

F.No.P-24-1/NSS/DIR/2020
Government of India
Ministry of Youth Affairs and Sports
Directorate of NSS
12/11, Jam Nagar House, New Delhi-110011

Date: 20.01.2020

To

All the Regional Directors,
All the State NSS Officers,

Sub: Celebration of National Girl Child Day on 24.01.2020-reg.

Sir,

I am directed to refer to the letter received from the Hon'ble Minister of Women & Child Development, Government of India wherein it is stated that Hon'ble Prime Minister had launched the **Beti Bachao Beti Padhao** Scheme on 22nd January, 2015 to improve child sex ratio for the empowerment of the women. (Copy of letter enclosed)

In this regard, all the Regional Directorates and State NSS Officers are requested to inform all the programme Coordinators/ Programme Officers to celebrate National Girl Child Day on 24.01.2020 (Friday) on the theme of **Beti Bachao Beti Padhao (Save the Girl Child, Educate the Girl Child)** by organising walkathons, marathons, awareness programmes and felicitation of women sports persons and suitable programmes may kindly be organised on the day of National Girl Child Day (24.02.2020) at all the institutions.

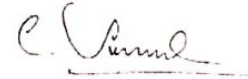
It is believed that by organising such women empowerment programmes in institutions will go a long way in strengthening the Beti Bachao Beti Padhao scheme to work towards attitudinal change among young NSS Volunteers/Students in favour of the girl child.

The action taken report of National Girl Child Day (24.01.2020) along with photographs and press clippings may be sent to the Directorate of NSS soon after the completion of the programme so as to enable this office to appraise the Ministry accordingly.

This is for your kind information and necessary action.

Yours Faithfully

Encl: As Above




(Dr. C. Samuel Chelliah)
Assistant Programme Adviser

ક્રમાંક:યોજના/પરચ/૨૦૨૦/૩૫
જિલ્લા શિક્ષણાધિકારી કચેરી,
ભાવનગર તા. ૨૧/૦૧/૨૦૨૦

પ્રતિ,
આચાર્યશ્રી,
સરકારી/RMSA/ગ્રાન્ટેડ/નોન-ગ્રાન્ટેડ
માધ્યમિક અને ઉચ્ચતર માધ્યમિક શાળાઓ તમામ
જિ.ભાવનગર

ઉક્ત પત્રની જાણ તથા અમલ થવા સારું.



જિલ્લા શિક્ષણાધિકારી
ભાવનગર

નકલ રવાના જાણ તથા અમલવારી સારું:

શિ.નિ.શ્રી/મ.શિ.નિ.શ્રી



Minister
 Women & Child Development and Fisheries
 Government of India
 New Delhi

January, 2015

Madam/ya Kiren Rijiju ji,

As you are aware, Honourable Prime Minister had launched the Beti Bachao, Beti Padhao scheme on 22nd January, 2015 to improve Child Sex Ratio (CSR) and empowerment of women on a life cycle continuum. As a result of the collective consciousness of the people supporting the campaign, BBBP has found its place in public discourse. However, it is important to sustain the initiative by constantly keeping it as an agenda in dialogue with people.

In the above backdrop, I request you to kindly support co-branding of BBBP with the initiatives of your Ministry. I would also request you to direct all the Institutions and field units under your Ministry to celebrate National Girl Child day on 24.01.20, on the theme of BBBP. Walkathons, Marathons, Runs and Felicitation of Women sports persons could be some of the initiatives to be conducted on that day.

I am sure your cooperation in this regard will go a long way to strengthening the BBBP scheme to work towards attitudinal change in favour of the girl child.

With regards,

Yours sincerely,


 (Smriti Zabin)

Shri Kiren Rijiju
 Minister of State (I/C)
 Youth Affairs and Sports
 Shastri Bhawan
 New Delhi.