in such societies, where they had been suppressed in the past. Moreover, Haryana plays an important role in the

analysis of the BBBP campaign effectiveness, due to the fact that the state has always been characterized by a low female to male ratio which is very worrying for the future of the women there. In this paper, the authors analyze the extent of support for the BBBP campaign in the region and the perception of the program among different stakeholders. In order to gain more insight into the effectiveness of the BBBP campaign among individuals and communities, the authors use both quantitative surveys and qualitative interviews. Eventually, the paper aims to contribute to the discussion about women empowerment and gender equality in India.

The main objectives of the BBBP include:

- To Eliminate Gender-Based Discrimination: The aim of the BBBP campaign is to eliminate discrimination against girl children starting right from the time of conception until the end of life through education, bringing about a culture shift to value girls.

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- To Educate Girls: Through this campaign, the emphasis will be made on education to empower and engage girls into the society (Singh & Sharma, 2018).
- To Engage Communities: This campaign engages local communities to participate in campaigns that ensure the welfare of the girls (Desai, 2017).

The BBBP Campaign Strategy is as follows:

- Programs for Awareness Generation: Programs like workshops and seminars shall be held to increase awareness about gender equality and the significance of girls' education (Kumar, 2019).
- Financial Incentives: Financial campaigns like Sukanya Samridhi Account shall help to motivate families for saving money for the education of the girl child (Gupta, 2020).
- Collaboration: BBBP campaign ensures collaboration of various departments and NGOs (Nair, 2021).

Review of Literature

According to Kalosona Paul and Shrestha Saha (2016), the overall sex ratio (OSR) in India has improved seven points to 940 from 933 as compared to the last census in 2001. Yet, the authors state that the current condition is still alarming with respect to the child sex ratio.

Sheela Sangwan (2018) performed a research study focusing on increasing awareness about women empowerment and Beti Bachao Beti Padhao project in the district of Hisar, Haryana. The results obtained during the course of the study showed that both girls and women lacked sufficient information about gender empowerment and Beti Bachao Beti Padhao program.

In the research article dealing with domestic violence, John Wiebe (2015) analyzes "intimate partner violence" (IPV) in the academic context stating that it has dramatically risen in recent years, despite the fact that people's awareness of the problem increased too.

Naveen Kumar (2015) undertook a research study that was meant to examine the child sex ratio of Haryana by analyzing the census data from 1971 to 2011. It was discovered that there was an alarming low child sex ratio in several districts.

George and Aall (1998) did a survey involving a rural population of 13,000 people in the Rohtak district of Haryana, and discovered that parents abused the scientific method used to ascertain the gender of the future child through sex determination.

According to Cole (2001), his research found out that boys who live in the slums continue their primary education but the girls dropped out to help with chores at home.

According to Walia (2005), his study involving 240 respondents in the Ludhiana district of Haryana showed

that 67.5 percent of the population condoned female feticide.

Puran and Ajay (2015) stated in the February 2015 edition of the Kurukshetra magazine that in order for Bharat to solve the problem of declining sex ratio, it is important to empower women in society.

Literature Review on Impact and Outcomes:

There have been many researches carried out on the impacts and results of the BBBP campaign in various sections of society. One of the important impacts of this campaign has been the enhancement of awareness about the significance of the girl child and the necessity of giving her equal opportunities in education and development.

The findings of Verma (2020) indicate that there has been a tremendous rise in awareness among the society about the significance of girls and their education. This awareness has been helpful in making changes in social perceptions and providing more recognition to the rights of the girl child. Another very important impact of this campaign has been the rise in enrollment of girls in schools.

The program, as per Rao (2022), has resulted in a significant boost in the enrollment of girls, especially those who are in rural regions, thus resulting in the attainment of equality in terms of gender in education. Apart from making a positive contribution to the awareness level and involvement in education, the movement has also made contributions towards mobilizing the communities.

According to Choudhury (2021), there has been a rise in the participation of the communities with the rise in grassroots movements that support the girl child.

Literature Review on Challenges and Limitations:

Despite the successes of the Beti Bachao Beti Padhao initiative, there have been some challenges and limitations that might impact the entire success of the initiative. The first challenge is the presence of deeply entrenched cultural values and gender stereotypes in many societies. Such cultural values can often shape people's perceptions about the role of the girls, their education, and opportunities, which can be a barrier to making any change in the attitude and behavior of people.

According to Sinha (2002), gender stereotypes have been deeply entrenched in many societies, thus making it difficult to change the attitudes and behaviors of people. It is, therefore, imperative that such deep-seated cultural and social practices are addressed in order to succeed in initiatives targeting girl children.

Literature Review on Resource Allocation:

Another issue that arises in relation to the introduction of the BBBP initiative is that of resource allocation and

adequate funds available for the execution of various activities involved in it. The successful execution of a social campaign on such a grand scale calls for adequate financial and other human and institutional resources at different levels.

Patel (2019) highlights the issues of inadequate funding and resource allocation in the case of the BBBP initiative. Inadequate allocation of resources may influence the success of awareness programmes, education programs, community involvement activities, and other efforts, especially where there is a greater need for these activities.

Literature Review on Monitoring and Accountability:

Monitoring and accountability are yet other important aspects which play an essential role in the successful implementation of the BBBP program. As reported by Sharma (2021), the problem of effective monitoring and accountability can be considered one of the most challenging problems. It is necessary to implement an effective system of monitoring to make sure that the objectives of the program are achieved and the resources allocated to the process are used properly. Accountability on different implementation levels can also be a helpful instrument for improvement in the process of implementation.

Research Gap

Although there have been many studies conducted on the influence of the "Beti Bachao Beti Padhao campaign" in the Indian society, a majority of the studies have been focused on the campaign strategy and execution with an aim of increasing the awareness in order to improve the sex ratio and girl empowerment. Many studies have failed to analyze the effective execution of the Beti Bachao Beti Padhao campaign. The literature on the transformation of mindsets, especially those of parents towards the girl child, is scarce.

Research Objectives

1. The study aims at examining the efficacy of the Beti Bachao Beti Padhao (BBBP) campaign with respect to enhancing the child sex ratio in specific areas.
2. The study aims at finding out the impact of the activities of the BBBP campaign with regard to the number of girls enrolled in school and performance in studies.
3. The study aims at finding out the level of awareness regarding gender related matters and the importance of girl children in the community since the start of the BBBP campaign.
4. The study aims at finding out whether there have been any changes brought about by the BBBP campaign concerning the attitudes of people toward the education of girls.

5. The study aims at finding out the sustainability of the activities taken up by the BBBP campaign.

Research Methodology

The design used in this research is that of mixed method where both the quantitative and qualitative methods of research have been employed to examine the "Beti Bachao Beti Padhao" (BBBP) initiative of Haryana state.

Survey Design for Quantitative Research:

This questionnaire was prepared to gather information about the awareness, perception, and effect of BBBP project. This questionnaire consisted of both closed and open-ended questions.

Key areas of focus included: - Demographic information (age, gender, education level, etc.)

Awareness of the BBBP Campaign and its Objectives:

Gender role attitudes and the position of girls in the society - Change in the sex ratio of children and education of girls in the society.

The objective of the survey was to conduct the survey among a wide range of individuals in the five districts of Haryana that had varying male to female ratios. These districts were Gurugram, Faridabad, Hisar, Jind, and Ambala. A total of 200 participants participated in the survey which included the following: - Mothers and fathers of girls and boys - Educators (teachers and principals) - Community leaders.

Data Collection:

The survey was performed via face-to-face interviews as well as online surveys in order to increase the number of respondents and improve their participation. The research assistants were trained to make sure that the survey procedure is reliable.

Data Analysis

The quantitative data was analyzed through the use of Excel.

Qualitative Research Interviews:

In qualitative research, the researcher conducted semi-structured interviews with 3 key stakeholders to gain more insight on the success of the BBBP campaign. These stakeholders were the Government officials working in implementing the BBBP campaign, NGOs that were involved in creating awareness about the BBBP campaign and people who benefitted from the BBBP campaign like mothers and girls. An interview guide was designed to ensure consistency and also explore individual viewpoints.

Some of the primary themes that were looked into include:

- Personal experiences with the campaign
- Changes in community attitudes towards girls and gender equality
- Problems faced while implementing the campaign.

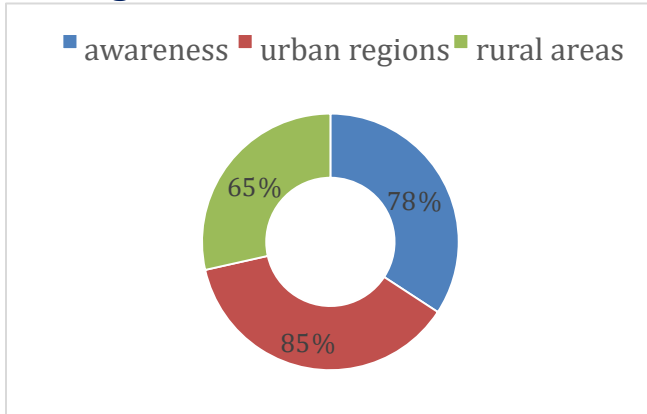
Data Collection:

The interviews were conducted in a relaxed and private environment depending upon the choice of the participants.

Data Analysis:

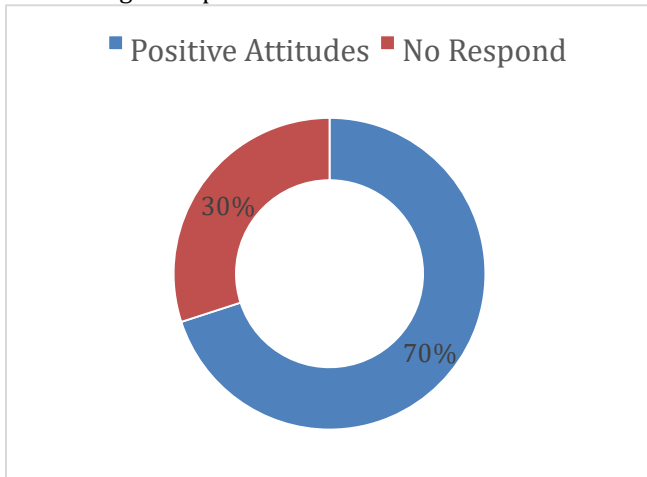
Thematic analysis was used for analyzing the qualitative data.

Findings

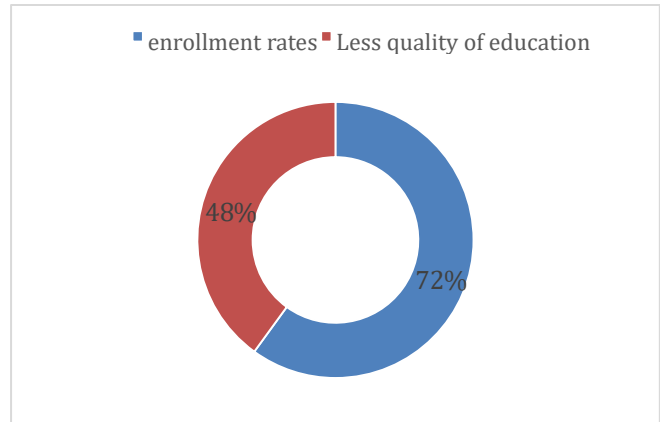


Campaign Awareness and Understanding Campaign Awareness: The results from the survey showed that 78% of people had heard of the BBBP campaign. The awareness level was considerably higher in urban areas (85%) compared to rural areas (65%).

Objective Understanding: While most people understood the objectives of the campaign on the issue of education of the girl child, there were many misunderstandings concerning its implementation.



Community Perception- Positive Attitude: Approximately 70% of people expressed their positive attitudes towards the campaign and how it could improve the image of girls in the society.



Positive Influence on Education: 72% of people feel the presence of positive influence in terms of girl's enrollment in schools; however, only 48% people see the improvements in the quality of education being imparted.

Cultural Issues: It has been seen that there are cultural biases against daughters because many families prefer having sons due to socio-economic reasons.

Intervention Strategies: Government Interventions Through BBBP: Many interventions have been made by the government of Haryana by way of providing financial incentives to the girl's education and conducting awareness campaigns.

NGO Interventions: NGOs have played an important role in mobilization of community members in terms of raising their awareness by way of mobilizing the local communities who become the mediator between the government and people.

Impact on Child Sex Ratio and Education-Child Sex Ratio: According to the latest census report, there has been an increase in the child sex ratio in Haryana from 871 girls per 1,000 boys in 2011 to 914 in 2021.

Girls' Enrollment: The enrollments of girls have increased by 15% in primary and secondary level of education during the last five years.

Challenges Encountered

- **Resistance to Change:** Despite efforts by the government, patriarchy and gender biases remain a major hurdle.
- **Resource Issue:** The lack of adequate resources and improper implementation of programs have been identified as obstacles to the success of this initiative.
- **Information Deficit:** There are many areas where lack of information and education have posed a challenge to the success of this campaign.

Discussion and Conclusion

Beti Bachao Beti Padhao has been very successful in creating awareness about the issue and improving the condition of the girls in Haryana. Nevertheless, the deeply held cultural perception of gender shows that it remains a difficult journey ahead.

BBBP in Haryana has brought about positive developments with regard to the awareness and attitude toward the girls. This is an important milestone for empowering women in India. Despite its success in increasing awareness and encouraging education for girls, continuous efforts will be needed to break down the cultural barriers and make the changes permanent. The future direction of the study on this topic is to analyze the results and come up with new ways of improving the work of the campaign.

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