

Beat: News

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

“Betı Bachao Betı Padhao Programme”

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**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.

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### Article online:

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