



# Awareness and Attitude of beneficiaries towards Beti Bachao Beti Padhao Scheme in Prakasham District of Andhra Pradesh, India

Gonugunta Madhumitha Rama Tulasi <sup>a^\*</sup>, V. K. Singh <sup>a#</sup>,  
Siguram Rohith <sup>b^</sup> and Vavilala Priyanka <sup>a^</sup>

<sup>a</sup> Department of Agricultural Extension and Communication, College of Agriculture, Sardar Vallabhbhai Patel University of Agriculture and Technology, Meerut, Uttar Pradesh, India.

<sup>b</sup> Division of Agricultural Economics, ICAR - Indian Agricultural Research Institute, Pusa, New Delhi, India.

## Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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## ABSTRACT

The present study was carried out using Ex-post facto research design as the event had already occurred. The study was conducted during 2021-22 by selecting state Andhra Pradesh and district Prakasham as the researcher hailes to this region and also due to low literacy levels there was a need to bring more awareness about the programme to the women. For this study, four blocks were selected from the district. From each block two villages were choosed and from each village 10 respondents were selected using random sampling constituting a sample of 80 beneficiaries.

<sup>^</sup> Research Scholar;

<sup>#</sup> Professor;

<sup>\*</sup>Corresponding author: E-mail: madhu23081998@gmail.com

The data was collected through personal interview method with the help of structured interview schedule. The findings revealed that, most of them were having medium level (62.50%) of awareness towards the scheme, followed by high level (37.50%) and then low level (25.00%) of awareness towards the scheme. The study revealed that two-third (67.50%) of the beneficiaries were having neutral attitude towards the scheme, followed by 17.50% with negative attitude and the remaining (15.00%) had positive attitude towards the scheme.

*Keywords: Awareness; attitude; beti bachao beti padhao.*

## 1. INTRODUCTION

Literacy levels among women can impede the economic, social and political progress of the nation. Women in India receive comparatively less education than men. According to the 2011 censuses, at the national level, 74.04% of the people were literates. However, the literacy rate of female is 65.46% when compared to 82.14% of male literacy. This disparity in the literacy rate is much more noticeable in rural areas and the disparity is not only in literacy but also in decision making, financial activities, accesses to resources and health facilities. Every year, at least 200 million women become pregnant worldwide and out of these 585,000 women were reported to die each year as a result of pregnancy and childbirth related complications like hemorrhage, hypertensive disorders, sepsis and abortion [1,2,3]. To improve the health and nutritional status of the mother and child, government of India has launched Integrated Child Development Scheme on Oct 2<sup>nd</sup>, 1975 [4]. Even after introducing many programmes related to maternal and child health, nutrition [5,6] and safety, the death of infants mainly girl child is being increased due to the son ward preference a reason for reduced sex ratio [7]. Majority of the parents were aware of the sex determination methods [8] and are using it to determine and terminate the pregnancy if it is a girl child, even after knowing that sex determination and female foeticide are illegal in India. A study conducted on the awareness and practice of female foeticide by Dixit and Jain [9] revealed that out of 500 pregnant women, 86.20% women knew that prenatal sex determination and female foeticide were illegal.

To address gender disparity, encouraging female economic, political and financial empowerment to have control over decision making in the home, community, society, nation [10,11], social independence is must and it is important to stop certain customs like child marriage, female infanticide, and foeticide are essential. To promote this, the scheme "Beti Bachao Beti

Padhao" which stands for "Save girl child, educate girl child" was introduced by Prime Minister Sri Narendra Modi on January 22, 2015 in Haryana since the state has the lowest sex ratio (1000:775) in the nation. According to the Sahastra Seema Bal website (2022), around 85 programmes were conducted and 4012 participants attended the awareness programmes conducted by Beti Bachao Beti Padhao Scheme in the year 2020-21 and this was further increased to 509 programmes and 21,455 participants in the year 2021-22. They were also sensitized on gender equality, women empowerment, self employment, importance of women education etc. Keeping the above in mind, the present study was conducted to study the awareness and attitude of the beneficiaries towards Beti Bachao Beti Padhao Scheme.

## 2. METHODOLOGY

Since the event had already occurred, Ex-post Facto research design was selected. The state of Andhra Pradesh was purposively chosen for the study due to its low literacy rate of women in the country (59.50 %). Based on the block's low sex ratio, four blocks namely Marripudi, Racherla, Tangutur, and Chandra Sekhara Puran from Prakasam district were purposefully chosen for the study. Then, two villages from each block and ten beneficiaries from each village were randomly chosen for the study, resulting in the final sample size of 80 beneficiaries from 8 villages. For awareness, the responses were recorded on two point continuum "Yes" and "No" with a score of 2 and 1. Based on the total score, they were grouped into 3 categories Viz., Low, Medium, and High awareness towards the scheme using mean and standard deviation. Similar methodology was used by Jiyawan et al., [12] and Kumari and Kumari, [13]. For attitude, the responses were recorded on five point continuum with a score of '5 for Strongly Agree', '4 for Agree', '3 for Undecided', '2 for Disagree', and '1 for Strongly Disagree' for positive statements and vice-versa for negative statements. Based on the Mean and Standard

deviation, the respondents were classified into Unfavorable, Neutral and Favorable attitude towards the scheme. Similar methodology was used by Singh et al., 2021 [14]. Based on the score given by all the respondents for each attitude statement, statements were ranked from I to X. Analytical tools and statistical techniques used to measure and examine the data in the study were frequency, percentage, mean, standard deviation and ranking.

### 3. RESULTS AND DISCUSSION

#### 3.1 Awareness of the beneficiaries towards Beti Bachao Beti Padhao Scheme

The result from the Table 1 represents that majority i.e., 88.75% of them were aware that the scheme ensures education of girl child, 82.50% were aware that the scheme helps in preventing female foeticide, 80.00% were aware that the scheme helps in enhancing the status of girl child by providing necessary facilities, for personal as well as professional growth, and 63.75% were aware about the organization and use of village health and nutrition day, 57.50% know about the benefits provided by Sukanya Samridhi Yojana, under the scheme, 55.00% were aware about the primary, secondary, and tertiary targets of the scheme and 53.75% know the Administrative

framework of this scheme whereas majority of the respondents i.e., 88.75% doesn't know about the Ministry that was responsible for budgetary control and administration of the scheme, 78.75% of the beneficiaries unaware about when the scheme had been started, 60.00% of them doesn't know about the (POCSO) Act, that is implemented through this scheme, and 52.50% were unaware of the sex ratios prevailing in their area.

The result is mostly positive as most of the beneficiaries are well aware of the scheme and its functions and to what extent the scheme can be made to their advantage. Similar results were shown in the study conducted by [15], which indicated that, majority of beneficiaries were aware of the scheme and they know that this scheme helps in reduction of crimes against girl child. The probable reason for the results was as the scheme includes innovative balanced sex and is beneficial for rural as well as urban women and girl child assuring protection, education, survival and adequate nutritional status.

The results from the Table 2 reports that 62.50% of respondents were having medium level of awareness, followed by 37.50% with high level of awareness, and the remaining 25.00% with low level of awareness towards the scheme.

**Table 1. Distribution of beneficiaries statement wise according to their awareness level towards the scheme**

Sl. No.	Particulars	Yes		No	
		Frequency	Percentage	Frequency	Percentage
1.	Do you know when the scheme had been implemented?	17	21.25	63	78.75
2.	Do you know, sex ratios prevailing in your area?	38	47.50	42	52.50
3.	Do you know the Administrative framework of this scheme, at different levels?	43	53.75	37	46.25
4.	Do you know, the scheme helps in preventing female foeticide?	66	82.50	14	17.50
5.	Do you know that the scheme ensures education of girl child?	71	88.75	09	11.25
6.	Do you know, the scheme helps in enhancing the status of girl child, by providing necessary facilities, for personal as well as professional growth?	64	80.00	16	20.00
7.	Do you know, the primary, secondary, and tertiary targets of the scheme?	44	55.00	36	45.00
8.	Do you know which Ministry is responsible for budgetary control and administration of the scheme?	09	11.25	71	88.75
9.	Do you know about the benefits provided by Sukanya Samridhi Yojana, under this scheme?	46	57.50	34	42.50

Sl. No.	Particulars	Yes		No	
		Frequency	Percentage	Frequency	Percentage
10.	Do you know about the organization and use of village health and nutrition day?	51	63.75	29	36.25
11.	Do you know, about (POCSO) Act that is implemented through this scheme?	32	40.00	48	60.00

**Table 2. Distribution of beneficiaries according to their degree of awareness towards the scheme**

Sl. No.	Category	Frequency	Percentage
1.	Low (below 14.59)	20	25.00
2.	Medium (14.59 to 18.81)	50	62.50
3.	High (above 18.81)	30	37.50
<b>Total</b>		<b>80</b>	<b>100.00</b>
<b>Mean = 17.0125</b>		<b>Standard Deviation= 1.728</b>	

**Table 3. Distribution of beneficiaries statement wise according to their attitude towards the scheme**

Sl. No	Particulars	S.A F(%)	A F(%)	U.D F(%)	D.A F(%)	S.DA F(%)	score	Rank
1.	The scheme helps in improving the sex ratio of birth	32 (40.00)	32 (40.00)	14 (17.50)	02 (02.50)	00 (00.00)	334	I
2.	The scheme help in preventing female foeticide entirely.	12 (15.00)	36 (45.00)	16 (20.00)	16 (20.00)	00 (00.00)	284	IV
3.	The scheme enhances the child sex ratio in an area	16 (20.00)	34 (42.50)	18 (22.50)	06 (07.50)	06 (07.50)	288	III
4.	The scheme enhances the enrolment and attendance of girl child in secondary education	18 (22.50)	32 (40.00)	18 (22.50)	12 (15.00)	00 (00.00)	296	II
5.	Social change regarding equal status of girl child become visible	20 (25.00)	26 (32.50)	12 (15.00)	16 (20.00)	06 (07.50)	278	VI
6.	Awareness and social mobilization will break the social taboos against girl child	12 (15.00)	24 (30.00)	28 (35.00)	12 (15.00)	04 (05.00)	268	IX
7.	Nutritional status of the school going child gets improved under the scheme	14 (17.50)	30 (37.50)	24 (30.00)	08 (10.00)	04 (05.00)	282	V
8.	General mindset of gender discrimination will reduce	08 (10.00)	34 (42.50)	26 (32.50)	08 (10.00)	04 (05.00)	274	VIII
9.	Safe and secure environment for girl child in home/school and society will build-up	10 (12.50)	32 (40.00)	18 (22.50)	16 (20.00)	04 (05.00)	266	X
10.	Effective use of Sukanya Samridhi Yojana programme for the benefit of girl education and marriage	14 (17.50)	28 (35.00)	24 (30.00)	08 (10.00)	06 (07.50)	276	VII

S.A= Strongly Agree, A= Agree, U.D= Undecided, D.A= Disagree, S.DA = Strongly Disagree

The probable reason for the medium to high level awareness initiatives and programmes were organized to increase the awareness about the scheme might be due to the fact that various scheme.

**Table 4. Distribution of beneficiaries according to their degree of attitude towards the**

(N=80)			
Sl. No.	Category	Frequency	Percentage
1.	Unfavorable (below 28.65)	14	17.50
2.	Neutral (28.65 to 42.55)	54	67.50
3.	Favorable (above 42.55)	12	15.00
<b>Total</b>		<b>80</b>	<b>100.00</b>
<b>Mean = 35.60</b>		<b>Standard Deviation = 6.95</b>	

### 3.2 Attitude of the Beneficiaries towards Beti Bachao Beti Padhao Scheme

The result from the Table 3 represents that, “The scheme helps in improving the sex ratio of birth” was ranked I whereas, “The scheme enhances the enrolment and attendance of girl child in secondary education” was ranked II, “The scheme enhances the child sex ratio in an area” was ranked III, “The scheme help in preventing female foeticide entirely” was ranked IV, “Nutritional status of the school going child gets improved under the scheme” was ranked V, “Social change regarding equal status of girl child become visible” was ranked VI, “Effective use of Sukanya Samridhi Yojana programme for the benefit of girl education and marriage” was ranked VII, “General mindset of gender discrimination will reduce” was ranked VIII, “Awareness and social mobilization will break the social taboos against girl child” was ranked IX and “Safe and secure environment for girl child in home/school and society will build-up” was ranked X.

The result from the Table 4 indicates that more than two-third (67.50%) of the respondents were having neutral attitude towards the scheme, followed by 17.50% with unfavorable attitude towards the scheme and the remaining, 15.00% of the respondents had favorable attitude towards the scheme.

The result is mostly positive as most of the beneficiaries are well aware of the scheme, its functions, involved in the scheme and are getting benefitted resulting in a favorable attitude towards the scheme. Similar results were revealed by [16]. Chouhan et al. [17] in his study highlighted that three-fourth (77.00 %) of the respondents had favorable attitude, whereas 22.00% of them had neutral attitude and only 01.00% of the respondents had unfavorable attitude towards Beti Bachao, Beti Padhao Scheme.

### 4. CONCLUSION

The purpose of the study was to outline the awareness and attitude of the beneficiaries towards Beti Bachao Beti Padhao scheme which has significant effect on their well being and also contributes to the development of the nation. The results show that they had medium level of awareness and neutral attitude. This indicates that still there is more to be taken care of which includes making people aware about the success stories as people get motivated by the positive results of the scheme rather than just giving mere information about it and also improving interpersonal communications which helps in improving attitude where they get persuaded by others who are actually involved in the scheme and getting benefits through it. By providing good and timely services and information to the beneficiaries, we can improve their awareness and mindset creating a positive attitude towards the scheme.

### COMPETING INTERESTS

Authors have declared that no competing interests exist.

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