

GOVERNMENT OF INDIA  
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 160**  
TO BE ANSWERED ON 07.12.2022

**FUND UTILIZATION OF BBBP**

160. DR. AMAR PATNAIK

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

- (a) the year-wise details of budget utilization for the scheme Beti-Bachao Beti-Padhao (BBBP) till December 2022;
- (b) whether the Ministry is aware that as per a Parliamentary Committee Report, during the period from 2016 to 2019, nearly 78.91 per cent of the scheme's budget was spent only on media campaigns and advocacy;
- (c) if so, reasons therefor;
- (d) whether the Ministry is considering policy interventions including but not restricted to diversifying the expenditure profile to enhance its implementation model for the scheme, set a regular internal audit to map its progress, etc.;
- (e) if so, details thereof; and
- (f) if not, reasons therefor?

**ANSWER**

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

(a) The details of funds released since inception of the scheme is at **Annexure I**.  
(b) & (c): Initially the key elements of the Beti Bachao Beti Padhao scheme included nation-wide media and advocacy campaign and multi sectoral Intervention. Funds were earmarked for multi-sectoral interventions initially in 405 identified districts for extending community outreach, advocacy and generating awareness, inter alia, through various means, including media. Out of the total expenditure of Rs. 555.27 crores from F.Y 2016-17 to F.Y. 2019-20, expenditure on Media Advocacy campaign has been Rs. 351.55 crores which is 63.3 percent of the total expenditure. 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 successfully been able to establish the brand BBBP which has an excellent recall value.

(d) to (f) BBBP scheme was launched on 22nd January, 2015 as a tri-ministerial effort of the Ministry of Women & Child Development, Ministry of Education and Ministry of Health and Family Welfare. Now, as a component of Sambal Sub scheme under Mission Shakti, Ministry of Skill Development and Entrepreneurship and Ministry of Minority Affairs have also been added in BBBP as partner Ministries with a view to undertake a special drive and awareness programmes for promoting skilling among girls. The scheme has been expanded to cover all the districts of the country through multi-sectoral interventions with focus on zero-budget advertising and encouraging greater spend on activities that have on ground impact. For better implementation and monitoring of scheme, funds for Multi Sectoral Intervention are being released through State/UT Government for activities at district level. Ministry has developed a thematic calendar for suggested convergence activities at district level with month wise specific themes for holistic development of the Girl Child.

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**Annexure I**

Statement referred to in reply to part (a) of Rajya Sabha Admitted Question No. 160 for 07.12.2022 regarding Fund Utilization of BBBP raised by Dr. Amar Patnaik.

(Rs. in Crore)

Sl. No.	Financial Year	Revised Estimates (R.E)	Total Expenditure by Ministry	Expenditure	
				At Ministry level 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
8	2021-22	100	57.13	0	57.13
9	2022-23	222	34.07*	0	34.07
	<b>Total</b>	<b>1270</b>	<b>774.25</b>	<b>401.04</b>	<b>373.21</b>

\* As on 05.12.2022