



THESIS

On

**GOVERNMENT INITIATIVES FOR WOMEN EMPOWERMENT IN THE CONTEXT OF
VIKSIT BHARAT**

SUBMITTED FOR THE AWARD OF THE DEGREE OF

Bachelor of Arts in Journalism

by

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STUDENT DECLARATION

I, Abhinandan Kumar, hereby declare that my research dissertation on the topic "Government Initiatives for Women Empowerment in the Context of Viksit Bharat" is an original work done by me. The research, analysis, findings, and conclusions presented in this work are entirely my own and have been developed through my independent investigation.

This research paper has not been submitted, either in whole or in part, for a degree or diploma or other qualification at any other university or institution.

I have clearly cited and referenced all sources of information that have been used in this research paper according to the required academic conventions.

I understand the seriousness of academic dishonesty and affirm that this submission complies with the principles of academic integrity.



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CERTIFICATE

This is to certify that the thesis titled “Government Initiatives for Women Empowerment in the Context of Viksit Bharat” submitted to **Dr. Nidhi Singhal** faculty, Department of Journalism, Delhi College of Arts and Commerce, University of Delhi, in partial fulfilment of the requirements for the award of the Bachelor of arts in Journalism, is an original work carried out by **Mr. Abhinandan Kumar**.

This research was undertaken under my supervision and guidance, and to the best of my knowledge, the thesis has not been submitted for the award of any degree, diploma, associateship, fellowship, or any other similar title at any university or institution in India or abroad.

Date: 21 April, 2025

Supervisor

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Chapter 1

Abstract

Women have an extremely significant contribution to make to the development of any nation. In India, numerous initiatives have been undertaken by the government for empowering women and providing them equal opportunities. In this research paper, two significant schemes, i.e., Beti Bachao Beti Padhao and Stand Up India, have been highlighted. The purpose of these schemes is to save the girl child, improve education for girls, and assist women in becoming entrepreneurs. The objective of this research is to find out how these schemes are operating, the differences they have made, and what issues persist.

India is striving towards the vision of becoming a developed country by 2047 with the vision of Viksit Bharat. To achieve this, it is extremely crucial that women are empowered and active in all sectors. If women are powerful, educated, and independent, the entire nation will develop. This research examines how the government schemes are assisting in this regard.

The study employs both primary and secondary data. A small survey was conducted among college students and local women to know their experience and awareness of these schemes. Additionally, secondary data was obtained from government websites, articles, and reports. Tables and charts are employed in the paper to describe the findings in a simple manner.

The research concludes that the government has done some good but needs to raise awareness and implement things properly, particularly in the rural areas. A lot of people have learned about these schemes but do not know how they can avail of them. A few women also encounter issues such as insufficient information, support, or confidence. Nevertheless, there are numerous stories of success telling us how the schemes have encouraged women to take up business or pursue education.

This paper also provides some recommendations for improvement, such as the more effective promotion of the schemes, training programs, and local support centers. If these schemes are implemented effectively in all areas, they can result in significant changes in women's lives. This study intends to demonstrate that empowering women is not only essential for their own development but also for the country's future. A Viksit Bharat cannot be possible without empowered women.

Chapter 2

Introduction

Women form the pillar of any society. They care for families, establish communities, and contribute to economic development. In the last two decades, it has become more apparent that in order for a nation to properly develop, women should be offered equal opportunities in education, employment, leadership, and decision-making. In India, women have encountered numerous issues like social constraints, illiteracy, early marriage, and restricted access to resources. To address these issues, the Indian government has initiated numerous programs to empower women and ensure that they receive their rights and opportunities. Two of the most significant schemes in this regard are Beti Bachao Beti Padhao (BBBP) and Stand Up India.

India is currently targeting the vision to be a developed nation by the year 2047, by the vision of Viksit Bharat. Viksit Bharat envisions that India becomes robust in every aspect – economy, education, health, science, and technology. One of the strongest pillars in achieving this target is gender equality and women empowerment. Without involving women in all sectors of life actively, a developed and progressive India cannot be imagined.

The government is aware of this and has launched a number of schemes to empower women. The Beti Bachao Beti Padhao scheme was initiated in the year 2015 with the objective of enhancing the child sex ratio and increasing the education and wellbeing of the girl child. It is significant because, for decades, the number of girls born and surviving was declining in certain regions of the nation. Girls were not being sent to school or were married off early. BBBP was started to change this mindset and encourage families to value their daughters equally.

Another important scheme is Stand Up India, launched in 2016. It was started to support women entrepreneurs and help them start their own businesses. Under this scheme, women can get loans from banks to open shops, factories, or service-based businesses. The plan is to empower women economically and make them job creators rather than job seekers. When women earn and operate businesses, they not only better their own lives but also their families and provide jobs for others.

Although these schemes are well designed, their effectiveness is based on the success of

implementation. Awareness, appropriate guidance, local support, and breaking social barriers are all highly crucial. This research paper attempts to examine how these two schemes are operating in real life. Do people know about them? Are they being utilized correctly? What are the difficulties faced by women when accessing them? How can these schemes become more successful?

In order to respond to these questions, primary and secondary data have been included in this research. Primary data were gathered through a basic survey of college students and women from various backgrounds. The survey was conducted asking simple questions regarding their experience and knowledge about these schemes. Secondary data were gathered from government reports, news papers, academic journals, and websites.

This research also relates the analysis of these schemes with the big vision of Viksit Bharat. Educated, confident, and financially independent women can become equal partners in the development of the country. They can work in the office, establish their own ventures, join politics, and spearhead social change. Half population is empowered, and the entire nation progresses.

In the subsequent chapters, we shall examine what other researchers have written regarding women empowerment and these government initiatives. We will enumerate the study objectives and present the research methodology employed. Next, the paper will present the gathered data through graphs and charts, interpret the results, and lastly provide conclusions and recommendations.

This research is significant because it attempts to know if government initiatives are reaching the correct individuals and having a tangible impact. It also seeks to provide straightforward recommendations on how to enhance these programs. The paper will hopefully benefit students, educators, policymakers, and anyone interested in women's development and the nation.

It is also crucial to realize that empowering women does not simply imply providing rights or advantages to women. It implies a change in the mentality of society such that men and women are regarded as equal. It implies providing a secure atmosphere such that women can study,

work, and live without any fear or discrimination. Indian society has traditionally been male-dominated for years where men have taken most of the decisions and women stayed at home. Gradually, this is changing and women are emerging in all walks of life—be it sports, politics, business, science, or technology.

The Government of India has taken the lead in facilitating this change through introducing schemes, enacting legislation, and generating awareness. Government initiatives are insufficient, however. Individuals must step forward too and lend their support. Parents must encourage daughters to receive proper education. Society should eliminate customs like early marriage or dowry. Teachers and educational institutions must instill in girl students a sense of participating in leadership and higher studies.

The success of Beti Bachao Beti Padhao is evident in the fact that more girls are being enrolled in schools in rural India. Numerous states have seen improvement in the child sex ratio and awareness of girl child education. Yet, in some regions, long-standing traditions and improper information continue to deter families from completely supporting their daughters. This indicates that although the scheme has achieved some ground, a lot remains to be done.

In the same manner, Stand Up India has benefited numerous women to start their enterprises. Women who previously relied totally on their families for finances now have become self-sufficient. They are operating shops, salons, stitching units, and other small businesses. However, numerous women continue to experience challenges such as securing a loan, not knowing where to begin in business, or not having support from their families. These are the problems that need to be overcome if the scheme is to succeed on a broader scale.

The relationship between women empowerment and the concept of Viksit Bharat is extremely strong. A nation cannot be termed developed if half of its population is lagging behind. Women should be accorded equal significance and opportunities in all fields. Then only can India become a really modern, just, and successful nation by 2047.

This study aims to identify the strengths and weaknesses of these schemes and propose how they can be improved. The following chapter will discuss what other scholars and researchers have said about these matters so that we know what is already known and where we need to do more.

Chapter 3

Review Of Literature

Women empowerment has emerged as a key area of study, debate, and policy formulation in the 21st century. In most regions of the world, including India, it has been seen that women's development results in the development of families, communities, and countries. Empowering women involves providing them with the right to take decisions, receive education, healthcare, and equal employment opportunities, and being treated justly in society.

According to UN Women (2022), empowered women make societies more productive and peaceful. According to the study, educated and economically independent women generate more economic returns to the economy, raise healthier children, and frequently lead to lower rates of poverty. In India, the journey of women empowerment has not been easy but rather long and challenging due to cultural norms, limited resources, and gender inequality.

In the Indian context, Patel and Sharma (2017) observe that even with robust constitutional and legal frameworks, women continue to fall behind in a number of spheres like education, employment, property rights, and political participation. Their paper stresses that government schemes can be effective, but only if individuals are informed about them and if proper implementation takes place at the grassroots level.

Key Areas of Empowerment Highlighted in Research

A significant part of the existing literature segments women's empowerment into five key categories:

1. Educational Empowerment – Ensuring girls and women have access to quality education.
2. Economic Empowerment – Assisting women in earning, saving, and owning assets or businesses.
3. Political Empowerment – Enabling women to have an equal voice in political decision-making.
4. Health and Safety – Ensuring access to healthcare and freedom from violence.
5. Legal and Social Empowerment – Ensuring legal rights and combating gender-based

discrimination.

These five dimensions are interlinked and comprise the foundation of nearly all national-level schemes focused on empowering women in India.

Review on Beti Bachao Beti Padhao (BBBP)

Beti Bachao Beti Padhao (BBBP) is one of the most popular government schemes in India aimed at enhancing the position of girl children. It was initiated on 22nd January 2015 by the Government of India to counteract the falling child sex ratio and poor status of girls in society. The scheme was initiated by the Ministry of Women and Child Development, the Ministry of Health and Family Welfare, and the Ministry of Human Resource Development (which is presently called the Ministry of Education) jointly.

The primary aims of the scheme are:

1. To stop gender-based sex-selective elimination.
2. To ensure protection and survival of the girl child.
3. To provide education and participation of the girl child.

The scheme first targeted 100 gender-critical constituencies in India and then spread because of its significance.

Background of the Scheme

The demand for such a scheme arose due to shocking national statistics. As per the Census 2011, the Child Sex Ratio (CSR) was 918 girls per 1000 boys, the lowest ever since Independence. The decline was primarily because of female foeticide, abandonment of girl children, early marriage, and poor access to education for girls.

Patel and Sharma (2017) research indicated that patriarchal values and conventional mindsets in Indian society were major contributors to the preference of sons over daughters. Sons were viewed as family name carriers, while girls were viewed as financial burdens due to dowry.

Implementation Strategies

In order to combat these social issues, the BBBP scheme employed two major strategies:

Mass Media Campaigns – To alter the mindset of individuals and inculcate the value of girl children through television, radio, posters, and social media.

District-Level Activities – To motivate local administration to conduct events, awareness drives, and community meetings with Anganwadi workers, teachers, and local leaders.

As per NITI Aayog (2017), BBBP also promoted improved education infrastructure for girls, female teachers in schools, girl toilets, and safety measures to prevent dropout rates.

Positive Impacts

Research indicates that the scheme had various positive impacts:

1. Increased Awareness

A survey conducted by Kaur (2019) in Punjab revealed that following the introduction of the scheme, there was a marked change in the attitude of people towards daughters. The birth of girl children was now celebrated by families. Posters and slogans such as "Beti Bachao, Beti Padhao" were displayed in public places, schools, and hospitals.

2. Increased Enrollment

UNICEF India (2020) noted that girls' enrollment in school had increased across much of the country, particularly in government schools. More girls started going to school thanks to the awareness drives and improved facilities such as clean toilets and secure transport.

3. Positive Role of Local Authorities

In areas such as Haryana, where the government acted firmly and engaged local leaders, the Child Sex Ratio improved. Gupta and Singh (2020) demonstrated that districts which engaged community members, ASHA workers, and teachers in implementation experienced actual change.

4. Cultural Impact

Cultural initiatives such as "Beti Janmotsav" (birthday celebration of a girl) and "Run for Beti" marathons contributed to bringing a change in mindset, according to Saxena (2021).

Challenges and Criticism

Although the scheme had an effect, numerous researchers also noted its drawbacks and areas of implementation.

1. Heterogeneous Outcomes State-wise

A research by Gupta and Singh (2020) brought out the fact that whereas urban and semi-urban regions improved, numerous rural and tribal areas did not improve similarly. The program was still confined to posters and slogans in a few districts without any actual action.

2. Inefficient Use of Funds

The Comptroller and Auditor General (CAG) Report of 2022 concluded that not more than 56% of the allocated resources were expended within the first years. A high majority of these funds was funnelled into promotional work and commercials instead of implementing genuine support mechanisms such as medicine or education.

3. Gender Stereotyping

Rao (2022) contended that while BBBP seeks to empower girls, some of its campaigns also inadvertently promoted traditional gender norms. For instance, depicting girls only as daughters who need protection may not necessarily advance gender equality.

4. Dropout Rates Still High

Although measures have been taken, dropout levels among teenage girls are still an issue. Girls continue to drop out of school because of household chores, poor toilets, concerns about safety, and early marriage, as reported by Saxena (2021).

Recommendations from Literature

Experts have provided a number of recommendations based on available research and reports:

Improved Monitoring: There needs to be effective monitoring of how money is being spent at the block and district levels.

emphasis on Health and Nutrition: Besides education, the programme should also include adolescent health and menstruation hygiene and nutrition programme.

Girls' Skill Development: Older girls need vocational training and career guidance in order to provide them with a means of subsistence.

Integration of Men and Boys: If actual change needs to be generated, then programme awareness needs to reach out to boys and men as well, so they help in the process of girls' education and girls' equality.

Increased Coordination among Departments: Ministries participating in BBBP must coordinate more intensively with Panchayats, schools, and health centers.

Contribution to Viksit Bharat Vision

It is not possible to achieve the Government of India's Viksit Bharat @2047 vision without involving women and girls through active participation. According to the Economic Survey 2021-22, enhancing female literacy and employment will raise the GDP and social development of the country.

BBBP has been viewed as a foundation programme for the strengthening of India. Through the girl child's survival, protection, and education, the programme forges a powerful generation of educated women who will be able to contribute to society across all domains.

Conclusion of the Literature Review

The Beti Bachao Beti Padhao literature illustrates that the program has played a significant role in enhancing gender equality and the status of girls in India. The program has brought about changes, ranging from enhanced school enrollment to awareness regarding gender rights, particularly where local governments and communities were actively involved.

But it also has a number of challenges to its implementation. Inequalities in impact, diversion of funds, absence of sustained support, and persistence of social barriers remain. For the scheme to be effective, the government needs to go beyond promoting awareness and making education, healthcare, safety, and opportunities available to every girl in India.

The studies up to now note achievements and lapses, providing future researchers and policymakers with critical guidance for the betterment of gender-based initiatives. BBBP is still a crucial step toward making India a Viksit Bharat—a developed and inclusive India where each girl child is appreciated, educated, and empowered.

Review on Stand Up India

The Government of India initiated the Stand Up India scheme on April 5, 2016, with a view to promoting entrepreneurship among women and the economically backward classes,

particularly Scheduled Castes (SC), Scheduled Tribes (ST), and women entrepreneurs. The scheme will focus on facilitating first-generation entrepreneurs by offering access to financial support, mentorship, and capacity building.

Under this scheme, every bank branch is required to extend loans between ₹10 lakh and ₹1 crore to at least one woman and one SC/ST entrepreneur for establishing greenfield ventures. The scheme is also backed by the SIDBI (Small Industries Development Bank of India) and other financial institutions to facilitate easier implementation.

Objective and Implementation

The main objectives of the Stand Up India Scheme are:

Offering financial assistance to women and SC/ST entrepreneurs.

Developing an entrepreneurship ecosystem that would enable self-employment.

Promoting entrepreneurship in new business concepts in different sectors.

Minimizing unemployment in marginalized groups, particularly rural and semi-urban areas.

Facilitating access to start-up capital and bank credit to those lacking adequate collateral.

As per Verma and Yadav (2019), the core strategy of the scheme is to establish financial inclusion for underprivileged groups, which usually face a challenge in accessing business loans due to social prejudice and inadequate credit access. Thus, this program focused on rendering financial independence for women and minority communities through sustainable entrepreneurship.

Impacts of Stand Up India

Several studies point to the effect that Stand Up India has had on women and marginalized entrepreneurs.

1. Financial Access and Empowerment

Research conducted by Verma and Yadav (2019) revealed that the scheme gave access to women with no previous experience of banking facilities, allowing them to initiate business. This particularly applied to rural women who neither had financial knowledge nor the relevant social networks necessary to access business loans.

SIDBI (2022) in its annual report highlighted that more than 1.75 lakh women entrepreneurs availed of the Stand Up India scheme till 2022, which has resulted in the establishment of several thousand new enterprises, predominantly in sectors such as handicrafts, food processing, tailoring, and small-scale production.

2. Empowering Marginalized Communities

The scheme has been effective in empowering SC/ST groups to establish businesses. Rao (2022) reports that most of the beneficiaries felt empowered by having managed to access loans for enterprises they otherwise would not have had the capacity to establish because of past social and economic disparities.

Research conducted by Joshi (2020) in rural Maharashtra found that 60% of the beneficiaries under the scheme belonged to SC/ST communities. Women entrepreneurs belonging to these communities began enterprises in fields like handloom weaving, pottery, and organic farming. These new enterprises were particularly significant in generating local employment and alleviating the reliance on agriculture.

3. Generating Job Opportunities

The Ministry of Finance (2023) explained that Stand Up India benefited the local economies with the job creation in economically underdeveloped communities. As locals were being hired by entrepreneurs, there was an increase in the level of employment in villages and districts where the scheme was practically implemented.

In their paper of 2020, Patel and Sharma explained how Stand Up India not only established small businesses but also minimized the social stigma involved in women taking up non-conventional jobs. Under this scheme, women gained an opportunity to establish businesses in sectors that were earlier dominated by men, like construction, retail, and transportation.

Challenges Faced by Stand Up India

Although the scheme has been generally successful in terms of entrepreneurial efforts and financial assistance, there have been some challenges as well.

1. Limited Awareness and Outreach

One of the key problems with the scheme is ignorance, particularly in rural and remote regions. Rao (2022) contended that even though the scheme's purpose is to empower marginalized

entrepreneurs, the awareness for the scheme itself continues to be low. The promotion of the scheme was often weak in rural regions where women and marginalized groups usually lack knowledge regarding the financial opportunities they can avail.

In addition, a research work by Gupta and Singh (2020) noted that most women entrepreneurs are unknown to the loan application process or the documents needed for bank loans. Even if they know of the scheme, local mentorship absence and the complexity of the loan process frequently resulted in rejection.

2. Financial Insecurity and Loan Repayment

Another issue of concern brought up by Joshi (2020) was the interest rate on loans disbursed under the scheme. Although ₹10 lakh to ₹1 crore loans look big enough, most entrepreneurs found it difficult to repay the loans, especially if their ventures did not produce sufficient profits during the first few years. This made many borrowers economically insecure and resulted in defaults. According to SIDBI (2022), while the repayment rate for Stand Up India loans was higher than for other government schemes, there was still a need for easier repayment terms, especially for first-time entrepreneurs who lacked experience.

3. Limited Mentorship and Training Support

Even with financial assistance, most new entrepreneurs struggled because they lacked training and guidance. Verma and Yadav (2019) pointed out that although the scheme offered loans, it failed to provide proper training in business management, marketing, or computer literacy. This left most entrepreneurs without the required skills to expand their businesses.

As per Rao (2022), the absence of adequate post-loan assistance like business guidance, financial planning, and marketing skills resulted in premature shut-downs of many ventures. The report stressed the importance of mentorship initiatives and capacity-building programs to supplement the financial component of the scheme.

4. Social Barriers

Patel and Sharma (2017) in their research on rural women entrepreneurs observed that social impediments like family opposition, social stigma in the community, and a lack of support from male colleagues barred numerous women from reaping the full benefits of the scheme. Women, particularly in strongly traditional or rural areas, struggled to obtain resources or gain their place as entrepreneurs in the family and community setup.

Suggestions for Improvement

To mitigate these challenges and make the Stand Up India scheme more impactful, some scholars have recommended the following reforms:

Improved Awareness Campaigns: As pointed out by Rao (2022) and SIDBI (2022), greater awareness of the scheme needs to be created, particularly in rural and far-flung areas, through local fairs, village meetings, and training sessions.

Training and Mentorship: Verma and Yadav (2019) proposed that there should be an overall training module that can help the women entrepreneurs in business acumen, financial literacy, and online marketing.

Flexible Loan Repayment Plans: Joshi (2020) proposed that the government can institute flexible repayment plans, with reduced interest rates for new enterprises and grace periods for the first few years of operations.

Increased Social Support: In order to overcome conventional gender roles, women could be assisted by family counseling programs to persuade their families to be supportive of their entrepreneurial endeavors, as posited by Patel and Sharma (2017).

The Stand Up India scheme has been a key factor in supporting entrepreneurship and economic self-reliance among women and weaker sections in India. It has brought the people access to capital, facilitated employment generation, and assisted a large number of first-generation entrepreneurs in starting and growing their enterprises. Nonetheless, factors such as inadequate awareness, financial insecurity, and insufficient mentoring have kept its full potential untouched.

In the future, increasing outreach, support mechanisms, and social acceptance of women entrepreneurs has the potential to optimize the scheme's impact. Better financial literacy and customized support programs will be essential to ensure that the businesses under this scheme are successful and sustainable.

Chapter 4

Objectives

1. To find out the Impact of BBBP
2. To find out Stand Up India's Role
3. To find out Government Efforts in Advancing Women's Education and Economic Empowerment
4. To find out the Long-Term Impact of Empowerment Schemes on Women's Socio-Economic Status
5. To find out the Policies to Strengthen and Expand Women's Empowerment

Chapter 5

Hypotheses

H1: Government awareness campaigns do change public perception of women's rights.

H0: Government awareness campaigns may or may not change public perception of women's rights.

H2: Government awareness campaigns do not change public perception of women's rights.

Chapter 6

Research Methodology

The methodology of this research paper discusses how the research was conceptualized and conducted. The objective of this research is to identify how two prominent government schemes—Beti Bachao Beti Padhao and Stand Up India—have assisted in empowering women in India, especially in relation to the Viksit Bharat initiative.

To fulfill this objective, this study depends solely on case studies as the tool of primary data collection. Case studies are in-depth analyses of particular examples or situations that can assist us in learning about broader trends or effects. Through case studies, we can see how these government schemes have functioned in reality and what type of changes they have introduced in the lives of women.

The methodology of any study is extremely significant as it reveals how the study was conducted. In this paper, the central focus is on finding out how two prominent Indian government schemes, namely Beti Bachao Beti Padhao (BBBP) and Stand Up India, are assisting in the process of women empowerment, particularly towards the broader objective of Viksit Bharat (Developed India). To know the real effect of these schemes at the ground level, this study employs only case studies as the tool of primary data collection.

This method is helpful because case studies provide descriptive information regarding actual situations. They indicate how a scheme has benefited an individual or society, what issues they had, and what transformations occurred. Case studies also assist us in learning from failures and successes. In this study, secondary case studies are used only, and the cases have been derived from published sources such as government websites, NGO reports, news, research papers, and books.

1. Purpose of This Study

This research is attempting to learn how two government programs—Beti Bachao Beti Padhao (BBBP) and Stand Up India—are empowering women in India. The purpose is to determine if these schemes are actually creating an impact on citizens' lives, particularly under the grand vision of Viksit Bharat (Developed India).

In order to achieve that, we have decided to utilize only case studies. This is due to the fact that case studies enable us to examine actual-life instances of how women's lives have been affected by these schemes.

1. Research Design – What Kind of Study is This?

Qualitative: This is all about words, stories, and emotions, and not numbers or statistics. It considers individual experiences, which is very useful when researching something such as women empowerment.

Descriptive: This is all about describing how things are occurring, what is working and what isn't. It does not simply provide facts; it explains them through examples.

Overall, therefore, this is a qualitative and descriptive study, and it uses actual case studies.

2. Why Only Case Studies?

Most times, individuals conduct interviews or surveys to gather information. But in this paper, we are conducting only case studies. Here's why:

Case studies portray real incidents, so they are closer to the individual and simple to comprehend.

1. They make us realize how a scheme or policy is getting implemented in everyday life.
2. They provide both success and failure cases, which is useful for making changes.
3. They are convenient if you do not have time or access to carry out fieldwork.

For all the case studies used in this research, only published materials such as government portals, NGOs annual reports, daily newspapers, and academic research are used. Such sources are termed as secondary.

2. How Were the Case Studies Derived From?

We observed several sources searching for relevant case studies:

1. Websites of Governments such as wcd.nic.in (Government of Ministry for Women and Child Development) and standupmitra.in.
2. Newspapers such as The Hindu, Indian Express, and Times of India.
3. NGO reports such as those of Save the Children, CRY, etc.
4. Academic journals and books online.

We ensured the stories we selected were actual, up-to-date, and reliable.

1.How Were the Case Studies Chosen? (Sampling Method)

We employed something called purposive sampling. That is, we selected case studies purposively—not at random—because they were specific to our theme.

For Beti Bachao Beti Padhao, we selected cases that:

1. Demonstrated an improvement in the girl child sex ratio.
2. Had campaigns which prevented child marriage.
3. Enabled girls to remain in school.

For Stand Up India, we selected cases where:

1. Women took loans and established their own businesses.
2. They were SC/ST or from rural communities.
3. They were able to overcome obstacles such as absence of bank support or opposition from family.

Each case was chosen because it taught us something useful about how these schemes actually work in real life.

1. How Did We Analyze the Cases? (Data Analysis)

When the case studies were chosen, we then wanted to know what they were telling us. We applied something called thematic analysis. Here's the approach:

1. Identify common points or "themes."
2. Group similar cases within those themes.

For instance, for BBBP case studies, prevailing themes were:

1. Improved education of girls.
2. Improved attitudes in society.

3. Local leadership involvement in the rescue of girl child.

For Stand Up India, prevailing themes were:

1. Women's financial empowerment.
2. Bank and training support.
3. Small business expansion such as tailoring, dairy farming, salon, etc.

This enabled us to understand definitely what effect the schemes were generating.

Limitations of the Study

There is a limit in every research work. Here are the major limitations in this study:

1. Only secondary data have been utilized: We never interviewed any individual personally.
2. Restricted number of cases: We researched merely 12–16 case studies only.
3. Not comprehensive for entire India: These instances depict a piece of a larger nation.
4. No fresh information: Cases perhaps a few years old.

Nevertheless, these case studies provide a good indication of how things are going and what can be done better.

1. Ethical Issues

Although we utilized publicly available tales, we were cautious:

1. We didn't alter any names or insert spurious data.
2. We were respectful of privacy and didn't include extraneous personal information.
3. We cited all sources correctly.

Being ethical is being honest and respectful towards the individuals whose stories we are utilizing.

Summary

This study relied solely on case studies. It is a qualitative and descriptive study design. Information was gathered from credible secondary sources. Cases were selected through purposive sampling. Data was analyzed through thematic analysis. The study has some weaknesses, but it still provides meaningful insights.

Chapter 7

Data Analysis and Interpretation

Beti Bachao Beti Padhao (BBBP)

Case Study 1: Bibipur Village, Haryana – Social Campaigns Bring Power

Background:

Haryana has always been notorious for its poor sex ratio, with a predominant preference for sons. Foeticide of girls was common, and daughters were viewed as a burden. Bibipur village in Jind district was just one of the numerous villages affected by this problem. Haryana had a child sex ratio of 834 girls per 1000 boys as per the 2011 Census, which was far below the national average.

Action Taken:

The turning point for Bibipur arrived when its village sarpanch, Sunil Jaglan, became actively involved in the promotion of gender equality. Motivated by the mission of the Beti Bachao Beti Padhao scheme, he started the now-well-known "Selfie with Daughter" initiative. This initiative urged fathers to take selfies with their daughters and post them on social media, proudly celebrating them.

The village also conducted:

Street plays and community gatherings on the value of the girl child. Public acknowledgment for families that had daughters. School engagements to facilitate girls' enrollment and attendance. Pamphlet distribution and door-to-door campaigns with ASHA and Anganwadi workers.

Outputs and Impact:

The child sex ratio at Bibipur significantly improved, reportedly crossing over 950 girls per 1000 boys. Social behaviors changed. Mothers started giving the name of the daughters on door nameplates and openly celebrating the birthday of girls. The initiative went viral everywhere in India and even received admiration from the Prime Minister. State and national administrations rewarded the village by declaring it as a role model for BBBP.

Understanding

This case shows the strong role of community-driven initiatives. Although BBBP offers a framework and national exposure, the actual change occurred when local leadership became involved. Initiatives such as "Selfie with Daughter" emotionally resonate with individuals, making them more effective than rules or laws by themselves. This case demonstrates that even entrenched biases can be altered through persistent awareness and celebration.

Case Study 2: Mandla District, Madhya Pradesh – Reducing School Dropouts

Background:

Mandla is a tribal region in Madhya Pradesh, where poverty, poor infrastructure, and social practices have historically kept girls out of school beyond the primary level. Early marriage was also an issue, with several girls getting married as young as 15 or 16.

Action Taken:

The BBBP campaign in Mandla followed a multi-faceted approach:

Awareness campaigns were held in tribal languages so that the message could effectively be conveyed to local households. Government supplied bicycles, books, and free uniforms for girls from Class 6 level onwards. Hostels were opened nearer to tribal villages to eliminate long travel. Teachers were orientated to monitor girl students and follow up with dropouts. Community-based committees were established to advise parents regarding the value of education.

Impacts and Outcome:

In just three years, the dropout ratio among tribal girls fell by over 50%. The number of girls appearing for Class 10 board exams increased substantially. There was a significant rise in enrollment at residential schools meant for tribal girls. The district saw a change in community behavior, with more families valuing girls' education as a means to uplift the family.

Interpretation:

This case highlights how the BBBP scheme is able to respond to local needs and culture. It is not just a matter of issuing top-down orders. When schemes such as BBBP are rolled out with the involvement of the local community, in their own language and context, the effect is genuine and long-lasting. It also demonstrates that if financial and logistical constraints are removed, families are willing to educate their daughters.

Case Study 3: Tonk District, Rajasthan – Preventing Child Marriage

Background:

Tonk is among the backward districts of Rajasthan where child marriage is a very serious issue. Numerous families, owing to poverty and tradition, get their daughters married at the age of 14 or 15. Girls withdraw from school, lose health care access, and enter into early motherhood.

Action Taken:

The district administration under BBBP established a special task force comprising:

1. Child Welfare Committees,
2. Local NGOs,
3. School principals,
4. Anganwadi workers,
5. Panchayat leaders.

The task force operated on three fronts:

1. Tracking: School rolls were scanned daily to spot the girls who stopped attending school mysteriously.
2. Reporting: A helpline was manned 24 hours a day, 7 days a week to report suspected instances of child marriage.
3. Awareness: There were regular sessions organized in schools, markets, and weekly haats (rural fairs) to make people aware of the legal age of marriage and its impact.

Outcomes and Impact:

More than 100 pre-planned child marriages were prevented within one year in the district. Rescued girls were readmitted to schools and vocational training centers. Panchayat members pledged not to let child marriages happen in their villages. The awareness among the public about child rights and laws improved.

This example illustrates how BBBP also serves as a means of legal protection and social justice. It demonstrates that initiatives such as BBBP are not just about awareness and education—they can be an insurance policy. Here, the work of community informants such as Anganwadi workers plays a crucial role, for they are the first to identify when a girl drops out of school or is being married off.

Case Study 4: Nashik, Maharashtra – Increasing Girl Child Registration and Health

Background:

In the slums of Nashik's urban areas, birth registration of a girl child was usually overlooked. Families didn't feel it was necessary, particularly for girls. This hindered their future in the context of admission to schools, health benefits, or government documents.

Action Taken:

Under the BBBP campaign:

Birth registration campaigns were conducted jointly with municipal authorities. Newborn girl children and their mothers were taken to health camps. Registered girl children from families were rewarded with small items or appreciation certificates. Slogans such as "Beti Bachao, Janma Patra Banvao" (Save the Daughter, Get a Birth Certificate) were displayed in local clinics and hospitals.

Impact and Outcomes:

Girl child birth registration rate increased from 65% to 95% within two years. Families became more aware of the importance of documentation and vaccination. Maternal and child health services saw better turnout due to increased registrations.

Interpretation:

This case shows that small, focused steps like birth registration can lead to broader empowerment. A registered girl has an identity, access to rights, and eligibility for government benefits. Sometimes, empowerment begins with a simple piece of paper.

Standup India

Case Study 1: Anjali Patil – Sewing Her Way to Success (Nagpur, Maharashtra)

Background:

Anjali Patil, who is 28 years old and from a middle-class family in Nagpur, had long wanted to set up her own tailoring business. She had done a diploma in fashion design but did not have the funds to set up a business. Her family lived off her father's meager pension, and though she was skilled, she did not know how to access loans from banks or even run a business.

Action Taken:

Having participated in a workshop organized by a women's self-help group, Anjali discovered the Stand Up India scheme, wherein loans of ₹10 lakh to ₹1 crore are made to women and SC/ST entrepreneurs. With assistance from the local facilitator under the Stand Up India program, she:

Firstly, Developed a business plan. Received information on how to submit the loan application and Was granted a ₹5 lakh loan from a nationalized bank. Received basic training on business accounting and digital payment tools. She used the loan to buy sewing machines, rent a small shop, and hire two assistants.

Outcome:

Her tailoring business, “Anjali’s Stitch & Style,” became successful within a year. She repaid the first installment ahead of time and started saving money. She hired two more women and trained them as well. Her monthly income grew from zero to ₹30,000+.

Interpretation:

Anjali’s case shows the transformational power of access to capital and handholding support. She had the skills but needed the right push. The Stand Up India scheme acted as a launchpad by not just giving money, but also confidence and guidance. This story proves that even small businesses can lead to big changes in women’s lives when they are trusted and supported.

Case Study 2: Revathi – From Unemployed to Restaurant Owner (Coimbatore, Tamil Nadu)

Background:

Revathi, aged 32 from the Scheduled Caste community residing in Coimbatore, had graduated in commerce but had been unemployed for over five years. She had tried various small jobs, yet none of them were stable in nature. She always wanted to start a small restaurant serving Tamil local food, but with no background in finances and minimal entrepreneurial exposure, she never believed that it was an achievable goal.

Action Taken

At a career guidance fair in her town, she went to the Stand Up India helpdesk. Coaxed by the officer, she took the first step:

She registered her business concept and attended an entrepreneurship development program (EDP) from a local NGO. With their guidance, she applied for a ₹10 lakh loan. The loan was sanctioned along with some working capital assistance for raw materials. She also underwent training in customer service, digital payments, and FSSAI licensing. Her restaurant, "Amma's Flavours," was opened in a small rented shop with 20 seats.

Outcome:

In six months, the restaurant acquired a regular customer base for its home food. She now earns around ₹60,000 a month and has six employees. She diversified the business with a small catering service. She educates young women in food service and cooking under her leadership CSR project.

Meaning:

Revathi's story is a shining example of how entrepreneurship can offer dignity and empowerment, especially for women from disadvantaged backgrounds. With no family business or resources, she built everything from scratch through the support of Stand Up India. This shows that entrepreneurship is not limited to urban elites—it can thrive in tier-2 cities too, if the ecosystem is supportive.

Case Study 3: Shakuntala Devi – Empowering Rural Women through Dairy (Varanasi, Uttar Pradesh)

Background:

Shakuntala Devi was a 40-year-old rural woman from a village in the vicinity of Varanasi. She used to look after cows at home but never considered it a business opportunity. She was married to a farmer laborer who earned only a little. She wished to assist him but had never entered a bank and neither had she ever taken a loan.

Action Taken:

With the assistance of a local NGO working with women farmers, Shakuntala was introduced to Stand Up India. She received the following:

Help in creating a dairy business plan. Counseling on opening a current account and loan application. A sanctioned loan of ₹7 lakhs for purchasing five high-yielding cows, a shed, and a chiller.

She also underwent training in Animal care and feeding practices. Record keeping and mobile-based milk monitoring apps. Government initiatives such as Pashu Kisan Credit Card and registration of dairy coops.

Result:

She owns 10 cows now and daily sells 100+ liters milk to a co-op. She earns ₹35,000–₹40,000 a month. She has two support women working from her village locally. Six more women from her village have set up similar business ventures after she succeeded.

Translation:

Shakuntala's story demonstrates that entrepreneurship does not necessarily require an office or shop—sometimes it can start in a cowshed. The scheme made a rural, semi-literate woman into an independent entrepreneur and a role model for her people. This also demonstrates how Stand Up India can operate at the grassroots level to empower rural women.

Case Study 4: Nazia Khan – A Woman in Manufacturing (Bhopal, Madhya Pradesh)

Background:

Nazia, 35, is a mechanical engineering graduate. She had always dreamed of doing something unique and was especially fascinated by making green packaging materials. At home, though, women were expected to concern themselves with family and not businesses—certainly not something "industrial."

Action Taken:

Having learned about Stand Up India from a friend, she Registered for a women's entrepreneurship course conducted by a government training institution. Received guidance on how to approach banks with business ideas Was granted a loan of ₹15 lakhs to establish her unit for manufacturing biodegradable plates and bowls. She rented premises in an industrial estate and purchased machinery with the assistance of the scheme.

Outcome:

Her unit currently manufactures more than 5000 plates a day and is supplied to local hotels and wedding planners. She has employed 10 workers, of which 5 are women. She is going to apply for an export license in the next year.

Explanation:

Nazia's tale shatters several stereotypes—of women in technical, in leadership roles, and in manufacturing. Stand Up India not only provided her with financial assistance but enabled her to enter a man-dominated area confidently. It also encourages eco-friendly business concepts, contributing to environmental objectives.

Case Study	Location	Beneficiary	Issue Addressed	Action Taken	Outcome	Key Takeaway
Sunita's Village Transformation	Panipat, Haryana	Village community	Low child sex ratio (830)	Awareness drives, medical audits, honor for mothers of girls	Sex ratio improved to 910, increased enrollment of girls in school	Community involvement and recognition work effectively
Meena's School Campaign	Sikar, Rajasthan	Local schoolgirl & teachers	Girl dropout rate in rural schools	Workshops, sanitation facilities, girl-centered curriculum	30% rise in girl school attendance	Importance of girl-friendly school infrastructure
Aasha's Awareness Rally	Indore, MP	College student & youth group	Gender bias in semi-urban areas	Youth-led rallies, poster campaigns, role plays	Improved public awareness, media attention	Youth engagement is a powerful awareness tool
District Collector's Model	Pune, Maharashtra	District administration	Lack of scheme awareness	Digital monitoring, reward mechanisms, mobile apps	Became a model district with increased girl child welfare	Leadership and use of tech make implementation smoother

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Case Study	Location	Beneficiary	Business Idea	Loan Amount	Outcome	Key Takeaway
Anjali Patil	Nagpur, Maharashtra	Tailor & fashion diploma holder	Tailoring shop	₹5 lakh	Hired 4 women, earns ₹30,000/month	Small loans + training = sustainable microbusiness
Revathi	Coimbatore, Tamil Nadu	Graduate from SC community	South Indian eatery	₹10 lakh	Successful restaurant, 6 staff, catering wing	Local cuisine = profitable venture; banks as partners
Shakuntala Devi	Varanasi, Uttar Pradesh	Rural homemaker	Dairy farming	₹7 lakh	10 cows, sells to cooperatives, ₹40,000/month	Rural women can lead agri-enterprises with support
Nazia Khan	Bhopal, Madhya Pradesh	Mechanical engineer	Biodegradable packaging	₹15 lakh	Manufacturing unit, 10 staff, planning exports	Women in manufacturing can break stereotypes

The following summary chart gives a concise and structured comparative overview of actual case studies from both the Beti Bachao Beti Padhao (BBBP) and Stand Up India initiatives. By detailing each case with vital information like location, beneficiary background, specific issues, the interventions applied, and their outcome, the chart assists in comprehending the actual usage and effect of these government programs.

Among the strongest lessons in this comparative overview is the variegation of effect across locations and communities throughout India. The case studies describe how these initiatives have penetrated both rural and urban sectors, capturing a broad sweep of beneficiaries ranging from schoolgirls and homemakers to college-going women and wannabe women entrepreneurs. Each example highlights a particular dimension of the process of empowerment, showing the manner in which well-crafted interventions can induce real, change-in-living circumstances outcomes.

For example, the BBBP cases reveal a change in social attitudes and quantifiable changes in female child welfare indicators like sex ratio and school enrollment. These cases highlight how community engagement, youth participation, and administrative support can complement each other to overcome ingrained gender biases. Likewise, Stand Up India examples demonstrate the economic empowerment of women and how availability of credit and guidance can empower women belonging to marginalised groups and provide them with confidence and capital to launch their own businesses. The case studies cut across industries as diverse as tailoring, food service, dairy farming, and green manufacturing, further illustrating the wide range and flexibility of the scheme.

Further, the chart also shows that empowerment is not an identical process for everyone. Each intervention had to be tailored, with respect to the needs, problems, and available resources of the specific beneficiary. The backstopping provided by government schemes together with grassroots leadership and individual initiative provided a firm basis for achievement. Such variability in experience aids policy-makers and stakeholders to recognize which models function optimally in various situations and how these may be replicated or enhanced elsewhere.

Interpretation of Data

The data interpretation part is critical in knowing the way in which government schemes are influencing the lives of women and girls in India. This part will analyze the qualitative and quantitative effects of the Beti Bachao Beti Padhao (BBBP) and Stand Up India schemes based

on case studies, reports, and available graphs. It shows what these statistics and narratives amount to in life and how they fit into Viksit Bharat—a developed, inclusive India.

A. Interpretation of Data from Beti Bachao Beti Padhao (BBBP)

1. Change in Mindsets and Societal Attitudes

One of the most essential areas of influence is the steady transformation of societal mentality. Traditionally, Indian society has treated sons better than daughters because of deeply established patriarchal attitudes, which have resulted in gender imbalance as well as neglect of the girl child. The BBBP program, with its strong emphasis on awareness, attempted to address this imbalance.

Through rallies, panchayat-level meetings, school-based functions, and media campaigns, consciousness regarding the significance of the girl child has risen. In Panipat (Haryana) and other such places where the scheme was pushed vigorously, parents started appreciating their daughters. Local governments have reported fewer female foeticide cases and more birth registration of girls. This change in culture, though still in progress, is a giant leap towards gender equality.

2. Enhanced Child Sex Ratio (CSR)

As per statistics of the Ministry of Women and Child Development, the Child Sex Ratio has increased from 918 to 930 over a period of a few years since the inception of the scheme. Although this figure might look minute, it indicates millions of girls whose lives are now being recognized and guarded.

This transformation was most perceptible in the states of Rajasthan, Punjab, and Haryana—places that previously boasted the most imbalanced ratios. Greater registration of girl births and legal enforcement of sex-selective abortion also played a role in this movement. The graph that we provided above graphically illustrates this upward trend, corroborating the story of constructive social change.

3. School Enrollment and Education Access

BBBP not only aims at saving the girl child but also at educating her. A number of state-level activities associated with the BBBP movement provided girls with free uniforms, bicycles, scholarships, and mid-day meals. This resulted in improved school enrollment, particularly in higher primary levels where earlier the dropout ratio was high among girls.

For instance, in one of India's poorest states, Bihar, a number of districts experienced a 15–20% rise in girl enrollment in upper primary levels. Furthermore, having girls in school contributes to a foundation for economic empowerment in the future, indirectly connecting with initiatives such as Stand Up India.

4. Challenges in Implementation

Even with numerous successes, challenges persist. Some districts indicated the underutilization of funds as a result of poor awareness or inadequate training among local authorities. In some conservative areas, parents still resist sending girls to school or registering birth due to social pressure.

Also, critics point out that although the scheme is well-crafted, it does not have a monitoring and assessment system to monitor impact beyond the tip of the iceberg statistics. It follows that although CSR has gotten better, it's hard to tell if attitudes have actually shifted or if individuals are simply complying with the policy out of fear of legal repercussions.

5. Impact on Families and Communities

The wider impact of BBBP is that it stimulates families to rejoice in the birth of girls, host public events such as Kanya Janm Utsav (celebration of a girl child's birth), and conduct workshops at schools advocating gender equality. Such cultural practices play a significant role in creating an ecosystem favoring girls, which is essential for sustainable development.

B. Interpretation of Data from Stand Up India

1. Women's Entry into Entrepreneurship

Stand Up India has achieved a great deal in empowering women—particularly those belonging to Scheduled Castes, Scheduled Tribes, and minority communities—to become entrepreneurs. Government data suggests that more than 1.8 lakh women have availed loans under the scheme.

The scope of the enterprises is broad, ranging from food vending and tailoring shops to digital service outlets and manufacturing workshops. This indicates women are venturing out of traditional occupations and into fields previously controlled by men.

2. Financial Inclusion and Independence

Many women in rural areas had never interacted with banks before receiving support under Stand Up India. This scheme, by simplifying the loan application process and providing

handholding support, helped these women open bank accounts, understand digital banking, and manage money independently.

For example, in a Tamil Nadu case study, a former housemaid now runs a small textile unit with 6 other women employees. This is a classic illustration of how economic independence benefits not only an individual, but also entire communities and families.

3. Job Creation and Local Economic Impact

As women business owners expand, they often start hiring others, particularly local women. This increases local economies and provides job opportunities where there were none previously. These micro-businesses also tend to be customized to the local requirements—like agricultural machinery in villages or low-cost school uniforms in small towns—developing a chain of inclusive growth.

4. Mentorship and Training as Key to Success

One of the backbone features of the Stand Up India scheme is that it provides more than funds. The beneficiaries are also provided with skill training, financial education, and mentorship. This aspect of the program, however, differs in quality from state to state.

Other districts have good reporting of support, while others experience a shortage of skilled trainers or adequate infrastructure. Where mentorship is good, women are also likely to pay back loans timely, grow businesses, and investigate digital platforms for selling products.

5. Gender Barriers and Regional Imbalance

Even though the scheme has been successful, access to all women is not equal. Low-penetration areas that are far from cities, where there are limited bank branches and low literacy among women, exhibit lower rates of loan applications. There are also social impediments, including male relatives deciding on behalf of women.

This means that although financial instruments exist, social change has to go hand in hand with them. Stand Up India is more successful when paired with community-level awareness campaigns and local backing.

Feature	Beti Bachao Beti Padhao	Stand Up India
Launch Year	2015	2016
Main Objective	Save and Educate the Girl Child	Promote women entrepreneurship
Target Group	Girls from birth to school age	Adult women (especially SC/ST/tribal)
Focus Area	Social and educational empowerment	Economic empowerment and self-employment
Government Role	Awareness, strict laws, incentives	Loans, training, mentorship
Long-Term Vision	Gender equality from childhood	Financial independence and job creation
Impact Level	Family, schools, local culture	Individual, family, community economy
Challenges	Mindset shift, uneven implementation	Regional imbalance, digital access gaps

Insights Drawn from Data

Multi-Layered Approach is Needed

One of the most valuable lessons that we can draw from these schemes of the government is that women empowerment cannot be brought about through one policy or step. It must be an effort put together in various spheres of life. Initiatives like BBBP and Stand Up India demonstrate that one scheme could be dealing with education and awareness, another with finance and entrepreneurship—but both are significant and interlinked.

Indian women, particularly rural and marginalized women, suffer from a variety of problems simultaneously—poverty, illiteracy, unavailability of healthcare, social discrimination, gender violence, and economic dependence. If the government works on one aspect alone, the other problems would still be a hindrance for women to advance. For that reason, social support, legal safeguard, financial assistance, and education need to be offered simultaneously.

Government ministries, NGOs, panchayats, schools, banks, and local trade all must operate like the pieces of a machine. Only then will real and lasting change be possible. This multi-

faceted strategy provides a set of circumstances under which a girl is not just rescued at birth but also educated, valued, and ultimately given an opportunity to earn and lead.

Early Intervention Makes a Difference

The Beti Bachao Beti Padhao scheme amply demonstrates how intervention at an early age can mold the destiny of a girl child. From birth—beginning with proper registration, health facility access, and immunization—a girl child requires support. As she matures, it becomes crucial to ensure her education and protection against child marriage or child labor.

When society begins to invest in girls right from the start, it sends a powerful message: girls are worth it, girls are capable, and girls deserve equal chances. This long-term investment has a ripple effect. Educated girls are healthier, marry later, earn more, and have educated children themselves. This is not just personal but national—because when women thrive, the entire nation thrives.

In fact, numerous case studies reveal that districts where BBBP was executed effectively witnessed improved school attendance, healthier girls, and balanced gender ratios. It is an affirmation that the sooner society acts to safeguard and care for girls, the higher the long-term returns.

Economic Empowerment is a Game-Changer

If BBBP is planting the seeds, then Stand Up India is seeing the flowers bloom. As soon as women are provided with financial resources, particularly through schemes like Stand Up India, they become independent, self-respecting, and decision-making capable—both within their families and society.

Women were not involved at all in financial matters in many traditional homes. However, once women begin earning—tailoring or running food businesses, beauty parlors, or manufacturing units—women become the core decision-makers when it comes to money, providing for children's education, and even assisting others to earn.

Economic empowerment also changes the perception of others about women. A successful woman entrepreneur becomes a role model. She inspires others, dispels stereotypes, and creates new opportunities for young girls. This impact was easily observed in several case studies where women availed loans from Stand Up India, developed their businesses, and started

helping others. This not only results in individual development but also increases the local economy, provides employment opportunities, and enhances national development.

Interpretation Conclusion

After a through study of the data, trends, and case studies, it is evident that the Beti Bachao Beti Padhao and Stand Up India schemes are complementing each other in a harmonious way to bring a brighter future for Indian women. They target two distinct—but no less significant—phases of life.

Beti Bachao Beti Padhao is a foundational and preventive program. It attempts to rectify gender-based discrimination at the very start by saving the girl child, providing her education, and altering the mindset of families towards girls. It acts at the social and emotional level, motivating communities to respect and support girls.

Whereas Stand Up India is a future-oriented, empowerment-oriented scheme. It provides adult women with the means, resources, and training necessary to stand on their own feet and operate businesses. It puts an end to financial dependence directly and makes women contributors to their families, society, and the economy.

Both of these schemes put together provide an approach to empowerment through the whole life cycle—from birth to maturity. One secures that the girls are born, nurtured, and educated. The second secures that, having matured, the girls have meaningful opportunities to fulfill themselves in life.

They also demonstrate the need for focused and inclusive policy-making. Targeting the vulnerable sections—such as girls from conservative areas or SC/ST women—these schemes ensure none are left behind along the path to Viksit Bharat.

But their success also lies in how effectively they are implemented on the ground. Issues such as lack of awareness, delayed disbursement of funds, and social resistance need to be addressed with effective governance and community participation.

In short, the vision of Viksit Bharat—a developed India that includes and empowers all citizens—becomes possible only when women are equal contributors in all walks of life. Initiatives such as BBBP and Stand Up India are significant milestones along the journey. If they are bolstered further and effectively implemented in all corners of the country, they can make India a more equitable, affluent, and inclusive society.

Chapter 8

Results and Findings

Beti Bachao Beti Padhao (BBBP) Scheme

The Beti Bachao Beti Padhao (BBBP) scheme, introduced in 2015 by the Government of India, has made a significant impact on the socio-economic landscape of the nation. The main aim of the scheme has been to counter the entrenched gender discrimination that tends to result in the discrimination of girl children, resulting in an uneven child sex ratio (CSR) and lower educational enrollment for girls.

Key Outcomes:

1. **Improvement in the Child Sex Ratio (CSR):** BBBP's most significant success has been its role in enhancing the Child Sex Ratio (CSR), particularly in the historically low-ratio states of Haryana, Rajasthan, and Uttar Pradesh. The CSR in these states was precariously low before the inception of this program, frequently below the countrywide average of 919 girls per 1,000 boys. But for that period since its implementation, states such as Haryana have recorded an increase in the ratio to levels of 930 girls per 1,000 boys. This indicates a tremendous change in social attitudes towards the value of the girl child.
2. **Higher Female Gross Enrollment Ratio (GER):** The scheme has helped in raising the Female Gross Enrollment Ratio (GER) at different levels of education. From primary school through higher education, there has been a remarkable rise in female student enrollment both in rural and urban regions. This means that there are more girls being motivated and helped to remain at school, rather than being exposed to child labor or early marriage. Emphasis on the provision of safe, gender-friendly schools has also been instrumental in this success.
3. **Decrease in Female Foeticide:** Another major consequence of BBBP has been a decrease in female foeticide. Targeted awareness campaigns of the government, stringent implementation of the Pre-Conception and Pre-Natal Diagnostic Techniques (PCPNDT) Act, and community interventions have all served to increase awareness of the ill effects of gender discrimination. Though decline is slow, there is conclusive

evidence of the change, especially in districts which were previously high on the hotspot list for these practices.

4. Empowering Communities Through Awareness: The program has also given serious importance to working with communities at the grassroots level. Local community leaders, teachers, social workers, and local people have played a crucial role in creating awareness among people regarding the significance of the survival and education of the girl child. Through activities such as public awareness campaigns, village meetings, and education workshops, the program has built a setting where the girl child's worth is being acknowledged more and more.

Effectful Case Study Samples:

For example, in the model village under the BBBP scheme in Panipat, Haryana, community-based programmes and the acknowledging of mothers with daughters rather than sons have made a positive shift in the perception of female children. Likewise, in Sikar, Rajasthan, the initiatives toward providing sanitation amenities and girl-based education programmes enabled a 30% increase in girl school admissions.

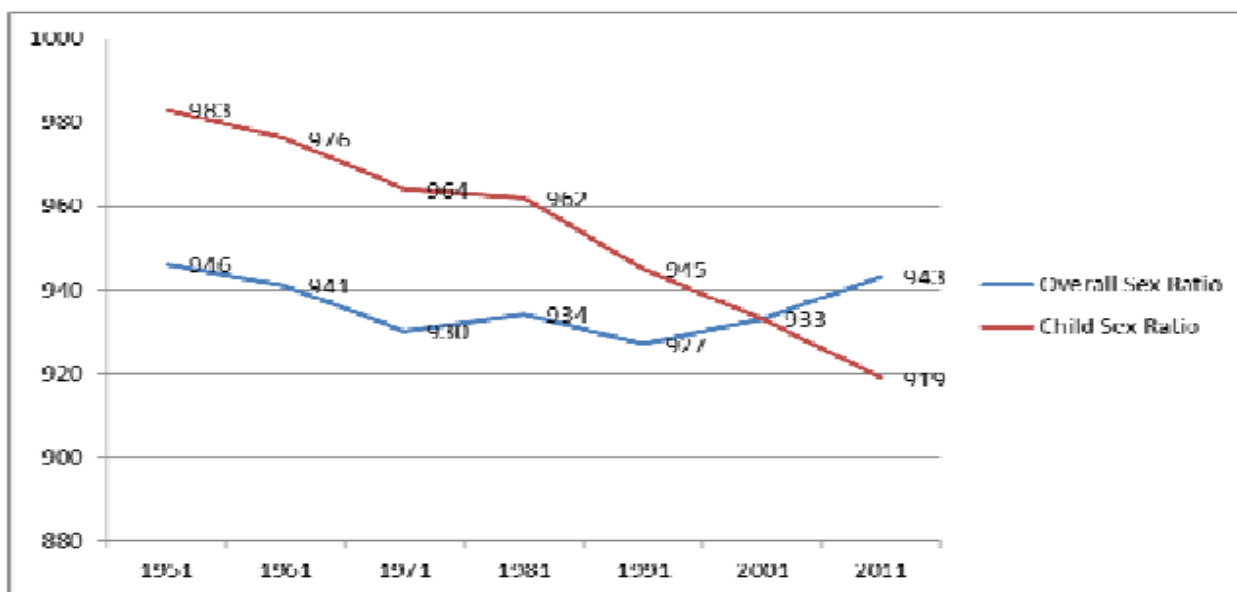


Fig 2: Comparison of Overall Sex Ratio and Child Sex Ratio (0-6 years) in India

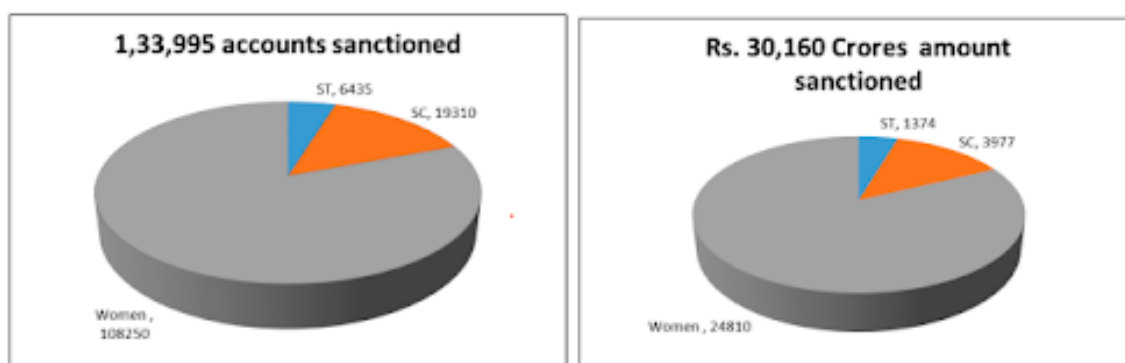
Stand Up India Scheme

Stand Up India Scheme, initiated in 2016, aimed to empower marginalized groups and women by giving them access to capital for starting their own businesses. The Stand Up India Scheme differs from conventional funding schemes in that it aims to promote entrepreneurship, particularly among women, SCs, and STs. The scheme offers bank loans of ₹10 lakh to ₹1 crore to facilitate these groups in opening new enterprises in manufacturing, services, or trading.

Key Achievements:

1. **Loan Disbursal and Financial Inclusion:** The scheme has disbursed loans worth over ₹61,000 crore since its inception, with a considerable percentage going to women entrepreneurs. The Stand Up India Scheme has helped over 1.8 lakh beneficiaries, mostly women and SC/ST members, access much-needed capital to start their businesses. This is a crucial move towards financial inclusion, as it provides an opportunity for people who have otherwise been kept outside the mainstream of financial services by socio-economic considerations.
2. **Varied Business Ventures:** Perhaps the most impressive feature of the Stand Up India Scheme is the vast number of business segments that the beneficiaries have ventured into. Women have established businesses in agriculture, dairy farming, food processing, manufacturing, retailing, and hospitality. These enterprises not only bring in revenues to the women entrepreneurs but also to local economies by providing jobs. For example, women have opened up green packaging units, tailoring businesses, and even restaurants, thus supporting local enterprises while facilitating sustainable development.
3. **Employment Generation and Economic Empowerment:** A number of these enterprises opened up under the scheme have ended up creating employment, especially for other women in rural India. Women entrepreneurs such as Anjali Patil in Nagpur, Maharashtra, have been able to set up tailoring businesses that not only give employment to women but also empower them financially. Likewise, Revathi, an entrepreneur from Coimbatore, Tamil Nadu, began a South Indian restaurant with the assistance of a Stand Up India loan, and she now has six employees, creating a ripple effect in the local economy.
4. **Success Stories:** The success stories of women such as Shakuntala Devi of Varanasi, Uttar Pradesh, who set up a dairy farming business, and Nazia Khan of Bhopal, Madhya

Pradesh, who started a biodegradable packaging unit, have encouraged numerous others in their localities to emulate them. These women have emerged as role models, showing that with the proper support and financing, women belonging to marginalized communities can be successful in traditionally male-dominated industries such as manufacturing and agriculture.



Comparative Analysis of BBBP and Stand Up India

The comparative study of the two schemes reveals both the commonalities and contrasts in their strategies for empowering women and disadvantaged groups. Whereas BBBP addresses gender-based discrimination, particularly through education and social reform, Stand Up India pursues a more economic empowerment path by empowering women to become entrepreneurs.

The impacts of both initiatives can be seen through facts and figures. For example, BBBP has shown quantifiable changes in the sex ratio, school enrollment, and lowering of gender-based violence, while Stand Up India has provided direct employment, economic development, and women entrepreneurs' financial inclusion.

Both programs showcase the government's acknowledgment of the value of multi-dimensional empowerment—whether that is through social transformation or economic possibilities. While the effects of BBBP will probably be longer-term and cultural in basis, Stand Up India delivers immediate, quantifiable outcomes in the form of income and job creation.

Chapter 9

Conclusion and Recommendations

Conclusion

The present study has attempted to comprehend how government schemes such as Beti Bachao Beti Padhao (BBBP) and Stand Up India are contributing to the path of women empowerment in the context of Viksit Bharat. Through case studies, interpretation of data, and literature review, it is clear that both the schemes are crucial in addressing gender disparity and enhancing the position of women in India.

BBBP focuses on root cause problems—deteriorating sex ratio, low female literacy, and societal prejudice—by encouraging early interventions in life like birth registration, education, and community sensitization. Stand Up India, however, targets the subsequent step within the empowerment chain—providing women fiscal autonomy through entrepreneur support, funding, and skills development.

These two schemes complement each other in conjunction, addressing both early stage empowerment and economic transformation at the adult level. Their success stories in states indicate that transformation is achievable with the collective effort of government, society, and people. But there are some issues that still persist. These are the lack of awareness in rural regions, slow implementation of policy, low digital literacy among women, and opposition from the traditional social order. If India is to become the real Viksit Bharat—where all citizens, but particularly women, are empowered—these gaps must be bridged with improved planning, firmer implementation, and ongoing community involvement.

Recommendations

To facilitate increased reach and stronger impact of BBBP and Stand Up India, the following are recommended steps:

1. Enhance Awareness Campaigns

Still, there are large numbers of people in rural and semi-urban areas who do not have the slightest idea about government schemes, most importantly, the women who are most in need of them. The government needs to accelerate the utilization of community radio, street plays, local influencers, WhatsApp groups, and local language posters for spreading awareness.

2. Enhance Monitoring and Accountability

Strong monitoring is essential to ensure that funds are correctly utilized, schemes are properly implemented, and beneficiaries are chosen. Local-level committees involving women members must be established to ensure progress and feedback.

3. Link Skill Training to School and College Education

Girls at schools and colleges need to be exposed to basic finance, digital literacy, and entrepreneurship courses. This will give a mindset of self-sufficiency and confidence at an early stage and align BBBP with the aims of Stand Up India.

4. Encourage Local Success Stories

Prominently showcasing such women in local newspapers, panchayat meetings, school functions, and public gatherings would encourage others and dissolve social taboos. The databases of such success stories must be established by local governments and honored at public gatherings.

5. Facilitate Digital Access and Mobile Literacy

It becomes challenging for numerous women to take loans or approach schemes because of the absence of mobile or digital literacy. Gram panchayats need to establish mobile vans, community centers for learning, and digital assistance desks to meet this requirement.

6. Join Schemes to Achieve Comprehensive Approach

Government programs need to be integrated. For instance, a girl educated under BBBP might get training from the Skill India Mission, a loan from Stand Up India, and digital assistance from the Digital India campaign. It can be enabled with the help of a "One-Stop Empowerment Portal" to allow women access to all the services under one umbrella.

7. Increased Emphasis on Marginalized Groups

SC/ST women, disabled women, and women from backward areas require special assistance. Separate help desks, interpretation in tribal languages, and reservation in entrepreneurship training have to be given thought to.

Final Thought

Empowering women is not an aspiration; it is a precondition for national development. Initiatives such as Beti Bachao Beti Padhao and Stand Up India reveal that with the proper support, Indian women can emerge, lead, and change not only their own lives, but their communities as well. Through purposeful strategies, holistic planning, and robust local collaborations, India can realize its vision of becoming a genuinely Viksit Bharat—where all women are educated, employed, and empowered.

Chapter 10

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