



# Organising awareness campaigns

## Why in News?

Recently, on completion of 10 years of the '[Beti Bachao, Beti Padhao](#)' campaign, an awareness campaign was organized in the **Government Girls Hostel** in Betul.

## Key Points

- **Objective:**
  - The main objective of this program was to make women aware about education and to develop positive thinking regarding their rights in the society.
  - During this campaign, the girls were given information on [POCSO Act](#) , [Child Helpline \(1098\)](#), [One Stop Centre](#) services and [menstrual hygiene management](#) .
- **The POCSO Act:**
  - It came into force on November 14, 2012, as a result of India's ratification of [the United Nations Convention on the Rights of the Child in the year 1992](#) .
  - This Act defines **any person below the age of 18 as a child** . And provides for punishment based on the severity of the crime.
    - In the year 2019, this law was reviewed and amended, which provided for harsher punishments like death penalty in cases of sexual abuse of children.
  - The Government of India has also notified **the POCSO Rules, 2020** .

## Beti Bachao, Beti Padhao

- **Introduction:**
  - 22 January 2025 **marks the completion of 10 years since the launch of [the Beti Bachao Beti Padhao \(BBBP\) scheme](#)** .
  - It was launched on 22 January 2015 with the aim of addressing sex selective abortion and declining child sex ratio, which stood at 918 girls per 1,000 boys in 2011.
  - It is a joint initiative of the Ministry of Women and Child Development, Ministry of Health and Family Welfare and Ministry of Human Resource Development.
- **Main objectives:**
  - Prevention of gender based selection.
  - To ensure the survival and protection of girl children.
  - To ensure proper arrangement of education for girls and their participation.
  - Protecting the rights of the girl child.