



Mahri Laado Radio Programme

Why in News?

The Haryana government launched the flagship initiative "Mahri Laado" Radio Programme, which has become an exemplary success story under the [Beti Bachao Beti Padhao \(BBBP\) scheme](#).

Key Points

- **Mahri Laado Radio Programme:**
 - It was launched on **16th August 2024** as a key initiative under BBBP.
 - This community-driven programme **aims to address gender inequality, empower girls, and promote the value of daughters in Haryana.**
 - **Broadcast Schedule:** Every Wednesday and Thursday on [All India Radio \(AIR\)](#) stations- Chandigarh, Hisar, Rohtak, and Kurukshetra.
 - **Content Format:** The 15-minute segments include stories, interviews, and discussions to engage communities on gender equality and empowerment.
- **Mobilization Strategies for Maximum Outreach:**
 - The Government of Haryana adopted a comprehensive approach to extend the programme's reach.
 - **Key stakeholders mobilized communities:**
 - District Programme Officers (DPOs) and Child Development Project Officers (CDPOs).
 - [Anganwadi Workers](#) and staff from One Stop Centers (OSCs), [Pradhan Mantri Matru Vandana Yojana \(PMMVY\)](#), and [POSHAN Abhiyaan](#).
 - Listening sessions were organized at Anganwadi Centers (AWCs), involving both men and women in discussions.
- **Digital Accessibility:**
 - Participants were encouraged to download the **"News on AIR" app** for easy access.
 - Guidelines on app usage were shared via WhatsApp, telephone, and email.
- **Beti Bachao Beti Padhao (BBBP) Scheme:**
 - The Government of India launched the **Beti Bachao Beti Padhao (BBBP) scheme** on **22nd January 2015** in Panipat, Haryana.
 - This initiative **aims to address the declining [Child Sex Ratio \(CSR\)](#)** and ensure that **girls and women receive equal opportunities, care, and dignity.**
 - **Objectives of the BBBP Scheme:**
 - Increase [sex ratio at birth](#) through awareness and interventions.
 - Improve institutional deliveries for maternal and child health.
 - Enhance girls' enrolment in secondary education and curb dropout rates.
 - Encourage early [Antenatal Care \(ANC\)](#) registration for maternal well-being.
 - Promote awareness on safe [Menstrual Hygiene and Management \(MHM\)](#).

Pradhan Mantri Matru Vandana Yojana (PMMVY)

- It is a **maternity benefit programme** being implemented in all districts of the country with effect from **1st January, 2017**.
- It is a [centrally sponsored scheme](#) being executed by the Ministry of Women and Child Development.

- **Cash benefits are provided to pregnant women** in their bank account directly to meet enhanced nutritional needs and partially compensate for wage loss.

Poshan Abhiyan

- **POSHAN Abhiyaan (National Nutrition Mission)** was launched by the government on March 8, 2018.
- The Abhiyaan targets to **reduce stunting, undernutrition, anemia (among young children, women and adolescent girls)** and reduce low birth weight by 2%, 2%, 3% and 2% per annum respectively.
- The target of the mission is to bring down stunting among children in the age group 0-6 years from 38.4% to 25% by 2022.
- **POSHAN 2.0:**
 - The government has amalgamated various programmes with similar objectives such as **Supplementary Nutrition Programme** and POSHAN Abhiyaan under one umbrella—Mission POSHAN 2.0—for **creating synergies in operations and adopting an integrated approach** in the nutrition services mechanism.

PDF Reference URL: <https://www.drishtiias.com/printpdf/mahri-laado-radio-programme>

