

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 4017
TO BE ANSWERED ON 24.03.2023

BBBP SCHEME IN UTTAR PRADESH

†4017. SHRI SATYADEV PACHAURI:

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

- (a) whether the Government has launched 'Beti Bachao-Beti Padhao' (BBBP) scheme;
- (b) if so, whether the residents of Uttar Pradesh, especially from the Mishrikh Parliamentary Constituency have been benefited from the scheme; and
- (c) if so, the details thereof as on date?

ANSWER

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

(a) to (c): Yes, Sir, Beti Bachao Beti Padhao (BBBP) was launched on 22nd January, 2015 to address the declining Child Sex Ratio (CSR) and related issues of women empowerment and aims to change mindsets to value girl child. In the XV Finance Commission period, the scheme has been approved as a component of Sambal Sub scheme of Mission Shakti and has been expanded to cover all the districts of the country including districts under Mishrikh Parliamentary Constituency. The districts are covered through multi-sectoral interventions with focus on zero-budget advertising and encouraging greater spend on activities that have on ground impact. Under, BBBP there is no provision of Direct Benefit Transfer.
