

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

RAJYA SABHA
UNSTARRED QUESTION NO. 404
TO BE ANSWERED ON 23.07.2025

BULK EXPENDITURE OF BETI BACHAO SCHEME IN ADVERTISEMENTS

404. SHRI RITABRATA BANERJEE:

Will the Minister of Women and Child Development be pleased to state:

- (a) whether it is a fact that almost 80 per cent of the fund allotted for Beti Bachao scheme were spent on advertisements in the last five years; and
- (b) if so, the details is thereof and the reasons therefor?

ANSWER

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

(a) & (b) : No Sir. Beti Bachao Beti Padhao (BBBP) Scheme was launched on 22nd January 2015 to help address declining Child Sex Ratio (CSR) and attendant issue of empowerment of girls and women. The scheme tries to create mindset and behavioural changes towards the girl child by informing, influencing, motivating, engaging, and empowering various stakeholders.

BBBP has transformed from a policy initiative into a national movement by mobilizing stakeholders including government agencies, media, civil society, and the public at large. This movement not only highlights immediate concerns related to sex ratio and gender-based discrimination but also tries to foster a cultural shift towards valuing the girl child and ensuring her rights and opportunities.

Under Beti Bachao Beti Padhao, in the last five years i.e. FY 2021-22 to FY 2024-25, an amount of Rs. 7.02 crore was spent on media advocacy out of the total expenditure of Rs. 335.37 crore, which is 2.09% of total expenditure.

Details of total budgetary allocation and total amount released and expenditure incurred under Beti Bachao Beti Padhao scheme from 2020-21 to 2024-2025 are as under:

(Rs.in Crore)

Sl. No.	Financial Year	For Media/Advocacy	Funds released To states and UTs For Multi Sectoral Interventions	Total Expenditure
1	2020-21	7.02	53.55	60.57
2	2021-22	-	57.13	57.13
3	2022-23	-	95.96	95.96
4	2023-24	-	88.63	88.63
5	2024-25	-	33.08	33.08
	Total	7.02	328.35	335.37
