अनिल मलिक, भा.प्र.से.
सचिव
Anil Malik, I.A.S.
Secretary

सत्यमेव जयते

भारत सरकार
महिला एवं बाल विकास मंत्रालय
जीपीओए–3, नेताजी नगर
नई दिल्ली–110023
Government of India
Ministry of Women & Child Development

D.O. No. 138/2020-WW-Part(6)

21st October, 2026

Dear Chief Secretary,

As you are aware, the Ministry of Women and Child Development had launched the **Bal Vivah Mukt Bharat (BVMB)** campaign on 27th November, 2024, with "Whole of Government" and "Whole of Society" approaches for prevention of child marriage. The campaign seeks to strengthen awareness, community participation, reporting and coordinated action at all levels.

2. The United Nations General Assembly has designated **27th November as the "International Day for the Elimination of Child, Early and Forced Marriage"**. The observance assumes particular significance for India as 27th November also marks the anniversary of the launch of Bal Vivah Mukt Bharat.

3. To build sustained momentum around the observance, it has been decided to **reopen the 100-Day Bal Vivah Mukt Bharat Awareness Module from 21st October to 21st December, 2026 (**https://https://stopchildmarriage.wcd.gov.in/**).** The campaign period also coincides with the **peak wedding season in many parts of the country**, and, therefore, requires intensified awareness, vigilance and preventive action against child marriage prevalent during this period. States/UTs are also requested to utilise this period for intensive awareness and outreach activities, with **27th November, 2026** being observed prominently across all the States/UTs, Districts, Blocks, Taluks and local levels.

4. I request you to kindly issue instructions for a **coordinated observance throughout your State/UT to mobilise all Departments concerned and their field formations** for undertaking appropriate activities during the campaign period. In particular, convergence may be ensured with the Departments of **Women and Child Development, Health and Family Welfare, Home/Police, Panchayati Raj, Rural Development, Urban Development, Education, Youth Affairs, Tribal Welfare, Culture, Information/Public Relations and Legal Services Authorities**, among others.

5. The Departments concerned, within their respective mandates, may mobilise **Anganwadi Workers, ASHAs, ANMs, schools and educational institutions, Gram Panchayats, Urban Local Bodies, Self-Help Groups, youth and community networks and religious organizations, Police and other field-level functionaries** for awareness generation, pledge-taking, legal literacy, identification and reporting of child marriage cases, and community mobilisation. **Special Gram Sabhas, mass pledges, local awareness programmes and other suitable activities may be organised on 27th November, 2026**, with emphasis on community participation and showcasing good practices in prevention of child marriage. A step-by-step guide for taking the pledge through the BVMB Portal is enclosed for ready reference.

Cont'd.....

6. I shall be grateful for your personal support in ensuring coordinated and meaningful observance across the State and in mobilising all Departments concerned and stakeholders towards our shared objective of a **Bal Vivah Mukt Bharat**.

With regards,

Yours sincerely,
Sd/-
(Anil Malik)

The Chief Secretaries of all States.

Copy to:

Addl. Chief Secretary/Principal Secretary/ Secretary of WCD/Social Welfare Department of all States/ UTs.

(Anil Malik)