

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 5570
TO BE ANSWERED ON 04.04.2025

FUNDS FOR BETI BACHAO BETI PADHAO SCHEMES

5570. SHRI VISHALDADA PRAKASHBAPU PATIL:

Will the Minister of Women and Child Development be pleased to state:

- (a) whether approximately 80 percent of the Beti Bachao Beti Padhao (BBBP) scheme's funds during the year 2016-19 were allocated to media campaigns.
- (b) if so, the details thereof along with the reasons for prioritizing media campaigns over direct interventions.
- (c) whether the Government has assessed the on-ground effectiveness of the BBBP scheme in achieving its objectives over the past decade.
- (d) if so, the measurable improvements observed in child sex ratios and the socio-economic status of girls in the areas targeted by the scheme; and
- (e) the details of the steps being taken to balance awareness campaigns with direct action and grassroots interventions to ensure comprehensive empowerment of the girl child?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT
(SHRIMATI SAVITRI THAKUR)

(a) &(b): Beti Bachao Beti Padhao (BBBP) Scheme was launched on 22nd January 2015 to help address declining Child Sex Ratio (CSR) and related issues of empowerment of girls and women. The scheme focuses on creating mindset and behavioural changes towards the girl child by informing, influencing, motivating,

engaging, and empowering all stakeholders. Year wise expenditure on BBBP including media advocacy during the years 2016-19 is in the table below:-

Sl. No.	Financial Year	Revised Estimates (R.E) (In Crores)	Funds released For Multi Sectoral Interventions including media advocacy (In Crores)
1	2016-17	43	28.66
2	2017-18	200	169.1
3	2018-19	280	244.73

These initiatives have successfully established the brand BBBP which has an excellent recall value and has transformed from a policy initiative into a national movement by mobilizing various stakeholders, including government agencies, media, civil society, and the public at large. This movement aims not only to address immediate concerns related to Sex Ratio at Birth and gender-based discrimination but also to foster a cultural shift towards valuing the girl child and ensuring her rights and opportunities.

(c) to (e): An evaluation of the schemes of the Ministry of Women and Child Development was conducted during the Financial Year 2020-21 by NITI Aayog. Based on the report, the Ministry has modified the guideline under Mission Shakti including increasing coverage of the scheme to all the districts of the country through multi-sectoral interventions and by encouraging greater expenditure on activities that have a direct impact like promoting sports among girls, self-defence camps, awareness about PC-PNDT Act etc. Ministry has also developed an operational manual which, inter-alia, includes a thematic calendar for suggested convergence activities at the district level with month wise specific themes for holistic development and comprehensive empowerment of the Girl Child and to ensure year-round engagement of girls, their families and communities.

BBBP dashboard has been developed for real time monitoring of the activities conducted at district and State/UT level. Ministry issues regular advisories and reviews the scheme through video conferencing from time to time with the officials of States and UTs. Field visits are also undertaken by senior officers to review implementation of the scheme on ground. State and UT -wise detailed reviews are conducted during

the annual Programme Approval Board meetings, in which Ministry reviews the progress of the State/UT.

As per the latest reports of Health Management Information System (HMIS) of Ministry of Health & Family Welfare (MoHFW), Sex Ratio at Birth (SRB) has increased from 918 in 2014-15 to 930 in 2023-24 at the national level during 2014-15 and 2023-24 with a net addition of 12 points.

Further, Gross Enrollment Ratio (GER) of girls in the schools at secondary level has increased from 75.51 percent in (2014-15) to 78 percent in (2023-24) [UDISE-data, MoE].

The Government gives utmost priority to the safety, security and empowerment of girls the country. To this end, the Government has adopted multi-pronged approach to address the educational, social and economic empowerment of girls.

In order to enhance the ease of living for the girl child, particularly in the rural areas of the country, under the Swachh Bharat Mission more than 11.8 crore toilets have been constructed.

Sukanya Samriddhi Yojana (SSY) is a small savings scheme designed to secure the future of girl children, offering a high interest rate. Only one Sukanya Samriddhi account can be opened in the name of a girl child. The total number of active accounts under Sukanya Samriddhi account (SSA) and the total amount deposited in these accounts (as on 31.01.2025) are more than 4.16 Crores and more than Rs. 2.70 lakh crore respectively.

Samagra Shiksha is an integrated scheme for school education from pre-school to class XII, supporting the implementation of the National Education Policy 2020 and the Right to Education Act, 2009. It emphasizes early childhood care and education, foundational literacy and numeracy, a holistic and inclusive curriculum, enhancing learning outcomes, bridging social and gender gaps, and ensuring equity and inclusion at all education levels.

Kasturba Gandhi Balika Vidyalaya (KGBV) scheme seeks to bridge gender and social category gaps in school education by providing residential schooling facilities for girls up to Class XII. Under the scheme, the girls in the age group of 10-18 years from

Scheduled Caste (SC), Scheduled Tribe (ST), Other Backward Class (OBC), minority communities, and BPL families are covered.

The Scheme for Adolescent Girls (SAG) has been subsumed under Mission Saksham Anganwadi and Poshan 2.0 w.e.f. 01.04.2022. The targeted beneficiaries under this scheme are girls in the age group of 14 – 18 years in the Aspirational Districts and all North Eastern States.

Vigyan Jyoti Programme encourages girls to pursue education and careers in STEM (Science, Technology, Engineering, Mathematics) fields to improve gender balance. It targets meritorious girls from Class IX to Class XII and includes student-parent counselling, career counselling, additional academic support classes, tinkering activities, special lectures, visits to scientific institutions, labs, industries, and science camps and workshops.
