



**PRESS INFORMATION BUREAU**  
( Research Unit )  
Ministry of Information and Broadcasting  
Government of India



Frequently Asked Questions (FAQs)

## **Beti Bachao Beti Padhao (BBBP) Scheme**

(Ministry of Women & Child Development)

January 21, 2022

As per NITI Aayog report, Beti Bachao Beti Padhao (BBBP) scheme has been able to generate significant mass-mobilisation to eliminate gender discrimination and the scheme has been able to develop many good practices and community-level initiatives.

Efforts have been made at all levels to generate awareness about the rights of the girl child through community engagement, stopping of sex selection at birth and encouraging positive action to support their education, growth and development.<sup>1</sup>

### **Q 1: What is the Beti Bachao Beti Padhao Scheme?**

A: [Beti Bachao Beti Padhao](#) (BBBP) is one the flagship programmes of the Government. This Scheme, launched by the [Prime Minister on January 22, 2015 at Panipat in Haryana](#), with the objective of bringing behavioural change in the society towards birth and the rights of a girl child, has resulted in increased awareness and sensitization of the masses regarding prevalence of gender bias and the role of community in eradicating it.<sup>2</sup>

### **Q2. Why was the BBBP Scheme launched?**

The Census (2011) data showed a significant declining trend in the Child Sex Ratio (CSR) between 0-6 years with an all-time low of 918. The issue of decline in the CSR is a major indicator of women disempowerment as it reflects both, pre-birth discrimination, manifested through gender-biased sex selection, and post-birth discrimination against girls (in form of their health, nutrition, educational needs).

The sharp decline, as pointed out by Census 2011 data, was a call for urgent action. It highlighted that the girl child is increasingly being excluded from life itself. Coordinated and convergent efforts were needed to ensure survival, protection and education of the girl child. In this background, Beti Bachao Beti Padhao (BBBP) Scheme was launched to address the issue of decline in CSR and related issues of empowerment of girls and women over a life cycle continuum.<sup>3</sup>

<sup>1</sup> <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1695199>

<sup>2</sup> <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1691725>

<sup>3</sup> <http://www.bbbpindia.gov.in/pages/guidelines>

### Q3: What are the objectives of the scheme? <sup>4</sup>

A: BBBP Scheme aims to address the critical issue of declining Child Sex Ratio (CSR). The specific objectives of the scheme are:

- Prevention of gender-biased sex selective elimination
- Ensuring survival and protection of the girl child
- Ensuring education and participation of the girl child

### Q4: How many Ministries are involved in the Scheme? <sup>5</sup>

A: It is a joint initiative of the **Ministry of Women and Child Development, Ministry of Health and Family Welfare and Ministry of Human Resource Development**. The Sectoral interventions under the programme include the following:

- **Ministry of WCD:** Promote registration of pregnancies in first trimester in Anganwadi Centres <sup>6</sup>(AWCs); undertake training of stakeholders; community mobilization & sensitization; involvement of Gender Champions; reward & recognition of institutions & frontline workers.
- **Ministry of Health & Family Welfare:** Monitor implementation of Pre-Conception and Pre-Natal Diagnostic Techniques (PCPNDT) Act, 1994; increased institutional deliveries; registration of births; strengthening PNDT Cells; setting up Monitoring Committees.
- **Ministry of Human Resource Development:** Universal enrolment of girls; Decrease drop-out rate; Girl Child friendly standards in schools; Strict implementation of Right to Education (RTE); construction of functional toilets for girls.

### Q5. How many districts are covered under the Scheme?

A. 100 districts were selected for coverage in the first phase (2014-15), followed by an additional 61 districts (low on CSR) in the second phase (2015-16). On March 8, 2018 at Jhunjhunu in Rajasthan, Prime Minister Narendra Modi officially announced the expansion of BBBP Scheme covering all 640 districts as per Census 2011 through multi-sectoral intervention and district media and advocacy in 405 districts. The remaining 235 districts are covered under media advocacy and outreach. The Scheme is being administered through District Appropriate Authority and funds are directly transferred to concerned District.<sup>7</sup> Status of funds under BBBP for multi sectoral intervention in districts can be found here.

<sup>4</sup> <https://pib.gov.in/Pressreleaseshare.aspx?PRID=1576052>

<sup>5</sup> <https://pib.gov.in/newsite/printrelease.aspx?relid=112671>

<sup>6</sup> <http://icds-wcd.nic.in/awlocation.aspx>

<sup>7</sup> <http://www.bbbpindia.gov.in/pages/aboutus>

**Q6: What are the Innovative Interventions under BBBP which have created a Positive Ecosystem/ enabling environment for Girls?**

A: Some Innovative Interventions under BBBP which have created a Positive Ecosystem/ enabling environment for girls are as follows: <sup>8</sup>

- **Visibility of the Issue in public domain:** Display of birth statistics (number of girls born vis-à-vis number of boys) in public places through *Guddi Gudda* Boards. Entry point for discussion and debate on this issue.  
*Example: Jalgaon district, Maharashtra* has installed digital *Guddi Gudda* Display Boards in offices and public places.
- **Brand Visibility of BBBP logo:** All govt. buildings, public offices, official/public vehicles, public transport, school buses are using BBBP logo.  
*Example: Haryana, Chandigarh* etc.
- **Breaking gender stereotypes & challenging son-centric rituals:** Celebration of birth of girl child, dedicating special day on value of girl child, linking *Sukanya Samridhi Yojna* accounts with birth of girl child and felicitating parents, plantation drives symbolizing nurturing and care for girl child, prevention of child marriages.  
*Example: Cuddalore (Tamil Nadu); Selfie with Daughters (Jind district, Haryana)*
- **Local Champions:** Some districts have catalysed the potential of **local champions on BBBP** who are chosen from diverse fields of sports, academics, writers, lawyers, students etc. These local champions are entrusted to work in each block to sensitize the community about importance of gender equality and empowerment of women as well as spreading the message of BBBP.  
  
*Example: Sikar district, Rajasthan; Una, Himachal Pradesh; Gwalior, Madhya Pradesh*
- **Enabling Girl's Education:** Through Enrolment Campaigns/drives focusing on girl child education.  
*Example:*
  - “**School Chalein Hum**” by Jalgaon, Maharashtra
  - “**Aao School Chalein**” by Sikar, Rajasthan
  - “**Apna Baccha Apna Vidyalaya**” and “**Collector ki Class**” by Jhunjhunu district, Rajasthan
  - **Udaan Initiative** by Mansa district, Punjab
- **Reward & Recognition:** Felicitation of Best Panchayats, parents for valuing their daughters, Community Members, Local Champions for their exemplary work, meritorious girls etc.  
*Example: Nagaland, Jammu, Gandhinagar (Gujarat)*
- **Prevention of Child Marriage:** Campaigns are being undertaken by States and Districts to prevent Child Marriage.

Best Practices under the scheme can be found [here](#).

---

<sup>8</sup> <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1523059>

**Q7: Which day is celebrated as National Girl Child Day?**

A: [National Girl Child Day](#)<sup>9</sup> is celebrated on **January 24** every year. The day is an initiative of the Ministry of Women and Child Development with an objective to provide support and opportunities to the girls of the country. It also aims at promoting awareness about the rights of the girl child and to increase awareness on the importance of girls' education, and their health and nutrition.<sup>10</sup>

**Q8: What are the [achievements](#) of Beti Bachao Beti Padhao Scheme?**

A: During the last six years, the Sex Ratio at Birth (SRB) has improved by 16 points from 918 in 2014-15 to 934 in 2019-20. Gross Enrolment Ratio of girls in the schools at secondary level has improved from 77.45 to 81.32. The scheme has resulted in increased awareness and sensitization of the masses regarding prevalence of gender bias and role of community in eradicating it. It has raised concerns around the issue of declining CSR in India.<sup>11</sup>

More achievements can be seen [here](#).

**AG/HP/RC/PPD/SS**

---

<sup>9</sup> <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1691891>

<sup>10</sup> [Press Information Bureau \(pib.gov.in\)](https://pib.gov.in)

<sup>11</sup> <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1691725>