

## **National Service Scheme (NSS):**

### **Pradhan Mantri Matru Vandana Yojana Campaign in the NSS adopted villages Sigora**

**(4<sup>th</sup> November 2023)**

In the NSS-adopted villages of Sigora, AUMP NSS volunteers carried out the Pradhan Mantri Matru Vandana Yojana campaign. On November 4, 2023, a campaign of awareness was held in the NSS-adopted villages of Sigora to inform the villagers of the purpose of the Beti Bachao Beti Padhao scheme, which is to celebrate the birth of a girl child in order to prevent the interests of girls from being violated due to antiquated and conservative beliefs and practices. The government of India launched the "Save the Girl Child, check female feticide and Educate the Girl Child" campaign with the goal of raising awareness and enhancing the effectiveness of welfare programs designed for females in the country. The volunteers informed the villagers about the different measures taken by the Ministry of Health and Family Affairs and the Ministry of Human Resource Development to guarantee the continuation and preservation of girls' education. This entail coordinated, multisectoral efforts to run the Beti Bachao Beti Padhao Scheme (BBBP). In response to these volunteer efforts, the villagers also pledged to maintain their vigilance in order to provide the government's initiatives to "Save Girl Child" and "Educate Girl Child" with the greatest amount of support possible. They pledged to help the administration with its BBBP initiative. The volunteers started the campaign at 0930 hrs and concluded the program at 1430 hrs. 44 NSS volunteers of AUMP visited the adopted village Sigora for Matru Vnadana Yojana campaign. Based on voluntary work, NSS actively advocates for the tremendously beneficial effects that young people from educational institutions have when they interact with the most marginalized groups in society. The event was supervised by Dr. Manish Dubey, ASCO; Dr. Arvind Kumar Jadon, AIP; and Dr. Rachana Kathal, NSS program officers.

The Pro-Chancellor of Amity University Madhya Pradesh, Lt Gen VK Sharma (AVSM), praised the NSS volunteer's dedication to promoting social consciousness. Pro Vice Chancellor Prof. Dr. Anil Vashishth expressed that a young person who has received a good education ought to be actively engaged in society and take full responsibility for social welfare.



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