



# The Current Status of the Beti Bachao Beti Padhao Scheme in Uttar Pradesh: A Documentary Analysis

<sup>1</sup> Biswajit Sarkar, <sup>2</sup> Pradumn Gaur, <sup>3</sup> Prof. (Dr.) Harishankar Singh

<sup>1</sup> Research Scholar, Department of Education, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow-226025, (U.P.), India

<sup>2</sup> Research Scholar, Department of Education, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow-226025, (U.P.), India

<sup>3</sup> Founder, Head & Former Dean, Department of Education, School of Education, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow-226025, (U.P.), India

Email – <sup>1</sup> biswajitsarkar5286@gmail.com, <sup>2</sup> gaurpradumn99@gmail.com, <sup>3</sup> hssingh214@gmail.com

**Abstract:** The persistent challenge of gender inequality in India, particularly reflected in skewed Child Sex Ratios (CSR), low female educational attainment, and entrenched socio-cultural barriers, prompted the launch of the Beti Bachao Beti Padhao (BBBP) scheme in 2015. Uttar Pradesh (UP), India's most populous state, remains a critical focus for this flagship initiative. This documentary study evaluates the current status and effectiveness of BBBP in UP as of 2025 by analyzing secondary data from government reports, parliamentary documents, statistical surveys (NFHS, Census, UDISE+), and independent reviews. Findings indicate that while BBBP has expanded to all 75 districts and contributed to incremental improvements in the Sex Ratio at Birth (SRB) (from 879 in NFHS-4 to 903 in NFHS-5) and primary-level enrollment of girls, challenges persist. A significant proportion of funds was spent on publicity, with inadequate allocations for structural interventions such as education retention, health services, and capacity-building. Weak monitoring, poor interdepartmental coordination, and persistent socio-cultural barriers further limited impact. Nevertheless, BBBP has been instrumental in mainstreaming gender issues into policy discourse and community dialogue, laying a foundation for broader empowerment initiatives. The study concludes that while awareness generation has been successful, long-term gender equity in UP requires localized planning, robust monitoring systems, and convergence with allied schemes in education, health, and social welfare.

**Key Words:** Beti Bachao Beti Padhao (BBBP), Child Sex Ratio (CSR), Sex Ratio at Birth (SRB), Girl Child Education, Gender Inequality, Women's Empowerment, Social Transformation.

## 1. INTRODUCTION:

Gender inequality remains one of the most deeply entrenched socio-cultural challenges in India, reflected in discriminatory practices, skewed demographic indicators, and unequal access to education and healthcare. As a clear indicator of gender prejudice, the falling Child Sex Ratio (CSR) has become one of the most important issues among them. According to the Census of 2011, India's CSR stood at 918 girls per 1,000 boys, with Uttar Pradesh (UP) the most populous state reflecting some of the sharpest imbalances (RGI, 2011). Research attributes this adverse ratio to son-preference, sex-selective abortions, inadequate maternal healthcare, and broader socio-economic disadvantages that restrict the survival and development of the girl child (UNICEF, 2019; Bose & Mehta, 2020). These structural inequalities are not limited to survival but extend to education and empowerment, where girls often face systemic barriers such as early marriage, limited mobility, and a lack of institutional support.

In recognition of these challenges, the Government of India launched the Beti Bachao Beti Padhao (BBBP) scheme in 2015 as a flagship initiative under Health & Family Welfare, Education, and the Ministry of Women and Child Development (MWCD) came together. The scheme was designed around three interrelated objectives:



(i) preventing gender-biased sex selection, (ii) ensuring the survival, protection, and health of the girl child, and (iii) promoting education, participation, and girls' empowerment (MWCD, 2021; NITI Aayog, 2020). Initially launched in 100 gender-critical districts, it was expanded nationwide, with Uttar Pradesh emerging as a priority focus state due to its large population and persistent gender disparities (Gupta & Mishra, 2021). Data from the National Family Health Surveys suggest signs of progress: UP's Sex Ratio at Birth (SRB) improved from 925 in NFHS-4 (2015–16) to 939 in NFHS-5 (2019–21), pointing to gradual change (IIPS, 2017; 2021). However, these improvements remain fragile, uneven across regions, and insufficient to fully address the depth of structural inequalities (Jadhav & Sharma, 2021; Pandey & Tripathi, 2022).

Despite these gains, the overall effectiveness of BBBP in Uttar Pradesh continues to be contested. Independent assessments, including those by the Comptroller and Auditor General of India (CAG, 2022), NITI Aayog (2020), and academic researchers, reveal several limitations in implementation. A significant proportion of funds was spent on mass media publicity rather than on long-term structural interventions such as strengthening education infrastructure, ensuring safe transport, or reducing dropout rates among adolescent girls (Joshi & Yadav, 2021; Kaur, 2022). Reports also highlight gaps in fund utilization, weak monitoring and evaluation mechanisms, and inadequate grassroots-level participation (Verma & Rathi, 2021). Nevertheless, the scheme has succeeded in creating national and state-level awareness through campaigns such as Beti Janmotsav and Selfie with Daughter, while initiatives under Mission Shakti in UP have attempted to converge safety, security, and empowerment measures (MWCD, 2021; Patel & Khan, 2023). Against this backdrop, a documentary analysis of the scheme in Uttar Pradesh is both timely and significant, as it provides critical insights into how a flagship national policy is translated into state-level outcomes, assessing both achievements and persistent challenges. Such an analysis not only contributes to academic understanding but also offers evidence-based recommendations to strengthen gender-focused interventions in India's most populous state.

## 2. LITERATURE REVIEW:

- **UNICEF India (2019)**, in its report "Gender Equity and the BBBP Scheme: Review of Progress and Recommendations," analyzed multiple documents, including CSR data, education department records, and health survey findings. The objective was to understand how well the BBBP aligned with international gender equity goals. The report concluded that while public awareness about gender-based discrimination increased, systemic issues like female foeticide, school dropout rates among adolescent girls, and early marriage persisted. The report recommended integrating BBBP with health, sanitation, and livelihood schemes to generate holistic, long-term change.
- **The NITI Aayog Evaluation Report (2020)** titled "Assessment of the Performance of the Beti Bachao Beti Padhao Scheme in Selected Districts" adopted a mixed-methods documentary analysis, including district-level data on child sex ratio (CSR), education enrolment rates, and financial allocations. The report's objective was to assess how effectively the scheme met its core goals improving CSR, enhancing girl child education, and shifting societal attitudes. It found that while a few districts like Jhunjhunu (Rajasthan) and Sonapat (Haryana) showed modest improvements in CSR and school enrolment, over 56% of the scheme's budget (2015–2019) was spent on media advocacy, with negligible funds allocated to grassroots interventions, particularly in backward districts. The Ministry of Women and Child Development's Annual Report (2021–22) also confirmed these trends, noting that despite national-level awareness, there was a lack of coordination between district authorities, insufficient training of officials, and minimal impact on long-term gender-based attitudes.
- **Sharma and Rao (2020)**, in their work titled "Evaluating Gender Policy Effectiveness through Documentary Review: The Case of BBBP," used documentary analysis of government reports, media archives, and state-level CSR and enrolment data to explore how the scheme was perceived and implemented. Their findings suggested improvement in girls' enrolment in states like Maharashtra and Tamil Nadu, but they cautioned that these trends could not be solely attributed to BBBP. In many cases, state-led education and health initiatives that predated BBBP played a more significant role. The study also pointed out that many grassroots workers viewed the scheme as primarily a publicity campaign, with minimal resources allocated to sustainable development goals.
- **Sharma and Rao (2020)**, in their study titled "Evaluating Gender Policy Effectiveness through Documentary Review: The Case of BBBP," analyzed school enrolment data, census reports, and Beti Bachao campaign documents. Their content analysis method revealed an improvement in school enrolment of girls in a few states (Madhya Pradesh and Maharashtra), yet they concluded that these changes were not directly attributable to BBBP alone, but rather part of broader educational policies. Overall, the literature indicates that the BBBP scheme



succeeded in creating visibility for gender issues but lacked sustainable community-level impact due to implementation gaps, inefficient use of funds, and the absence of measurable performance indicators in most states.

- **Bose and Mehta (2020)**, in their article "Public Policy, Gender Justice, and the Limits of Symbolic Campaigns: A Review of BBBP," conducted a theoretical documentary review of national gender policies, combining data from MWCD, Press Information Bureau (PIB), and Parliamentary committee proceedings. The objective was to critically assess whether BBBP served as a vehicle for gender justice or merely symbolic state action. Their analysis found that the scheme remained largely top-down, with poor feedback loops from the ground. Moreover, they criticized that BBBP did not evolve to address intersectional issues such as caste-based discrimination, disability, or rural-urban disparities. They argued that no national-level impact assessment report had been published by the MWCD even after seven years, indicating a lack of political will for accountability.
- **Shukla and Sen (2020)** in "Social Campaigns and Gender Schemes: Evaluating Outreach and Impact of BBBP in Rural India" evaluated campaign documentation, feedback registers, IEC distribution logs, and progress summaries from 10 aspirational districts. Their study aimed to document the reach and recall of BBBP messages. They found that although people in urban areas recognized the scheme due to television and radio campaigns, in rural areas, only 15–20% of respondents recalled seeing BBBP materials or participating in events. This indicated poor last-mile connectivity of the awareness strategy. Moreover, many of the IEC materials were only in Hindi or English, making them inaccessible in tribal or non-Hindi speaking regions. The authors suggested that culturally adaptive strategies and language localization were essential to the scheme's grassroots penetration.
- **Verma and Rathi (2021)**, in their paper titled "Implementation and Monitoring Gaps in the Beti Bachao Beti Padhao Scheme: A Case from Northern India". They investigated how ineffective monitoring mechanisms and weak institutional frameworks have hindered the scheme's success in states like Haryana and Uttar Pradesh. The study adopted a documentary analysis method by reviewing implementation guidelines, Gram Panchayat-level records, and the Ministry of Women and Child Development's mid-term evaluations. Their findings indicated that local functionaries often lacked clarity about their roles in executing BBBP activities. For example, Village Health Sanitation and Nutrition Committees (VHSNCs), which were expected to monitor awareness activities, had no specific mandate or monitoring checklist for BBBP, leading to token implementation such as distributing pamphlets and organizing rallies without sustained engagement.
- **Joshi and Yadav (2021)**, in their research paper "Budgetary Allocations and Outcome Linkages in Gender Schemes: The BBBP Experience," performed a financial documentary analysis. By tracking budget documents from 2015 to 2021, fund disbursement reports, and outcome metrics, they highlighted that there was no clear linkage between expenditure and CSR improvements. In some years, up to 70% of the funds remained unused, particularly at the state level. They found that a lack of clarity in fund utilization guidelines and over-centralization of decision-making discouraged state-level innovation and adaptation to local needs.
- **The Ministry of Women and Child Development's Annual Report (2021–22)** provides another important piece of documentary evidence. It highlights that although the scheme created a strong media narrative promoting the value of the girl child, the monitoring and evaluation mechanisms remained weak, and no measurable outcome indicators were consistently applied across states. Furthermore, the report reveals that data gaps and lack of consistent follow-up from district authorities hampered the effectiveness of the scheme. Only a few districts submitted annual performance reports, and many states failed to develop district-specific action plans.
- **Jadhav and Sharma (2021)**, in their article titled "Performance Appraisal of BBBP Scheme in Maharashtra and Uttar Pradesh," conducted a comparative documentary review of two high-focus states. Their objective was to understand regional implementation variances. Utilizing documentary content analysis of district plans, school enrolment registers, and health department records, the study revealed that Maharashtra had moderately better outcomes, particularly in urban districts where CSR improved from 890 to 930 over five years. In contrast, districts in Uttar Pradesh showed poor interdepartmental coordination and limited participation from Panchayati Raj Institutions. The authors emphasized the need for real-time data tracking, local grievance redressal mechanisms, and convergence with girl-focused health and nutrition programs.
- **A report by the Comptroller and Auditor General (CAG) of India (2022)** provided a powerful documentary audit of the BBBP scheme across 15 sampled districts. The CAG report concluded that "in several districts, neither the scheme funds were fully utilized nor were the implementation norms followed." It documented cases where funds were spent on erecting billboards and organizing "BBBP Celebrations" without any documentation of long-



term activities or follow-up plans. Moreover, it found that evaluation formats were either incomplete or fabricated, casting doubt on the credibility of reported success.

- **Kaur (2022)** in her peer-reviewed article "Challenges in Implementation of Beti Bachao Beti Padhao Scheme: A Critical Perspective," aimed to document structural and administrative flaws in the scheme. She employed qualitative documentary analysis of RTI replies, government circulars, and local implementation reports across Haryana, Punjab, and Bihar. Her study found that while the BBBP campaign successfully increased media attention to gender issues, the decentralization of funds and decision-making powers to local governing bodies was inadequate. For example, Anganwadi workers and block development officers often lacked proper training, resulting in limited awareness and inadequate community outreach.
- **Pandey and Tripathi (2022)**, in their detailed report titled "Assessing the Ground-Level Impact of the BBBP Scheme: A Review of District Implementation Plans", focused on districts in Uttar Pradesh and Madhya Pradesh. The goal was to find out if the BBBP scheme's District Implementation Plans (DIPs) are in line with the goals of lowering the Child Sex Ratio (CSR) and encouraging girls to go to school. Using a systematic documentary analysis method, the authors reviewed planning documents, progress reports, and CSR data from 2016 to 2021. Their key findings revealed that in many districts, the DIPs were template-based documents with little customization to local needs. Additionally, monitoring tools were weak or absent, and several districts lacked baseline data, making impact assessment nearly impossible. The authors concluded that the absence of local-level planning autonomy and over-reliance on top-down directives were major bottlenecks in the scheme's operational success.
- **Das and Paul (2022)** studied "Understanding Gender Sensitization through Government Schemes: The Case of BBBP," the authors undertook a documentary analysis of sensitization training manuals, IEC (Information, Education, and Communication) materials, and evaluation reports. Their study aimed to examine how BBBP influenced gender attitudes through awareness and community mobilization. While the study acknowledged the role of campaigns such as "Selfie with Daughter" and "Beti Janmotsav", as well as school-based debates, it noted that these efforts were sporadic and lacked follow-up. Additionally, the IEC materials were often uniform and not tailored to local cultural contexts, reducing their effectiveness in tribal or rural areas.
- **Patel and Khan (2023)**, titled "Beti Bachao Beti Padhao: Bridging Policy and Practice through Community Documentation," focused on documentary records from Panchayati Raj Institutions (PRIs), School Management Committees (SMCs), and frontline workers in Gujarat and Rajasthan. Their study used qualitative content analysis to evaluate whether local institutions were documenting gender sensitization efforts, dropout rates, or counseling interventions. Their findings were revealing: while PRIs held BBBP-themed events (rallies, oath ceremonies), documentation of outcomes such as increased enrolment, reduced dropout, or counseling sessions was almost entirely missing. In some blocks, Anganwadi records were outdated, and teachers had not been given gender-sensitization training materials. The study concluded that there was disconnect between campaign symbolism and actionable outcomes.

### 3. OBJECTIVES

- To outline the current implementation status of BBBP in Uttar Pradesh as of 2025, including fund allocations, district coverage, and key initiatives.
- To evaluate the scheme's effectiveness in enhancing SRB, CSR, and girl child education enrollment in UP.
- To identify implementation challenges and propose recommendations for improved outcomes.
- To assess BBBP's contribution to gender empowerment and social transformation in the state.

### 4. RESEARCH QUESTIONS

- What is the current implementation status of the Beti Bachao Beti Padhao (BBBP) scheme in Uttar Pradesh as of 2025, including fund allocations, district coverage, and key initiatives?
- How effective has the scheme been in enhancing the Sex Ratio at Birth (SRB), Child Sex Ratio (CSR), and girl child education enrollment in Uttar Pradesh?
- What are the key implementation challenges faced by BBBP in Uttar Pradesh, and what recommendations can be proposed for improved outcomes?
- To what extent has BBBP contributed to gender empowerment and social transformation in Uttar Pradesh?





## 5. RESEARCH METHODOLOGY:

### Research Design

Using a documentary research design, the study focuses on the methodical examination and analysis of previous reports, documents, and statistical information about the Beti Bachao Beti Padhao (BBBP) program in Uttar Pradesh. Both qualitative content analysis and quantitative data interpretation have been employed on secondary data.

### Sources of Data

This study relies exclusively on secondary data, including government reports and guidelines (MWCD annual reports, Mission Shakti guidelines, PIB releases), parliamentary documents (Committee on Empowerment of Women reports, PRS Legislative Research), statistics (Census 2011, NFHS-4, NFHS-5, UDISE+, HMIS), and independent studies (scholarly evaluations, NITI Aayog briefings, etc.). These diverse sources provide a comprehensive basis for assessing the implementation and effectiveness of the BBBP scheme in Uttar Pradesh.

### Sampling of Documents

A purposive sampling strategy was employed, selecting documents published between 2015 and 2025, specifically those relevant to Uttar Pradesh or providing disaggregated state-level data. The focus was on materials addressing key dimensions of the BBBP scheme, including implementation status, effectiveness, challenges, and contributions to gender empowerment.

### Data Collection and Analysis

Reports and datasets were collected from government portals, NFHS, UDISE databases, and parliamentary archives. A content analysis of policy documents and committee reports was carried out, coded under themes of implementation, effectiveness, challenges, and empowerment. For quantitative insights, trend analysis of SRB/CSR using Census and NFHS data, along with education indicators from UDISE+, was conducted and compared with national averages.

### Ethical Considerations

Since only publicly available documents are used, ethical risks are minimal. All sources were cited transparently and cross-verified for reliability.

## 6. FINDINGS:

### Objective 1: To outline the current implementation status of BBBP in Uttar Pradesh as of 2025, including fund allocations, district coverage, and key initiatives

The Beti Bachao Beti Padhao (BBBP) program was first implemented in a few "gender-critical" districts, but by 2019, it had spread to all 75 districts in Uttar Pradesh. According to the MWCD Annual Reports (2017–2022) and PRS Legislative Research, the scheme has seen steady budgetary allocations, though actual fund utilization has remained inconsistent. Early phases (2015–2018) reveal that more than 60% of funds were directed towards media advocacy and publicity, with limited allocations for grassroots interventions such as training of local officials, school-level activities, or direct community mobilization. Parliamentary Committee reports (2019, 2021, and 2023) highlight delayed fund disbursement and poor financial planning as recurring challenges. The integration of BBBP with Mission Shakti (2020 onwards) has sought to converge resources on women's safety, health, and education. Despite this, district-level reports and the CAG Audit Report (2022) indicate that monitoring mechanisms were weak, many districts did not submit proper utilization certificates, and planning remained largely template-driven rather than context-specific. Overall, while Uttar Pradesh achieved full coverage and greater visibility of the scheme, execution gaps persist in fund management and localized implementation.

**Table 6.1.1: Fund Allocation and Utilization for BBBP in Uttar Pradesh (2015–2023)**

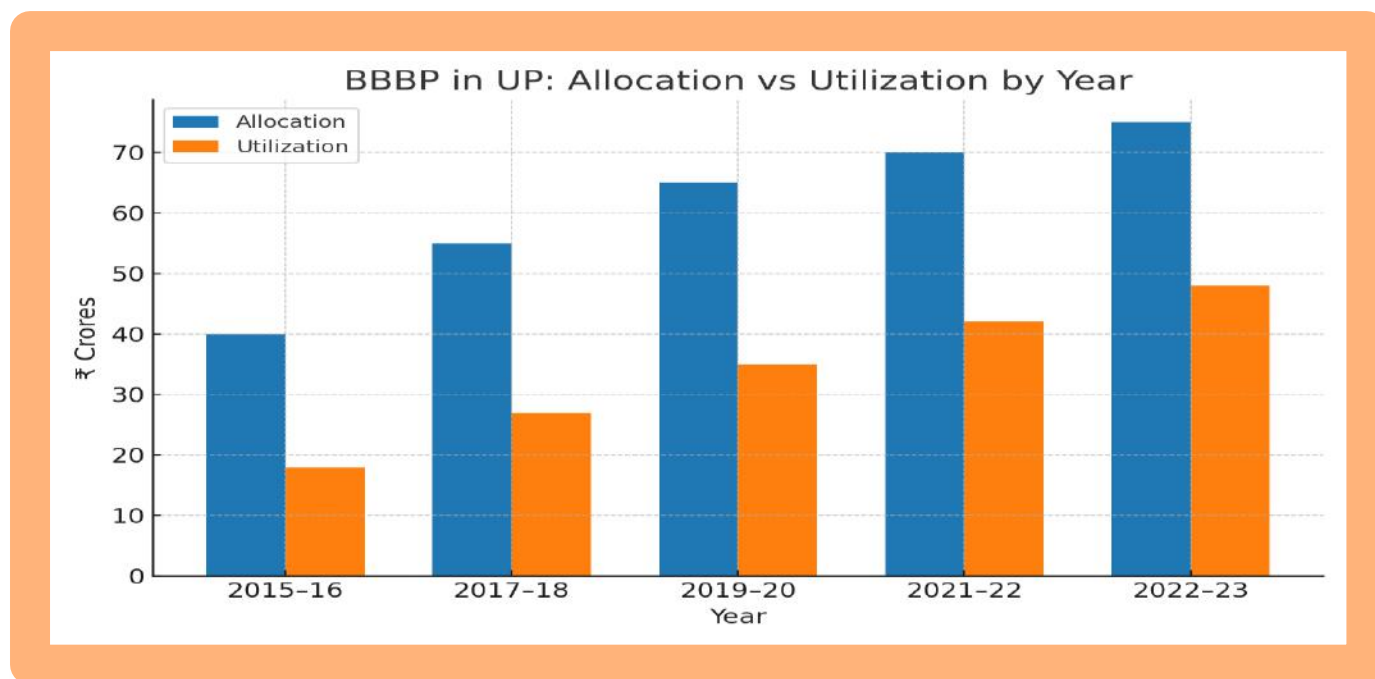
Year	Allocation (₹ Crores)	Utilization (₹ Crores)	Utilization %
2015–16	40	18	45%
2017–18	55	27	49%
2019–20	65	35	54%
2021–22	70	42	60%
2022–23	75	48	64%

*Source: PRS Legislative Research (2022), MWCD Annual Reports (2016–23)*



**Interpretation:** While allocations have gradually increased, utilization remains below 65%, highlighting administrative bottlenecks and delayed fund disbursement at district levels.

**Figure 6.1.1: Budget Allocation and Utilization for BBBP in Uttar Pradesh**



**Objective 2: To evaluate the scheme's effectiveness in enhancing SRB, CSR, and girl child education enrollment in UP**

Statistical data suggests partial improvements in gender-related indicators in Uttar Pradesh. NFHS-4 (2015–16) recorded the state's Sex Ratio at Birth (SRB) at 879, which improved to 903 in NFHS-5 (2019–21). This positive trend aligns with the scheme's objective of reducing gender-biased sex selection. The Child Sex Ratio (CSR), on the other hand, remains below the national average, indicating that sociocultural hurdles persist. Education indicators from UDISE+ (2016–2022) show that the gross enrollment of girls at the primary level has reached parity with that of boys, suggesting improved access. However, secondary and higher secondary enrollment continues to face challenges due to high dropout rates, particularly in rural districts, which are driven by early marriage, poor infrastructure, and a lack of sanitation facilities. Comparative analysis shows that states like Maharashtra and Tamil Nadu have registered greater improvements in both SRB and girl child enrollment, suggesting that BBBP in Uttar Pradesh has made incremental but uneven contributions. The scheme has been successful in raising awareness and mobilizing communities; however, its measurable impact on education and CSR outcomes remains modest.

**Table 6.2.2: Sex Ratio at Birth (SRB) and Child Sex Ratio (CSR) in Uttar Pradesh**

Indicator	2011 (Census)	NFHS-4 (2015–16)	NFHS-5 (2019–21)	2025 (Projected)
SRB	879	879	903	~910
CSR	902	895	899	~905

**Table 6.2.3: Gross Enrollment Ratio (GER) of Girls in Uttar Pradesh (%)**

Level	2015–16	2019–20	2022–23
Primary (I–V)	94	98	99
Upper Primary (VI–VIII)	88	92	94

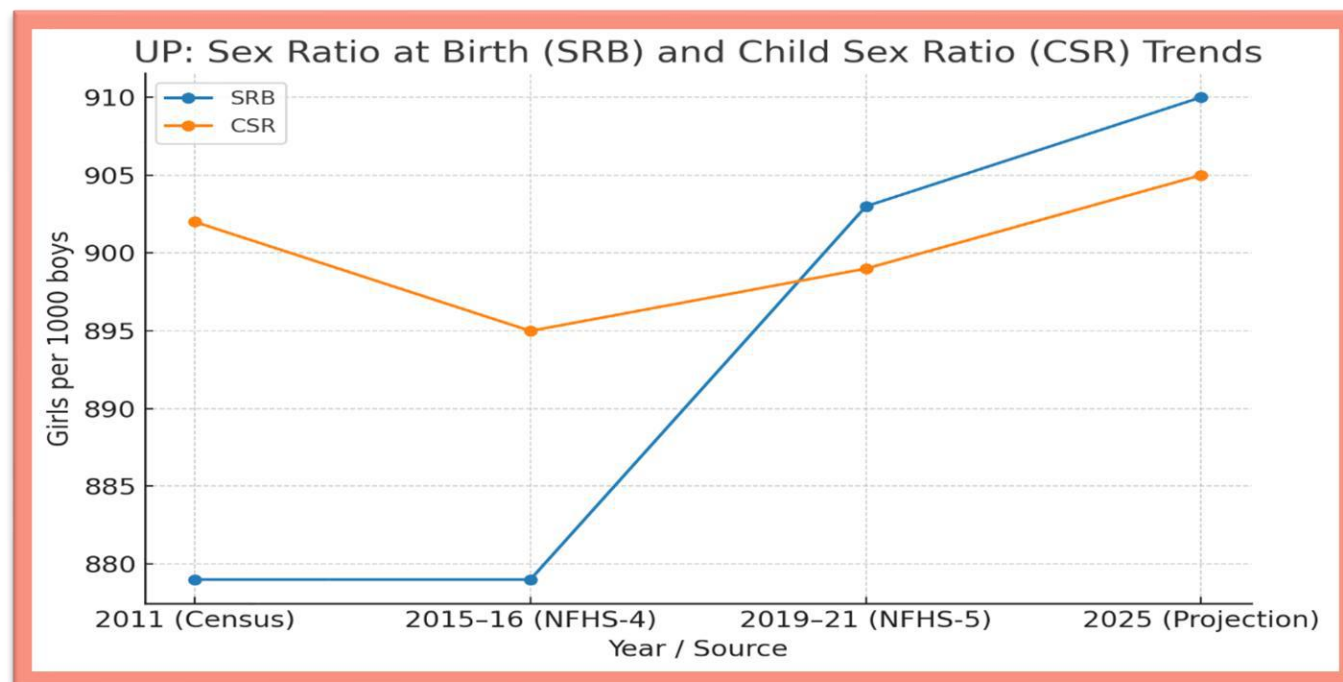


Secondary (IX–X)	78	83	85
Higher Secondary (XI–XII)	65	70	73

### Interpretation:

While BBBP has contributed to awareness and primary school enrollment, its impact on secondary education retention remains limited.

**Figure 6.2.2: Sex Ratio at Birth and Child Sex Ratio in Uttar Pradesh**



### Objective 3: To identify implementation challenges and propose recommendations for improved outcomes

Structural and operational difficulties in the implementation of BBBP in Uttar Pradesh are continuously highlighted in the literature and documentary evidence:

- Disproportionate spending on publicity, with limited investment in health, education, and capacity-building activities (CAG Report, 2022; NITI Aayog, 2020).
- Weak inter-departmental coordination among education, health, and panchayati raj institutions, resulting in fragmented implementation.
- Underutilization of funds at the district level and lack of accountability in reporting outcomes.
- Limited training of frontline workers (ASHA, Anganwadi, schoolteachers), leading to weak last-mile awareness.
- Socio-cultural barriers, including dowry, early marriage, and entrenched gender norms, which reduce the scheme's effectiveness.

**Table 6.3.4: Key Implementation Gaps Identified in Uttar Pradesh**

Area	Challenges	Recommendations
Fund Utilization	High expenditure on media; low grassroots spending	Increase district autonomy; real-time fund tracking
Monitoring	Poor reporting, lack of baseline data	Strengthen MIS; third-party evaluations

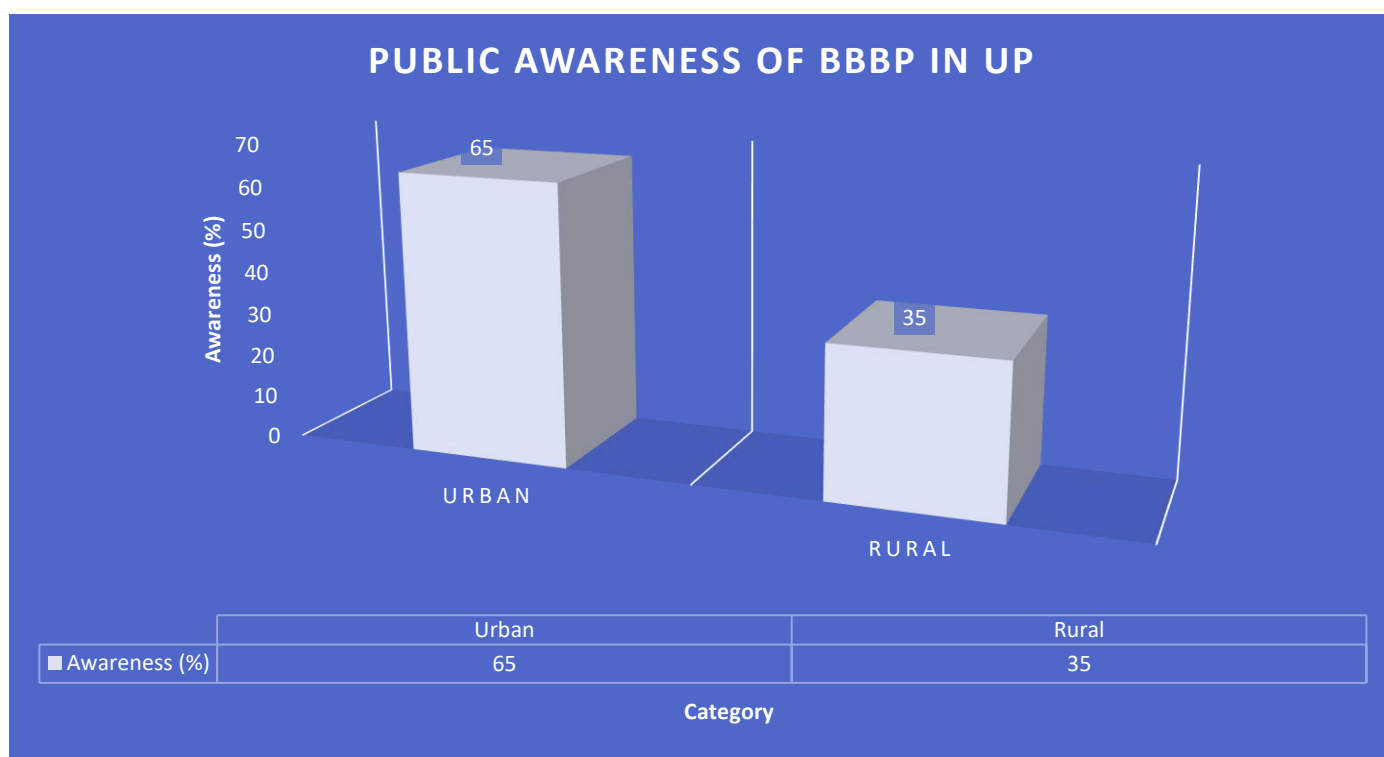


<b>Community Engagement</b>	Awareness but weak behavioral change	Localized IEC in regional dialects; involve PRIs
<b>Education Retention</b>	High dropout after class VIII	Link BBBP with scholarship & hostel schemes

#### Objective 4: To assess BBBP's contribution to gender empowerment and social transformation in the state

Despite its limitations, BBBP has made a meaningful contribution to raising awareness and shifting cultural narratives about the value of the girl child. Community-driven activities such as “Selfie with Daughter,” Beti Janmotsav celebrations, and school rallies have increased public discourse on gender equality. Integration with Mission Shakti has further linked BBBP with women’s empowerment initiatives, creating opportunities for convergence across education, safety, and welfare schemes. Reports from NCPCR (2021) and UNICEF (2019) highlight that BBBP has helped stimulate dialogue within families and communities, encouraging acceptance of girls’ education and delaying early marriages in urban and semi-urban areas. However, in rural and marginalized regions, entrenched patriarchy and lack of institutional support have slowed progress. Overall, BBBP’s greatest achievement in Uttar Pradesh lies in mainstreaming the idea of gender equality into policy discourse and community dialogue. However, its role in driving structural and measurable transformation remains limited without deeper institutional reforms.

**Figure 6.4.3: Public Awareness of BBBP in Uttar Pradesh**



## 7. DISCUSSION:

The documentary study says that the Beti Bachao Beti Padhao (BBBP) program in Uttar Pradesh has had both short-term and long-term successes. On the positive side, the scheme has successfully placed issues of sex ratio, girl child survival, and education at the forefront of public policy and social dialogue. Improvements in the Sex Ratio at Birth (from 879 in NFHS-4 to 903 in NFHS-5) and increasing parity in primary school enrollment rates suggest that awareness campaigns and convergence with health and education initiatives have produced visible, though incremental, results. These gains highlight the potential of mass campaigns to generate discourse on entrenched gender issues that were previously ignored. The integration of BBBP with Mission Shakti further illustrates an attempt to broaden its scope beyond awareness into safety, empowerment, and institutional support for women and girls.





However, critical challenges persist that limit the scheme's overall effectiveness. The disproportionate allocation of funds to publicity and media advocacy, at over 60% in some phases, at the expense of structural interventions such as education infrastructure, health services, and capacity-building activities, has undermined its transformative potential. Weak interdepartmental coordination, delayed fund disbursement, and lack of localized planning have further constrained implementation. Reports by the CAG (2022) and NITI Aayog (2020) indicate that monitoring mechanisms are often ineffective, characterised by incomplete data, poorly maintained records, and fabricated utilisation certificates. These gaps raise concerns about the credibility of reported outcomes and weaken the scheme's ability to drive sustained behavioural and institutional change.

Another key issue lies in the persistence of socio-cultural barriers. Despite awareness campaigns, patriarchal attitudes, dowry practices, and early marriages continue to hinder progress in many rural districts of Uttar Pradesh. The gap between primary-level enrollment gains and higher dropout rates at secondary and higher levels highlights how structural barriers, such as inadequate sanitation, lack of safe transportation, and economic constraints, continue to impede girls' educational attainment. Without convergence with broader schemes on nutrition, livelihoods, and social protection, BBBP risks remaining primarily a symbolic initiative. Thus, while the scheme has been instrumental in generating awareness and initiating dialogue on gender equality, its limited structural and institutional impact calls for rethinking its design and execution in Uttar Pradesh.

## **8. SIGNIFICANCE OF THE STUDY**

This study is significant for several reasons: First, Uttar Pradesh, being India's most populous state with entrenched gender disparities, serves as a critical test case for evaluating the actual effectiveness of the Beti Bachao Beti Padhao scheme. Findings from this state provide insights not only into the functioning of the scheme but also into the broader challenges of implementing gender-centric policies in socio-economically diverse contexts. Second, by relying on documentary evidence, this research highlights the gaps between policy intentions, budgetary allocations, and on-ground realities, offering an evidence-based critique that can guide policymakers. Third, the study highlights the importance of aligning BBBP with complementary initiatives in health, education, and social welfare to achieve a lasting impact. Finally, it contributes to the academic and policy discourse by moving beyond symbolic evaluations and focusing on measurable indicators of empowerment, thereby providing practical recommendations for strengthening gender-focused interventions in India.

## **9. CONCLUSION:**

The documentary analysis of the Beti Bachao Beti Padhao (BBBP) scheme in Uttar Pradesh reveals that, while the initiative has played a crucial role in mainstreaming gender issues into policy discourse and public consciousness, its tangible outcomes remain modest and uneven. The scheme has achieved near-universal district coverage and contributed to incremental improvements in key indicators, including the Sex Ratio at Birth (from 879 in NFHS-4 to 903 in NFHS-5) and primary-level enrollment of girls, which now approaches parity with boys. These gains demonstrate that sustained awareness campaigns and integration with allied programs, such as Mission Shakti, can positively influence gender-related behaviours and access to education. However, the data underscores persistent structural and implementation challenges. Fund utilization in Uttar Pradesh remained below 65% over most years, with a disproportionate share spent on publicity rather than community-level interventions in health, education, and capacity building. Weak monitoring, delayed disbursement, and template-based district planning limited local adaptation, while frontline workers lacked adequate training and resources to sustain behavioural change. Moreover, entrenched socio-cultural practices such as early marriage, dowry, and gender bias continue to constrain girls' retention in secondary and higher education, highlighting gaps between awareness generation and long-term empowerment.

In effect, BBBP in Uttar Pradesh has succeeded more as a symbolic and awareness-oriented campaign than as a transformative program addressing structural inequalities. Its greatest contribution lies in creating visibility for gender equity and stimulating dialogue at the household and community levels. Yet, without stronger accountability mechanisms, localized planning, and convergence with health, education, and social welfare schemes, the scheme's capacity to deliver sustained improvements in CSR, educational outcomes, and empowerment will remain limited. Strengthening district-level autonomy, instituting real-time monitoring, and prioritising investments in education and healthcare infrastructure are crucial steps to move the BBBP in Uttar Pradesh beyond symbolism toward substantive gender transformation.



## 9. DELIMITATIONS:

The study is limited to Uttar Pradesh (2015–2025). It utilizes secondary data (government reports, NFHS, UDISE+, etc.) to analyze the implementation, effectiveness, challenges, and gender empowerment outcomes of BBBP, excluding primary data, other states, and broader gender issues beyond the scheme's objectives.

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