

“Digital Guddi Gudda Board- (a medium for advocacy) an innovation of District Jalgaon, Maharashtra

Under the BBBP initiative, in order to update, monitor and give visibility to birth statistics, district of Jalgaon in Maharashtra has come up with a digital “Guddi Gudda Board”

The digitization of Guddi Gudda Board was initiated by District Collector, Jalgaon Smt. Rubal Aggarwal with the support of Ms Raksha Khadse, MP, Raver and Mr. A.T. Nana Patil, MP, Jalgaon.



Smt. Menaka Gandhi , Hon’ble Minister of WCD appreciates Smt. Rubal Aggarwal (DC, Jalgaon) & Ms. Raksha Khadse, MP for the innovation of Digital Guddi Gudda Board



Apart from displaying disaggregated birth statistics, this Board acts as a medium for advocacy and information. It displays audio video IEC material related to the initiative. The board is placed in the offices of Chief Minister, Chief Secretary, DC, Jalgaon, Zilla Parishad and every Gram Panchayat in Jalgaon District, Maharashtra.

The digital Beti Bachao Beti Padhao (BBBP) Guddi Gudda Board is being showcased as part of Digital India Week (1st July-7th July 2015) at the Centre of e-governance under Department of Electronics & Information Technology (DeitY), GoI. This an aesthetically designed centres with hi-tech display systems and visitor-friendly functionality with kiosks for demonstration of e-services and state-of-the-art display format. The digital Beti Bachao Beti Padhao (BBBP) Guddi Gudda Board fine example of digital innovation and best practice connected with the BBBP Scheme, impacting thousands of people in the District.



The Digital “Guddi Gudda Board” displayed at the Centre of e-governance under Department of Electronics & Information Technology (DeitY), GOI