

# A Study of the Facebook Page of 'Kanya Shiksha Pravesh Abhiyan' for Promotion of Women Education

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## ARTICLE INFO

### DOI:

10.61081/vjr/14vii109

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### Keywords:

Social media, Women  
empowerment,  
Women education,  
Kanya Shiksha Pravesh  
Abhiyan, Ministry of  
Women and Child  
Development.

**How to Cite:** Agarwal,  
S., Kayal, S., Tripathi, N.,  
Pal, S. (2024). A Study of  
the Facebook Page of  
'Kanya Shiksha Pravesh  
Abhiyan' for Promotion  
of Women Education.  
Vivekananda Journal of  
Research, 14(1), 68-76

## Abstract

Social media is a storehouse containing the potential to unlock wide possibilities that can bring in revolution. Social media connects individuals for numerous causes and has facilitated women's education. There is a lot of information shared on social media creating awareness for benefitting women and connecting them to the larger world. Many women in a developing country rarely get the opportunity to access the activities and events happening outside their region and social media fills this space by bringing the world to them through a smartphone. Social media campaigns carried out by the government are crucial to the reception of the various schemes and awareness of the masses about the importance of social issues. In 2022, the Ministry of Women and Child Development launched the Kanya Shiksha Pravesh Abhiyan along with Ministry of Education and UNICEF. The campaign holds significance as it envisages development by promoting education, gender equality, and girl empowerment under the aegis of Beti Bachao Beti Padhao scheme, Samagra Shiksha Abhiyan and New Education Policy. The objective of the research is to understand the role of social media in female education and study the campaign carried out on Facebook by the government for promoting Kanya Shiksha Pravesh Utsav scheme. The research uses qualitative analysis and content analysis of the Facebook pages to understand the use of social media to promote the campaign. The analysis finds different storytelling methods on social media used by the Government of India to encourage women education.

## INTRODUCTION

In a population of 1.3 billion with an inflation percentage of 0.97 from the last year (census of India, 2021) the gender ratio is 48 females to 52 males. Statistics say that here are about 490 million individuals living in the age group of 4–24 which closely consists of the population enrolled in educational institutions for some degree. This is the age group that would be serving as the next generation of professionals having a profound role in the development of the country. India, being a developing country, positions education as a fundamental aspect that can bring about sustainable development. The World Bank anticipates that education is pivotal in eradicating injustices from the society expediting peace and stability through economic and social progression. It anticipates the amputation of poverty, gender inequality, hunger, poor health standards, in a nutshell, education can improve the overall standard of life as education leads to employment and financial stability.

The United Nations has adopted 'Education for all' as a Sustainable Development Goal and envisages overturning the current scenario where Covid 19 has left no stone unturned in jeopardizing this goal by raising child labour, mental health issues, and unemployment. The Human Development Index which was steady for a few years witnessed a steep drop during 2020 and 2021 owing probably to the global pandemic. The researchers Kumar and Chowdhary opine that learning is that tool which can endow a person with ability of analysing information and contribute to the lifelong learning of the self (Kumar & Choudhary, 2019). In a country where 35% of the population belongs to the age group (4–24 years) who ideally should be engaged in learning at various education institutions, education plays a major role and the state should be promoting it through various measures. The education of females has a significant impact on society where, as the statistics suggest, females are 232 million between the age of 4–24 years, of the entire population (<https://statisticstimes.com>). Indian history points out that during the Vedic age women had the liberty to education but as the religion and caste system in India became stagnant and deteriorated due to various reasons like foreign invasions, corruption, stagnancy of religious ideas, rigidity, rights of women took a backseat and social evils like purdah system; sati daha, dowry child marriage; resistance to women education and widow remarriage dominated the society. These evil practices were on the surge and denounced the rights of women and education took a backseat. During the early days of the struggle for independence from colonial rule revolutionaries claimed for equal rights for women and tried to create mass awareness about these issues and were successful in causing women empowerment and it is because of the combined efforts of centuries that the entire Indian population irrespective of gender, caste, creed, religion have equal voting 'Universal Adult Franchise'. Untouchability was also abolished and many other horrifying practices which were restricting the growth of a democratic nation were banned by the Indian government. The UNESCO adheres to the principles of equality of gender and education and the 2013-14 report brought

out by the organisation which monitors the state of world education confirms similar notions that they are of paramount importance in the growth and development of the society. It recommends the government to introduce educational reforms and programmes for the development of the educational environment as it is a tool that can cause even distribution of wealth and resources and prevent them from being concentrated in few hands. A developing country should prioritize the sustainable development goals to help raise the weaker sections and 'education for all' can prove an aid to the attempt.

## LITERACY IN INDIA

As per the data collected by the National Family Health Survey and the National Statistical Office, the literacy rate in India in 2021-22 stands at 77.7% with 84.7 and 70.3% females being literates.

**Table 1:** Literacy rate in India in the last few decades (Source: Census India).

	Literacy rate	Gap in Male-Female Literacy Rate (in %)
1981	43.57	26.62
1991	52.21	24.84
2001	64.83	21.59
2011	74.04	16.68

The table describes that the literacy rate, has been rising since 1981. However, the gap in the literacy rate among men-women has been decreasing slowly and has reduced to 14% in 2021.

An analysis was conducted by the researchers Swargiary and Roy (2022) on the data from the Census India, National Family Health Survey and the National Statistical Office, they concluded that male literacy is higher than females and Kerala has the maximum literacy and Andhra Pradesh scores the lowest literacy rate. The deductions also reflect that urban areas have a higher literacy rate than rural area. The researchers mention in their published work that the literacy level of a country is a determining factor in the growth and advancement of the country and projects an image of where the

**Table 2:** State/Union Territory-wise distribution of literacy (Source: Census India)

S.No.	State/ Union Territory	Literacy Rate in % (Person)	Literacy Rate in % (Male)	Literacy Rate in % (Female)
1	Kerala	94	96.1	92.1
2	Lakshadweep	91.8	95.6	87.9
3	Mizoram	91.3	93.3	89.4
4	Goa	88.7	92.6	84.7
5	Tripura	87.1	91.5	82.7
6	Daman & Diu	86.6	91.5	79.5
7	Andaman & Nicobar	86.6	90.3	82.4
8	NCT of Delhi	86.2	90.9	80.8
9	Chandigarh	86	90	81.2
10	Puducherry	85.8	91.3	80.7
11	Himachal Pradesh	82.8	89.5	75.9
12	Maharashtra	82.3	88.4	75.9
13	Sikkim	81.4	86.6	75.6
14	Tamil Nadu	80.1	86.8	73.4
15	Nagaland	79.6	82.8	76.1
16	Manipur	79.2	86.1	72.4
17	Uttarakhand	78.8	87.4	70
18	Gujarat	78	85.8	69.7
19	West Bengal	76.3	81.7	70.5
20	Dadra & Nagar Haveli	76.2	85.2	64.3
21	Punjab	75.8	80.4	70.7
22	Haryana	75.6	84.1	65.9
23	Karnataka	75.4	82.5	68.1
24	Meghalay	74.4	76	72.9
25	Odisha	72.9	81.6	64
26	Assam	72.2	77.8	66.3
27	Chhattisgarh	70.3	80.3	60.2
28	Madhya Pradesh	69.3	78.7	59.2
29	Uttar Pradesh	67.7	77.3	57.2
30	Jammu & Kashmir	67.2	76.8	56.4
31	Andhra Pradesh	67	74.9	59.1
32	Jharkhand	66.4	76.8	55.4
33	Rajasthan	66.1	79.2	52.1
34	Arunachal Pradesh	65.4	72.6	57.7
35	Bihar	61.8	71.2	51.5

nation is heading. The states in where the literacy level is high reinstates that they are backed up by a strong primary educational system. In those areas majority of the population has received the basic erudition (Swargiary & Roy, 2022). Another research work suggests that the female literacy ratio is a vital indicator of the future and development of a nation

and the low female literacy level in India. Thus, it is a matter of apprehension for the government and many non-governmental organizations. The policy makers keep on implementing various schemes in order to uplift female education status of the country and frequently measures are undertaken. Some of the cultural factors are also responsible for

the low female literacy level in India like the male domination, dowry system and early marriage, and low status of women in the society. The research study suggests that methods to counter female dropout from educational institutions could help tackling the issue (Dinesha, 2017). A researcher upon conducting a study on girls' educational attainment found underlying presumption that in predominant Indian culture, there exist distinct cultural and societal beliefs, as well as biases, concerning girls' education and marriage. This mindset of parents poses a barrier to the advancement of female higher education. Overcoming such obstacles at the grassroot level requires the combined effort of government initiatives and active involvement of NGOs. The Indian government from time to time comes up with programs that help facilitate girls' education (Maity *et al.*, 2022).

## MINISTRY OF WOMEN AND CHILD DEVELOPMENT

The Ministry of women and child development in the apex body of the Indian government which has been apportioned the task of setting rules for the betterment of women and children. It was set up in 1985 and in 2006 converted to a ministry considering the importance of its work and role in the development of the nation. The ministry has since then mandated various policies, programmes, legislation and implemented plans and supported governmental and non-governmental efforts. The ministry and the various autonomous bodies working under it is entrusted with looking after the health and nutrition of women and children, implementation of acts preventing women trafficking, dowry, indecent representation of women, juvenile justice, child helpline and adoption, crime against children, child marriage and thus promote women empowerment and gender equality.

## KANYA SHIKSHA PRAVESH UTSAV

In anticipation of International Women's Day, the Ministry of Women and Child Development, in conjunction with the Ministry of Education and UNICEF, inaugurated Kanya Shiksha Pravesh Utsav—an epochal initiative—on March 7, 2022. This campaign aspires to reintegrate India's out-of-school

adolescent girls into the structured domains of education and skill enhancement. The event was graced by the presence of adolescent girls who shared their personal narratives of reintegration into the educational sphere. The objective of the initiative is to enhance both the admission and continuity of girls aged 11 to 14 within educational institutions.

The project's overarching intent is to establish a comprehensive framework targeting girls who are not currently enrolled in schools. The strategy involves utilizing the existing platforms and strategies to create a cohesive system that fosters the participation and learning of these marginalized girls, thereby offering them a chance at a better future. This framework is developed by augmenting existing initiatives and schemes, such as the Schemes for Adolescent Girls (SAG), the Beti Bachao Beti Padhao (BBBP) movement, and the National Education Policy (NEP). To execute this effort, the campaign will be integrated into the Ministry of Women and Child Development's BBBP undertaking. The primary focus lies on catering to the requirement of over 400,000 adolescent girls who currently find themselves outside the realm of formal education. The importance of this campaign is multifaceted, as it tackles crucial dimensions of societal progress, including education, gender parity, and the empowerment of girls.

## RESEARCH METHODS

The objective of the research is to examine the content of the Facebook page (of Government) of *Kanya Shiksha Pravesh Abhiyan*. To achieve the objective qualitative analysis is employed and a content analysis is conducted. The research study aims to analyse the role of social media (Facebook) in female education by conducting a content analysis of the campaign carried out on Facebook by the government for promoting *Kanya Shiksha Pravesh Abhiyan*. This will help understanding the employment of social media for engagement of the masses for a social campaign by the government.

## ANALYSIS

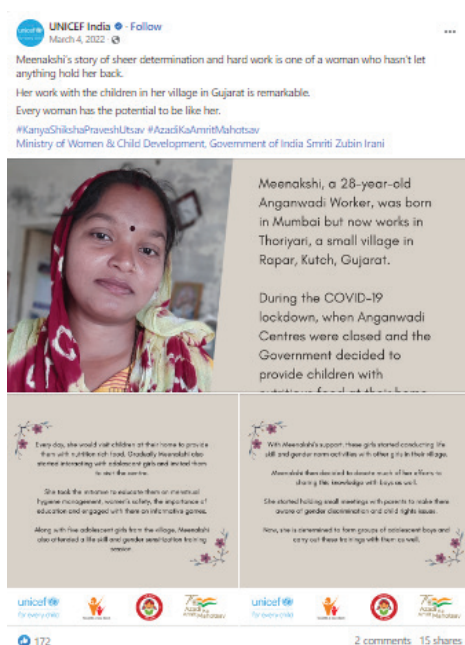
The social media posts made by UNICEF and Ministry of Women and Child Development related to #kanya shiksha pravesh utsav on Facebook



were analysed. A content analysis of the posts was attempted to understand the use of social media by the government to reach out to the masses and create an awareness. The campaign analysed in this research study has the objective to include the adolescent girls who have dropped out for some or the other reason from formal educational process.

Hashtags used: #kanyashikshapraveshutsav, #azadikaamritmahotsav, #ministry of women & child development, #government of India.

*Description:* This Facebook post (on 2 March 2022) by UNICEF appreciates the efforts of Minakshi,



**Figure 1:** Social media posts to appreciate female 'icons'

a 28-year-old Anganwadi worker in Gujarat who provided support to girls regarding gender sensitization and menstrual hygiene. Her struggles were shared in the form of a story to inspire people to contribute towards women education and issues. The remarkable contribution made by her to promote the female was shared to celebrate her success (172 likes, 2 comments and 15 shares). The Facebook post on 4<sup>th</sup> March discussed the narrative of Himadri, an integral constituent of the tribal demographic, whose exceptional endeavours stood resolute in affording erudition to the female child, despite formidable adversities. The post called for an oath to women to mark their role in making India a better place to live in. It called out to all the women to actively participate in the formation of an educated society and put an end to gender disparity.

Hashtag used: #kanyashikshapraveshutsav #azadikaamritmahotsav

*Description:* The post below was shared by UNICEF India on 3 March 2022 to create awareness on the issue of low level of education of girls. It



**Figure 2:** Social media post on providing a safe environment to girls

advocates girl child should be provided a secured environment so that she can prosper in life and this could only happen if she is allowed the right to education. A user says @Shalet Lucy Saldanha on this post that if every child gets free education, then India will become a developed nation. Another user @Kamal Ali notes that overall education is necessary if the nation has to become healthy and successful. @Aban Mistry writes that providing education free to everyone in the nation, would remove poverty. There were also many comments of appreciation and support for the cause. There were a few posts sighing the unavailability of resources for the female child @Drgeetha S Nair writes 'sadly she isn't' on the post.

Hashtag used: #kanyashikshsapraveshutsav, #international womens day 2022, #azadikaamrit mahotsav, #ministry of women and child development, #government of India

Description: The post was shared by UNICEF India on March 6, 2022, the eve of International Women's Day, where the Government of India, Ministry of Women and Child Development is announcing the launch of the programme to promote female education in the country.



**Figure 3:** Facebook post announcing the Abhiyan



**Figure 4:** Facebook post urging for upgradation of skills

Hashtag used: #kanyashikshapraveshutsav, #azadikaamritmahotsav.

Description: This post was shared by UNICEF India on 4 March 2022 urging women to upgrade their skills so that they can make an active contribution



**Figure 5:** Social media post by UNICEF India promoting right to education and work



to the society. The post reiterated that the females should be given an equal opportunity in the society so that they can also prove themselves and mark their mark in any field. It highlights the right to education for everyone and reminds that if the girl child is given equal opportunities and resources, she can also have a share in the advancement of the country. This post raises awareness about the rampant issue of dropout of the female child and calls out to bring them back in the educational system.

Hashtag used: #kanyashikshapraveshutsav, #azadikaamritmahotsav.

Description: This post explains that women who have received education, can have an opportunity to

provide for themselves and their family. Education can make a person capable of earning their own livelihood and they do not have to remain dependent on anyone. It raises a very pertinent issue of the society and highlights the right to education and right to work of every individual.

Description: These two Facebook posts were made on the website of the Ministry of Women and Child Development that discusses about the 4 lakh adolescent girls who have dropped out of school and claim to bring them back under the 'Beti Bachao and Beti Badhao' and 'Kanya Shiksha Pravesh Utsav' Abhiyan. In another post the Prime Minister himself urges in this post for enrolment of the girl child in the formal educational process.

## DISCUSSION

The presence of worldwide discrepancies between males and females across domains like healthcare, nutrition, occupation, education, and political involvement speaks highly of the significance of progressing human and societal advancement. A central focus of this pursuit involves improving female education, a critical factor in tackling these imbalances and progressing towards a more gender-inclusive society. As a result, a range of policy strategies and institutional structures have been instituted to advocate for female education, with a special emphasis on developing and less developed nations (Nair & Mishra, 2023). In research conducted in 2023 it was noted that traditional customs and religious beliefs continue to pose hindrances to women's access to education. This challenge is particularly pronounced in regions where tribal populations reside. Moreover, marginalized groups are still far from attaining the desired outcomes in terms of literacy. This situation is especially acute for rural girls, who face resistance to education (Doddahanumaiah, 2023). In a research work conducted in Africa, the researchers maintain that the Education Index by the United Nations, is an extensively acknowledged tool of educational achievement within a nation and an element of the Human Development Index. It is determined by combining the mean years of schooling among adults with the anticipated years of education for children. Results found that Sub-Saharan Africa



**Figure 6:** Facebook post by Ministry of Women & Child Development

exhibits the most elevated rate of child mortality, the lowest female studying in secondary schools and high corruption being practiced in educational institutions (Adeleke & McSharry, 2022). The issue of women empowerment is a prominent topic of discussion in today's global discourse. Since independence, particularly after 1990, India has been striving for the empowerment of women. Women empowerment denotes their capacity to make decisions concerning their lives and careers, as well as ensuring equitable rights for them across various domains, including personal, social, economic, political, legal, and more. Education stands as a crucial tool for enhancing the well-being, advancement, and welfare of women. The demographic landscape of Indian societies is marked by diversity. In light of future imperatives, knowledge-driven leadership is paramount. In the present day, India possesses a substantial pool of educated individuals, a factor of great significance for the socio-economic advancement of the nation. Additionally, education serves to diminish inequalities and functions as a mechanism for elevating the status of women within their families. (Dhal, 2022). Inclusive education has the potential to drive societal change by fostering an environment where all students, including those with disabilities, can thrive. This necessitates the presence of skilled, knowledgeable, and capable educators who can nurture essential values, instil confidence, and provide meaningful assistance to disabled students. By doing so, inclusive education empowers these students, enabling them to develop into capable and empowered members of society (Marimuthu & Cheong, 2015).

## CONCLUSION

The posts highlighted a pertinent issue of the society and attempted to focus on different emotions to make the masses conscious about the enrolment of dropped out female child from receiving education. Some posts called out to all women to participate in nation building and make a secure environment where the girl child could educate herself and aim to be successful in life. Another post evoked an emotional response from the audience by using visuals of young females in school uniform

with smiling faces, who seem to be content by receiving education and learning and being at par with the other children. Yet another series of posts told success stories of women-heroes who are the harbingers of change in the society. These women are also providing resources to marginalised children through free education, health facilities and recognition of their rights. These women have not only been successful themselves but through their actions have made a remarkable contribution to the advancement of the society. A few posts focussed on reforming the mindset of guardians by informing them that education and employment is the right of every individual and if the female child is receiving education and skills, it would make her capable of earning. There were posts where the Prime Minister himself calls out to the public to educate girls. The various social media posts which were shared on social media could engage the audiences but the posts were not continued for a longer period of time. However, the posts only popularised the celebration of successful inclusion of a certain number of girls in the educational system on women's day by the government, but were in conjunction to the other educational schemes run by the government. It made awareness about the initiatives of the government and helped forge a connection between the electorate and the government informing the public about its involvement with issues that grapple the society. The government can make use of the social media and rapidly spread information about various activities that it initiates and mobilize the masses. Increased interaction with the public through social media could serve as an influential tool in e-governance and result in better administration.

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#### Weblinks:

*Open Government Data (OGD) Platform India*. <https://data.gov.in/>  
*Government of India*. <https://censusindia.gov.in/census.website/>  
*Ministry of Health and Family Welfare | GOI*. <https://main.mohfw.gov.in/>  
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