



# THEME: WOMEN AND CHILDREN

LEAD MINISTRY :

MINISTRY OF WOMEN & CHILD DEVELOPMENT

# Azadi Ka Amrit Mahotsav : Background

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- Dedicated to the people of India for their contribution in India's evolutionary journey and their power and potential to achieve India 2.0, fueled by the spirit of Atmanirbhar Bharat.
- Extended **till August 2023** and NIC has approved nine new themes for program curation, focus of initiatives etc. in the coming year.
- The Ministry of Women & Child Development has been entrusted with leading the proposed campaign on the theme of **“Women and Children.”**
- To commemorate the monumental occasion of India's 75 years of independence, MoWCD plans to host a set of activities and events which align with the larger vision of the Ministry and G20.
- The events will focus on areas such as:
  - ❑ **Healthcare & Nutrition**
  - ❑ **Education**
  - ❑ **Child Rights & Awareness**
  - ❑ **Women's Rights & Empowerment**



# Iconic Event by Ministry of WCD

- Launch of Poshan Maah under Mission Poshan 2.0 by the MWCD which included the campaign for fortified rice and millets for improving nutrition level and control of Anaemia. It culminated on Kartavya Path on 30.09.2022 as 3 day Poshan Utsav event from 30<sup>th</sup> Sept. 2022 to 2<sup>nd</sup> Oct. 2022.



# Glimpses of Poshan Utsav



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Azadi Ka  
Amrit Mahotsav

# G20 Programmes of the Ministry

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## Priority Areas:

1. Women Entrepreneurship, a win-win for equity and economy
2. Creating a partnership for promoting women's' Leadership at grass root level
3. Education – a game changing pathway through Women's Empowerment

## G20 Summits:

- G20 empower Inception meet : 09-10<sup>th</sup> February 2023, Agra
- Women 20 Inception Meet : 25-26<sup>th</sup> February 2023, Aurangabad
- G20 Empower Meeting : 5-6<sup>th</sup> April 2023, Thiruvananthpuram
- Women 20 Meeting : 13-14<sup>th</sup> April 2023, Jaipur
- G20 Empower Summit : 15-16<sup>th</sup> June 2023, Mahabalipuram



# Veer Bal Diwas

## December 2022

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Lead	Ministry of Women & Child Development
Campaign Core	<ol style="list-style-type: none"><li>Brief history of martyrdom of two sons of Guru Gobind Singh Ji</li><li>Announcement of recipients of Pradhan Mantri Rashtriya Bal Puraskar.</li></ol>
Gov. Support	M/o Rural Development, M/o Panchayati Raj, DoSEL, MyGov, M/o Information & Broadcasting
Non-Govt. Support	UNICEF
Start Date	26 December 2022
Janbhagidari	<ol style="list-style-type: none"><li>All officials of MWCD and its attached/subordinate offices</li><li>CCIs, Schools</li><li>By using social media hashtag (#akamveerbaldiwasmwcd)</li></ol>
Reason for Selection	To pay tribute to the courage and pursuit of justice of the martyr sons of Guru Gobind Singh Ji.
Schemes under Focus	Mission Vatsalya

# CAMPAIGN 1 : Celebrating Girl Child

## January 2023

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Lead	Ministry of Women & Child Development
Campaign Core	<ol style="list-style-type: none"><li>National Webinars by NCPCR, NIPCCD and NCW addressing various topics relating to empowerment of girl child.</li><li>National and Regional Workshop at Vigyan Bhawan on operational manual of Beti Bachao Beti Padhao.</li></ol>
Gov. Support	M/o Rural Development, M/o Panchayati Raj, M/o Youth Affairs and Sports, M/o Education, D/o Sports (SAI), My Gov, M/o Health and Family Welfare, D/o Disability, M/o Tribal Affairs, M/o Minority Affairs, M/o Information & Broadcasting, M/o Tourism.
Non-Gov. Support	UNICEF, UN Women
Start Date	17 <sup>th</sup> January 2023 (1 Week)
Janbhagidari	<ol style="list-style-type: none"><li>Girl Champions in the field of Sports, education , social welfare, community mobilization will be identified at the District Level and honored.</li><li>Nodal Officers of all Districts and States officials</li><li>Showcasing Ministry's achievement through Bharat Parv</li><li>By using social media hashtag (#akamcelebratinggirlchildmwcd)</li></ol>
Reason for selection	National Girl Child Day celebrating girl child pan India
Schemes under Focus	Beti Bachao Beti Padhao, Scheme for Adolescent Girls
Major milestone events	<b>Pradhan Mantri Rashtriya Bal Puraskar</b> <ul style="list-style-type: none"><li>The Hon'ble President will felicitate the children selected from all regions of the country for their exceptional achievements in various fields.</li><li>Hon'ble Prime Minister will have an interactive session with awardees.</li></ul>

# CAMPAIGN 2 : Poshan Pakhwada

## March 2023

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Lead	Ministry of Women & Child Development
Campaign Core	<ol style="list-style-type: none"><li>Cultural presentation with social message on health and nutrition to be presented by each Poshan panchayat.</li><li>Play Based Learning on Health &amp; Nutrition at AWCs and sharing of best practices followed under Ek Bharat Shresht Bharat</li></ol>
Gov. Support	M/o Health and Family Welfare, M/o Rural Development, M/o Panchayati Raj, My Gov, M/o Information & Broadcasting, D/o School Education & Literacy (DoSEL)
Non-Gov. Support	UNICEF
Start Date	March 2023 (15 Days)
Janbhagidari	<ol style="list-style-type: none"><li>Various events and social media campaigns covering a variety of themes related to health and nutrition.</li><li>By using social media hashtag (#akamposhanpakhwadamwcd)</li></ol>
Reason for Selection	To use this regular event as launching pad for IEC activity towards Poshan
Scheme under Focus	Saksham Anganwadi and Poshan 2.0
Role of States	Participation of all States/UTs



# CAMPAIGN 3 : Children Sports Festival

## April 2023

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Lead	Ministry of Women & Child Development
Campaign Core	<ol style="list-style-type: none"><li>Sports Championship tournament between all CCIs</li><li>Inter CCI Sports Competition for Divyaang children</li><li>Recognition and appreciation of all women and girl achievers in the field of sports at national, state and district level</li></ol>
Gov. Support	D/o Sports, MoMA, D/o Disability, M/o Panchayati Raj, My Gov, M/o Information & Broadcasting, NIPCCD, NCPCR.
Non-Gov. Support	UNICEF, UN Women
Start Date	April 2023
Janbhagidari	<ol style="list-style-type: none"><li>Various events and social media campaigns covering a variety of themes related to health and nutrition during this sports meet.</li><li>By using social media hashtag (#akamchildrensportsfestivalmwcd)</li></ol>
Reason for Selection	Inculcating sportsman spirit, feeling of competitiveness , team work and confidence building
Scheme under Focus	Mission Vatsalya
Role of States	Participation of all States/UTs

# CAMPAIGN 4 : Nirbhay Bharat - Sashakt Nari

## June 2023

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Lead	Ministry of Women & Child Development
Campaign Core	Showcasing the initiatives taken under Nirbhaya Fund across various Ministries and outreach/IEC
Gov. Support	M/o Home Affairs, M/o Housing and Urban Affairs, My Gov, National Commission for Women Ministry of Transport, M/o Railways, M/o Tourism, M/o Electronics and Information technology, D/o Justice, M/o Information & Broadcasting.
Non-Gov. Support	UN Women, UNICEF
Start Date	June 2023 (1 Week)
Janbhagidari	<ul style="list-style-type: none"> <li>i. Various events and social media campaigns covering a variety of themes related to Nirbhaya Fund and related initiatives.</li> <li>ii. By using social media hashtag (#akamnirbhaybharatsashaktnarimwcd)</li> </ul>
Reason for Selection	To use this event as launching pad for IEC activity towards secure, social environment and safety and security of women & children.
Scheme under Focus	Mission Shakti
Role of States	Participation of all States/UTs



**THANK YOU!**