

GOVERNMENT OF INDIA  
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

RAJYA SABHA  
**UNSTARRED QUESTION NO. 3676**  
**TO BE ANSWERED ON 02.04.2025**

**COMMUNITY-DRIVEN AWARENESS PROGRAMMES UNDER BBBP**

3676. DR. SUMER SINGH SOLANKI:

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

- (a) the steps taken by Government to promote such community-driven awareness programs under Beti Bachao Beti Padhao in remote and tribal areas;
- (b) the details on the impact of the Beti Bachao Beti Padhao scheme in Madhya Pradesh, particularly in NIMAD region;
- (c) whether Government is considering linking environmental conservation programs with women's empowerment schemes to encourage more such sustainable initiatives; and
- (d) if so, the details thereof?

**ANSWER**

MINISTER OF STATE IN THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT  
(SHRIMATI SAVITRI THAKUR)

(a) Beti Bachao Beti Padhao (BBBP) Scheme was launched on 22nd January 2015 to help address declining Child Sex Ratio (CSR) and related issues of empowerment of girls and women. The scheme focuses on creating mindset and behavioural change towards the girl child by informing, influencing, motivating, engaging, and empowering all stakeholders. In Mission Shakti guidelines implemented from 1 April 2022, Beti Bachao Beti Padhao scheme has been expanded to cover all the districts of the country including remote and tribal areas through multisectoral interventions. Ministry has developed an operational manual which, inter-alia, includes a thematic calendar for suggested convergence activities at the district level with month wise specific themes for holistic development of the Girl Child and to ensure year-round engagement of girls, their families and communities.

BBBP has transformed from a policy initiative into a national movement by mobilizing various stakeholders, including government agencies, media, civil society, and the general public.

(b) The key indicator of the Scheme is the improving Sex Ratio at Birth (SRB). The latest reports from Health Management Information System (HMIS) of Ministry of Health & Family Welfare

(MoHFW) reveal that Sex ratio at Birth (SRB) has increased from 926 to 929 in Madhya Pradesh from 2014-15 to 2023-24 including NIMAD region.

(c) & (d) The Government gives utmost priority to the safety, security and empowerment of women in the country. To this end, Government has adopted multi-pronged approach to address the welfare of women on a life-cycle continuum basis for their educational, social, economic and political empowerment so that they become equal partners in fast paced and sustainable national development.

In order to reduce drudgery and enhance the ease of living for the women, particularly in the rural areas of the country, under the Swacch Bharat Mission more than 11.8 crore toilets have been constructed, 10.3 crore households have been provided Clean cooking fuel through Ujjawala Yojana and safe and potable tap water connection to over 15 crore households through Jal Jeevan Mission. The Government is also providing subsidy for installation of rooftop solar panels to promote use of renewable energy. These initiatives also contribute significantly to safeguarding the environment.

Besides the initiative of “**Ek Ped Maa ke Naam**”, tree plantation in the name of girl child is mandatory under Beti Bachao Beti Padhao. In the State of Madhya Pradesh under BBBP, 14,153 plantation drives were conducted in which 3,17,936 saplings were planted.

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