



Beti Bachao Beti Padhao focuses on creating mindset and behavioural changes towards the girl child

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Sex Ratio at Birth at national level has increased from 918 in 2014-15 to 929 in 2024-25

Gross enrolment ratio of girls in schools at secondary level has increased from 75.51 % in 2014-15 to 80.2% in 2024-25

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Beti Bachao Beti Padhao (BBBP) Scheme was launched on 22nd January 2015 to help address Child Sex Ratio (CSR) and related issues of empowerment of girls and women over a life cycle continuum. Beti Bachao Beti Padhao (BBBP) scheme has transformed from a policy initiative into a national movement by mobilizing various stakeholders, including government agencies, communities, media, civil society and the public at large. This movement aims not only to address immediate concerns related to sex ratio and gender-based discrimination but also to foster a cultural shift towards valuing the girl child and ensuring her rights and opportunities.

The scheme focuses on creating mindset and behavioural changes towards the girl child by informing, influencing, motivating, engaging, and empowering various stakeholders. To address this, Ministry has developed an operational manual which, inter-alia, includes a thematic calendar for suggested convergence activities at district level with month wise specific themes for holistic development of the Girl Child and to ensure year-round engagement of girls, their families and communities.

The implementation of scheme lies with the State Governments and UT Administrations. Further, once in a year, the Programme Approval Board monitors with States and UTs including the State of Tamil Nadu, the progress of activities under the scheme and reviews status of achievement of objectives. Apart from this, officials of the Ministry continuously review the scheme through meetings, video conferencing and by making field visits to States and UTs from time to time.

NITI Aayog has got conducted a third-party evaluation of the schemes of the Ministry of Women and Child Development for Financial Years 2019 to 2024. The study found that the SAMBAL vertical of Mission Shakti including BBBP is highly relevant and effectively addresses key gender challenges through integrated and data-driven services.

As per the latest report of Health Management Information System (HMIS) of Ministry of Health & Family Welfare (MoHFW), Sex Ratio at Birth (SRB) at the national level has increased from 918 in 2014-15 to 929 in 2024-25. As per UDISE data of Ministry of Education, Gross enrolment ratio of girls in the schools at secondary level has increased from 75.51% in 2014-15 to 80.2% in 2024-25.

Based on the Sex Ratio at Birth (SRB) status of districts as per the 2020–21 HMIS data of the Ministry of Health & Family Welfare, funds are provided to districts according to their SRB. The districts with SRB less than or equal to 918 are provided assistance of Rs.40 Lakh per year, districts having SRB from 919 to 952 are provided assistance of Rs. 30 lakh per year and districts having SRB more than 952 are provided assistance of Rs. 20 lakh per year. Further, any new district formed in the coming years is also be kept under Rs. 30 lakh bracket. All funds are being released on the basis of guidelines of Department of Expenditure prescribed for Single Nodal agency (SNA) or SNA SPARSH of the Public Financial Management System (PFMS).

This information was given by the Union Minister for Women and Child Development Smt. Annpurna Devi in Lok Sabha in reply to a question today.

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