



# Mahri Laado Radio Programme

## Why in News?

The Haryana government launched the flagship initiative "Mahri Laado" Radio Programme, which has become an exemplary success story under the [Beti Bachao Beti Padhao \(BBBP\) scheme](#).

## Key Points

- **Beti Bachao Beti Padhao (BBBP) Scheme:**
  - The Government of India launched the **Beti Bachao Beti Padhao (BBBP) scheme** on **22<sup>nd</sup> January 2015** in Panipat, Haryana.
  - This initiative **aims to address the declining [Child Sex Ratio \(CSR\)](#)** and ensure that **girls and women receive equal opportunities, care, and dignity**.
  - **Objectives of the BBBP Scheme:**
    - Increase [sex ratio at birth](#) through awareness and interventions.
    - Improve institutional deliveries for maternal and child health.
    - Enhance girls' enrolment in secondary education and curb dropout rates.
    - Encourage early [Antenatal Care \(ANC\)](#) registration for maternal well-being.
    - Promote awareness on safe [Menstrual Hygiene and Management \(MHM\)](#).
- **Mahri Laado Radio Programme:**
  - It was launched on **16<sup>th</sup> August 2024** as a key initiative under BBBP.
  - This community-driven programme **aims to address gender inequality, empower girls, and promote the value of daughters in Haryana**.
  - **Broadcast Schedule:** Every Wednesday and Thursday on [All India Radio \(AIR\)](#) stations- Chandigarh, Hisar, Rohtak, and Kurukshetra.
  - **Content Format:** The 15-minute segments include stories, interviews, and discussions to engage communities on gender equality and empowerment.
- **Mobilization Strategies for Maximum Outreach:**
  - The Government of Haryana adopted a comprehensive approach to extend the programme's reach.
  - **Key stakeholders mobilized communities:**
    - District Programme Officers (DPOs) and Child Development Project Officers (CDPOs).
    - [Anganwadi Workers](#) and staff from One Stop Centers (OSCs), [Pradhan Mantri Matru Vandana Yojana \(PMMVY\)](#), and [POSHAN Abhiyaan](#).
    - Listening sessions were organized at Anganwadi Centers (AWCs), involving both men and women in discussions.
- **Digital Accessibility:**
  - Participants were encouraged to download the **"News on AIR" app** for easy access.
  - Guidelines on app usage were shared via WhatsApp, telephone, and email.

## Pradhan Mantri Matru Vandana Yojana (PMMVY)

- It is a **maternity benefit programme** being implemented in all districts of the country with effect from **1<sup>st</sup> January, 2017**.
- It is a [centrally sponsored scheme](#) being executed by the Ministry of Women and Child Development.

- **Cash benefits are provided to pregnant women** in their bank account directly to meet enhanced nutritional needs and partially compensate for wage loss.

## Poshan Abhiyan

- **POSHAN Abhiyaan (National Nutrition Mission)** was launched by the government on March 8, 2018.
- The Abhiyaan targets to **reduce stunting, undernutrition, anemia (among young children, women and adolescent girls)** and reduce low birth weight by 2%, 2%, 3% and 2% per annum respectively.
- The target of the mission is to bring down stunting among children in the age group 0-6 years from 38.4% to 25% by 2022.
- **POSHAN 2.0:**
  - The government has amalgamated various programmes with similar objectives such as **Supplementary Nutrition Programme** and POSHAN Abhiyaan under one umbrella—Mission POSHAN 2.0—for **creating synergies in operations and adopting an integrated approach** in the nutrition services mechanism.

PDF Reference URL: <https://www.drishtias.com/printpdf/mahri-laado-radio-programme>

