

No.4/36/2023 -DCH/P&E

भारत सरकार/Government of India
वस्त्र मंत्रालय/Ministry of Textiles
विकास आयुक्त(हथकरघा) कार्यालय
Office of the Development Commissioner for Handlooms
(पी एम एण्ड ई अनुभाग/PM & E Section)

उद्योग भवन, नई दिल्ली/Udyog Bhavan, New Delhi
दिनांक/Dated 27 December, 2023

To,

1. Commissioner/ Director (in charge of HL & Textiles), All States/UTs
2. Commissioner/ Director (in charge of Sericulture), All States/UTs
3. All the Zonal Director/HoO, All the WSCs
4. All the Director/HoO, All the IIHTs
- 5.. All National Level Implementing Agencies -
 - (i) National Handloom Development Corporation (NHDC);
 - (ii) Handloom Export Promotion Council (HEPC);
 - (iii) Member Secretary, Central Silk Board, Bangalore (CSB);
 - (iv) Central Cottage Industries Corporation of India (CCIC)
6. All the Implementing Agencies of Urban Haats
7. Craft Mela Authorities - Rajasthan (Shilpgram), Odisha (Toshali), AP (Shilpramam), Telangana (Shilpramam), Haryana (Surajkund), UP (Taj Mahotsav) & Master Creation Programme (Dilli Haat, New Delhi) by WSC, Delhi

Subject: Co-branding Beti Bachao Beti Padhao (BBBP) to bring visibility and create awareness on valuing of girl child - reg.

Madam/Sir,

Kindly refer D.O. letter No. 22/6/2023-BBBP dated 20.12.2023 of Secretary, Ministry of Women & Child Development, Govt. of India on the subject cited above (copy enclosed).

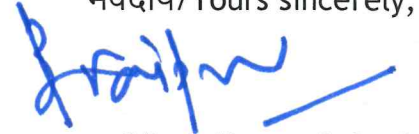
2. Beti Bachao Beti Padhao (BBBP) is a flagship initiative of Government of India launched by the Hon'ble Prime Minister on 22nd January, 2015 with the objective to prevent gender-biased sex selection and to ensure survival and protection of the girl child together with improving her educational outcomes. The 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.

3. In view of the social cause, the Ministry of Women & Child Development proposes to engage with all Central Ministries/ Departments for co-branding BBBP to bring visibility and create awareness on valuing of girl child. It has been requested to

use BBBP logo on Ministry's/ Department's website, portals, stationary items, signage boards, events and prominent places in the premises so as to convey the commitment of ensuring the rights of girl child and empowerment of women.

4. All the subordinate offices under the control of this office including National/State Level Implementing Agencies are requested to insure above instructions during the marketing expos/events including other way as mentioned above, for promotion of Beti Bachao Beti Padhao (BBBP) campaign.

भवदीय/Yours sincerely,



(Vivek Kumar Bajpai)

Addl. Development Commissioner (Handlooms)

Ph. 011-2306 1643 / e-mail: vivek.bajpai@gov.in & pme.dchl-textiles@gov.in

Copy to:

1. NIC, O/o DC (Handlooms) - for uploading on the website
2. PS to DC (HL)

इन्दीवर पान्डेय, आई.ए.एस.
सचिव

INDEVAR PANDEY, I.A.S.
Secretary

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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

20th 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 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.

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.



Handwritten text in Gurmukhi script, likely a signature or date, located at the bottom right of the page.