



To Review the Government Initiatives Implemented in Uttar Pradesh to Empower the Girl Child in the State

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Abstract:

It is impossible to exaggerate the significance of the girl child in society since she has a major influence on how communities will develop in the future. Girls who receive an education gain personal advantages as well as favorable effects on their families, communities, and countries. Girls who complete their education are more likely to become informed decision-makers, support economic growth, and end the poverty cycle. The girls are the future of nation, and their progress is vital for the overall development of the country. To facilitate their advancement, the government has introduced several schemes aimed at empowering and supporting them. This research paper reviews some of these government schemes introduced in the state of Uttar Pradesh designed to propel the girls forward and contribute to shape a brighter future for the nation.

Keywords: *Girl child, Government initiatives, Girl's empowerment*

1. Introduction

In India, both women and men have legal equality. Article 14 of the Indian Constitution ensures equal rights and opportunities for men and women in political, economic, and social aspects. Article 42 instructs the State to establish provisions for ensuring fair and humane working conditions, particularly during maternity. Additionally, Article 51 (A) e places a fundamental duty on every citizen to reject practices that demean the dignity of women.

Despite efforts outlined in the Five-Year Plans, the intended de facto equality has not yet been realized, contrasting the existing de jure equality. The First Five Year Plan aimed to "promote the welfare of women" by facilitating their rightful role in family and community, but it emphasized that private agencies should shoulder the major responsibility for organizing activities benefiting the female population. Subsequent Five-Year Plans maintained a welfare-oriented approach to women's interests, prioritizing education for both genders. Measures were introduced to enhance maternal and child health services and provide supplementary nutrition for children, expectant mothers, and nursing mothers.

Similarly, Education generates positive externalities, offering intrinsic value in the joy of learning and reading, while also playing instrumental, social, and procedural roles. Interpersonal motivation often facilitates the spread of education; for example, when one person sends their child to school, their neighbor is likely to follow suit. Women's education, in particular, tends to spread through same-sex effects, where an educated woman is more inclined to send her daughter to school and maintain better conditions of nutrition and hygiene in her household, contributing to family health improvements (Sen, 1997). The presence of a higher number of female teachers can also serve as an encouragement for

parents to enroll their daughters in school. Therefore, education stands as a fundamental tool for women's empowerment.

In this paper, the researcher has taken up the girls' education schemes of the Ministry of Human Resource Development and the Ministry of Women and Child Development and have reviewed them with respect to their public policy design in terms of aims, objectives and implementation tactics with reference to the extent to which they involve at the grassroots level. Prior to the evaluation of the schemes however, researcher have provided statistics representing the extent of gender inequality in current and initial enrolment, literacy and retention, listed variables that have been statistically proven to increase girls' enrolment and given a few reports on education for empowerment.

Considering the aspects, the researcher assessed different state sponsored schemes for the benefits of the girl child, such as Sarva Shiksha Abhiyan, NPEGEL, KGBV, BSY and others throughout this paper, aiming to empower them.

1.1 Beti Bachao, Beti Padhao (BBBP)

The Government of India launched the initiative Beti Bachao, Beti Padhao with the goal of increasing awareness and enhancing the efficacy of social services for girls. The Prime Minister of India introduced the "Beti Bachao, Beti Padhao Program" (Save daughters, Teach daughters) in Panipat, Haryana, on January 22, 2015. One of the main signs of women's disempowerment is the fall in CSR. Prenatal discrimination, which is typified by biased sexism, and post-birth discrimination against girls are both reflected in the CSR. Girls are subjected to discrimination by the social structure.

On the one hand, the accessibility, ease of use, and consequent misuse of diagnostic tools has been ongoing since 1961 in the continues to do so. A critical decline from 945 in 1991 to 927 in 2001 and then to 918 in lowering the child sex ratio by increasing the sex-specific elimination of girls. pronounced cultural and social bias. The issue has been made worse by prejudice against daughters and preference for sons.

In light of the necessity for coordinated and adaptable measures to guarantee the survival, safeguarding, and empowerment of female child, the government has launched the Beti Bachao, Beti Padhao initiative. This was accomplished through a nationwide campaign that concentrated on multi-sectoral initiatives in the 100 districts nationwide that were chosen because they had low CSR. The Ministry of Health & Family Welfare, the Ministry of Human Resource Development, and the Ministry of Women and Child Development, acting as the Nodal Ministry, are the three ministries involved in this tri-ministerial endeavor. So that they can live a healthy life free from discrimination, it is vital to empower them for the benefit of our nation by granting them equal rights. The BBBP campaign has been launched at the national, state, district, and regional levels with this goal in mind: to increase public awareness of the need to protect and educate girls in society. The girls will become financially secure and independent as a result.

The following are the objectives of the program:

1. Shielding those who commit preferential sex offenses.
2. Making sure the girl child is protected and survives.
3. Taking care of the girl child's education.

1.2 Programs for the Education of Girls and Women under the Ministry of Human Resources Development (MHRD) i.e. Sarva Shiksha Abhiyan

The Department of Elementary Education and Literacy, under the MHRD, oversees the Sarva Shiksha Abhiyan (SSA), the ministry's most ambitious education initiative. The SSA acts as a comprehensive program encompassing schemes directly and indirectly benefiting the girl child, such as the National Programme for the Education of Girls at an Elementary Level (NPEGEL) and the Early Childhood Care and Education (ECCE) Programme. The Education Guarantee Scheme within SSA aims to

provide vocational and non-formal education, particularly significant for out-of-school children, including a substantial number of girls. While these schemes target marginalized groups like girls, SCs, and STs often excluded from development processes, concerns persist about the quality of education. Additional MHRD initiatives include the Kasturba Gandhi Balika Vidyalayas (KGBVs), the Mahila Samakhyas Programme, the Mid-Day Meal Scheme, and adult literacy programs.

The SSA, initiated through the Eighty-Sixth Constitutional Amendment for Universal Elementary Education (UEE) in 2001, aligned with the Ninth Five Year Plan and was incorporated into the District Primary Education Programme (DPEP). It extended into the Tenth Five Year Plan with ambitious goals, including universal enrollment by 2003, completion of five years of schooling by 2007, and eight years by 2010. The SSA aimed to achieve universal retention by 2010 while addressing gender and social disparities at the primary level by 2007 and elementary level by 2010. Its overarching objective was to enhance access and improve the quality of elementary education.

Undoubtedly, the lofty goals set by the SSA were not achieved. Nevertheless, the Mid-Term Appraisal of the Tenth Five Year Plan revealed a significant reduction in out-of-school children aged 6-14, dropping from 42 million in 2002 to 8.1 million in 2004—a substantial decline. While this figure has been acknowledged by the Planning Commission, doubts persist about the SSA's effectiveness, especially concerning initial enrollment, with notable issues such as subpar teaching quality and inadequate infrastructure causing concern.

1.3 National Programme for Education of Girls at an Elementary Level (NPEGEL)

Initiated in September 2003 as a vital part of the Sarva Shiksha Abhiyan, the National Programme for Education of Girls at an Elementary Level (NPEGEL) aimed to provide free textbooks to girls up to Class VIII, establish separate girls' toilets, and organize bridge camps for older out-of-school girls. The program aspired to achieve a 50% female representation among newly recruited teachers, ensure gender-sensitive learning materials, mobilize community efforts, and establish an innovation fund per district to enhance enrollment and retention.

The NPEGEL goes beyond by providing extra measures to enhance the education of underprivileged/disadvantaged girls at the elementary level, including intensified community mobilization, the establishment of model schools in clusters, and offering need-based incentives like textbooks and uniforms. Implementation details are available, showcasing the development of 29,532 model schools or cluster schools (1 school for 8-10 villages). Additionally, 73,788 teachers in educationally backward blocks have undergone gender sensitivity training. There's been construction of 7,713 additional rooms in schools for teacher training and skill building for girls. Free uniforms have been distributed to 20 million girls in Educationally Backward Blocks. In 2006, NPEGEL expanded to 38,748 clusters (8-10 villages) in 3,122 blocks. The NPEGEL Scheme is specifically designed for the girl child, aiming to alleviate the financial burden of education by providing free textbooks and uniforms. Economic constraints often lead to the withdrawal of the girl child from school first, given the higher opportunity cost associated with educating girls. When faced with financial limitations, daughters are typically expected to contribute to household duties, such as housework and various odd jobs, as opposed to continuing their education. In contrast, sons are often prioritized for schooling, viewed as a future investment, while the expectation for girls may lean towards marriage.

While the distribution of free uniforms and textbooks is a temporary, direct intervention, it cannot be a perpetual solution. NPEGEL needs to shift its focus beyond merely boosting enrollment to enhancing retention. Prioritizing the construction of girls' toilets and raising awareness about the importance of girls' education would contribute to more lasting.

1.4 Balika Samridhi Yojana

Launched on October 2, 1997, and revised in 1999, the Balika Samridhi Yojana is designed for BPL

girls and daughters of individuals engaged in occupations like rag picking, selling vegetables/fish, and living on pavements. To benefit from this scheme, interested individuals must apply through Anganwadi workers, auxiliary nurses, midwives, revenue village accountants, school teachers, and panchayat/municipal staff, who are responsible for collecting applications. Under the scheme, the state deposits Rs. 500 in an interest-bearing account in the girl child's name. Upon turning eighteen, the girl can access the funds if she remains unmarried (certified by the Gram Panchayat). The scheme also grants annual scholarships, with incremental amounts to encourage retention.

Withdrawal from this account is permissible only with approval from the mother/guardian of the girl child. The funds can be utilized exclusively for premium payments under the Bhagyashree Balika Kalyan Bima Yojana and to cover expenses related to textbooks and uniforms.

Up to now, 3.15 million girls born on or after August 15, 1997, have received benefits from the scheme. These girls are expected to reach class X in 2012. None of the State Governments have reported insuring any of the girls under the Bhagyashree Balika Kalyan Bima Yojana. According to the Planning Commission's decision, the Balika Samridhi Yojana is set to be shifted to the State Sector soon.

1.5 Sukanya Samridhi Yojna

In India, the government savings program known as the Sukanya Samridhi Yojana (SSY) is primarily focused on enhancing the financial stability of girls. It inspires parents to put money aside for their daughters' college and marriage costs in the long run. The program is a national effort rather than one that is exclusive to any one state, including Uttar Pradesh.

The purpose of SSY is to give a girl child financial security while motivating her parents to set aside money for her future needs, such as college and marriage costs. For parents wishing to maximize their tax planning, the plan presents an alluring alternative because it provides tax benefits under Section 80C of the Income Tax Act. Government-Backed: Having a savings plan supported by the government gives investors additional security and confidence. After the girl child turns 18, she will have the flexibility to take partial withdrawals, which will help her pay for things like schooling.

For those who would prefer more flexibility in their investments, the scheme has a 21-year lock-in period, or until the girl child gets married. The government sets the interest rates on SSY, and they can change at any time. Even though the program usually offers competitive rates, it is important to keep an eye on any changes over time. SSY is a targeted savings program with a clear goal. It might be necessary to look into other investment options for individuals seeking a more diversified investment portfolio.

1.6 Kanya Sumangala Yojna

The Kanya Sumangala Yojana is a novel financial assistance programme designed to improve the lives of girl children in the state of Uttar Pradesh. Under the Kanya Sumangala Yojana 2023, the program provides financial support to parents or guardians of two girl children living in the same household. On October 25, 2019, the program was introduced in Lucknow, Uttar Pradesh.

The Kanya Sumangala Yojana's main goal is to empower and improve the welfare of Uttar Pradesh's girl children. The program aims to ensure the well-being of girl children by offering financial support to families at various stages of their lives. Conditional cash transfers, where families receive financial support contingent on meeting specific requirements, like the girl's education and healthcare, are a common feature of the Kanya Sumangala Yojana. Typically, the program highlights the value of healthcare and education for female children, motivating families to make investments in their holistic growth. Initiatives aimed at empowering girls, encouraging their independence, and enhancing their socioeconomic well-being may be included in the Kanya Sumangala Yojana. The government may run

awareness campaigns to educate qualified families about the advantages of the program and motivate them to sign up.

The plan's effectiveness rests on how well it is implemented. The effectiveness of the scheme depends on providing prompt and sufficient support to the intended beneficiaries. If the intended audience is not sufficiently aware of the plan, its efficacy may be restricted. To guarantee the highest level of participation, outreach initiatives and awareness campaigns are crucial. Regular assessments are required to evaluate the program's results and pinpoint areas in need of development. Stakeholder and beneficiary input can help determine what needs to be changed. For the program to have an inclusive impact, it is crucial that all eligible families, including those in rural or underserved areas, can participate.

Needs and socioeconomic circumstances change over time. The plan should be flexible enough to handle new problems and adjust to changing requirements. It is important to put policies in place to stop any kind of exclusion or discrimination based on caste, religion, or geography. It is imperative to acknowledge that the efficacy of any government initiative is contingent upon its execution, oversight, and ongoing enhancement in response to input and changing conditions.

1.7 CBSE Udaan Scheme

The Central Board of Secondary Education (CBSE) launched the Udaan scheme. The CBSE Udaan scheme, a unique program launched in January 2023, is intended to mentor and assist female students who wish to pursue careers in STEM (science, technology, engineering, and mathematics) and higher education. By promoting and assisting female students, the CBSE Udaan program seeks to close the gender gap in STEM education and employment. In order to assist female students in classes XI and XII in making well-informed decisions about pursuing STEM courses, the program provides mentorship and guidance. A combination of online and offline learning resources, such as study guides, video lectures, and in-person mentor relationships, are offered by CBSE Udaan.

The program's main goal is to get students ready for competitive tests like JEE Main and Advanced as well as other entrance exams for scientific and engineering fields. It attempts to improve girls' academic performance and soft skills, giving them the resources, they need to succeed in STEM fields. Certain iterations of the program might incorporate monetary assistance or scholarships to assist with the cost of education. It is essential to regularly assess the program's effectiveness to make sure the intended goals are being met. Finding areas for improvement can be aided by routine evaluations. Even though the program has had a positive impact, it might be necessary to look into ways to expand its reach so that more eligible students can take advantage of it. To determine how effective the program is at influencing decisions and results, it is critical to evaluate the scheme's long-term effects on participants' career paths and success.

For the program to be successful overall, it is imperative that any obstacles or difficulties that participants may encounter in their pursuit of STEM education and careers are recognized and addressed. Putting in place a thorough feedback system with mentors, participants, and other stakeholders can help identify the scheme's advantages and shortcomings.

1.8 National Girl Child Day

Every year on January 24, the nation observes National Girl Child Day with the goal of giving Indian girls opportunities and support. 2008 saw the establishment of National Girl Child Day by the Ministry of Women and Child Development. The objective is to raise awareness regarding the rights of girls, the value of education for them, their health, and nutrition, as well as the advancement of girls' status in society to improve their standard of living. Gender discrimination is a significant issue that women and girls must deal with throughout their lives.

In India, National Girl Child Day is a big event that aims to address gender inequality, support girls' rights and well-being, and push for their empowerment. Even though the day is merely a symbolic event, its significance is gauged by the continuous campaigns and programs that are started and maintained to better the lives of girls all around the nation. It provides a forum for promoting girls' rights and increasing public awareness of the difficulties they face. It aids in drawing attention to problems including child marriage, female foeticide, gender-based discrimination, and restricted access to healthcare and education. It highlights how crucial education is for females. There are initiatives to lower dropout rates, increase access to high-quality education, and inspire girls to pursue careers in a variety of fields. In order to promote a sense of community engagement, communities, schools, and colleges all actively take part in events and activities. Involvement like this is essential to building a culture that values and supports girls.

Certain ingrained problems, like female foeticide, child marriage, and gender-based violence, endure in spite of awareness campaigns. To properly address these problems, more work must be done. It is necessary to evaluate the long-term effects of programs started on National Girl Child Day. It is imperative to guarantee the viability of these initiatives and their ongoing influence on girls' lives. It is crucial to acknowledge the intersectionality of issues that girls face, such as those related to caste, class, and geography. For inclusive empowerment, interventions should be specifically designed to address these intersecting factors. To evaluate the results and effects of National Girl Child Day initiatives, regular monitoring and evaluation mechanisms should be in place. This aids in strategy optimization and goal achievement.

To sum up, National Girl Child Day has been instrumental in drawing attention to the significance of gender inequality and girl empowerment. Even though there have been improvements, more work, dedication, and all-encompassing approaches are needed to get past enduring obstacles and establish a setting where every girl can succeed.

1.9 Child Centered Community Development

Child Centered Community Development was initiated by National Health Mission under the Ministry of Health & Family Welfare, Vatsalya started this program with Plan India's assistance. The programming approach used by Plan International is called Child Centered Community Development. "A rights-based approach in which children, families, and communities are active and leading participants in their own development," is how the Plan defines it. It improves their ability and chance to collaborate with others in order to address the systemic causes and effects of child poverty at all levels. It primarily addresses the issue of children's rights, including the right to good health, education, water, and improved sanitation, as well as the right to economic security, protection, and participation. In order to provide communities with the best chance possible for their children to realize their full potential, Vatsalya works at the local level in villages. One element of a successful community development process is a child-centered approach.

The child-centered community development (CCCD) approach depends on states' actions to fulfill their commitments under the UN convention on the Rights of the Child (UNCRC) and the collective action of civil society to empower children to realize their potential. The approach incorporates an understanding that meaningful changes in children's lives require social, political, economic, and cultural changes at many levels, transcending community and even national boundaries, even though the term CCCD implies a focus on the community. The advocacy and participation elements of the CCCD model are combining with the communication-based elements. Children are using a variety of platforms to voice their opinions in their communities. With Plan India's assistance, Vatsalya launched the CCCD project in 2010 in 20 mall block communities in the Lucknow district. As of right now, 31 mall block communities are participating in the project. Children are most affected by poverty, and living in poverty as a child can have long-lasting effects on an adult's life. Therefore, the goal of the

development work mentioned above is to create communities where children's needs are satisfied and where they can flourish.

1.10 Girls Aspiration for Rights & Values (GARV)

Girls Aspiration for Rights & Values (GARV) was initiated by National Health Mission under the Ministry of Health & Family Welfare. As per the provisions of Article 6 of the Convention on the Rights of the Child (CRC), every child is entitled to life, survival, and development. Sadly, a lot of kids—especially girls—don't have these rights. In India, gender-based sex selection and elimination are prevalent practices that have concerning consequences for the number of missing girls. The depressing Census 2011 data on India's child sex ratio—918 females for every 1000 males—reveals flagrant violations of human rights.

The startling data in the Jaipur district of Rajasthan, which indicated 861 females for every 1000 males, revealed the pervasive patriarchal mentality that causes families to prioritize sons over daughters, the necessity of small families with sons, and the commercialization and improper use of medical technology that permits illicit sex selection. Plan India has been supporting the project since 2014, and the activities are being carried out in Rajasthan's Jaipur district and also in Uttar Pradesh's Sitapur, Lucknow and Barabanki districts.

1.11 Breaking Silence (Intervention on WASH & MHM)

An intervention program called "Breaking Silence" focuses on menstrual hygiene management (MHM) and water, sanitation, and hygiene (WASH) in India was initiated by National Health Mission under the Ministry of Health & Family Welfare. The program's main goals are to address the stigmas and difficulties related to menstruation and menstrual hygiene. It also encourages good sanitation and hygiene habits, particularly in underprivileged and rural areas. The program teaches men, women, and girls alike about menstruation, menstrual hygiene, and associated health concerns. It seeks to debunk stigmas, false beliefs, and myths related to menstruation.

Menstrual cups, reusable cloth pads, and other hygienic and reasonably priced menstrual hygiene products may be made available through Breaking Silence, especially in areas where they are hard to find or unavailable. To guarantee appropriate hygiene practices, the program may entail building or upgrading sanitation facilities, such as offering private, hygienic restrooms, handwashing stations, and waste disposal systems. Community members, local leaders, educators, medical professionals, and other stakeholders are frequently included in Breaking Silence's WASH and MHM-related conversations and activities. Participation from the community is essential to the intervention's sustainability and success. Typically, the intervention consists of tools for tracking development and assessing how activities affect health outcomes, menstrual hygiene practices, and general community well-being.

In order to address the difficulties that women and girls encounter in maintaining their menstrual health and hygiene, Breaking Silence and related interventions are essential. These initiatives support better health, dignity, and empowerment for people and communities by raising awareness, giving access to resources, and creating supportive environments.

1.12 POSHAN (Partnerships and Opportunities to Strengthen and Harmonize Actions for Nutrition in India)

A government-led program called POSHAN (Partnerships and Opportunities to Strengthen and Harmonize Actions for Nutrition in India) was initiated by National Health Mission under the Ministry of Health & Family Welfare aims to address malnutrition and related issues throughout the nation. POSHAN was introduced in 2017 with the goal of enhancing the nutritional status of kids, teens, expectant mothers, and nursing moms.

The objectives may include, Prevention of stunting, wasting, underweight, Anemia reduction. Low height for age, or stunting, is a common sign of long-term malnutrition. The goal of POSHAN is to prevent and lower childhood stunting rates. Low weight for height, or "wasting," is an indication of severe malnutrition. POSHAN aims to stop and lower childhood waste rates.

In India, anemia is a major health concern, especially for women and children. The goal of POSHAN is to lower the prevalence of anemia by using a range of interventions, such as dietary diversification and iron and folic acid supplementation. POSHAN highlights the value of complementary feeding techniques as well as exclusive breastfeeding for the first six months of a baby's life. POSHAN seeks to improve the provision of nutrition-related services through a range of establishments, such as schools, anganwadi centers, and medical facilities.

POSHAN uses a multi-sectoral approach to accomplish its goals, collaborating with a range of government agencies, academic institutions, civil society organizations, and international organizations. The initiative's main goals are to enhance the national, state, and local levels of nutrition-related program and policy implementation, governance, and coordination. India's efforts to combat malnutrition and enhance the general health and well-being of its people, especially women and children, must include POSHAN.

1.13 Comprehensive Abortion Care (CAC)

A comprehensive approach to abortion services that includes medical, surgical, and counseling components is known as Comprehensive Abortion Care (CAC) was initiated by National Health Mission under the Ministry of Health & Family Welfare. Ensuring safe, compassionate, and easily accessible abortion care for those seeking to end their pregnancy is the mission of CAC. Around the world, in January 2022, a number of government programs and initiatives centered around Comprehensive Abortion Care (CAC) were put into place, each with a unique strategy and degree of success.

Usually, CAC starts with a comprehensive medical evaluation to identify the best abortion technique based on individual preferences, medical history, and gestational age. In order to make sure that people are fully informed about all of their options, including the advantages and disadvantages of having an abortion, counseling services are frequently offered. Medications, usually a mix of misoprostol and mifepristone, are used in medical abortions to cause miscarriage and end the pregnancy. This method, which is typically utilized in the early stages of pregnancy, enables people to have an abortion in the comfort of their own homes. For those who are farther along in their pregnancies or who would rather have a surgical procedure, a surgical abortion may be advised. Dilation and evacuation (D&E) and vacuum aspiration are two common surgical abortion techniques. Usually, these operations are carried out under local or general anesthesia in a clinic or hospital setting.

Post-abortion care is another aspect of comprehensive abortion care that takes care of any emotional or physical needs that may emerge after the procedure. This could involve referrals to support services if necessary, counseling regarding contraception, and follow-up doctor visits. The provision of excellent, evidence-based care in a secure and encouraging setting is given top priority in CAC programs. This entails following clinical recommendations and best practices, as well as continuous quality improvement programs to guarantee efficient and considerate service delivery.

In general, Comprehensive Abortion Care is an all-encompassing strategy for providing abortion services that aims to respect human rights, dignity, and autonomy while attending to the various needs of those seeking to end a pregnancy. In order to guarantee that people receive the care and support they require throughout the abortion process, it includes a variety of medical, surgical, counseling, and support services.

2. Conclusion

The government has put in place a number of programs designed to encourage girls' empowerment in the state of Uttar Pradesh. During the review of various schemes, it was explored that in U.P. the responsible bodies cover a range of areas, with a focus on work, healthcare, and education in particular. In the area of education, the government has started initiatives to guarantee girls' greater access to high-quality education, supporting their intellectual and skill development with the help of Beti Bachao, Beti Padhao, Sarva Shiksha Abhiyan, CBSE Udaan Scheme and many more.

Programs with a health focus are made to specifically address the needs of girls, fostering their wellbeing and guaranteeing that they have access to necessary medical care through POSHAN (Partnerships and Opportunities to Strengthen and Harmonize Actions for Nutrition in India), Comprehensive Abortion Care (CAC), Breaking Silence (Intervention on WASH & MHM) and many more. Furthermore, the government has implemented programs aimed at improving girls' employment opportunities, opening doors for skill advancement and financial autonomy. These extensive initiatives highlight the dedication to empowering and uplifting girls in order to work toward a society in which they have equal opportunities and make a substantial contribution to the advancement of the country.

The problem of girls not being able to participate in a specific program draws attention to a serious weakness that needs to be fixed right now by the government. For this discrepancy to be addressed, the government needs to move quickly. To make sure that all eligible girls can take advantage of these schemes, it can be crucial to implement targeted programs, increase awareness, and improve accessibility. The government can play a significant role in empowering girls and closing the gaps in access to opportunities and essential services by implementing comprehensive strategies and promoting inclusivity. Similarly, in U.P. the percentage has improved a lot if we compare the data from reports in the past decades.

The government has indeed introduced a number of programs to aid girls, but program introduction alone will not empower girls. The degree of awareness of the schemes among parents and teachers of girls is a crucial parameter that needs to be taken into account. Despite being eligible, many girls are unaware of their rights and thus do not receive benefits. The government should launch a proper awareness campaign at every level in a structured manner, under the supervision of the relevant officer or the department.

When it comes to promoting government initiatives, social media and traditional media are complementary. Newspapers, radio, and television are examples of traditional media that have long served as the public's main information sources. These platforms are excellent for spreading information about government programs because of their wide audience and solid reputation. Government programs can reach a large audience—including people living in remote areas with limited access to digital technology—through newspaper and television advertisements. On the other hand, in the digital age, social media has become a potential tool for engagement and communication. Social media sites like Facebook, Instagram, and Twitter have completely changed how people share and use information. Social media is a great tool for promoting government initiatives because it enables real-time interaction and engagement with a wide range of audiences. Government organizations can interact with the public directly through social media platforms, sharing updates, responding to issues, and getting input on various projects. Governmental organizations have the power to increase openness and foster public trust. Social media sites can be important resources for informing the public about their rights, benefits, and the services that the government offers, enabling people to make decisions and get the help they need.

To sum up, social media gives real-time engagement, customization, and interactivity, while traditional media offers credibility and a wide audience. Through leveraging the advantages of both platforms,

government can interact with the public more successfully, encourage openness, and encourage involvement in programs that advance social welfare and development.

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