

GOVERNMENT OF INDIA  
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

**LOK SABHA**  
**UNSTARRED QUESTION NO. 522**  
TO BE ANSWERED ON 20.07.2018

**BBBP SCHEME**

522 : KUMARI SHOBHA KARANDLAJE

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

- (a) the salient features and main focus points of Beti Bachao Beti Padhao (BBBP) Scheme;
- (b) the steps taken by the Government for training of women sarpanches in every district for achieving the goals of the scheme;
- (c) whether the Government proposes to start an e-magazine to capture the innovations and best practices so as to find out what works and what doesn't work under the scheme and if so, the details thereof;
- (d) whether the Government has taken steps in the direction of creating assets for girl child with the involvement of parents and if so, the details thereof; and
- (e) the other major steps taken for the successful implementation of the scheme on ground and the various interventions initiated by the Government thereunder?

**ANSWER**

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

- (a) Beti Bachao Beti Padhao Scheme (BBBP) was launched by Hon' Prime Minister on 22nd January, 2015 addresses the declining Child Sex Ratio (CSR) and related issues of women empowerment and aims to change mindsets to value girl child. It is a tri-ministerial effort of Ministries of Women and Child Development, Health & Family Welfare and Human Resource Development. The key elements of the scheme include nation-wide awareness and advocacy campaign and multi- sectoral action, initially in selected 100 districts (low on CSR) and got expanded to 61 additional districts in 2015-16. Considering the encouraging results of implementation in 161 districts the Government of India has expanded the BBBP Scheme in all 640 districts (as per census 2011) of the Country on 8<sup>th</sup> March, 2018. The 405 districts are covered through Multi - sectoral intervention, Media & Advocay and 235 districts covered through alert Media & Advocacy outreach. Multi-sectoral action includes effective enforcement of pre-Conception & Pre-Natal Diagnostic Techniques (PC&PNDT) Act, Pre-Natal/ Post Natal care of mother, improve enrolment of girls in schools, community engagement/ training/ awareness generation etc.
- (b) The Ministry of Women and Child Development recognized the need for a gender sensitive programme for women sarpanches (Elected Women Representatives) and National Institute for Public Cooperation and Child Development (NIPCCD) has designed a programme to the specific requirements of women sarpanches for enhancing their knowledge. During training programme, information is imparted on flagship schemes of the Central and State government with special focus on BBBP along with

knowledge on the important legislations for protection of women and children. So far, 486 Master Trainers were trained through Training of Trainers Programme (ToT) from different organizations working in the domain of Panchayati Raj and 18,578 Women Sarpanches across 414 districts from 14 States of the country were trained,

(c) & (d) No, Madam.

(e) The Multi-sectoral interventions and Media campaign and advocacy of BBBP has been envisaged for greater coverage/reach in the country. BBBP is already capturing collective consciousness in the Country. To sensitize the masses and for changing their mindset a Nation-wide campaign was launched which includes radio spots/jingles in Hindi and regional languages, video spots, SMS campaigns, community engagement through mobile exhibition vans, and field publicity Mailers, Hand-outs, Brochures and other IEC material in English, Hindi and regional languages has been adopted which includes social media platforms.

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