

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 1511
TO BE ANSWERED ON 10.02.2023

BETI BACHAO BETI PADHAO

1511. DR. SHASHI THAROOR:
SHRI BENNY BEHANAN:

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

- (a) whether the 54 percent of total expenditure under Beti Bachao Beti Padhao (BBBP) scheme has been spent on marketing the brand of the scheme;
- (b) if so, the manner in which the Government plans to take measures to benefit girl children;
- (c) whether the Government spent only Rs. 34.07 crores under the BBBP scheme out of the revised budget of Rs. 222 crores for the year 2022-23; and
- (d) if so, the reasons therefor?

ANSWER

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

(a) to (d) : Beti Bachao Beti Padhao (BBBP) scheme was launched as a tri-ministerial effort of the Ministry of Women & Child Development, Ministry of Education and Ministry of Health and Family Welfare with the objective to prevent gender biased sex selective elimination, to ensure survival and protection of the girl child and to ensure education and participation of the girl child.

The key elements of the scheme included nation-wide media and advocacy campaign and multi-sectoral interventions in selected 405 districts. The scheme now stands expanded to all districts across the country through multi-sectoral interventions focused on zero-budget advertising and encouraging greater spend on activities that have on ground impact. The details of funds since inception of the scheme are at **Annexure-I**. Out of the total expenditure of Rs. 783.29 crores from F.Y 2014-15 to F.Y. 2022-23, expenditure on Media Advocacy campaign has been Rs. 401.04 crores.

In the initial phase, the emphasis has been on Media and Advocacy for sustained focus on awareness generation and to bring an attitudinal shift in society towards valuing the girl child. The all India advertisements of BBBP have been able to successfully establish the brand BBBP which has an excellent recall value. But, in the last 3 years, expenditure on Media Advocacy campaign at Central Level has sharply

declined. In the 15th Finance Commission, BBBP has been approved as a component under Sambal sub scheme of Mission Shakti. A combined budget for media advocacy has been kept under one envelope for all the schemes in Mission Shakti.

The Ministry of Skill Development and Entrepreneurship and Ministry of Minority Affairs have also been added as partners with a view to promote skilling among girls through awareness programme.

For better implementation and monitoring of scheme, funds for multi sectoral interventions are released/routed through State/UT Government for activities at district level. Ministry has developed a thematic calendar for suggested convergence activities at district level with month wise specific themes to ensure year-round engagement of girls, families, communities for holistic development of the Girl Child.

Under BBBP, a special campaign namely Kanya Shiksha Pravesh Utsav was launched on 07th March, 2022 to re-enroll out of school adolescent girls (OoS AG) in the age group of 11-14 years. The main components of the scheme were Social mobilization & Awareness and Incentivization of AWWs for Counseling and Referrals. The campaign was a coordinated efforts taken by Ministry of Women and Child Development and Ministry of Education to ensure re-enrollment of Adolescent girls in schools.

Government has released Rs. 43.11 crores under BBBP in the current financial year (as on 12.01.2023). Release of fresh installment of funds depends upon following of scheme guidelines, submission of utilisation certificate and statement of expenditure by the state governments/UTs.

Annexure I

**STATEMENT REFERRED TO IN REPLY TO PART (A) OF LOK SABHA
UNSTARRED QUESTION NO.1511 FOR 10.02.2023 BY DR. SHASHI THAROOR
AND SHRI BENNY BEHANAN REGARDING BETI BACHAO BETI PADHAO .**

(Rs. in Crore)

Sl. No.	Financial Year	Revised Estimates (R.E)	Total Expenditure by Ministry	Expenditure	
				At Ministry level for media/advocacy	Funds released for Multi Sectoral Intervention
1	2014-15	50	34.84	21.46	13.38
2	2015-16	75	59.37	21.01	38.36
3	2016-17	43	28.66	25.84	2.82
4	2017-18	200	169.10	135.92	33.18
5	2018-19	280	244.73	164.04	80.69
6	2019-20	200	85.78	25.75	60.03
7	2020-21	100	60.57	7.02	53.55
8	2021-22	100	57.13	0.0	57.13
9	2022-23	108	43.11*	0.0	43.11*
	Total	1156	783.29	401.04	389.75

* as on 12.01.2023
