

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 1137
TO BE ANSWERED ON 28.06.2019

BETI BACHAO BETI PADHAO

+1137. SHRI RAJAN VICHARE:
SHRI G.M. SIDDESHWAR:

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

- (a) the number of districts in Maharashtra where 'Beti Bachao Beti Padhao' (BBBP) scheme is being implemented;
- (b) the targets set under this scheme and the achievements made since 2016 in this regard especially Maharashtra;
- (c) the details of funds allocated under the scheme, since 2016;
- (d) the details of the funds received and expenditure incurred under various heads including media advertising for the said scheme;
- (e) the details of the media companies that have been selected to manage the publicity of the BBBP along with the amount paid to them (year-wise); and
- (f) the impact of the scheme in improving child sex ratio during the said period?

ANSWER

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

- (a): All 35 districts (as per census 2011) of State of Maharashtra are covered under implementation of the Beti Bachao Beti Padhao Scheme (BBBP). Out of these, 31 districts are covered under Multi - sectoral intervention, Media & Advocacy component and remaining 4 districts are covered under alert Media & Advocacy outreach component of the Scheme.
- (b) & (f): The overall target and objective of the Scheme is to improve declining Child Sex Ratio in the country and create an enabling environment for the education of girl child and this requires long-term attitudinal change. The key indicator to achieve this target is to improve the Sex Ratio at Birth (SRB) by 2 points in a year. The latest reports of Health Management Information System (HMIS) of Ministry of Health & Family welfare (MoHFW) reveal that SRB is showing improving trends and has increased from 923 to 931 at National level for the time period between F.Y. 2015-16 & 2018-19. However, the While at State/UT level, SRB in 21 States/UTs is showing improving trends whereas 3 States/UT are stable in comparison of previous F.Y. 2017-18. The State of Maharashtra has improved the SRB by 6 points from 924 (2015-16) to 930 (2018-19).

- (c) & (d): The details of total funds allocated/earmarked and released under the scheme since 2016 are as under:

(Rs. in Crore)

S. No	Financial Year	Funds Allocated	Total funds released including media activities
1	2015-16	75	59.37
2	2016-17	43	28.66
3	2017-18	200	169.10
4	2018-19	280	244.92
5	2019-20*	280	12.53

* Up to 25.06.2019

- (e): For Advocacy and Media Campaign, a 360 degree nation-wide media plan is executed in which almost all types of media platforms including TV, Radio, Cinema, Community Radio Station (CRS), SMS, Digital online/social media, Print Media, community engagement are used for spreading the message of BBBP Scheme. All the campaigns were executed and released through Government Agencies such as Bureau of Outreach and Communication (BOC) & Song and Drama Division under Ministry of Information and Broadcasting, All India Radio, Prasar Bharti (Doordarshan), Department of Posts, National Film Division Corporation (NFDC).

The details of funds allocated for media campaign from year 2016-17 onwards are as under:

(Rs. in Crore)

S.No.	Years	Funds allocated for media activities
1	2016-17	29.79
2	2017-18	143.36
3	2018-19	175.65
