

(BBBP) scheme addresses the declining Child Sex Ratio (CSR) and related issues of women empowerment over a life-cycle continuum and intended to improve Child Sex Ratio across the country with and focused intervention and Multi-Sectoral Action in 161 selected districts covering all States/UTs at least one district in each State/UT. The District of Raigarh has been selected from State of Chhattisgarh under BBBP.

(b) Funds amounting to ₹ 44.79 lakh were released during the last three years to State of Chhattisgarh under BBBP.

(c) and (d) The Multi-sectoral interventions and Media campaign and advocacy of BBBP has been envisaged for greater coverage/reach in the country. BBBP is already capturing collective consciousness in the country. To sensitize the masses and for changing their mindset a Nation-wide campaign was launched which includes radio spots/jingles in Hindi and regional languages, video spots, SMS campaigns, community engagement through mobile exhibition vans, and field publicity Mailers, Hand-outs, Brochures and other IEC material in English, Hindi and regional languages has been adopted which includes social media platforms.

Awareness about gender issues

2228. SHRI K. RAHMAN KHAN: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) the schemes introduced to popularise gender sensitivity issues, particularly amongst the younger generation;

(b) the efforts has made to enhance awareness about gender issues amongst the students of schools and colleges of the country; and

(c) the details of manners in which Government proposes to deal with the gender issues in rural and remote areas of the country?

THE MINISTER OF STATE IN THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (SHRIMATI KRISHNA RAJ): (a) to (c) Beti Bachao Beti Padhao (BBBP) Scheme was launched in January, 2015 to addresses the declining Child Sex Ratio (CSR) and related issues of women empowerment over a life-cycle continuum. It is a tri-ministerial effort of Ministries of Women and Child Development, Health & Family Welfare and Human Resource Development. There is a strong emphasis on mindset change through training, sensitization, awareness raising and community mobilization on ground.

In order to move towards a gender just society that treats women equally, the Ministry of Women and Child Development (MWCD), in collaboration with the Ministry of Human Resource Development, have envisaged Gender Champions as responsible leaders who will facilitate an enabling environment within their schools/colleges/academic institutions where girls are treated with dignity and respect. Gender Champions aim to make young boys and girls gender sensitive and create positive social norms which value the rights of women and girls. UGC has already notified the guidelines prepared by the Ministry of Women and Child Development and has issued notifications to colleges and universities to appoint Champions. As per report of the UGC, 150 Universities and 230 colleges have initiated implementation of the Scheme.

The Gender Budgeting Scheme was also launched by the Ministry in the year 2008 for conducting trainings/workshops, capacity building measures, research surveys, etc. Under the Scheme *inter alia*, the Ministry undertakes many programmes as well as provides financial support to Central/ State Government agencies in order to strengthen the process of gender budgeting. The training programmes are focused on increasing awareness about the need and importance of Gender Responsive Budgeting. Gender Budgeting undertakes Training programmes on GB with the collaboration of WCD Department of State Governments, National Level Training Institutions, Administrative Training Institutes and State Institute of Rural Developments.

The Ministry of Women and Child Development is also extensively tackling gender issue with innovative media campaigns and programmes through print, electronic and social media. Under Beti Bachao Beti Padhao initiative, the Ministry has undertaken numerous media campaigns (print, electronic and radio) to increase the awareness regarding girl child. It endeavours to change mindsets towards girls through impactful films and TVCs on various issues like gender awareness, sex selection, equal opportunities etc. In synchronisation with International Women's Day, the Ministry undertook a dedicated campaign (#WeAreEqual) with the objective to raise the consciousness of society towards women so that she can be valued, respected and recognised as equal.

Diversion of funds under BBBP scheme

2229. SHRI MAHENDRA SINGH MAHRA: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) whether the Comptroller and Auditor General of India (CAG) in its recent audits has found diversion of funds released under Beti Bachao, Beti Padhao Scheme by State Governments;