

Government of India
Ministry of Women and Child Development
National Mission for Empowerment of Women (NMEW)
B-12, 4th Floor, CSWB Building,
Dr. Durgabai Deshmukh Samaj Kalyan Bhawan,
Qutub Institutional Area, New Delhi-110016

National Mission for Empowerment of Women is a Scheme under Ministry of Women and Child Development which aims at strengthening the processes that promote holistic development of women through inter-sectoral convergence both at the Centre as well as in the States/UTs.

1. NMEW requires the services of an experienced Government Officer on deputation basis for the post of Director (Technical) initially at least for a period of two years extendable up-to three years. He/she will be responsible for implementing the NMEW Scheme. Details pertaining to the Scheme along with the advertisement is available at www.wcd.nic.in.
2. Officers serving in Central Govt. working in the scale of Director in Pay Band 4 (Rs 37400-67000) and Rs 8700 as Grade Pay with at least 3 years' experience in the said scale and preferably Officers below the age of 55 years may apply.
3. Officers with adequate exposure to implementation of women centric/social sector schemes/programs of the Government with at least 5 years' experience in the relevant field shall be preferred.
4. Remuneration: as per terms of Deputation Rules of Government of India.
5. The interested and eligible candidates may send their application to Mr. L K Meena, Director, NMEW (lk.meena@nic.in), B-12, 4th Floor, CSWB Building, Dr. Durgabai Deshmukh Samaj Kalyan Bhawan, Qutab Institutional Area, New Delhi-110016 within 30 days from the date of publication of this advertisement in the Employment News (dated 12 - 18th March 2016).

National Mission for Empowerment of Women (NMEW) in the 12th Plan Period

1. National Mission for Empowerment of Women (NMEW) aims to bring about inter-sectoral convergence towards achieving holistic empowerment of women. NMEW Scheme was appraised and approved for continuation during the 12th Plan period as a sub-component of the Umbrella Scheme for Protection and Development of Women. Under the revised NMEW Scheme, technical support to Ministry of Women and Child Development is being provided by domain experts. Eight domain areas are Poverty Alleviation, Social Empowerment, Health and Nutrition, Gender Budgeting, Gender Rights, Vulnerable and Marginalized Groups, Media and Communication and Information Technology. NMEW is currently involved in the implementation and monitoring of new initiatives of MWCD like Beti Bachao Beti Padhao (BBBP Scheme), One Stop Centres, Women Helpline etc. and also facilitates convergence of schemes/programmes of different Ministries/Departments with focus on women.
2. At the State level the institutional mechanism to take forward the objective of NMEW rests with the State Mission Authority (SMA) and State Resource Centre for Women (SRCW) established under the respective State Government/UT Administration. SRCW has been notified in 31 States/UTs namely Andaman & Nicobar Islands, Andhra Pradesh, Arunachal Pradesh, Bihar, Chhattisgarh, Chandigarh, Daman & Diu, Gujarat, Goa, Himachal Pradesh, Haryana, Jammu & Kashmir, Jharkhand, Karnataka, Kerala, Lakshadweep, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Puducherry, Punjab, Rajasthan, Sikkim, Tripura, Uttarakhand, West Bengal, Uttar Pradesh. 23 SRCWs are currently functional with designated staff.
3. In order to facilitate convergence of schemes/programs at the ground level, Purna Shakti Kendra (PSK) project was conceived in a pilot mode in selected districts. The first pilot project to demonstrate convergence of

programmes and schemes was launched in District Pali, Rajasthan on Sep 16, 2011. The project entails setting up of convergence centres at the district, block and Gram Panchayat (GP) level. The convergence centres are meant to facilitate greater access for women to government schemes/programs, create awareness on gender issues and facilitate/handholding of women in need/affected by violence. Each kendra at GP level has two Mahila Gram Samanvyaks (Village Coordinators) who act as motivators for the women in the area and are also responsible for providing support/facilitation on various issues that affect women's empowerment. 16 PSK projects are currently operational.

4. With the learnings from the pilot PSK project, a new component namely Village Convergence and Facilitation Service (VCFS) has been envisaged for implementation in convergence with Gram Panchayats (GPs) at the village level. VCFS aims to create awareness through Village Coordinators on issues related to women and facilitate convergence & coordination on ground in close coordination with the Gram Panchayats. VCFS is currently (2015-16) being implemented in 100 BetiBachao and BetiPadhao(BBBP) districts to address issues pertaining to education, health, nutritional needs, legal rights and safety and security of women.
5. Thematic projects on diverse women's issues in collaboration with NGOs/Academic Institutes across the country are in the final stages of completion.