

इन्दीवर पान्डेय, आई.ए.एस.  
सचिव

**INDEVAR PANDEY, I.A.S.**  
Secretary

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सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव

भारत सरकार  
महिला एवं बाल विकास मंत्रालय  
शास्त्री भवन, नई दिल्ली-110 001

Government of India  
Ministry of Women & Child Development



D.O.No.22/6/2023-BBBP

20<sup>th</sup> December, 2023

Madam/Sir,

As you are aware, Beti Bachao Beti Padhao (BBBP) is a flagship initiative of Government of India launched by the Hon'ble Prime Minister on 22<sup>nd</sup> 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.

2. It cannot be over emphasised that women-led development is the key to achieve the goal of Viksit Bharat @2047. Adopting whole of Government approach is the need of the hour to eradicate any biases against the girl child and bring out this collective change. In view of the social cause, this Ministry proposes to engage with all Central Ministries/ Departments for co-branding BBBP to bring visibility and create awareness on valuing of girl child. The logo and tagline of BBBP is **enclosed**.

3. I take the opportunity to request you to use BBBP logo on your Ministry's/ Department's website, portals, stationary items, events and prominent places in the premises and direct the Public Sector Undertakings/ Autonomous Bodies under your Ministry to do the same. It is also suggested that logo may be used on signage boards, railway coaches, mines area, airports, bus stands, public hospitals, schools etc. It will convey the commitment of ensuring the rights of girl child and empowerment of women.

4. I would greatly appreciate it if the efforts done by you in this regard and photographs/videos of the deployment of the BBBP logo are shared with us.

I look forward to your support in this matter.

With regards,

Encl: As above.

Yours Sincerely,

(Indevar Pandey)

Secretaries of all Ministries/Departments, Government of India.

