

Whose Upliftment: Evaluation of Communication Strategy used in *BetiBachao*, *BetiPadhao* scheme (BBBP) in Jammu district

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Abstract: Sex determination before birth followed by elimination of female foetus in India has increasingly led to an alarming situation. Before birth female foeticide and post birth discrimination against the girl child has made the situation worse for child sex ratio in India. According to census 2011, a significant decline of 918 recorded in the Child Sex Ratio (CSR) between 0-6 years. Noticing such alarming decline in CSR, a programme was introduced by the Government of India; *BetiBachao*, *BetiPadhao* (BBBP) in 100 gender critical districts and five districts of Jammu & Kashmir are among them.

However, despite launch of such schemes for women empowerment like *BetiBachao*, *BetiPadhao* (BBBP) and *LadliBeti*, the sex ratio of men and women in Jammu and Kashmir could not be improved. Rather it has deteriorated in J & K to 883 (46.88%) in 2011 from 892 (47.15%) in 2001 according to the Economic Survey.

According to the same survey, female literacy rate is lower in J&K as compared to men. Both sex ratio and education are two important indicators for women's empowerment. This is why it is important to examine the reasons for less impact of these schemes on J & K population, especially in terms of the communication strategy. This study tries to evaluate the communication strategy of *BetiBachao*, *BetiPadhao* (BBBP) scheme in case of Jammu district by conducting a survey and interviews.

Keywords: Child Sex Ratio (CSR), *BetiBachao*, *BetiPadhao* (BBBP), *LadliBeti* scheme

Introduction: The renowned thinkers, film celebrities, Scholars and Policy Makers who accompanied the Prime Minister of India, Shri Narendra Modi and the minister of Women and Child Development Mrs. Maneka Gandhi during the launch of BBBP scheme have accepted that declining CSR is a socio-economic problem which is gradually grappling the Indian society. There are also few social activists, who believe that easy availability, accessibility and affordability of the diagnostic tools and unscrupulous practices of the medical practitioners lead to increasing sex selective elimination.

Francis Kuriakose and DeepaKylasamIyer in their article "The Daughter Disadvantage" (2015) argued, "The girl child faces persistent threats to life and security due to the socioeconomic structure of India. Despite the improvement in Maternal Mortality Rates (MMR), declining child sex ratio (CSR) continues to be a worrying problem. Absence of stringent implementation of legislations like Pre Natal-Diagnostics Techniques Act 1994 (PNDT) and The Dowry Prohibition Act 1961 also lead to the persistence of the problem".

Quoting the Lancet study on women, they (Kuriakose and Iyer) argued that this study has conclusively proved that 12 million girls were selectively aborted in India in between 1980 and 2010. Dr Manmohan Singh in his speech delivered at National Conference on 'Save the Girl Child' at New Delhi quoted the renowned economist, Amartya Sen and said,

"As early as 1990, my esteemed friend, Prof. Amartya Sen brought to the attention of the world the fact that we have a situation in the world where more than 100 million women were missing. These missing women were geographically located in South Asia, West Asia and China. In Europe, the United States and Japan, women outnumber men substantially. The major difference is that women in these countries suffer little discrimination in basic nutrition and health care. It is nutrition and health care that becomes equalizers"¹.

¹Prime Minister Manmohan Singh on Indian's Gender Imbalance

Considering all time low child sex ratio, and continuous decline in girl child ratio in Indian society, the Government of India has launched the schemes in January 2015 from the state of Haryana in close coordination with the three ministries—Ministry of Human Resource Development (MoHRD), Ministry of Health and Family Welfare (MoHFW) and Ministry of Women and Child Development (MoWCD) whereas the budgetary provision made by the MoWCD. Both the above-mentioned ministries (MoHRD, MoWCD) would ensure both the pre-birth and post birth child must be registered at Integrated Child Development Scheme's Centre (Anganwari Centre), and School and the Ministry of Health and Family Welfare would ensure the proper use of diagnostics tools by the medical practitioners (Multi-Sectoral intervention)².

To disseminate awareness among masses against unscrupulous practices, which have been prevailing in the Indian society viz. considering girls as secondary citizen of the society, burden on the shoulders of the father and brother, have been depriving the half of the population (girls) from the basic needs like nutrition, health and even from the life, the Government of India has launched a campaign for the protection of girl child under BBBP scheme. This awareness is thought to be propagated by using various mass communication tools like Print, Radio, Television, Hoarding, Theatre and Social Networking Sites etc. In order to engage people in this scheme and to get feedback, the government of India has launched this scheme on various media platforms like youtube³, vikaspedia and Mygov group under Information and Broadcasting Ministry.

Preceding Schemes

The major schemes of states government which laid foundation for the nationwide scheme '*Beti Bachao Beti Padhao*' are as follows:

- Sivagami Ammaiyar Memorial Girl Child Protection Scheme
- Ladli Scheme of Delhi
- Ladli Laxmi Yojana of Madhya Pradesh
- Ladli Laxmi Yojana of Goa

Sivagami Ammaiyar Memorial Girl Child Protection Scheme: This scheme was introduced in 1992 by Tamil Nadu government for the upliftment of girls in the society. It was mainly introduced to stop the female infanticide and improve the status of girl child in the society. There are two categories under this scheme – First category is for the families having only one girl child and second category is for the families having only two girl children. Families under first category are entitled to get a fixed amount of Rs. 22,200/- while families under second category are entitled to get a fixed amount of Rs. 15,200/-.

Ladli Laxmi Yojana: The *Ladli Laxmi Yojana* was also introduced in 2007 by Madhya Pradesh government to improve the status of girl child in society by providing them educational and economic support so that birth of a girl child would not be considered as burden.

Ladli Scheme by Delhi Government: In line with the *Ladli Laxmi Yojana*, the Ladli Scheme was launched by Mrs. Sheila Dikshit, the Chief Minister of Delhi on International Women's Day in 2008.

This scheme has a provision to deposit Rs.10,000 by the government at the time of birth of a girl child. Afterwards when she is admitted to Class I, VI, IX, X and XII, an amount of Rs.5,000 is deposited to her account each time. Also, every class X passed girl child of 18 year of age would be given an amount of Rs. 1 lakh⁴.

Objectives the study

- To investigate the awareness level about BBBP scheme among people due to use of communication tools.
- To investigate how well mass communication tools have been used in the areas taken as sample and their impact.
- To evaluate the impact of communication in these areas.

Review of Literature and Theoretical Framework

A number of empirical studies have been done so far by the scholars of the media field to evaluate effectiveness of mass communication tools that are being used in development schemes for diffusion of awareness messages amongst the masses.

² wcd.nic.in/BBBPScheme/main.htm accessed on 28 April 2016.

³ BBBP youtube channel link: <http://www.youtube.com/user/BetiBachaobeti padhao>,

⁴ <http://www.thehindu.com/todays-paper/tp-national/tp-newdelhi/newborn-prachi-becomes-first-ladli/article1216193.e> accessed on May 2, 2016 at 1pm.

These empirical studies are suitable to quote in this study on BBBP scheme. They are also considered to be corrective measures in the field of development communication especially for third world countries which are less developed. This research draws its theoretical strength from theorists of modernization such as Daniel Lerner, Wilbur Schramm and Everett Rogers who opined that the area of Development Communication is fifth Normative Theory of press.

Daniel Lerner in his book "Passing of Traditional Society" with sub title Modernization of Middle East (1958) argued that if the people of third world countries look up to the modern technology empathically and not as evil only then the society would take a paradigmatic shift towards modernization.

Extending his argument, Daniel Lerner formulated the concept of 'Mobility Multiplier', in which he argued that the mass communication tools especially-Radio motivates people to turn their back on tradition and embrace modernization (Kumar, 2014).

Wilbur Schramm (1964) extended the argument of Daniel Lerner and termed the mass communication tools as 'Magic Multipliers' which have ability to bring change in the society. Wilbur Schramm is considered as one of the pioneers of Development Communication. He propounded a theory, in which he argued that information has a vital ingredient which drives a backward or traditional nation towards development or modernity. It not only brings the change in the traditional or backward society towards modernization, but also changes the psyche of an individual. He travelled extensively the third world nations, even India and got convinced to extensively invest in mass media field. The recommendation made by Wilbur Schramm during the 50's and 60's is considered to be the foundation of India's communication revolution.

The Agenda Setting Theory (1972) is considered to be a media effect theory which was introduced by Dr. Max Mc Comb and Donald Shaw just after presidential election of USA in 1968- on the basis of an empirical study, by collecting thousands of samples during presidential election in California of USA. Both the scholars (Mc Comb & Donald Shaw) came up with a theory that if mass communication tools cover any news items or message frequently and prominently the audience would consider it as important and it can become the public issue.

Perhaps, with this contention, the government of India has launched this ambitious scheme nationwide through various mass media tools to combat the continued declining child sex ratio since after independence.

However, many scholars argue that though the mass media have set an agenda to manipulate the public opinion but its effect is always considered to be short term, not a long lasting. With the passage of time when the folk would encounter with the reality of the existing society then their perception should change.

Various media scholars of third world nation or developing countries including H K Ranganath, WimalDissanayake, T.Varghese and VinodBhandri advocates that traditional or folk media have more advantages over mass media in third world countries.

John A Lent in his article "Grassroots Renaissance: Folk Media in Third World" (1980) argued, "It is becoming apparent that mass media such as newspapers, broadcasting and films in their present forms cannot adequately perform the development role expected from them, mainly because they do not reach enough of the third world population with credible and relevant information."

Whereas H K Ranganath in his article "A Probe into the traditional media: Telling the people tell themselves" (1976) described Folk media as "an intimate culture with the masses, rich in variety, readily available at low cost, relished by different age groups and by both sexes, theme carriers traditionally and having greater potential for persuasive communication, face-to-face communication and instant feedback."

Quoting the Dissanayaka in his article "Grassroots Renaissance: folk media in third world" (1980), John A Lent has listed advantage of folk media over mass media in social development in poorer countries said that "first of all, traditional media are more credible, 'having existed among the rural folk for long time, express(ing) their deeply felt and communal joy and sorrows, triumph and defeat.' Second, the peasants consider mass media to be elitist and alien and identified with centers of power. Dissanayaka added that traditional media employ the idiom of these people and the symbols which is readily understandable and intelligible to them. It can reach a part of the population that is impervious to the influence of mass media and demand active participation in the process of communication."

"One of the few such studies were conducted by Verghese and Bhandri (1977) who assessed the comparative effectiveness of Munadi and the public address system in creating awareness about an event in rural India setting. Two villages in India were selected for studies. In one the message was conveyed by the village Chowkidar (Watchman) over the Munadi; in other, the same information was disseminated through a public address system. The message dealt with an exhibition which was to be organized in each village by Primary Health Centers. On interviewing the villagers two or three days after the message was floated, the author found both mediums were effective (Munadi more so with respondent over 30 years of age; public address system more so with literate person). As per understanding was concerned, respondents preferred the folk media." (Lent,1980).

Author of Mass communication in India (Kumar, 2014), in his book's first chapter 'Introduction to communication theory', argued that there are lots of differences between Mass Culture, Popular Culture and

Folk Culture. The culture which is disseminated through mass media is not the folk culture or not a popular culture; basically, it is a culture of elite group or a particular section of the society.

The mass communication tools (Television, Radio and even social networking sites like youtube, facebook) continuously and frequently disseminate 'kitsch'⁵ through mass media tools. Through propagation of this culture, masses are usually hoodwinked and moulded in debased cultural setting.

Methodology

In this study, Jammu district of the Jammu and Kashmir state has been selected as sample for evaluating the communication tools being used in spreading messages about Beti Bachao Beti Padhao scheme. The reasons for selecting Jammu district as sample and not the other districts in which the same scheme was introduced in January 2015 viz Pulwama, Badgam, Anantnag and Kathua; are as follows:

- Out of five districts of J&K where the scheme BBBP is implemented- Jammu is the only district where CSR is lowest as compare to others four districts i.e. 795.
- Jammu is the winter capital of Jammu and Kashmir- if this scheme will be implemented properly in the capital of the State, it gives a signal that it would be implemented properly in other districts also.
- Out of 100 districts where this scheme was initially implemented by the government of India- the Jammu district comes in fourth number after Haryana's three district viz Mahendragarh, Jhajjar and Rewari where CSR is considered low as compare to others districts of India (as per census report-2011).
- Jammu district have both rural as well as urban areas in which more than 15 lakhs population are residing. The Jammu district's rural areas are divided into eight Community Development Blocks whereas the Urban areas are divided into 72 municipality wards-which is divided into three administrative units for smooth functioning- Jammu East, Jammu West and Gandhinagar.

The Jammu district is divided into two regions – urban Jammu and rural Jammu. The urban Jammu is further divided into three administrative units viz- Jammu East, Jammu West and Gandhi Nagar with 72 Municipal Wards out of which 15 Wards were taken as sample for this study. While rural Jammu is divided into eight Blocks. One village from each Block has been randomly selected and in each village five households were randomly selected whereas in Urban Jammu, which is divided into three administrative units; one Municipal Ward of each unit was selected in which five households were randomly selected for survey. In totality 61 people were surveyed among which 40 were from eight rural Blocks whereas 15 were surveyed from three urban divisions. The remaining six persons of the sample were taken from the total 28 beneficiaries of the scheme in Jammu district, who got an award of Rs. 5000/- each from the district administration on 24th January 2016 at Zorawar Singh Auditorium of University of Jammu.

The girl students, who were selected for the incentive of Rs. 5000 /- by the district administration, had excelled in the field of education, sports and cultural activities. Though only six beneficiaries were randomly selected in which three were in the merit list of Science and Arts subjects at graduation level. In order to keep the sample representative, two girls from sports activities and one from cultural activity (finalist in Voice of Punjab and contestant of Indian Idol singing competition) were selected.

From rural Jammu; Block & villages taken as sample are:

- Bishnah (Makhanpur Charka)
- RS Pura (Railway Line BaghaMarh)
- Satwari (Hakkal)
- Marh (Tokani)
- Akhnoor (Gandhawan)
- Khour (Man Chak)
- Dansal (Kanyala)
- Bhalwal (Bhalwal)

From urban Jammu; wards taken as sample are:

- Gandhi Nagar (Nai Basti)
- Jammu East (Panjtirthi)
- Jammu West (New Plot)

Awareness Level and Advantages taken by beneficiaries under BBBP Scheme

There was only one step taken by the district administration of Jammu after completion of one year of BBBP scheme. It organized a function at Zorwar Singh Auditorium of University of Jammu (JU) wherein it awarded

⁵Kitsch means an art, design or decorative object considered by many people to be ugly.

28 girls with the monetary incentives of 5,000/- who had excelled in the field of education, sports and in cultural activities.

All these 28 beneficiaries belong to two age groups, 15-20 years and 20-25 years. The beneficiaries were selected on merit basis who had excelled in their respective fields (mentioned above) or got top positions at Graduation level, Secondary Education level and School level in academic session 2014-15.

Out of 28 girl students, 20 students have got top positions in graduation, Secondary School and School level in academic session 2014-15. In these 20 toppers, one student got 93.6% marks in SSE and also considered to be a good debater of the school, four girls were toppers at graduation level in Science, BCA and Commerce streams and belongs to the Government College for Women, Gandhi Nagar, Jammu, P M Rajput College of Commerce, Jammu and Government Gandhi Memorial Science College, Jammu respectively.

Whereas rest of seven students were selected for excellent performance in sports activities including National Taekwondo championship, Shooting, Basket Ball, Cricket and one girl selected for excellent performance in cultural activity by getting place in top 10 contestants in Indian Idol and finalist of Voice of Punjab singing competition.

Moreover, out of 28 beneficiaries of the BBBP scheme, only six (21%) beneficiaries were selected for the representation and interviewed. There were two reasons for choosing six beneficiaries of the scheme.

- All the respondents revealed same information and after sometime it became completely repetitive.
- All the respondents got information from one agency which was allotted task to identify meritorious students of academic session 2014-15 by the Jammu District Administration i.e. Red Cross Society.

Demographic Details:

S.No	Name	Occupation/ Institution	Type of benefit	Amount received
1	Sipaj Jain	Student/ Govt College of Women, Gandhi Nagar	Monetary	5000/-
2	GarimaJasrotia	Student/ Government College of Women, Gandhi Nagar Jammu	Monetary	5000/-
3	SonaliChib	Student/PM Rajput College of Commerce	Monetary	5000/-
4	TaranjeetKour	Student/GGM Science College	Monetary	5000/-
5	Vidushi Gupta	Student/DBN HS, Mubarak Mandi	Monetary	5000/-
6	Meenakshi Dubey	Student/GGHSS, Mubarak Mandi	Monetary	5000/-
7	MimansaBhadwaj	Student/GGHSC, Canal Road	Monetary	5000/-
8	ManpreetKour	Student/Student/Shiksha Niketan HS School	Monetary	5000/-
9	MuskanRajwal	Student/ SP HSS, Exchange Road	Monetary	5000/-
10	Annie Vaid	Student/GHSS, Mubarak Mandi	Monetary	5000/-
11	KirenpreetKour	Student/Carmel Convent H/S Kunjwani	Monetary	5000/-
12	SarleenKour	Student/Carmel Convent H/S Kunjwani	Monetary	5000/-
13	Sanya Gupta	Student/St Peter H/S Kunjwani	Monetary	5000/-
14	Pratima Gupta	Student/JK Public School Panjirthi	Monetary	5000/-
15	HarpreetKour	Student/GGHS, Simbal Camp	Monetary	5000/-
16	IshaKumari	Student/GHSS, KandoliNagrota	Monetary	5000/-
17	Kajal Verma	Student/GGHSS, Rehari	Monetary	5000/-
18	Saakshi Sharma	GGHSS, Pallanwala	Monetary	5000/-
19	Sharmila Choudhary	Student/GHSS, Jourian	Monetary	5000/-
20	MuskanSawhney	Student/GGHSS, Mubarak Mandi	Monetary	5000/-
21	Heena Bali	Student/GGHSS, Rehari	Monetary	5000/-
22	Saakshi	Student/Model Academy BC Road	Monetary	5000/-
23	Raiera	Student/Model Academy BC Road	Monetary	5000/-
24	Rifat Choudhary	Student/GGHSS, ShastriNgr	Monetary	5000/-
25	Nadia Choudhary	Student/GGHSS, ShastriNgr	Monetary	5000/-
26	Manu Devi	Student/GGHSS, Akhnoor	Monetary	5000/-
27	Simran Sharma	Student/VishwaBharti School Akalpur	Monetary	5000/-
28	VidhiJaswal	Student/Model Academy School	Monetary	5000/-

Table 1: Demographic details (Source: Field Survey, 2016)

The above-mentioned beneficiaries from serial number 1-20 have excelled in the field of education by getting top position at graduation, secondary and school level in academic session 2014-15. While the beneficiary number 21 to 27 have got top positions in sports activities and number-28 had excelled in cultural activities.

Out of these 28 above mentioned beneficiaries, a sample of 15 percent (3 beneficiaries) respondents were taken from education field, nearly 30 percent respondents from sports field (2 respondents) and 100 respondents (1 beneficiary) from cultural field.

Red Cross Society of Jammu selected 28 girls' toppers of 2104-15, who had outshined in various fields including education, sports and cultural. The purpose to choose the meritorious students was to present them as ambassadors of the scheme so that people get inspired from them and give equal opportunities to girls. One official of the Red Cross Society told that it was done on the direction of Deputy Commissioner, Jammu.

Source of Information:

Through this table it is tried to find out which source of information inspired the beneficiaries to know about the scheme launched by the government of India on 22 January, 2015.

Respondents	Sources of information							
	Newspaper	TV	Radio	SNS	Wall Writing	Leaflets	Hoardings	Others
SonaliChib	X	√	X	√	X	X	√	Personal contact
Sipaj Jain	X	X	X	X	X	X	X	Personal contact
MeenakshiDebey	X	X	X	X	X	X	X	Personal contact
Saakshi	X	X	X	X	X	X	X	Personal contact
Heena Bali	X	X	X	X	X	X	X	Personal contact
VidhiJaswal	X	X	X	X	X	X	X	Personal contact

Table 2: Source of Information (Source: Field Survey, 2016)

Out of six beneficiaries, only single beneficiary was aware about the scheme by the mass media while others have mentioned that they got information about the scheme from personal contact. The single respondent said that she had seen the advertisements about this BBBP scheme on TV, hoardings and even on Social Networking Sites (SNS). When it was tried to find out from the other respondents that if mass communication channels were not successful in making them aware or informing them about the scheme, which were the personal contacts to inform them, they revealed that the Red Cross Society had informed them that the district administration has selected them for monetary award because they have topped in their respective fields and the award distribution was scheduled to be held on 24 January, 2016 at Zorwar Singh Auditorium, Jammu University.

Strength of communication message about scheme:

To study the strength of communication message being disseminated by the government of India through various communication tools among beneficiaries, six beneficiaries, out of 28 beneficiaries of this scheme in Jammu district were interviewed through questionnaire schedule. The results are as follows:

No. of beneficiaries	Getting complete information in one message about BBBP		Consultation with more than one source to get complete information	
	Yes	No	Yes	No
A	√			X
B	√			X
C		X	√	
D	√			X
E	√			X
F	√			X
Total -6	5	1	1	5

Table 3: Strength of communication message (Source: Field Survey, 2016)

Out of these six respondents, five respondents have got complete information from only one message and only one respondent has not got entire information from the messages being spread by the Government of India

through mass media tools. She is the only respondent who contacted further to Red Cross Society to get complete information about scheme.

It is pertinent to mention here that those respondents, who got complete information from one message, have not got inspired by the mass communication tools used in spreading information about scheme. They got information from one agency- Red Cross Society of Jammu which contacted the beneficiaries before being awarded.

Findings and Analysis about awareness level among beneficiaries:

From this section of study, it was revealed that the beneficiaries of the scheme were not aware about the scheme before people from Red Cross Society approached them. However, one of them had heard about the scheme from the mass media but even she did not get complete information about the scheme from the media. Therefore, they never contacted the district administration for the benefits unless Red Cross Society itself approached them.

- All the respondents except one, mostly got information about the scheme from one agency i.e. Red Cross Society of Jammu. Even the agency had informed them only one thing that they were selected for award under BBBP scheme.
- They have not got any inspiration from the mass communication tools to contact district administration for the benefits which was scheduled to be distributed among the meritorious students after completion of one year.
- After getting information from the Red Cross Society, they immediately contacted the district administration for getting benefits and fulfilled the formalities.

Awareness level among masses about BBBP scheme

In order to study the impact of the messages of the ambitious scheme, “*Beti Bachao Beti Padhao*” (save the girl child, educate the girl child) being disseminated through various mass media tools in Jammu district, a survey in rural and urban Jammu from 61 respondents was conducted, out of which 40 were from rural area and 15 were from urban Jammu. Their demographic details are as follows:

Demographic Details:

This study has tried to give the representation to all section of society which is residing either in Jammu rural and Jammu urban. The demographic details of the respondents are below.

Total number of samples = 55	Gender		Age group				
	Male	Female	21-30	31-40	41-50	51-60	61-70
	44	11	8	24	10	9	4

Table 5: Demographic Details (Source: Field Survey, 2016)

Awareness about scheme

To understand the awareness level of the Jammu masses about this scheme both urban and rural respondents were interviewed by questionnaire schedule. However, 61 respondents’ opinion/views have been evaluated and examined during the study in which six respondents’ awareness level regarding scheme has already been explained in the above section. The remaining respondents’ (55) awareness level about BBBP scheme is mentioned as follows:

Areas	Awareness about BBBP scheme				‘save the girl child, educate the girl child’ is correct or not according to your opinion			
	Yes		No		Yes		No	
Rural	36	90%	4	10%	32	80%	8	20%
Urban	13	86.6%	2	13.3%	11	73.3%	4	26.6%
Total	49		6		43		12	

Table 6: Awareness level (Source: Field Survey, 2016)

Out of all the total 55 samples taken from both rural and urban Jammu, 36 heads of household (respondents) of rural area were seemed to be aware about the scheme and in urban areas, 13 respondents were seemed to be also aware about the scheme. Percentage wise, there are 90 percent respondents of rural Jammu and 86.6 percent respondents of urban Jammu are aware about the scheme introduced by the government of India in January, 2015.

It is pertinent to mention that four respondents (10 percent) of rural and two respondents (13 percent) of urban Jammu were still unaware about the scheme after lapse of more than one and half year when the scheme was introduced.

Being asked about their opinion on ‘save the girl child; educate the girl child’ slogan, 32 respondents (80 percent), out of 40 respondents of rural Jammu have appreciated it and 11 respondents (74 percent), out of 15 respondents of urban Jammu have also appreciated it. Only eight respondents of rural and four respondents of urban have given impression as they were not satisfied with the slogan, “Save the girl child, Educate the girl child”. This means that majority of the people have heard the slogan.

Communication medium which provided information about BBBP scheme

To understand the impact of communication tools in disseminating information about this ambitious scheme either in rural or urban areas of Jammu district, all the 55 respondents of the eight villages and three wards were interviewed and results are as follows.

Communication medium	Number of respondents		
	Rural	Urban	%
Newspaper	6	6	21.81%
Television	26	7	60%
Radio	2	0	3.63%
Social networking sites	0	0	-
Wall writing	0	0	-
Leaflets	0	0	-
Hoarding	0	0	-
*Other than mass media	2	0	3.63%

Table 7: Medium which provided information about BBBP scheme (Source: Field Survey, 2016)

* Other than mass media includes personal contact, opinion leader and others

Out of total 55 respondents, 12 respondents (21.81%) have got information from the newspapers, 33 (60%) have got from television and two (3.63%) each got information from radio and other than mass media tools. The others emerging mass media tools includes social networking sites, wall writing, leaflets and hoarding are still not successful to attract the attention of the masses in Jammu.

It is pertinent to mention here that six respondents (11 %) of both rural and urban Jammu were not aware at all about the scheme even after lapse of one and half years since it is introduced and involvement of maximum number of mass media in this scheme till date whereas five respondents (9 %) have claimed to know about the slogan of ‘save the girl child, educate the girl child’ from more than one medium including newspapers, TV and Radio.

While visiting the places taken as samples for this study; Bishnah (Makhanpur Charka), RS Pura (Railway Line BaghaMarh), Satwari (Hakkal), Marh (Tokani), Akhnoor (Gandhawan) , Khour (Man Chak), Dansal (Kanyala), Bhalwal(Bhalwal) in rural Jammu and Gandhi Nagar (NaiBasti), Jammu East (Panjirthi), Jammu West (New Plot) wards in urban Jammu, not a single hoarding was found either in urban or rural areas of Jammu district, according to the statement of respondents.

As per the report of Directorate of Field Publicity Ministry of Information & Broadcasting, Government of India’s report⁶ on 75 critical districts of India; it has been mentioned that in five critical districts of Jammu and Kashmir, 10 rallies, 20 oral communication and Group discussion, 10 film shows 10 photo exhibition, 10 quiz competitions have been organised, and one lakhs rupee have been spent on DAVP advertisement so far.

In Jammu district, two rallies, four group discussion, two film shows and two quiz competitions have been organised so far by the district task force under the overall supervision of Social Welfare Department (SWD).

Advertisement about BBBP in which media caught attention

For disseminating information regarding BBBP scheme among the masses and change the old deep-rooted perception which considered girls as a secondary citizen of the society, the government of India has used various communication tools including electronic media, print media and even social networking sites and made

⁶ DFP’s awareness scheme in 75 critical districts retrieved from <http://wcd.nic.in/BBBPScheme/consultation/WCDReportfinal.pdf>. accessed on 2016, May 20.

various advertisements to change the old deep rooted and unscrupulous practices which has been killing the girls before birth. To know the awareness level about the ambitious scheme among Jammu masses, and particularly which advertisement caught attention about BBBP scheme, there were 55 respondents from both rural as well as urban Jammu interviewed through questionnaire schedule and also six beneficiaries were also interviewed. The number and percentage wise advertisement impact is shown as below:

Media	Number of respondents			
	Rural		Urban	
Television	25	62.5%	11	73%
Radio	3	7.5%	0	-
SNS	0	-	0	-
Newspapers	5	12.5%	1	6.6%
Wall painting	0	-	0	-
Hoarding	1	2.5%	1	6.6%

Table 8: Media's advertisement caught attention (Source: Field Survey, 2016)

* Out of total 55 respondents, six respondents of rural Jammu and two respondents of urban Jammu were not aware about the schemes and had not watched any advertisement so far and even did not hear about it.

*Three respondents in rural and two in urban have watched, read and heard the advertisement at more than one medium.

It is pertinent to mention here that 15 percent respondents of rural Jammu (out of 40) are totally unaware about the scheme. All the mediums being used in dissemination of information about BBBP scheme is still not successful to aware all the people of the society.

Whereas, three respondents in rural areas and two in urban have watched, read and heard the advertisements about BBBP scheme in more than one medium.

From this study it transpired that television has emerged as the most powerful medium in disseminating the messages about the ambitious BBBP scheme in Jammu district. Out of 55 respondents, 36 respondents (65%) have come across the BBBP advertisement in Television either in rural or urban areas of Jammu district. The medium which has maximum reach for people of India i.e. Radio has emerged as second most effective medium in disseminating information about BBBP scheme. In total, only 7.5 percent respondents got information from this medium. Whereas the Out of Home medium Hoardings, which catches attention of the daily commuters has also failed to disseminate messages about BBBP scheme. Only 3.63 percent respondents have come across the advertisement displaying on hoardings.

On being asked, which hoardings have caught his attention about BBBP scheme, because the researcher could not find any hoardings during his visit, it was told to him that the only hoarding was installed at Jammu Tawi Bridge after the completion of one year of the scheme, the department concerned placed a big hoarding at right bank of the river, which is now removed from there.

Frequency of watching advertisement about BBBP scheme

In this part of study, the researcher has tried to know the frequency of watching advertisements through various mass media tools being used to spread the message over *BetiBachaoBetiPadhao* scheme. There were 55 households' head interviewed during the study and their responses are shown below:

Frequency	Number of respondents			
	Rural		Urban	
Once in a day	19	47.5%	4	26.6%
Twice in a day	4	10%	6	40%
Once in a week	4	10%	1	6.6%
Twice in a week	1	2.5%	1	6.6%
Once in fortnight	4	10%	1	6.6%

Table 9: Frequency of watching advertisement (Source: Field Survey, 2016)

* Six respondents of rural Jammu (15 %) have not watched any advertisement at any medium and two respondents (5%) have seen advertisement over BBBP scheme when it was published in newspapers.

* Two respondents (13.3%) of urban Jammu have never watched any advertisement in any medium.

From this section of the study, it was found that nearly 48 percent respondents of rural areas have watched the advertisement on BBBP scheme once in a day, 10 percent each have watched twice in a day, once in a week and once in fortnight whereas only 2.5 percent respondents have watched the advertisement twice in a week. Whereas 15 respondents have not watched any advertisement in any medium and five percent (two respondents) have come in contact with advertisements only when published in newspapers.

In urban areas nearly 27 percent respondents have watched the advertisement once in a week, 40 percent watched twice in a day, and 6.6 percent each have watched advertisement once in week, twice in week and once in fortnight respectively through mass communication tools.

There were only two respondents which comprise 13.3 percent, have not watched any advertisements related to the ambitious scheme- *BetiBachaoBetiPadhao* so far.

Findings and Analysis

In this part of the study measuring the awareness level among masses about BBBP scheme, 44 males and 11 females were interviewed through questionnaire schedule from the eight villages and three wards of the Jammu district either from rural as well as from urban Jammu. The important finding and analysis have been evaluated and examined during study, are given below:

- Out of all the total 55 samples taken from both rural and urban Jammu, 36 heads of households (90 percent) of rural areas have been aware about the scheme and in urban areas of Jammu, 13 respondents (86.6 percent) have also been aware about the scheme.
- Television has emerged as the most powerful medium in disseminating the messages about the ambitious BBBP scheme. Out of 55 respondents, 36 respondents (65 percent) have come across the BBBP advertisement in Television either in rural or urban areas of Jammu district. The medium which has maximum reach for people of India i.e. Radio has emerged as second most effective medium in disseminating information about BBBP scheme. Only 7.5 percent respondents got information from this medium. Whereas the Out of Home medium Hoardings, which catches attention of the daily commuters has also failed to disseminate messages about BBBP scheme. Only 3.63 percent respondents have come across the advertisement displaying on hoardings.

Awareness about implementation of BBBP scheme in Jammu and other districts

This study has tried to know the awareness level of the respondents about its implementation in Jammu and other districts of Jammu and Kashmir. Their responses are under below:

No. of respondents	Are you aware about implementation of BBBP scheme in J&K				Mention one district other than Jammu where this scheme has been implemented
	Yes		No		
Rural	14	35%	26	65%	8*
Urban	8	53%	7	47%	Nil
Total	22		33		8

Table 12: Awareness about its implementation in Jammu & other districts

(Source: Field Survey, 2016)

*4 respondents mentioned Kathua and one each respondent mentioned Samba and Udhampur while one has mentioned those districts where scheme is not implemented

- This study transpires that 14 respondents (35%) of rural areas, out of 40 have been aware that the scheme has been implemented in Jammu and Kashmir and eight respondents (53%) of urban areas have also been aware about it. Moreover, 26 respondents (65 %) of rural and seven respondents (47 %) of urban have not been aware whether the scheme is implemented in Jammu and Kashmir.
- Out of 55, there were 40 percent (22 respondents) of the respondents were aware that the scheme is implemented in Jammu and Kashmir while remaining 60 percent (33) were not aware about it. They have general notion that the scheme is implemented in entire country.
- Out of those respondents (22) who have mentioned that this scheme is implemented in Jammu and Kashmir, only eight respondents have recognized one district wherein one has mentioned that district of Jammu and Kashmir where this scheme is not implemented i.e. Poonch whereas four respondents, have mentioned the district Kathua and one each has mentioned the district- Samba and Udhampur.
- It is pertinent to mention here that those who have mentioned one more district where this scheme is carried out by the government under Social Welfare Department of Jammu and Kashmir, all belong to rural areas whereas the urban respondents (15) have been failed to mention a district where the scheme is going on.

Conclusion

The scheme "*BetiBachaoBetiPadhao*", launched by Union Ministry of Women and Child Development, Government of India, in collaboration with Union Ministry of Health and Family Welfare and Union Ministry Human Resource Development (HRD), was launched initially in the five districts of Jammu and Kashmir, Kathua, Jammu of Jammu Province and Budgam, Pulwama and Anantnag of Kashmir Province.

Mass media tools were used in abundance under the scheme for disseminating the message and the research revolves around to measure the impact of these mass media tools in propagating the message among the masses. When the researcher studied the samples on account of "Awareness level and advantages taken by the beneficiaries under BBBP scheme", among the 28 beneficiaries awarded by district administration Jammu, it

has been revealed that only one beneficiary had got the information about the BBBP scheme from the mass media tool (Television, Social Networking site or hoarding), while the remaining five beneficiaries got information from personal contacts as all were contacted by Red Cross Society of Jammu and facilitated the awarding of these students by district administration Jammu.

Conducting the interviews and analysing the replies given by the beneficiaries, it has been transpired that the mass media tools were not successful to provide information to majority of the recipients of awards except a single beneficiary. All the beneficiaries except one were not influenced by the information given by mass media tools and depended on personal contacts.

Television is found to be emerging as an effective mass communication tool to disseminate the messages as 90 percent of rural sample taken are aware about the scheme and 87 percent of urban masses were also aware about the scheme. Out of these interviewed samples, a large number 60 percent have got the information through the medium of Television, which only reflect the effectiveness of this mass medium tool, whereas newspapers are successful in giving information to 22 percent masses and radio, which has highest reach in India, is losing its sheen in disseminating the information as a very little number that is 4 percent have gotten information from Radio. The rest of mass medium tools leaflets, social networking sites, hoardings and wall writings have no relevance as not-a-single interviewed person, got information from these tools.

Pertinent to mention here that “word of mouth”, is still a significant way of disseminating information as four percent people also accepted to get information from personal contacts.

In contrast to the widespread advertisements and claims made by government agencies of wide publicity given to the BBBP scheme, whenever the researcher visited the beneficiaries or to collect the samples in rural as well as urban areas, neither any leaflet nor wall writings were found by the researcher and during interview of people, they also admitted that they did not find any leaflet or wall writing done by any department for giving a message about the scheme.

Thus, it can be concluded that though a significant number of people have heard about the BBBP scheme and are aware that such a scheme has been launched; they don't have concrete information about how to get advantage of this scheme. The government planning and communication strategy should be more aggressive, accurate and as per the level of the audiences. In order to sensitize people towards the issue; folk media can be used very effectively which has been completely ignored by the government; however, it can provide very good results.

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