

No:J-11060/43/2022-RL-Part (10)

Government of India
Ministry of Rural Development
Rural Livelihoods Division

7th Floor, NDCC – II Building
Jai Singh Road, New Delhi – 110001
Date: 15.10.2024

To,
CEO/SMD
All States and UTs

Subject: Advisory on Nayi Chetna 3.0 - National Campaign Against Gender-Based Discrimination and Violence

1. DAY-NRLM under the aegis of MoRD initiated Nayi Chetna- An annual month long National Gender Campaign in the year 2022, 25th November on the *"International Day for elimination of violence against women"*.
2. In its first year Nayi Chetna mobilized 3.5 crore people across the country around the cause of gender equality and women's empowerment focusing on gender-based violence. The community led campaign adopted a 'Jan Andolan' or people's movement approach, involving State Governments, Line Ministries, Civil Society Organizations. Thirteen-Line Ministries 32 SRLMs, 20 lakh SHGs participated in the campaign and over 4 lakh activities were conducted. In the following year (2022), Nayi Chetna 2.0 witnessed a participation from 31 states with approx. 5.5 crore participants. Throughout the campaign 9.06 lakhs awareness activities on addressing Gender Based Violence was recorded.
3. The 3rd chapter of The National Gender Campaign - Nayi Chetna 3.0, will focus on three key pillars with the goal of Eliminating Gender Based Violence and Discrimination through convergent action led by SHG women-
 - Strengthening Gender responsive local institutions (Women's collectives, PRIs, Community institutions).
 - Local and national interdepartmental convergence enhancing access to rights and entitlements and support services.
 - Enhanced leadership of women advocating for gender equality.

4. The broad strategies are Awareness Generation, Capacity building, Convergence, Communication.

5. **The National launch event of Nayi Chetna 3.0 will be organized on the 25th of November 2024 in New Delhi.**

6. In this direction, all SRLMs (with the exemption of States with MCC) are to initiate preparation to ensure all CLFs carry out campaign activities from 25th of November to 23rd of December involving Line departments, NGOs, frontline line functionaries, and put specially emphasis on engaging men and boys, youth and gender diverse individuals.

National Level activities:

- A stock taking meeting on the preparation of the Campaign will be conducted with all States on.... of October 2024, under the chairpersonship of Joint Secretary, RL-I. All CEOs/SMDs and concerned SPMs are to attend the meeting and share the State plan.
- An online meeting will be conducted by Secretary-RD with Chief Secretaries/ACS or Secretary RD of States and heads of all concerned line departments of the States for discussing roll out plans and participation of line departments. The date and time will be informed soon.
- State wise orientation and doubt clarification regarding using the Gender campaign MIS portal and the roll out of the Campaign will be conducted on 1st and 2nd week of November 2024.
- The IEC resource kit will be shared with States by 20th of October, 2024. Translation, printing and dissemination of all materials till the VO should be completed by DMMU by 20th of November, 2024. States are also to develop, curate and collate materials that are relevant to the local context. IEC are to be printed in format that can be used for large training or public gathering and also pamphlet sizes that can be used for small meeting or for distribution.
- An Inter-Ministerial meeting with all relevant Line-Ministries will be conducted under the chairpersonship of the Secretary(RD) on **29th October, 2024 at 10.30 am** in the pursuit of joint advisory/ guidelines to be issued by each Ministry.
- A process documentation and a qualitative assessment of the campaign will be conducted in select States by PRADAN and IWWAGE to generate learning.

State Level activities:

- Every State is to depute an officer as nodal person for coordinating Gender Campaign activities and submit the nodal person details like name, mobile number and email id with NMMU by 30th October 24.

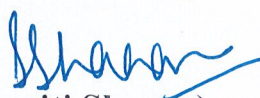
- Under the broad theme of Gender Based Discrimination and Violence, the States are directed to identify context specific issues in consultation with the CLFs and Core Committee Members (CSO partners, NRPs, Local NGOs, Experts, Line Departments etc). Support of the NRPs, Partners Organizations, Local organizations is also to be sought for rolling out the campaign intensively.
- States are to issue necessary guidelines till BMMU regarding roll out of Campaign and should organize orientations till CLF EC/OB members, SAC members and CRPs for effective roll out.
- All states are directed to share detailed roll out plan with the focus area identified for this year with NMMU by 30th of November'24 so that a national consolidation of plans and issues prioritized can be prepared and presented at the launch.
- The focus being on Convergence, States are directed to take proactive measures to have joint strategies with Line Departments and are directed to have inter-departmental consultation on planning joint activities.
- Every CLF is mandatorily to take part in Campaign activities and should use/display IEC materials. Gender Pledge is mandatorily to be carried out in all CLFs, VOs and SHGs.
- Data entry for Campaign activities is to be done by all levels (SMMU/DMMU/CLF/VO). For community level activities the CLF and VO Book-keepers is to do data entry for the activities conducted. The activities of SHGs can be entered by their respective VOs.
- Emphasis should be laid on carrying out activities that include men, boys, youth and gender diverse individuals.
- The States are also expected to capture success stories, stories of changes emerging during and before the campaign in written or video mode for documentation purposes and to share with NMMU for compilation.
- Active promotion through both print and mass media is to be carried out at various levels during the campaign. For all photos and videos captured and shared during the campaign these following instructions are to be kept in mind:
 - Photos and videos are to be shared via email to maintain high quality resolution.
 - Photo minimum resolution: 1080*1080 pixels, minimum file size 1 MB
 - Video Minimum resolution: 1920*1080 pixels
 - Video orientation: Landscape mode (16:9 aspect ratio)
 - In case photos are shared via WhatsApp, they are to be converted to doc format before sharing. Photos are not to be forwarded as they come, this reduces the quality of the photo. They are directly sent as doc from the device it has been captured in.
- For all States preparing for E-inauguration of GRCs on the 25th of November, a list of details of GRCs is to be shared with NMMU by 10th of

November (google sheet already shared). For necessary preparation for the inauguration of GRCs support may be drawn from NRPs and Partners to ensure that they are ready to be functional. Only GRCs with all details updated and geotagged photos will be verified and included for final launch.

- State should also prioritize training on POSH, formation of ICC and Gender trainings of Staff at SMMU, DMMU and BMMU during Campaign.
- Every State is to submit a final report of the Campaign on completion giving a consolidation of activities conducted, stakeholders involved and issues prioritized at the local level.

7. I seek your valuable cooperation in making this campaign an even bigger success than last year.

Yours sincerely,


(Smriti Sharan)

Copy to:

ACS/Pr. Secretary/Secretary, Rural development of all States/UTs
All States COOs, SPMs, DPMs, BPMs & Vertical Leads

Annexures:

Annexure 1. Concept Note and Activity Plan

Annexure - 2. Details of NMMU level Command and Control Centre

Annexure - 2

NMMU Command and Control Contact

Sl.No	Name	Mobile Number	E-mail Id
1	Suparna	9674288014	suparna.ash@pmu-ifmr.in
2	Naseem	9917500369	md.naseem@pmu-ifmr.in
3	Sanchita Jain	9968797711	sanchita.jain@pmu-ifmr.in
4	Himani Rawat	8178428937	himani.nrlm@gmail.com
5	Sunandita Banerjee	7042905214	sunandita.nrlm@hmail.com

Copy for information to:

PSO to SRD/AS(RL)/JS(RL)-II/Director – RL-I and II/DS - RL