

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 5487
TO BE ANSWERED ON 26.07.2019

BETI BACHAO BETI PADHAO

5487. SHRI M. BADRUDDIN AJMAL:
SHRI A. RAJA:
SHRI KOMATI REDDY VENKAT REDDY:

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

- (a) the number of girls specially belonging to rural areas enrolled under Beti Bachao Beti Padhao mission so far across the country, State/UT-wise including Tamil Nadu;
- (b) whether the Government has augmented the creation of awareness about the empowerment and promotion of the girl child in the country and if so, the details thereof;
- (c) whether the Government has set any target to cover the rural girls belonging to backward families under this mission, if so, the details thereof;
- (d) whether the Government has evaluated the performance of the scheme across the country since its inception and if so, the details thereof, State/UT-wise including Telangana;
- (e) the other facilities proposed to be provided to the girl child under the scheme;
- (f) whether there are some lacunae in implementation of this scheme within the country, if so, the details thereof and the reasons therefor along with the action taken/ being taken by the Government in this regard; and
- (g) whether the scope of the scheme has recently been widened, and if so, the details thereof?

ANSWER

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

- (a): The Beti Bachao Beti Padhao (BBBP) Scheme is an awareness generation campaign to address the critical issue of declining Child Sex Ratio (CSR). The specific objectives of the scheme are (i) prevent gender biased sex selective elimination (ii) ensure survival and protection of the girl child and (iii) ensure education and participation of the girl child through coordinated and convergent efforts. The BBBP Scheme does not enroll girls for any type of benefits from any segment of the society including rural areas.

- (b): The Multi-sectoral interventions and Media campaign and advocacy of BBBP have been structured for greater coverage and reach in the country. The BBBP Scheme is already capturing collective 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 mobile exhibition vans, and field publicity Mailers, Hand-outs, Brochures and other information education communication material in English, Hindi and regional languages has been adopted which includes social media platforms.
- (c) & (e): The targets of the Scheme is to improve in Child Sex Ratio across the nation and is applicable to all segments of the society, including rural girls belonging to backward families. The BBBP scheme has no provision for individual cash incentive/cash transfer component or any type of facilities to girl child.
- (d) & (f): An evaluation study on Beti Bachao Beti Padhao Scheme has been entrusted by the Ministry of Women and Child Development to National Council of Applied Economic Research, New Delhi (NCAER).
- (g): Yes, Sir. The BBBP Scheme is being implementing 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 405 districts selected under mult-sectoral intervention 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.
