

Beat: News

## Maneka Sanjay Gandhi Kicks Off Social Media Campaign On Daughters' Day

“Betı Bachao Betı Padhao Programme’

New Delhi, India, 08.08.2016, 18:55 Time

**USPA NEWS** - The Union Minister for Women and Child Development, Mrs. Maneka Sanjay Gandhi in a group photograph with the women Secretary of Government of India, in New Delhi on August 08, 2016.

“Betı Bachao Betı Padhao Programme’

The Ministry of Women and Child Development launched a social media campaign on Aug 8, to mark the Daughters Day to be celebrated on 11th August 2016. The coming week will be celebrated by the Ministry of Women and Child Development as Daughters' Week, as part of the Betı Bachao Betı Padhao Programme.

Through social media websites such as Facebook, Twitter etc., users from across the country will post photographs online with their Daughters, Daughters-in-law and Granddaughters using the hashtag #BBBPDaughtersWeek.

This opportunity is being used by the Ministry to engage citizens to celebrate the young women and girls in their lives, and spread the message of valuing the girl child. To kickstart the campaign, Mrs. Maneka Sanjay Gandhi has posted her picture with her daughter-in-law and grand-daughter which can be seen both on [twitter.com/manekagandhibjp](https://twitter.com/manekagandhibjp) and [ministrywcd](https://twitter.com/ministrywcd) as well as the facebook.

---

### Article online:

<https://www.uspa24.com/bericht-8788/maneka-sanjay-gandhi-kicks-off-social-media-campaign-on-daughters-day.html>

### Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSıV (German Interstate Media Services Agreement): Doruvu Paul Jagan Babu

### Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Doruvu Paul Jagan Babu

### Editorial program service of General News Agency:

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)