

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 1242
TO BE ANSWERED ON 09.02.2018

BETI BACHAO BETI PADHAO

1242. SHRI DINESH TRIVEDI

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

- (a) the views of the Government on the efficiency of implementation of Beti Bachao Beti Padhao scheme;
- (b) whether the Government has taken cognizance of the fact that out of Rs. 43 crores set out for BBBP scheme, only 5 crores has been utilised;
- (c) if so, the reasons for such poor utilisation of the funds under the scheme; and
- (d) the measures taken by the Government to improve the utilisation of funds under the scheme?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT
(DR. VIRENDRA KUMAR)

- (a) Beti Bachao Beti Padhao (BBBP) Scheme aims to address the issue of decline in Child Sex Ratio (CSR) through a mass campaign across the country targeted at changing societal mindset and creating awareness about the criticality of the issue, which itself requires long-term attitudinal change. However, scheme has been received well and in the last three years, several local innovative interventions have been demonstrated by the districts with support from Departments of WCD, Health & Education. There is a strong emphasis on mindset change through training, sensitization, awareness raising and community mobilization on ground.
- (b) to (d) The funds were allocated Rs. 43.0 crore during 2016-17 for the BBBP Scheme, however expenditure was Rs. 32.69 crore. To keep the efficiency of BBBP for deliverance of its objectives, the funding structure of the Scheme was revised as per guidelines from the Ministry of Finance in August, 2016. As such from the Financial Year 2016-17, under Beti Bachao Beti Padhao campaign, the Ministry has started the disbursement of grant-in-aids directly to the District Collectors/ Commissioners of selected 161 districts for implementation of BBBP Campaign in their District.

With the direct release of funds to the districts, there was a requirement for opening a dedicated account for BBBP Scheme by the district collectors. Opening of dedicated bank account and registration under PFMS to enable the district to receive funds was the challenging task. With the continuous follow ups this has been achieved. Due to this reason the release and utilization of fund were comparatively less in the F.Y. 2016-17. However, now expenditure has improved substantially. The Ministry has taken all available mean to achieve the financial target such as video conferences with States/District Administration and media campaign with an exhaustive 360-degree approach including Radio, TV campaign, Advertisements disseminated through Cinema Halls, newspaper advertisement, online digital media and community engagement through Song & Drama Division of MoI&B. With the help of mass media and programmes from Song and Drama Division and monitoring visits by Ministry's officials, the district administrations are being motivated to achieve the target and goal of the BBBP campaign and utilization of funds has been increased.
