

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 4414
TO BE ANSWERED ON 19.07.2019

DIVERSION OF FUNDS UNDER BBBP SCHEME

4414. SHRI SISIR KUMAR ADHIKARI:

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

- (a) whether funds released under the Beti Bachao, Beti Padhao (BBBP) scheme during the last five years have been diverted to wasteful activities such as inaugurations and promotional activities of the Government and if so, the details thereof;
- (b) the steps taken by the Government to increase the productivity of funds under the said scheme; and
- (c) whether the Government has taken steps to ensure that the benefits of the scheme reaches the intended beneficiaries, and if so, the details thereof ?

ANSWER

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

- (a): No, Sir. The Beti Bachao, Beti Padhao (BBBP) Scheme is being implemented in all 640 districts (as per census 2011) of the Country since 8th March, 2018. Out of these, 405 districts are covered through Multi-Sectoral Intervention, Media & Advocacy, while remaining 235 districts are covered under Advocacy & Media Campaign only. The funds are being released to these 405 districts by Ministry of Women and Child Development to implement the multi-sectoral and district level activities viz. inter-sectoral consultation, meetings of district task force, block level committees, innovation and outreach, information education and communication materials, awareness kit to anganwadi centers, monitoring, evaluation and documentation of the scheme, health and education related activities etc.
- (b): The Multi-Sectoral Intervention and Media & Advocacy campaign of BBBP have been structured for greater coverage and reach in the country to increase the productivity of the scheme. BBBP Scheme is beginning to generate people's consciousness in the country towards valuing girl child. To sensitize the masses and for changing mindset, Nation-wide media campaign is being implemented which among others include radio spots/jingles in Hindi and regional languages, video spots, SMS campaigns, community engagement through Song & Drama, E-mailers, Handouts, Brochures and other information, education and communication material has been adopted which includes social media platforms.
- (c): The BBBP scheme has no provision for individual cash incentive/cash transfer component and thus is not a Direct Benefit Transfer (DBT) scheme.
