

From

The Director Social Welfare
Chandigarh Administration

To

All the Head of Departments,
(Including Boards/Corporations)
Chandigarh Administration

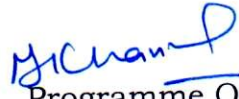
Memo No. ICDS Cell/BBBP/2020/ 1394-54
Dated, Chandigarh, the 30/9/2020

Subject:- To celebrate 150th Birth Anniversary of Mahatma Gandhi Ji on 2nd October, 2020 by undertaking various activities/campaigns for wider dissemination and visibility of Beti Bachao Beti Padhao (BBBP) Scheme-reg.

Reference on the subject cited above.

Please find enclosed letter received from Ms. Santosh, BBBP Scheme Head, GOI, Ministry of Women and Child Development, New Delhi no. BBBP-22/10/2018-BBBP, dated 28.09.2020 alongwith logo & Tagline of Beti Bachao Beti Padhao Scheme which is self explanatory.

You are requested to use Beti Bachao Beti Padhao (BBBP) Logo and Tagline through various media platforms such as Official Social Media Handles, Departmental Websites, Web Meetings etc. for wider dissemination and visibility. You are also requested to share the link immediately after the activity on socialwelfarechd@rediffmail.com for sharing the same on Ministry's official Social Media Handles on the occasion of 150th Birth Anniversary of Mahatma Gandhi Ji on 2nd October, 2020. The Logo and tagline is also enclosed.


Programme Officer,
for Director Social Welfare,
Chandigarh Administration