

GOVERNMENT OF INDIA  
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

**RAJYA SABHA**  
**STARRED QUESTION NO.\*1**  
TO BE ANSWERED ON 02.02.2022

**EXPENDITURE FOR BETI BACHAO BETI PADHAO**

\*1. SHRI DEREK O' BRIEN:

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

- (a) whether it is a fact that 78.1 per cent of the fund for 'Beti Bachao Beti Padhao' have been used only for media advocacy;
- (b) if so, the details thereof; and
- (c) whether the Ministry has taken any measures to improve fund utilization for the implementation of the programme instead of only media advocacy, the details thereof?

**ANSWER**

MINISTER OF WOMEN AND CHILD DEVELOPMENT  
(SHRIMATI SMRITI ZUBIN IRANI)

- (a) to (c): A Statement is laid on the Table of the House.

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**STATEMENT REFERRED TO IN REPLY TO PART (A) TO (C) OF RAJYA SABHA  
STARRED QUESTION NO.\*1 FOR 02.02.2022 BY SHRI DEREK O' BRIEN ON  
'EXPENDITURE FOR BETI BACHAO BETI PADHAO'**

(a)&(b): Beti Bachao Beti Padhao (BBBP) Scheme aims to address declining Child Sex Ratio (CSR) and related issues of empowerment of girls and women over a life cycle continuum. The primary objectives of the scheme are, to prevent gender biased sex selective elimination, to ensure survival and protection of the girl child and to ensure education and participation of the girl child. The key elements of the scheme include nation-wide media and advocacy campaign. As per the scheme guidelines, fund is earmarked for districts identified for multi-sectoral interventions, for extending community outreach, advocacy and generating awareness, inter alia, through various means, including media. The details of funds since inception of the scheme is annexed at **Annexure-I**. Out of the total expenditure of Rs. 683.05 crores from F.Y 2014-15 to F.Y. 2020-21, expenditure on Media Advocacy campaign has been Rs. 401.04 crores which is 58 percentage of the total expenditure.

(c): Consistent efforts are made under BBBP at all levels to generate awareness about the rights of girl child through community engagement, stop sex selection at birth and encourage positive action to support their education growth and development. Convergent efforts are made in collaboration with other Ministries and stakeholders. The implementation of the Scheme is monitored by the Task force constituted at District, State and National level. Training cum review meeting have been conducted with all State/UTs for effective implementation. Review meetings at the level of Hon'ble Minister with States' Ministers and officials, Aspirational districts and 100 districts of highest crime rate against women have been organized. Regular Review meetings with States/UTs at the level of Secretary WCD are held to monitor implementation of schemes. Further, the scheme is also being reviewed with DMs/DCs at district level through a series of video conference meetings.

In the initial phase, the emphasis has been on Media and Advocacy for sustained focus on awareness generation and to bring an attitudinal shift in society towards valuing the girl child. The all India advertisements of BBBP have been able to successfully establish the brand BBBP which has an excellent recall value. But, in the last 2 years, expenditure on Media Advocacy campaign at Central Level has sharply declined. The present focus is on behavioral change communication which requires community-based events, use of social media platforms, advocacy through webinars, use of my-gov platform and convergence with other Ministries for branding and advocacy.

Under the Scheme, the multi-sectoral action at District level in selected 405 districts focus on schematic intervention and sectoral actions in consultation with Ministry of Health and Family & Welfare and Ministry of Education. A flexible framework for multi-

sectoral action is adapted and contextualized by State Task Forces for developing, implementing and monitoring District Plans of Action to achieve the Specific monitorable targets which inter-alia include activities to strengthen implementation of PC&PNDT Act and to promote girl education. Due to sustained efforts the improvement on various indicators has been as follows:

(i) Increase of 19 points in Sex Ratio at Birth at National level from 918 (2014-15) to 937 (2020-21). Suggests improvement. (Source: HMIS data, MoHFW (April-March, 2014-15 & 2020-21)).

(ii) Gross Enrollment Ratio (GER): Enrollment of Girls in secondary education increased from 75.51% in 2014-15 to 77.83% in 2019-20. (Source: U-DISE plus, Mo Education).

(iii) Percentage of 1st Trimester ANC Registration has shown improvement from 61% in 2014-15 to 73.9% in 2020-21. (Source: HMIS data, MoHFW (April-March, 2014-15 & 2020-21)).

(iv) Percentage of Institutional Deliveries has also shown an improvement from 87% in 2014-15 to 94.8% in 2020-21. (Source: HMIS data, MoHFW (April-March, 2014-15 & 2020-21)).

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## Annexure I

Statement referred to in reply to part (a) to (c) of the Rajya Sabha Starred Question No.\*1 for 02.02.2022 by Shri Derek O'Brien regarding Expenditure for Beti Bachao Beti Padhao.

(Rs. in Crore)

Sl. No.	Financial Year	Revised Estimates (R.E)	Total Expenditure by Ministry	Expenditure	
				For media/advocacy	Funds released for Multi Sectoral Intervention *
1	2014-15	50	34.84	21.46	13.38
2	2015-16	75	59.37	21.01	38.36
3	2016-17	43	28.66	25.84	2.82
4	2017-18	200	169.10	135.92	33.18
5	2018-19	280	244.73	164.04	80.69
6	2019-20	200	85.78	25.75	60.03
7	2020-21	100	60.57	7.02	53.55
	<b>Total</b>	<b>948</b>	<b>683.05</b>	<b>401.04</b>	<b>282.01</b>

**Note:**

1. Fund have been released (i) to districts for Multi Sectoral Intervention, (ii) for Media Advocacy campaign at central level and (iii) other administrative expenses
2. During 2014-15 and 2015-16 funds were released through State Government for State Level activities and District level activities.
3. In F.Y. 2016-17 scheme guidelines were revised and thereafter funds were released directly to districts for district level activities only. Provision of funds for State level activities was removed.