

GOVT. OF NCT OF DELHI
DEPARTMENT OF WOMEN AND CHILD DEVELOPMENT
2nd Floor, Maharana Pratap, ISBT Building, Kashmere Gate, Delhi-110006
(DLBS Branch)

F.NO.08(781)/DWCD/DLBS/Advt.&IEC/

Dated:

To,

The Director
Directorate of information & Publicity
Govt. of NCT of Delhi
Block No. IX, Old Sectt., Delhi - 110054

Sub: Regarding Publication of Advertisement for Wider Awareness and Publicity of Delhi Lakhpati Bitiya Scheme (DLBS).

Respected Sir,

Please find enclosed herewith publication material in English (02), Hindi (04), Punjabi (01) and Urdu (01) regarding "Publication of Advertisement for Wider Awareness and Publicity of Delhi Lakhpati Bitiya Scheme (DLBS)". In this regard, I am hereby directed to request you to get the advertisement published in the below newspaper, as per DAVP rate with black Border, size (425) sq cms each, at the earliest convenience.

S.No	Name of Newspaper	Language	Edition	Size in cms	DAVP rates	Amount
1	The Times of India	English	Delhi	425	328.42/-	1,39,578.5/-
2.	Times Day	English	Delhi	425	59.68/-	25,364/-
3.	Amar Ujala	Hindi	Delhi	425	81.39/-	34590.75/-
4.	Loksatya	Hindi	Delhi	425	136.02/-	57808.5/-
5.	Dainik Jagran	Hindi	Delhi	425	204.62/-	86,963.5/-
6.	New India Herald	Hindi	Delhi	425	71.61/-	30,434.25/-
7.	Qaumi Patrika	Punjabi	Delhi	425	44.49/-	18,908.25/-
8.	Salar-E-Hind	Urdu	Delhi	425	18.47/-	7,849.75/-
TOTAL						Rs. 4,01,497.5/-plus GST as applicable

The soft copy of the same is submitted through email. The payment of this advertisement will be made by DIP.

This issue with the approval of Competent Authority, DWCD.
Encl: Advertisement Material


Asstt. Dir. (DLBS)

F.NO.08(781)/DWCD/DLBS/Advt.&IEC/

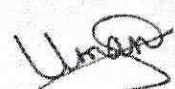
4343-44

Dated:

24 JUN 2026

Copy to:-

1. Deputy Director (IT Cell), Department of Women & Child Development, GNCTD, Delhi
- 110006, for uploading the advertisement on the website of the Department.


Astit. Dir. (DLBS)

(GOVT. OF NCT OF DELHI)
DEPARTMENT OF WOMEN AND CHILD DEVELOPMENT
ISBT BUILDING, KASHMERE GATE, DELHI - 110006

PUBLIC NOTICE

Delhi Lakhpati Bitiya Scheme:

The Government of National Capital Territory of Delhi has notified the **Delhi Lakhpati Bitiya Scheme** in **Delhi Gazette** on dated **31.03.2026**. The Scheme has been made effective from **01.04.2026** and aims at ensuring education, empowerment and financial security of the girl child in Delhi.

The Scheme provides milestone-based financial assistance from birth till completion of higher education, thereby promoting continued education and improving the overall status of the girl child in society.

Eligibility:

- Girl child must be born in Delhi.
- Applicant should be a resident of Delhi for at least three years.
- Annual family income should not exceed ₹1,20,000.
- Girl child should be studying in a Government/recognized school in Delhi.
- Maximum two girl children per family shall be eligible under the Scheme.
- The girl child can be registered under the scheme, within 1 year after birth and when admitted in class I, VI, IX, XI, XII or admission in Polytechnic/ ITI courses (anywhere in India) after passing class X, admitted in class XII and admission in Graduation/Diploma course.
- The girl child pursuing any professional diploma in any Government recognised, or affiliated university/college/institutions or any other government body (State/Central), anywhere in India, shall be eligible to apply under the scheme.
- The girl child pursuing graduation in any university/college/institutions affiliated/recognised by UGC/ any other Government body, anywhere in India, shall be eligible to apply under the scheme.
- The girl child should not be married until she attains the age of eighteen (18) years;

How to Apply: Applications will be submitted through the online portal i.e. -
<https://delhilakhpatibitiyawcd.sbilife.co.in/#/Home>.

Further, Help Desk-cum-Facilitation Centres have been established in all District Offices of the Department to assist applicants in registration, submission of documents and grievance redressal.

For more information, applicants may visit the official website <https://wcd.delhi.gov.in> or contact the nearest District Office of DWCD.

Dr. Rashmi Singh (L.A.S.)
Secretary (WCD), GNCTD