



कर्मचारी भविष्य निधि संगठन
EMPLOYEES' PROVIDENT FUND ORGANISATION
श्रम एवं रोजगार मंत्रालय, भारत सरकार
MINISTRY OF LABOUR & EMPLOYMENT, GOVERNMENT OF INDIA
मुख्य कार्यालय/Head Office
भविष्य निधि भवन, 14, भिकाजी कामा प्लेस, नई दिल्ली-110066
Bhavishya Nidhi Bhawan, 14, Bhikaiji Cama Place, New Delhi-110066
Website: www.epfindia.gov.in, www.epfindia.nic.in

No. C&PR/BBBP Logo/E-681135/

Date:

04 APR 2024

To,

All Additional Central P. F. Commissioner (HQ)/Director (PDNASS)
All Additional Central P. F. Commissioner (Zones)/Addl. CPFC (ASD)
All RPFCS/OIC-in-charge of Region.

Subject: Usage of Beti Bachao Beti Padhao(BBBP) logo on the stationery items, events, prominent places, etc.- reg.

Sir,

Please find enclosed herewith DO letter NO. 22/6/2023-BBBP dated 20/12/2023 of Secretary to the GOI, Ministry of Women & Child Development on the subject cited above for information and necessary action.

(This issues with the approval of Competent Authority)

Yours faithfully,

(Apurv Gautam)

Regional P. F. Commissioner-II (C&PR)

इन्दीवर पान्डेय, आई.ए.एस.
सचिव

INDEVAR PANDEY, I.A.S.
Secretary

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भारत सरकार
महिला एवं बाल विकास मंत्रालय
शास्त्री भवन, नई दिल्ली-110 001

Government of India
Ministry of Women & Child Development



D.O.No.22/6/2023-BBBP

20th December, 2023

Madam/Sir,

As you are aware, Beti Bachao Beti Padhao (BBBP) is a flagship initiative of Government of India launched by the Hon'ble Prime Minister on 22nd January, 2015 with the objective to prevent gender-biased sex selection and to ensure survival and protection of the girl child together with improving her educational outcomes. Over the period, the Scheme has made significant progress in various parameters and has also been able to capture the conscience of the nation. Sex Ratio at Birth has increased by 15 points from 918 in 2014-15 to 933 in 2022-23.

2. It cannot be over emphasised that women-led development is the key to achieve the goal of Viksit Bharat @2047. Adopting whole of Government approach is the need of the hour to eradicate any biases against the girl child and bring out this collective change. In view of the social cause, this Ministry proposes to engage with all Central Ministries/ Departments for co-branding BBBP to bring visibility and create awareness on valuing of girl child. The logo and tagline of BBBP is **enclosed**.

3. I take the opportunity to request you to use BBBP logo on your Ministry's/ Department's website, portals, stationary items, events and prominent places in the premises and direct the Public Sector Undertakings/ Autonomous Bodies under your Ministry to do the same. It is also suggested that logo may be used on signage boards, railway coaches, mines area, airports, bus stands, public hospitals, schools etc. It will convey the commitment of ensuring the rights of girl child and empowerment of women.

4. I would greatly appreciate it if the efforts done by you in this regard and photographs/videos of the deployment of the BBBP logo are shared with us.

I look forward to your support in this matter.

With regards,

Encl: As above.

Yours Sincerely,

(Indevar Pandey)

Secretaries of all Ministries/Departments, Government of India.

