

**Impact of Extension Activities in Sensitizing  
Students to Social Issues and Holistic Development**

**Case Study 5**

**Beti Bachao Beti Padhao -  
Girl Child Education Drive**

**Organized by:**

**Shobhit University, Gangoh, Saharanpur**

Shobhit University, Gangoh, in alignment with its commitment to inclusive growth and nation-building, actively organized a **Girl Child Education Awareness Campaign** under the umbrella of the national movement “**Beti Bachao Beti Padhao (Save the daughter, Educate the daughter)**”. This drive was not just an awareness campaign, but a vibrant and participatory outreach initiative that brought students, faculty, schools, and community members together to address one of India’s most pressing social challenges—**gender inequality in education**.



#### **Purpose and Relevance:**

**Addressing Gender Disparity in Education:** In many parts of rural and semi-urban India, including regions around Gangoh, **girls often face multiple barriers** to accessing quality education—ranging from social stigma and early marriage to lack of support and infrastructure. This campaign was initiated to challenge such deep-rooted beliefs and practices.

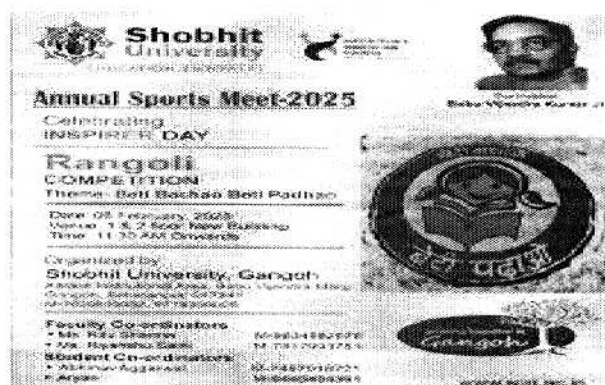
**Fostering Social Responsibility Among Students:** Through active participation, university students developed a better understanding of social inequalities and the importance of gender equity. The campaign served as a practical platform to instil **empathy, civic duty, and ethical leadership**.

**Bridging University and Community:** By stepping out of classrooms and engaging with local schools, panchayats, and families, students became real-life change agents. The initiative aimed to **connect academic knowledge with grassroots realities**, creating a ripple effect of awareness and change.

#### **Objectives of the Girl Child Education Drive:**

- **Raise Awareness about Girl Child Rights:** To spread knowledge regarding the **fundamental rights** of the girl child, including her right to equal education, safety, and dignity.

- **Promote the Value of Girls' Education:** To shift mindsets by emphasizing that educating girls benefits families, communities, and the nation at large—leading to better health, economic progress, and social justice.
- **Create a student-led Advocacy Platform:** To encourage students to design and lead community engagement activities, thereby nurturing their abilities to advocate for social causes.
- **Engage the Community in Dialogue:** To involve community elders, local teachers, and parents in open discussions about the **benefits of delaying marriage and investing in girls' education.**
- **Contribute to National Mission Goals:** To support the Government of India's ongoing **Beti Bachao Beti Padhao (BBBP)** campaign through local-level action and measurable outcomes.



### Campaign Highlights and Activities:

#### 1. Poster Making and Slogan Competitions:

Students across departments designed **inspirational and thought-provoking posters** focusing on themes such as “Let Her Learn,” “Educate a Girl, Educate a Family,” and “Empowered Daughters, Empowered Nation.” These were displayed across campus corridors, community halls, and shared digitally.

*Slogan Example:*

**“Beti Padhegi, Toh Desh Badhega (If the daughter studies, the nation will progress)”**

#### 2. Street Plays and Public Performances (Nukkad Nataks):

Creative and impactful street plays were performed by NSS volunteers at **marketplaces, schools, and village chaupals**. These plays highlighted the struggles of young girls denied education and illustrated the long-term impact of educated women in society.

**Key Themes Addressed:**

- Child marriage
- Dowry system
- Gender bias in schooling
- Empowerment through education

**3. Seminars and Motivational Talks:** Guest speakers—including **female educators, social activists, and successful local women professionals**—were invited to share their stories, thereby **inspiring both the youth and community**. Interactive sessions were held to allow villagers and students to ask questions, share concerns, and propose solutions.

**4. School Outreach Visits:** Groups of university students visited **government and private schools in the Gangoh region**, where they:

- Distributed stationery kits and books to girl students
- Shared motivational stories of women achievers
- Conducted **fun-learning workshops** on science, art, and technology to foster aspiration in young girls

**5. Social Media Campaign:** A parallel digital campaign was launched using university handles, featuring **short videos, infographics, reels, and student-led testimonials** promoting girl child education. Hashtags like **#EducateHerEmpowerIndia**, **#BBBPSShobhit**, and **#SaveTheDaughter** were used to amplify the message online.

**6. Community Meetings with Parents and Local Leaders:**

Special meetings were held in villages with **mothers, fathers, and local influencers**, where university faculty and students spoke about:

- Financial schemes for girls' education
- Legal consequences of early marriage
- Role of fathers in supporting daughters' education
- Career guidance for adolescent girls

**7. Pledge Ceremony:** To conclude the campaign, students and participants took an **oath to support girl child education**, act against discrimination, and advocate for equal opportunities in their communities.

#### Outcomes and Impact:

- **Holistic Student Development:** Students enhanced their **public speaking, leadership, collaboration, and community engagement skills** through campaign planning and execution. They emerged as **sensitive and socially responsible individuals**.
- **Community Reach and Transformation:** Over **1,500 individuals** were directly reached through offline activities and many more through online engagement. Several families committed to **keeping their daughters in school** and supporting their career aspirations.
- **Strengthened University-Community Bond:** The campaign fostered a sense of trust and collaboration between Shobhit University and the local community, establishing the university as a **change catalyst**.
- **Media and Institutional Recognition:** The campaign was appreciated by local leaders, schools, and media, and was documented as a **best practice in community engagement and gender sensitization** for future reference and NAAC documentation.

#### Sustainable Impact Plans:

The university plans to **institutionalize this drive annually** through NSS activities and collaborate with government schemes like **Sukanya Samriddhi Yojana** and **Kasturba Gandhi Balika Vidyalaya** for extended impact.



The **Beti Bachao Beti Padhao – Girl Child Education Drive** organized by Shobhit University, Gangoh, was not just an event but a **movement of change, awareness, and empowerment**. It successfully united students and community stakeholders in a shared mission to **value, educate, and uplift the girl child**. As a model of **integrated learning and community outreach**, it stands as a testament to how universities can drive real-world impact, foster holistic development, and contribute meaningfully to **nation-building and social justice**.

Beti Bachao Beti Padhao Outreach (2019-2024)

