



ज्ञान-विज्ञान विमुक्तये

प्रा. मनिष र. जोशी
सचिव

Prof. Manish R. Joshi
Secretary



सत्यमेव जयते



भारत 2023 INDIA

विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

D.O.No.2-1/2024(CPP-II)

10th January, 2024/ 20 पौष, 1945

Subject: Beti Bachao Beti Padhao (BBBP) initiative

Respected Madam/Sir,

As you are aware, the Beti Bachao Beti Padhao (BBBP) is a flagship initiative of the Ministry of Women & Child Development (MWCD), Government of India launched by the Hon'ble Prime Minister on 22nd January, 2015 with the objective to prevent gender-biased sex selection and to ensure survival and protection of the girl child together with improving her educational outcomes. Over the period, the Scheme has made significant progress in various parameters and has also been able to capture the conscience of the nation. Sex Ratio at Birth has increased by 15 points from 918 in 2014-15 to 933 in 2022-23.

In this regard, MWCD proposed to create awareness on valuing of girl child and also enclosed the logo and tagline of BBBP.

The Higher Educational Institutions are requested to use BBBP logo on the website, portals, stationary items, events and prominent places in the premises of the HEIs. It will convey the commitment of ensuring the rights of girl child and empowerment of women.

In addition, the details of the activities conducted may also be uploaded along with photos / videos on the University Activity Monitoring Portal (UAMP) at <https://uamp.ugc.ac.in/>.

With kind regards,

Yours sincerely,

(Manish Joshi)

Encl: As above.

To

**The Vice-Chancellors of all Universities
The Principals of all Colleges/Institutes**



