

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

ABSTRACT

The present study was carried out using Ex-post facto research method as the event has already occurred. The study was conducted during the year 2021-22 by selecting state Andhra Pradesh and district Prakasham as the state and district have low literacy rates and there was a need to bring more awareness about the programme to the women. Keeping this in mind, the study was conducted to know about the awareness of the scheme among the beneficiaries. For this, four blocks were selected from the district. From each block two villages were choosed and each village 10 respondents were selected using random sampling constituting a sample of 80 beneficiaries. The data was collected through personal interview method with the help of structured schedule. The findings revealed that, most of them were having medium level of awareness towards the scheme (62.50%), followed by high level (37.50%) and then low level (25.00%) awareness towards this scheme . The study revealed that two-third (67.50%) of the beneficiaries were having neutral attitude towards the scheme, followed by negative (17.50%) attitude towards the scheme and the remaining (15.00%) positive attitude towards the scheme.

Key words: Awareness, Attitude, Beti Bachao Beti Padhao, Sex ratio

INTRODUCTION

As we know, illiteracy among women can impede the economic progress of the nations. Women in India receive comparatively less education than men. At the national level, 74.04% of people who are above 15 years are literates. However, the literacy rate of males is 82.14% when compared to only 65.46% of females. 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 (Arya and Vig, 2023, Rani, 2018 and Singh and Bisht, 2021). To improve the health and nutritional status of the mother and child government of India launched Integrated Child Development Scheme on Oct 2nd 1975 (Tiwari et al., 2017). Even after introducing many programmes related to maternal and child health, nutrition (Jadav et al., 2021 and Singh et al., 2019) and safety, the death of infants mainly girl child is being increased die to the son ward preference, which has been prevalent since the 1980s and a reason for reduced sex ratio (Singh, 2018). Majority of the parents were aware of the sex determination methods (Manhas et al., 2014) and are using it to determine and terminate the pregnancy if it is a girl child after knowing that sex determination and female foeticide were illegal in India. A study conducted on the awareness and practice

offemale foeticideby Dixit andJain(2016)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 financial empowerment to have control over decision making in the home, community, society, nation (Sharma, 2011 and Kumar et al., 2014) and social independence is must andstopping 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 our Prime Minister Sri Narendra Modi on January 22, 2015 in Haryana since the state has the lowest male to female sex ratio (775:1000) in the nation. According tothe Sahastra Seema Bal website (2022), around 85 programmes were conducted and 4012 participants were attended to the awareness programmes conducted by Beti Bachao Beti Padhao Scheme in the year 2020-21 and this was further increased to 509 programmes and 21455 participants in the year 2021-22. They were also sensitized on gender equality, women empowerment, self employment, removal of social blind belief and importance of women education etc.Keeping the above in mind, the present study has been taken up with the following objectives:

1. To study the awarenessof the beneficiaries towards Beti Bachao Beti Padhao Scheme.
2. To find out the attitude of the beneficiaries towards Beti Bachao Beti Padhao scheme.

METHODOLOGY

Since the events had already occurred, ex-post facto research design was taken. The state of Andhra Pradesh was purposively chosen for the study due to its low literacy rate of women in the state (59.50 %). Based on the blocks' low CSR ratios, four blocks namely Marripudi, Racherla, Tangutur, and Chandra SekharaPuran from the Prakasam districtwere 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 a 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 of2 and 1. Based on the scores obtained from the respondents, they were grouped into 3 categories Viz., Low, medium, and high awareness towards the scheme based on mean and standard deviation. Similar methodology was used by Jiyawan et al., 2017 and Kumari and Kumari, 2020. 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. Analytical tools and statistical techniques used to measure and examine the data in the study were frequency, percentage, mean, standard deviation and ranking.

RESULTS AND DISCUSSIONS

Awareness of the beneficiaries towards Beti Bachao Beti PadhaoScheme

The result from the below Table1 presented 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 (SRB, CSR) prevailing in their area.

Table-1: Distribution of beneficiaries statement wise according to their awareness level towardsthe scheme
N=80

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 (SRB, CSR) 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	9	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?	9	11.25	71	88.75
9.	Do you know about the benefits provided by	46	57.50	34	42.50

	Sukanya Samridhi Yojana, under this scheme?				
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

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 (Deviet al., 2021), 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 girl child assuring protection, education, survival and adequate nutritional status of girl child maximum numbers of beneficiaries girl awareness about the scheme from the local sources.

Table-2: Distribution of beneficiaries according to their degree of awareness towards the scheme (N=80)

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
Total		80	100.00
Mean = 17.0125		Standard Deviation= 1.728	

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

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

Attitude of the beneficiaries towards Beti Bachao Beti Padhao Scheme

The result from the below table 3 represent 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.

Table-3: Distribution of beneficiaries statement wise according to their attitude towards the scheme (N=80)

Sl. No	Particulars	S.A	A	U.D	D.A	S.DA	score	Rank
1.	The scheme helps in improving the sex ratio of birth	32 (40.00%)	32 (40.00%)	14 (17.50%)	2 (02.50%)	0 (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%)	0 (00.00%)	284	IV
3.	The scheme enhances the child sex ratio in an area	16 (20.00%)	34 (42.50%)	18 (22.50%)	6 (07.50%)	6 (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%)	0 (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%)	6 (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%)	4 (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%)	8 (10.00%)	4 (05.00%)	282	V
8.	General mindset of gender discrimination will reduce	8 (10.00%)	34 (42.50%)	26 (32.50%)	8 (10.00%)	4 (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%)	4 (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%)	8 (10.00%)	6 (07.50%)	276	VII

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

Table 4. Distribution of beneficiaries according to their degree of attitude towards the scheme (N=80)

Sl. No.	Category	Frequency	Percentage
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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
Total		80	100.00
Mean = 35.60		Standard Deviation = 6.95	

The result from the table 4 indicated 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 and its functions and are being involved in the scheme, getting benefits through resulting in a favorable attitude towards the scheme. Similar results were revealed by (Kumari and Rani, 2019). Chouhan et al. (2022) 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 toward “Beti Bachao, Beti Padhao Yojana.”

CONCLUSION

The purpose of the study was to outline the awareness and attitude of the beneficiaries towards Beti Bachao Beti Padhao scheme which have the significant effect on their well being and also contributes to the development of nation. The beneficiaries expressed their awareness about the scheme and their attitude towards the scheme after enrolling in the scheme. 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 in order to give the beneficiaries maximum level of satisfaction. Some of them include, making people aware about the success stories of beneficiaries, as people gets motivated by the positive results of the scheme rather than just giving mere information about it and also interpersonal communication helps mostly in these cases where they get persuaded by others who are actually involved in the scheme and getting benefits through it. By providing good and timely services to the beneficiaries and information we can bring improve their awareness and mindset creating a positive attitude towards the scheme.

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