

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 2231
TO BE ANSWERED ON 23.09.2020

DIVERSION OF FUNDS UNDER BBBP

2231. SHRI G. M. SIDDESHWAR:

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

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

ANSWER

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

- (a) No, Sir.
- (b) Beti Bachao- Beti Padhao (BBBP) scheme aims to sensitize the people and encourage them to properly value the girl child. For this, nation-wide media campaign is implemented. That in turn includes radio spots/jingles in Hindi and regional languages, video spots, SMS campaigns, community engagement through song & drama, e-mailers, handouts, brochures etc. Other modes of information, education and communication including social media have also been adopted.
- (c) The BBBP scheme has no provision for individual cash incentive/cash transfer.
