



Food & Nutrition Board



Towards a New Dawn

Food & Nutrition Board

8.1 The Food & Nutrition Board (FNB), set up in 1964 under the Ministry of Food, was transferred to the Ministry of Women and Child Development in 1993 with all powers of a Central Government department. Food and Nutrition Board has a countrywide set up comprising of a Technical Wing at the Centre, 4 Regional Offices, 4 Quality Control Laboratories at Delhi, Mumbai, Kolkata and Chennai and 43 Community Food & Nutrition Extension Units (CFNEUs) located in 30 States/UTs (details are at Annexure-XXXVI). FNB Headquarters, through its four Regional Offices, provides the technical as well as logistic support for the functioning of these Units and conducts the following training programmes in the field Units.

8.2 The Food & Nutrition Board, which is a technical wing of Ministry of Women and Child Development, have been recognized by the Planning Commission in its 12th Five Year Plan document as one of the key players to reduce the malnutrition level in the country and FNB's major task is to address this major challenge.

8.3 FNB is engaged in the following activities:

- Development, production and distribution of nutrition education/training material;
- Food Analysis and Standardization;
- Training in Home Scale Preservation of Fruits and Vegetables and Nutrition;
- Providing Fruits & Vegetable Processing facilities at CFNEUs;
- Development and Promotion of low cost nutritious recipes using locally available foods;
- Inter-Sectorial coordination and follow up action on the National Nutrition Policy and National Plan of Action on Nutrition, and other policy matters related to nutrition;
- Development, production and distribution/dissemination of nutrition education/training material;
- Test checking the quality of supplementary nutrition under ICDS;
- Setting up and management of Nutrition Resource Platform and Centres;
- Implementation of Infant Milk Substitutes (Feeding Bottles and Infant Foods) Act;
- Technical support to Mid -Day Meal programme, Food Safety and Standards Authority of India for the Codex Committee on Nutrition and Foods for Special Dietary Uses and food fortification.
- Nutrition Education and Training, both for the masses and for ICDS functionaries;
- Mass Nutrition Awareness Campaigns;

Important functions of FNB

8.4 The important functions of FNB are as under :-

- To oversee implementation of various nutrition oriented sectoral interventions and issue policy guidelines on critical nutrition issues. To promote and coordinate activities with regard to bringing nutritional issues centre stage through advocacy and sensitization of policy planners and implementers;
- Campaigning on prevention and control of malnutrition at all levels including infant and young child nutrition issues;
- Focusing on reduction in micronutrient malnutrition;
- Improving content and delivery of existing nutrition related interventions; enlisting cooperation of professional institutions and social organizations in the area of nutrition and health.

8.5 FNB is also instrumental in acting as a powerful tool to protect, promote and

support breastfeeding in the form of Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution), Act, 1992. In order to further strengthen the Act, the Government enacted 'Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Amendment Act, 2003.

8.6 A National **Steering Committee** on Infant and Young Child Feeding under the Chairmanship of Secretary, MWCD, and National **Coordination Committee** under the Chairmanship of Joint Secretary (In-charge Food & Nutrition Board), MWCD have been constituted, which consist of representatives from key Ministries/Departments and technical experts.

8.7 The second meeting of the National Steering Committee on Infant and Young Child Feeding was held under the Chairmanship of Secretary, MWCD, on 23rd November, 2017. The objective of the committee is to review progress on IMS Act enforcement and suggest corrective measures for its effective enforcement at the National and State level and to review & discuss the draft operational guidelines on Infant and Young Child Feeding (IYCF).



A View of the Second Meeting of the National Steering Committee on Infant and Young Child Feeding



Secretary, WCD interacting with Committee Members during Second Meeting of the National Steering Committee on Infant and Young Child Feeding

National Nutrition Mission

8.8 The Government is contemplating for setting up National Nutrition Mission (NNM) for looking of nutrition related issues in country.

Development of Audio-visuals on Nutrition

8.9 Audio-visuals on “Antenatal Care & Child Nutrition” were developed in Hindi and 17 other languages (Punjabi, Urdu, Malayalam, Bengali, Gujarati, Marathi, Oriya, Telugu, Kannad, Tamil, Asamese, Garo, Khasi, Mizo, Konkani, Manipuri and English) which include 9 products i.e. 3 short films, 2 radio spots and 4 radio jingles. The Hindi Audio-Visuals were shared with Ministry's Media Division for dissemination.

Nutrition Education and Training

8.10 Advocacy and sensitization of policy makers, nutrition orientation training for programme managers and capacity building of field functionaries are

the important activities of the Food & Nutrition Board. Various activities are carried out for different target groups for disseminating nutrition related information and nutrition education of the community, one of the prime activities of the Food & Nutrition Board, is undertaken through its 43 Community Food & Nutrition Extension Units (CFNEUs), by organizing nutrition education and demonstration programmes in rural, urban and tribal areas in different States/UTs of the country. FNB Headquarters, through its four Regional Offices, provides the technical as well as logistic support for the functioning of these Units and conducts the following training programmes in the field Units.

Training of Trainers (TOT) Programme in Nutrition

8.11 CFNEU organizes five days “Training of Trainers” (TOT) programme for 20 Master Trainers comprising of Child Development Project Officers (CDPOs), Assistant Child Development Project Officers (ACDPOs),

Medical Officers, Senior Supervisors of ICDS, Teachers, reputed NGOs, VDO, Gram Sevak, etc. who, in turn, act as trainers for the grass-root level functionaries of ICDS, such as Anganwadi workers and the community at large.

Orientation Training Courses (OTCs)

8.12 CFNEU organizes Orientation

Training Courses (OTCs) for two days for 30 participants comprising of grass-root level workers from ICDS and Health such as AWWs, Helpers, and ASHAs, adolescent girls, pregnant women, newly married women, communities and PRIs, etc. The topics for OTC are: i) Infant and Young Child Feeding ii) Health and Nutrition, and iii) Management of Severe Malnutrition.



Training of Trainers Programme Organized by CFNEU, Nagpur



Orientation Training Program on Infant & Young Child Feeding Practices at Bhatli, Distt- Baragarh organized by CFNEU, Bhubaneswar

Training in Home Scale Preservation of Fruits & Vegetables and Nutrition Education

8.13 CFNEU organizes 5 days training in Home Scale Preservation of Fruits & Vegetables and Nutrition education for 30 participants including housewives, adolescent girls and students of Home Science Colleges to encourage them to preserve fruits and vegetables at the household level. This increases the consumption of fruits & vegetables and also develops skills which could be useful for income generation. A Ready Reckoner on fruits and vegetables preservation and nutrition is distributed to the trainees on completion of the training.

8.14 CFNEU also organizes special training in Home Scale Preservation of Fruits & Vegetables and Nutrition education exclusively for SC/STs including adolescent girls and women. A stipend of Rs. 200 is given to each participant.

Monitoring of the Anganwadi Centres (AWCs)

8.15 Anganwadis under different ICDS projects are being visited to monitor the supplementary nutrition and to facilitate the nutrition and health components of the ICDS. During the visit, the FNB Staff provides technical support on nutrition and health education at the AWCs by organizing various nutrition extension activities.

Table 8.1: Training Programmes Conducted up to December, 2017 during the Year 2017-18 are as below:

Sl. No.	Training Programme	No. of Training	No. of Beneficiaries
1.	Training of Trainers (TOT)	26	518
2.	Orientation Training Courses (OTCs)	429	12870
3.	Monitoring of the Anganwadi Centres	3183	75726
4.	Nutrition Education Programmes	3194	56216
5.	Training in Home Scale Preservation of Fruits and Vegetables and Nutrition		
	(i) General Group	150	4620
	(ii) SC/ST Community	64	1920

Nutrition Education Programmes (NEP)

8.16 The Nutritional status of the country has been recognized as an important indicator of national development. In other words, malnutrition is an impediment in national development and hence assumed the status of national

problem and not merely sectoral problem. Massive Health and Nutrition Education are the most sustainable and cost effective programme to encourage appropriate dietary intake and healthy life styles among all segments of population. Hence, Nutrition Education Programmes are organized in rural and tribal areas and urban slums.

Food Analysis

8.17 Food & Nutrition Board has four Regional Quality Control Laboratories at Delhi, Mumbai, Kolkata and Chennai, which analyses samples of various supplementary foods provided under the ICDS scheme. The samples are received from the State Governments as well as drawn by field units of FNB during the visit to AWCs. The region-wise number of samples analysed up to December, 2017 during 2017-18 are as under:

S. No.	Region	Total Samples analyzed
1.	Eastern	119
2.	Southern	721
3.	Western	127
4.	Northern	1253
Total		2220

Swachh Bharat Mission, Swachhta Hi Sewa

8.18 Hon'ble Prime Minister had called upon the nation to begin a campaign, Swachhta Hi Sewa (Cleanliness is Service), from 15th September, 2017 to Gandhi Jayanti on 2nd October, 2017, during his

Mann ki Baat addressed on August 27, 2017, Hon'ble Prime Minister called upon people to create an environment of cleanliness in the entire country so that 2nd October, the third anniversary of the Swachh Bharat Mission and Gandhi Jayanti, can be celebrated in a befitting manner. He urged all NGOs, schools, colleges, social, cultural and Political leaders, Corporates, Government officials, Collectors and Sarpanchs, to accelerate Swachhta activities during the 15th September - 2nd October period.

8.19 On the Occasion of the 3rd Anniversary of Swachh Bharat Mission, Swachhta Hi Sewa an accelerated Jan-Andolan for Sanitation (15th September - 2nd October, 2017) was launched Nation-wide by Shri Ram Nath Kovind, President of India.

8.20 The main objective of **Swachhta Hi Sewa**, is to inspire everyone around to come out and clean market places, bus stops and railway stations, etc., share cleanliness efforts widely on social media using the WhatsApp, email to media division of the Ministry on regular basis, share action packed images/ videos of initiatives taken, lead Shramdan for construction of toilets to make villages Open Defecation Free and to clean public tourist places.



A View of Swachhta Hi Sewa Campaign

8.21 During Swachhta Hi Sewa (Cleanliness is Service) campaign, from 15th September, 2017 to Gandhi Jayanti on 2nd October, 2017 Food and Nutrition Board (FNB) has undertaken series of activities like cleanliness drive, cleaning of toilets, vigorous cleaning in and around the office, pledge on cleanliness in our daily life, prohibit use of plastic bags, various

awareness activities like IEC campaign on **Swachhta Hi Seva** comprising personal hygiene and sanitation, environmental sanitation, tree plantation, cleaning of office premises, Film/Slide shows on personal hygiene and sanitation, demonstrations on hand washing, motivating common public towards cleanliness along with other Swachhta-related activities.



A View of Swachhta Hi Seva Campaign

Setting up of Four New Food Testing Laboratories (1 Central and 3 Regional Laboratories)

8.22 Recognizing that Take Home Ration (THR) & Hot Cooked Food (HCF) constitutes the major source of nutrition provided to Anganwadi beneficiaries through Integrated Child Development Services (ICDS) scheme and other Government run schemes, Food & Nutrition Board (FNB) of the Ministry

deliberated on ways to analyze the food and nutritional supplements for Food Safety and Quality to ensure nutritional and feeding norms for supplementary nutrition. There are 14 lakh AWCs under the ICDS Scheme in the country and one of the services provided under the scheme is supplementary nutrition. One of the objectives of the scheme is to reduce the level of malnutrition among the children, holistic development of children and reducing any nutrition related deficiencies in the children.

8.23 Providing safe and hygienic food meeting the nutrition and health norms is as essential as providing food to these beneficiaries. If the food supplied is contaminated, adulterated or not fit for human consumption, it will cause more harm than benefitting them. Therefore, it is essential to keep a check on the quality of food supplied at the AWCs through rigorous testing of the food samples, which is not feasible under the present capacity available. This can be done through up-gradation/expansion/setting up of modern, state-of-art Quality Control Laboratories.

8.24 Now, Food & Nutrition Board (FNB) under Ministry of Women & Child Development is in the process of setting-up of four state-of-art Food Testing Laboratories, 1 Central Laboratory at Faridabad and 3 Regional Laboratories at

Kolkata, Chennai and Mumbai for quality checking of food and other nutrition related convergent actions.

8.25 The land, at four locations viz. Faridabad, Kolkata, Chennai and Mumbai has been secured by the Ministry. Ministry has signed a MoU with National Building Construction Corporation (NBCC) for awarding/entrusting the works relating to planning, designing and construction of Food Testing Laboratories at Faridabad, Kolkata, Chennai and Mumbai. Ministry has also entrusted to award the work of procurement and installation of equipment/ machineries at four Food Testing Laboratories.

8.26 The timeline for completion of the four laboratories at Faridabad, Kolkata, Chennai and Mumbai is June, 2018, March, 2018, June, 2018 and September, 2018 respectively.



A View of Construction of Building of Central Food Testing Laboratory at Faridabad



A View of Construction of Building of Regional Food Testing Laboratory at Kolkata

Mass Nutrition Awareness Campaigns

8.27 Various events on specific themes were organized with the active cooperation of respective State Governments, Educational Institutions, NGOs and Media. Some of the programmes conducted are Workshops/

Symposia and special programmes on nutrition.

8.28 The **World Breastfeeding Week (WBW)** was observed from 1st-7th August, 2017 on the theme of “Sustaining Breastfeeding - Together?”



World Breastfeeding Week 2017 celebrated by CFNEU, Mandi

8.29 Also, the Ministry of Women and Child Development has issued D.O. letter addressed to Chief Secretaries in the States/UTs to mobilize the concerned Departments on the WBW theme during celebrations.

8.30 **National Nutrition Week (NNW)** is celebrated from 1st-7th September every year since 1982 to intensify nutrition

awareness through various modes and interventions to reach the masses in the far flung areas of the country. This year, the theme for the National Nutrition Week was **“Optimal Infant & Young Child Feeding Practices: Better Child Health”**. Field units of Food and Nutrition Board celebrated the week in collaboration with the State Governments/ UTs.



Celebrated one day workshop on NNW, 2017 at CFNEU, Maharashtra

8.31 The Ministry of Women and Child Development has issued D.O. letter addressed to the Chief Secretary/ Secretary of the WCD in the State Governments/UT Administration to mobilize the concerned Departments on the NNW 2017 theme during celebrations.

8.32 The Community Food and Nutrition Extension Units (CFNEUs) of Food and Nutrition Board also celebrated **World Food Day** on 16th October, 2017 with various activities related to nutrition. This year, the theme for the World Food Day was **“Change the future of migration. Invest in food**

security and rural development". Field units of Food and Nutrition Board

celebrated the week in collaboration with the State Governments/UTs.



World Food Day celebrated by CFNEU, Ranchi

8.33 The Community Food and Nutrition Extension Units (CFNEUs) of Food and Nutrition Board also celebrated **Global**

Iodine Deficiency Disorders Prevention Day (GIDDPD) on 21st October, 2017 with various activities related to nutrition.



Global Iodine Deficiency Disorders Prevention Day, 2017 celebrated by CFNEU, Mumbai

Food Fortification

8.34 The nutritional status of the community is recognized as an important indicator of national development. Micronutrients are essential vitamins and minerals required on a daily basis in small quantities. Micronutrient deficiencies can be prevented and even eliminated by consumption of optimal amounts of micronutrients. Dietary diversification, Fortification and Supplementation along with other measures like infection control, water and sanitation, etc. are strategies to tackle micronutrient malnutrition. The National Nutrition Policy adopted by the Government in 1993 includes the control of micronutrient deficiencies particularly among the vulnerable groups under its direct policy instruments and recommends controlling the micronutrient deficiency through intensified programmes. Food fortification is identified as one of the direct short-term nutrition intervention i.e. fortification of essential food items with appropriate nutrients.

8.35 The Ministry of Women and Child Development, taking note of the widely prevalent deficiencies of iron, Vitamin A, Iodine and other micronutrients in the population particularly among women and children, has taken an initiative towards formulating a comprehensive policy for Food fortification and regulation under Food Safety and Standards Act, 2006, and FSSAI Rules, 2011. In follow up, a comprehensive regulation on fortification of foods namely "Food Safety and Standards (Fortification of Foods) Regulations, 2016 has been released by FSSAI on 16th - 17th October, 2016.

8.36 Ministry of Women and Child Development, Government of India, has

taken an initiative towards formulating a comprehensive policy for food fortification under Food Safety and Standards Act, 2006 and FSSAI Rules, 2011 which may subsume all existing isolated regulations/guidelines on fortification of food articles. Five zonal Multi-stakeholder consultations with involvement of all the line Ministries/Departments (Ministry of Health and Family Welfare, Ministry of Consumer Affairs, Food and Public Distribution, Department of Industrial Policy and Promotion, Ministry of Human Resource Development, Department of Health Research-ICMR), State Governments, representatives from concerned Industries (Salt, Wheat Flour and Oil) as well as other stakeholders to discuss various issues related to implementation and roll out of the fortified food articles including cost implications have been organized.

8.37 The first Zonal Multi-stakeholder consultation for North Zone was organized under the Chairpersonship of Secretary, WCD on 04.01.2017 on 'Fortification of Food Articles' at New Delhi. Second Zonal Multi-stakeholder consultation for South Zone was organized on 20.01.2017 at Bengaluru; Third Zonal Multi-stakeholder consultation for West Zone was organized on 24.01.2017 at Bhopal; Fourth Zonal Multi-stakeholder consultation for East Zone was organized on 30.01.2017 at Bhubaneswar and Fifth Zonal Multi-stakeholder consultation for North East Zone will be organized on 15.02.2017 at Guwahati.

8.38 As a follow-up Ministry has issued directives on 10th July, 2017 to all States to ensure mandatory Fortification of food items: Double fortified salt (Iodine and Iron), Wheat Flour (Iron, Folic acid and Vit B12) and edible oil (Vit A and D) under the Government Funded Programmes, i.e., Supplementary Nutrition, Mid-Day Meal and Public Distribution System.



National Institute of Public Cooperation and Child Development



Towards a New Dawn

National Institute of Public Cooperation and Child Development

9.1 The **National Institute of Public Cooperation and Child Development**, popularly known as **NIPCCD**, is a premier organization devoted to promotion of voluntary action, research, training and documentation in the overall domain of women and child development. It was established in New Delhi, in the year 1966, as an autonomous Institution under the Societies Registration Act of 1860, and functions under the aegis of the Ministry of Women and Child Development, Government of India, with its Headquarters in New Delhi and four Regional Centres at Guwahati (1978), Bengaluru (1980), Lucknow (1982), and Indore (2001) to cater to region-specific requirements.

9.2 The Institute focuses on essential and need-based programmes for the holistic development of the child and child protection and for creating awareness regarding women's empowerment and gender issues, especially women's rights – political, social and economic. The current thrust areas of the Institute relating to child development are maternal and child health and nutrition, early childhood care and education, childhood disabilities,

positive mental health in children and child care support services. The activities of the Institute in the area of women development are geared to support national policies and programmes for women's empowerment through training, research and documentation. The Institute is also focussing on gender planning and mainstreaming, gender-budgeting, economic and political empowerment of women, prevention of sexual harassment at work place, prevention of gender-related violence such as female foeticide, female infanticide, trafficking of women and children, child marriage, etc.

9.3 The **objectives** of the Institute are to:

- Develop and promote voluntary action in social development;
- Take a comprehensive view of child development and to promote and develop relevant need-based programmes in pursuance of the National Policy for Children;
- Develop measures for coordination between government and voluntary action in social development;
- Evolve framework and perspective for organising children's programmes

through government and voluntary efforts; and

- Establish liaison with international and regional agencies, research institutions, universities and technical bodies engaged in activities similar to those of the Institute.

VISION

9.4 The vision of NIPCCD is to be seen as an Institute of global repute in child rights, child protection and child development by developing partnerships and linkages with National and International agencies and making its training and research activities relevant to the needs of its varying client groups. The Institute has been consistently invigorating its efforts towards accomplishment of its vision, which is evident in numerous programmes and activities conducted by the Institute.

9.5 The Institute has a **General Body** and an **Executive Council**. While the General Body is responsible for formulating overall policies of the Institute, the Executive Council is responsible for management and administration of the Institute. Both these bodies have representation of government and voluntary organizations. The Union Minister for Women and Child Development is the President of the General Body and Chairperson of the Executive Council.

9.6 There are two Departments, each being headed by an Additional Director, under which six divisions are functioning:

Department of Mother Care and Child Development

- Child Development
- Public Cooperation and Child Protection
- Women's Development

Department of Training and Common Services

- Training
- Monitoring and Evaluation
- Common Services

I. HIGHLIGHTS OF THE ACTIVITIES

Important Activities

- i) Ministry of Women & Child Development organised "Women of India Organic Festival 2017" at Dilli Haat from 1-15 October, 2017 to support and encourage women and women-led groups that promote organic farming, thus supporting their local community's economy, creating jobs and keeping farmers thriving, in addition to spreading proper awareness about the benefits of organic products from all over India. The Women of India Festival of Organic Products was intended to highlight the health and environmental advantages of organic goods, provide a platform for women engaged in it and boost the development of sustainable and easily accessible sales outlets for women producers from the remotest corners of India. Women entrepreneurs from 25 States came together with their organic products such as cereals, rice, pulses, spices, cosmetics, household products, pickles, organic ice cream, oils, honey,

tea, hair care, bath care, beauty care, aromatherapy products, solar products, kitchen composters, organic cotton fabric, linen, organic seeds and other bio products. The participants of Women of India Organic Festival 2017 also enrolled themselves in Mahila e-Haat, another initiative of the Ministry of Women & Child Development to meet the aspirations and needs of women entrepreneurs. This unique e-platform exponentially strengthens the socio-economic empowerment of women beyond the Festival. NIPCCD provided logistic support during the event.

- ii) The MWCD celebrated **Child Rights Week "Hausala 2017"** between **16th to 20th November, 2017** by hosting an inter CCI Festival for the children who reside in Child Care Institutions (CCIs) with the aim that it would provide an occasion to showcase the talents and provide them with a space to express their dreams and aspirations. Children participated in various events like Bal Sansad, Painting Competition, Athletics Meet, Football and Chess Competition. More than 500 children from 26 States/UTs, who had come from various Child Care Institutions across the country, participated in the programme. The scheme guidelines of Unnati for giving scholarships under National Children's Fund to children of CCIs who show good academic performance were also released in the closing ceremony. A

compilation of speeches written by children was also released. NIPCCD assisted MWCD in organising the events.

Training Programmes

- iii) The Institute continues to extend its support towards capacity-building of stakeholders under the **Beti Bachao Beti Padhao Scheme (BBBP)** as well as imparting training programmes for Master Trainers implementing BBBP Scheme with a focus to improve the current statistics of declining child sex ratio, promote the importance of girl child, ensure her survival and protection and highlight the benefits of educating the girl child by providing them various opportunities to empower themselves. The Institute has also developed a training module and compendium to strengthen the capacity of ICDS functionaries and other related stakeholders in implementing the scheme. Module has been sent to all States/UTs. In all, six training programmes were organized on the theme till November, 2017.
- iv) **A Preparation for Review cum Training Workshop for Beti Bachao Beti Padhao** was organised by Headquarters with the main objectives to: sensitize and train the functionaries as catalysts for social change and to mobilize the community for its engagement for improving the CSR, Sex Ratio at Birth (SRB) and enrolment & retention of girl child in schools; provide information and training for better inter-sectoral and inter-institutional convergence at district/block/grass-root levels through cross

learning; and orient the trainers about planning process of advocacy campaign for social and behaviour change.

- v) One-year **Advanced Diploma in Child Guidance and Counseling** commenced from 1 August, 2017 with the main objectives to: explore and evolve attitudes, values and beliefs that facilitates work with children as mental health professionals; acquire knowledge and understanding of theoretical constructs and socio-cultural perspectives in the context of counselling; develop skills to plan, provide and monitor counselling interventions for children and child-related systems; and develop skills of mobilizing resources and networking and collaborating with stakeholders. A total number of 20 students have been enrolled for the current year.
- vi) Besides, a **Consultative Meet on Ensuring Safe and Secure Environment for Survival and Development of Girl Child** was organised by Regional Centre, Lucknow with the main objectives to: discuss the various existing strategies/models and points of convergent actions required for promotion of girl child survival.
- vii) Another **Training Programme on Ensuring Food Safety and Maintaining Food Safety Standards in Supplementary Nutrition in ICDS** was organised by Headquarters with the main objectives to: enable the participants to develop an understanding of safe

food handling practices highlighting its importance in health and nutrition wellbeing; orient the participants to the food safety measures for SNP of ICDS; get an insight into food adulteration and the laws regulating the food safety; and discuss the role of ICDS functionaries in ensuring food safety at AWCs.

- viii) In addition to this, **Sensitization Training Programme on Japanese Encephalitis/Acute Encephalitis Syndrome for ICDS Functionaries** was also organised by Headquarters with the main objectives to: discuss the major causes, signs and symptoms, prevention and management of JE/AES; prepare action plans and micro planning procedures for combating JE/AES at various levels; apprise the participants about the new initiatives of MWCD; and discuss role and responsibilities of ICDS functionaries in prevention of JE/AES through community based management of underweight children and use of Mother and Child Protection Card as a tracking and preventive tool.
- ix) Apart from this, a number of **Parental Workshops on various Academic and Psycho-social Issues of Children** were organised by Institute's Headquarters and its Regional Centres with the main objectives to: sensitize parents about various psycho-social issues children face; make parents familiar with the nature of various problems in children; and develop parent's skill to play an active role in helping children to deal effectively with the various problems children face.

- x) The Institute organised a **Capacity Building Programme for School Counsellors of Bhutan** with the main objectives to: discuss methods, types, techniques and processes of counselling; fine tune micro skills of counselling amongst the participants; enhance information of the participants on supportive approaches to counselling; and equip participants to effectively handle emotional fatigue.
- xi) The Institute organised the **Training of Trainers of Elected Women Representatives of Panchayati Raj** (5 Programmes) with the main objectives to: deliberate upon issues related to empowerment of women and functioning of PRIs; discuss schemes and legislations for women, children and other marginalized groups; describe processes of participatory planning in local governance; apprise significance of convergence and linkages to obtain better outcomes for development; and enable women to identify their own leadership potential to contribute effectively as change agents. In all, 161 Master Trainers attended these programmes from 12 States from across the country.
- xii) In order to build-up the capacity of functionaries associated with the implementation of One Stop Centre Scheme, the Institute's Headquarters organized **Sixteen Induction Training Programmes/ Orientation Programmes for Functionaries of One Stop Centres** with the main objectives to: orient the participants on issues related to violence against women and constitutional and legal provisions thereof as also enhance their knowledge and skills in providing medico-legal and psycho-social support to aggrieved women.
- xiii) Institute organized a **Workshop on Safety and Security of Girls in Schools** with the main objectives to: sensitize the participants on safety and security of school-going girls; share government and non-government initiatives for safety of school girls; discuss the role of stakeholders in prevention of violence and protection of school-going girls; and evolve strategies and interventions for ensuring safety of school girls.
- xiv) In this series, a **Consultation Meet on Safety and Security of Women in Public Places** was also organised by Headquarters with the main objectives to: orient the participants on issues relating to health, nutrition and psycho-social development of children under-two; and equip them with necessary skills for dealing with issues relating to health, nutrition and psycho-social development of children under-two.
- xv) Besides this, several programmes on **gender equality, empowerment of women and girls, combating violence against women and girls including capacity building through leadership development** were organised at Headquarters with the main objectives to: provide insight on the policies, existing support services and legal

safeguards for women and girls; develop an understanding about gender issues and overall development and empowerment needs of women and adolescent girls; discuss the scope and existing mechanism that foster leadership development among women and; understand the role of change agents in developing skills and capacities of women for taking up leadership roles.

- xvi) Besides, a number of **Induction Training Programmes/Sensitization programmes for the Members of the Juvenile Justice Boards (JJBs)** were organised by Headquarters and its Regional Centres Lucknow and Bengaluru with the main objectives to: make participants aware about the situation of children in India in context of Child Rights; orient the participant about Juvenile Justice (Care & Protection) Act, 2015 and Rules, 2016 and various legislation and policies concerning to children; discuss role and responsibilities of JJB and other stakeholders under ICPS; enhance understanding on various psycho-social and emotional aspects of children; and develop strategies for effective implementation of Juvenile Justice (Care & Protection) Act, 2015 and Rules 2016.
- xvii) **The Protection of Children against Sexual Offences (POCSO) Act** was passed on 19 June, 2012. Subsequently, after wide-ranging consultations among various stakeholders, the POCSO Rules

were notified on 14 November, 2012 by the Ministry of Women and Child Development. Major stakeholders for implementing the Act are the Police/Special Juvenile Police Unit (SJPU), Judiciary, District Child Protection Unit (DCPU), Probation Officers, Counsellors, Child Care Institutions (CCIs) personnel, interpreters/translators, the medical fraternity, the community, family and relatives of the victim child and the child himself. The Central and State Governments are charged with the responsibility to create awareness about POCSO Act, 2012. Keeping this in view, the Headquarters and Regional Centres, Bengaluru, Guwahati, Lucknow, and Indore organized a total of 15 Sensitization Programme/Orientation Workshop/Awareness Generation Camp on POCSO Act, 2012 and its Rules for stakeholders.

- xviii) In addition to this, Institute's Headquarters and its Regional Centres, Bengaluru, Lucknow, and Guwahati organized several **Induction Training Programmes/Orientation Workshops on Child Rights and Child Protection for Magistrates/Chairperson and Members of CWCs** with the objectives to: develop understanding among the participants on the situation of children in India and challenges faced by children for their holistic development; sensitize and orient them to the Juvenile Justice (Care and Protection of Children) Act, 2015; orient them about the functioning of CWCs and the role and responsibilities of Chairperson and

Members of CWCs; create an understanding of the concept of rehabilitation and social reintegration and to enable effective assessment of options; discuss relevance of non-institutional services under the Act to facilitate effective rehabilitation and social reintegration of children including difficulties faced by them; and learn the role of different stakeholders as provided in the Act and to understand the mechanisms for speedy disposal of cases.

- xix) Apart from this, several **Refresher Courses for CDPOs/ACDPOs** were organized by Headquarters and its Regional Centres with the main objectives to: review the implementation of restructured and strengthened ICDS programme in the States with regard to various aspects; provide a forum for sharing of experiences in implementing the ICDS programme; apprise CDPOs/ ACDPOs about the recent developments and trends in ICDS programme; update their knowledge in the areas of early childhood care and development including nutrition and health care; and sharpen their communication, counselling and managerial skills.
- xx) A number of **Job Training Courses for CDPOs/ACDPOs** were also organized by Institute's Headquarters and its Regional Centres with the main objectives to: orient the trainee CDPOs/ ACDPOs about ICDS Programme – its philosophy, objectives, package of

services and beneficiaries with respect to restructured and strengthened ICDS and New WHO Child Growth Standards, MCP Card, schemes of SAG and PMMVY; familiarize them with their role and responsibilities vis-a-vis job responsibilities of other block functionaries in coordination, supervision, and management of ICDS project; discuss with them the recent developments and thrusts in ICDS programme; share with them the need, importance and strategies for convergence of services at various levels of implementation; develop their requisite skills required for guiding grass roots level functionaries in pre-school education, health & nutrition and community participation; and equip them with knowledge for effective leadership, supportive supervision and management of ICDS Projects.

- xxi) Besides, various **Vertical Training Programmes of Block Level ICDS Functionaries for Quality Improvement in ICDS Programme** were organised by Headquarters and its Regional Centres with the main objectives to: enhance the skills of CDPOs and Supervisors to act as a Master Trainer for providing continuing education to AWWs at project level; provide inputs to improve knowledge and skills of all ICDS functionaries at project level for quality improvement in ICDS Services; and work jointly and formulate joint action plan at project level for quality improvement of delivery of ICDS services.

xxii) Apart from this, numerous **Skill Training Programmes in the areas of Social and Behaviour Change Communication (SBCC), Interpersonal Communication and Counselling, Early Childhood Care & Education (ECCE), Cognitive Development in Early Childhood years, Assessment of Child Learning Outcomes, Preparation of Teaching Learning Materials (TLMs)/ Teaching Aids** for ICDS functionaries were organised by the Institute's Headquarters and its Regional Centres Guwahati, Indore and Bengaluru with the main objectives to: acquaint the ICDS functionaries to the new developments in the field of ECCE including National ECCE Policy; familiarize the participants with the ECCE policy, the contextualized ECCE curriculum and quality standards; orient them about assessment of child learning outcome and development; facilitate them to act as a planner and manager of ECCE including strengthening their skill in conducting various PSE and ECCE activities; sensitize ICDS functionaries on the importance of the TLM in the Early Childhood Care and Development; and sensitize participants on the value of preparing TLM which are prepared from low cost/ no cost culturally available resources.

xxiii) **Training of ICDS Functionaries on Implementation of ECCE Curriculum** was also organised by Headquarters with the main

objectives to: review the implementation of Annual Contextualized ECCE Curriculum in the States; share the experiences of challenges faced by the States in implementation of the ECCE Curriculum; refresh the participants about the concept & importance of ECCE; make the participants understand about the philosophy, principles and components of the National ECCE Policy, curriculum framework and quality standards; familiarize the participants with the State specific ECCE curriculum and roll out of the same in the AWCs; orient participants on the diversity issues and strategies to handle diversity in the classroom and assessment of children at AWC; develop skills of the participants to carry out execution of the daily/weekly lesson plans based on thematic approach; discuss about the possible solutions or strategies to meet the challenges and effectively roll out the annual contextualized curriculum.

II. RESEARCH

9.7 The Headquarters and its Regional Centres undertake research in areas falling within its mandate. Evaluation studies are conducted to assess the impact of ongoing schemes or projects on Women and Child Development, as an independent initiative, or at the request of sponsoring Department/ agency. Documentation of the research work in the form of reports, compilations and manuals is done for wider dissemination. A total of 20 such projects and research studies are nearing completion during the current year.

III. PROGRAMMES AND ACTIVITIES

9.8 Training and research are the core activities of the Institute. Besides these, the Institute also runs Field Demonstration Services at its Headquarters and Regional

Centres and also brings out various publications in the areas of its interest.

A. Training Programmes

9.9 Broad categories of the training programmes of the Institute include:

S.No.	Training Programmes
I	Regular Training Programmes - Training Programmes on Issues relating to Women and Child Development - Training on Child Protection, Juvenile Justice Act and POCSO Act, 2012
II.	Training Programmes under ICDS

9.10 During the year 2017-18 (up to 30th November, 2017), NIPCCD organized a total of 239 training programmes as indicated at Annexure-XXXIX. The

summary of the Programmes organized by NIPCCD during April, 2017-November, 2017 is as given under:

Category of Programmes	2016-17						2017-18 (Upto 30th November, 2017)					
	Regular		ICDS		ICPS		Regular		ICDS		ICPS	
	No. of Programmes organised	No. of Participants	No. of Programmes organised	No. of Participants	No. of Programmes organised	No. of Participants	No. of Programmes organised	No. of Participants	No. of Programmes organised	No. of Participants	No. of Programmes organised	No. of Participants
Headquarters	65	2256	38	1098	23	965	53	1590	20	571	15	586
Regional Centre (Bengaluru)	11	369	17	562	30	756	6	227	13	513	12	397
Regional Centre (Guwahati)	19	1032	10	320	5	235	18	792	13	398	6	200
Regional Centre (Lucknow)	20	850	27	641	20	580	16	370	10	267	22	571
Regional Centre (Indore)	24	1206	19	549	8	300	18	896	11	293	6	285
Total	139	5713	111	3170	86	2836	111	3875	67	2042	61	2039
Research/ Documentation Completed	20						2 (Upto 30th November, 2017)					

i) Regular Training Programmes

9.11 Under regular training programmes, NIPCCD organizes orientation/training courses and workshops/seminars for representatives of voluntary organizations and officials of government departments engaged in implementation of programmes of mother care, child development, child rights and protection and women's empowerment. The Institute also conducts programmes on subjects of topical interest in these fields to highlight the role of voluntary organizations and government departments in tackling emerging social problems including those having a bearing on welfare and development of children and women and strengthening the service delivery system.

ii) Training under ICDS Programme

9.12 As an apex Institution for training of functionaries of Integrated Child Development Services (ICDS) programme, NIPCCD organized job training courses and refresher courses for CDPOs/ACDPOs and trainers, Vertical Training Programme for ICDS functionaries at block level, Sensitization Programmes on Strengthening and Restructuring of ICDS Programme, training on SAG and PMMVY and several Workshops/Consultation Meets during the year. For building up the capabilities of ICDS functionaries, it organized several orientation, refresher and skill training programmes as well.

B. Strengthening of Monitoring and Supervision System in ICDS Scheme – Through Central Monitoring Unit of NIPCCD

9.13 The Ministry of Women and Child Development has set up a monitoring and supervision mechanism for the ICDS scheme through NIPCCD in addition to the existing Monitoring and Evaluation Unit in the Ministry of Women and Child Development. The new monitoring set up has a three tier system – monitoring at Community, State and National level. At the National level, a Central Monitoring Unit (CMU) has been set up at NIPCCD Headquarters, New Delhi, wherein data received from selected Institutions from States is analysed, interpreted and reports are generated. The performance of the scheme has been evaluated for quantitative and qualitative outcomes of the scheme on pre-determined set of indicators and for taking corrective steps. At the State-level, various tasks relating to supervision and monitoring of the scheme were undertaken with the help of selected academic institutions, viz., Medical Colleges, Home Science Colleges and Schools of Social Work.

9.14 The project was operationalized in the project mode from February 2008 after signing of MOUs between NIPCCD and 42 selected institutions. As per audit recommendations, the Ministry of Women and Child Development had reviewed the functioning of CMU in 2012 and after review it was decided that CMU activities will continue as ICDS plan activity of NIPCCD. The same was also approved by the Executive Council of the Institute in its meeting held on 12 March, 2013.

9.15 During the year 2017-18 (upto November, 2017) 14 Institutions (including NIPCCD Hqrs. and RCs) have furnished data of 99 ICDS Projects, 971 AWCs, 27 AWTCs and 1 MLTC.

C. Research / Evaluation Studies, Documentation/Compilations

9.16 The Headquarters and its Regional Centre undertake research in areas falling within its mandate. Evaluation studies are also conducted to assess the impact of ongoing schemes or projects on Women and Child Development, as an

independent initiative, or at the request of sponsoring Department/agency. In addition, documentation of the research work in the form of reports, compilations and manuals is done for wider dissemination. During the year (up to 30 November, 2017) 3 research studies were completed. Besides, few more research studies are nearing completion.



A view of Capacity Building Programme for School Counsellors of Bhutan



Dr. P. Krishnamoorthy, Additional Director, interacting with the participants of Orientation Programme on Empowerment of Adolescent Girls



A View of Orientation Course for Functionaries of Voluntary Organisations on Monitoring and Evaluation of Developmental Programmes for Women and Children



Shri M.A. Imam, Director NIPCCD, interacting with the students of Advanced Diploma

Financial Review

(Rs. in Lakh)

Scheme	Head of Account	Expenditure 2016-17*	Budget Estimates 2017-18	Expenditure 2017-18 (upto December 2017)#
NIPCCD	GIA-Salary	1761.79	1956.00	1650.00
	GIA-Revenue General	508.82	104.00	78.00
	GIA-Non-NER General	979.81	1990.00	1015.00
	GIA-Non-NER Capital	976.18	1720.00	750.00
	GIA-NER General	219.20	270.00	120.00
	GIA-NER Capital	19.91	20.00	20.00
	TOTAL	4465.71	6060.00	3633.00

* Figure subject to CA Audit

Tentative figure calculated on the basis of flow of expenditure as on 23.11.2017

Proposed Budget Estimates for Financial Year 2018-19

(Rs. in Lakh)

Scheme	Head of Account	Amounts
NIPCCD	GIA-Salary	2700.00
	GIA-Revenue General	700.00
	GIA-Non-NER General	2000.00
	GIA-Non-NER Capital	1100.00
	GIA-NER General	270.00
	GIA-NER Capital	50.00
	TOTAL	6820.00

10



Central Social Welfare Board



Towards a New Dawn

Central Social Welfare Board

I. INTRODUCTION

10.1 The Central Social Welfare Board (CSWB) was set up by a Resolution of Government of India on 12th August, 1953 with the objective of promoting social welfare activities and implementing welfare programmes for women & children through voluntary organizations. In order to give it a legal status, the Board was registered as a charitable company in 1969. The State Social Welfare Boards were set up in 1954 in all 34 States and Union Territories to work together with Central Social Welfare Board in implementing programmes of the Board across the country. The Board is functioning as an interface between government and the voluntary sector. The Board has a long experience of almost six decades and a country-wide infrastructure to monitor implementation of programmes for empowerment of women through implementing agencies and a network of approximately 6000 voluntary organizations. The outreach of the programmes of the Board ranges from remote areas of the country from Leh to Andaman & Nicobar Islands and Lakshadweep as well as North-Eastern States.

II. MAJOR INITIATIVES DURING 2017-18

A) WORKSHOP ON 'FUTURE ROLE OF CENTRAL SOCIAL WELFARE BOARD AND STATE SOCIAL WELFARE BOARDS IN EMPOWERMENT OF WOMEN AND DEVELOPMENT OF CHILDREN'

10.2 One-day workshop on the “Future role of Central Social Welfare Board and State Social Welfare Boards in Empowerment of Women and Development of Children” was organized by the Central Social Welfare Board on 26th May, 2017 at Hyderabad.

10.2.1 The Workshop was attended by several academicians and experts pioneers in the concerned field including NITI Aayog, University of Lucknow, Department of Social Work, Tata Institute of Social Sciences, Mumbai, Regional Centre for entrepreneur



Inauguration of Workshop, 26th May, 2017 at Hyderabad

Development, Chandigarh, Delhi School of Social Work, Jayprakash Institute of Social Change, Kolkata, Gandhigram Rural Institute, Tamil Nadu, Department of Social Work, Punjabi University, Patiala, Department of Social Work, Assam University and Chairpersons of State Social Welfare Boards.

10.2.2 As an outcome of the workshop, a Consultative Committee on Memorandum and Articles of Association of Central Social Welfare Board, rules governing State Social Welfare Boards, its structure and future roadmap has been constituted under the Chairmanship of Sh. Ramesh Negi, retd. IAS. The deliberations are under process and the committee will submit its report shortly.



Executive Committee and General Body Meeting

B) EXECUTIVE COMMITTEE AND ANNUAL GENERAL BODY MEETING

10.3 The Meeting of the Executive Committee and General Body of the Central Social Welfare Board was held on 11th August, 2017 in CSWB. A presentation was given and decisions were taken on the administrative and financial issues of the Board as per delegation of powers. Audited accounts of the Board for the year 2016-17 were approved by the General Body.

C) SWACHHTA CAMPAIGN

10.4 As a part of the Swachhta Hi Sewa (SHS) campaign organized from 15th

September to 2nd October 2017, the Central Social Welfare Board celebrated Sewa Diwas in its office premises on 17th September, 2017 under the theme 'Swachhta Hi Jeevan Hai' and 'Swachhta Hi Apna Lakshya Banaye'.

10.4.1 The programme began with Swachhta pledge. It reiterated the importance of Swachhta and inculcated the message of swachhta in our mohallas & colonies. A short film on importance of Swachhta was shown. Posters and Slogans on Swachhta were displayed in and around the office to spread the message of awareness about cleanliness. All officials cleaned the office premises and its surroundings and actively participated in the Swachhta campaign and planted trees in the garden area.

10.4.2 Swachhta Abhiyan was also conducted by Chandigarh Social Welfare Board on 16th November, 2017. Several dignitaries along with the Office bearers of voluntary organizations and staff of Chandigarh State Social Welfare Board actively participated in the Swachhta Abhiyan. Trees and seedlings were planted to mark the occasion.



D) TWO DAYS NATIONAL WORKSHOP ON ROLE OF SAKHI - ONE STOP CENTRES IN STRENGTHENING MULTI-SECTORAL RESPONSE IN VIOLENCE ON 15TH - 16TH DECEMBER 2017

10.5 A Two Days National Workshop on Role of Sakhi-One Stop Centres in Strengthening Multi-Sectoral Response in Violence was organized by Ministry of Women & Child Development with the administrative assistance of CSWB on 15th - 16th December, 2017 at NCUI Auditorium, New Delhi.

10.5.1 The purpose of the OSCs is to provide safe and pleasant environment to women in distress. The first One Stop Centre was setup in Raipur, Chhattisgarh and within a short span of its working it became a lifeline for such women. Since then, a large number of OSCs have been set in several States across the country. The Ministry is regularly monitoring the working of these centres for capacity building of the staff and managing these centres. Training courses for each category i.e. nurses, psychologists, lawyers, policemen, etc. are being designed. Feedback regarding issues and problem are being sought from the stakeholders.

10.5.2 More than 450 participants representing counsellors of One Stop Centres (OSCs), State



Government Officials, Social workers, Media persons and officials of MWCD attended the workshop. Central Social Welfare Board assisted MWCD for conducting the workshop. Regional workshops on similar lines will also be conducted soon.

III. ACTIVITIES/EVENTS ORGANISED IN STATE BOARDS

A) CELEBRATION OF INTERNATIONAL YOGA DAY BY TELANGANA STATE BOARD

10.6 International Yoga Day was celebrated on 21st June, 2017 and a Yoga session was organized. The participants briefed about importance of Yoga exercises

in daily life. Staff members of State Board participated in the session.

B) OBSERVANCE OF VIGILANCE AWARENESS WEEK IN STATE BOARDS

10.7 The State Social Welfare Board, Puducherry observed the Vigilance Awareness Week from 30.10.2017 to 04.11. 2017. A week-long celebration started with pledge on Vigilance Awareness. Banners and posters were displayed. Letters were also sent to the voluntary organizations to generate awareness about vigilance and attain a corruption free society. Voluntary organizations conducted seminars/ workshops/skits/street plays, etc., in their respective villages.



Observance of Vigilance Awareness Week

10.7.1 Himachal Pradesh State Social Welfare Board observed Vigilance Awareness Week from 30.10.2017 to 4.11.2017. All staff members of the Board pledged support to fight against corruption.

10.7.2 A Gram Sabha on vigilance awareness was organized in Distt. Mandi. Apart from this, campaigns were organized in Sirmore and Kullu Districts.



Observance of Vigilance Awareness Week

C) ORGANIZATION OF BBBP WEEK BY A&N ISLANDS STATEBOARD

10.8 The A&N State Social Welfare Board organized a week long programme on Beti Bachao Beti Padhao. The programme was conducted by the Andaman & Nicobar State Social Welfare Board in collaboration with Department of Social Welfare, A&N Administration from 9th October 2017 to 14th October 2017. In the series, a competition on talent hunt was organized for the girls of shelter home. A workshop on Financial Empowerment of women was conducted in public area and all the activities conducted during the programme were exhibited at State Board Office. A project was undertaken for promoting tribal art of A&N Islands and

the local artisans. A training programme for women artisans was conducted in collaboration with Khadi & Village Industries Board, Port Blair. Around 50 artisans participated in it.

10.8.1 With the objective of self reliance of differently abled, training was provided to differently abled persons so that they could identify their capabilities and lead a dignified life in the society. During two months program, 22 differently abled persons with different background and different status of life were trained for job.

10.8.2 Addressing social issues and involving public in the prevention of domestic violence, addiction of alcohol and reporting of cases under POCSO, the State Board constituted 28 volunteer teams, Sakhi Saheli committees, at

Gram Panchayat. The core committee and Nodal committees worked at State level to facilitate the Sakhi Saheli committees in collaboration with Distt. Administration.

10.8.3 Celebrations of 'Beti Bachao Beti Padhao' week culminated with launch of

'Pradhan Mantri Matru Vandana Yojana' at Port Blair on 14th October, 2017. The campaign aims at improving the girl child sex ratio besides women empowerment, which will further improve the status of women in our country.



Celebration of 'Beti Bachao Beti Padhao' Week

D) SHORT FILM RELEASED BY J&K STATE BOARD

10.9 J&K State Social Welfare Board produced a short film named 'Muntazir' on Elders' abuse. The five-minute duration film was screened on 20th October, 2017 in Srinagar. The film throws light on the plight of the senior citizens who are forced out of their homes after giving their whole life in raising their children and securing their future. The short film conveys a message to the young generation to show compassion and take utmost care of their parents in the old age.

E) WORKSHOP ON FAMILY IN HARYANA STATE BOARD

10.10 A Workshop on 'Sanyukt Pariwar, Badhta Aadhar, Ekal Pariwar, Ghatata

Sansar' was conducted to highlight the importance of joint family system.

F) TRAINING PROGRAMMES IN KERALA

10.11 State Level Training programmes for functionaries of service providing centres, legal counsellors, protection officers and family counsellors were organized by the State Board.

IV. PROGRAMMES OF THE BOARD

A. FAMILY COUNSELLING CENTERS (FCCs)

10.12 The Scheme of Family Counselling Centre was introduced by CSWB in 1983. The centres provide counselling, referral and rehabilitative services to the women & children, who are victims of atrocities, family

maladjustments and social ostracism and also provide crisis interventions and trauma counselling in case of natural and man-made disasters. The centres also create awareness and mobilize public opinion on social issues affecting status of women. The FCCs work in close collaboration with the local administration, police, courts, free legal aid cells, medical and psychiatric institutions, vocational training centres, short stay homes, etc.

10.12.1 316 FCCs have been declared as service provider by the respective State Governments under Domestic Violence Act, 2005. 98 Counsellors have been declared as Protection Officers by the State Govt.

10.12.2 Pre-Marital Counselling activities in Colleges/Universities have also been introduced as a component of the FCC scheme.

10.12.3 In-service Orientation Training cum Refresher Course for counsellors and office-bearers is provided at regular intervals to orient them with legal provisions & changing policies and to upgrade the counselling skills & professional inputs.

Physical and Financial Achievements

10.12.4 During the year 2017-18 (up to 31.12.2017) a grant of Rs. 1395.36 lakhs has been sanctioned and Rs. 747.15 lakhs is released to 477 FCCs.

10.12.5 Statewise details of funds sanctioned/released and beneficiaries under the scheme during the year 2016-17 and 2017-18 (as on 31.12.2017) are enclosed at Annexure- XLIV and Annexure- XLV respectively.

V. DIVISIONS OF CSWB

A. Media Division: Social Welfare and Samaj Kaylan

10.13 Central Social Welfare Board is publishing monthly magazines i.e. Social Welfare in English and Samaj Kaylan in Hindi. Both magazines have the most extensively documented material on all the social problems in Indian society and they are also referred to as resource material by students of social work. The theme based articles/features are included in the magazine which makes informative and interesting reading.

10.13.1 During the year 2017-18, 'Social Welfare' and 'Samaj Kalyan' magazines covered many women related issues like working women and their challenges, women's health, girl's education, Women & Environment, Population and Family Planning, Freedom Movement, Old age, Child abuse and Human Rights.

B. Official Language Implementation Division (OLID):

During the year 2017-18, Official Language Implementation Division (OLID) has organized various activities to promote Hindi. Departmental meetings were regularly conducted by the Official Language Implementation Committee. Month-wise activities of OLID are given at Annexure-XLVI.

C. State Board Administration

10.15 There are 33 State Social Welfare Boards functioning in each State and Union Territory functioning as a bridge between State and Centre for the strengthening and promotion of voluntarism. Monitoring of programmes is the responsibility of the State Boards.

10.15.1 The expenditure on the State Board Establishment Budget is met on 50:50 basis by the State Govt. and CSWB.

D. Personnel Management Division

10.16 Central Social Welfare Board Headquarters, New Delhi has sanctioned strength of 119 out of which 20 are in group A, 37 in group B and 62 in group C.

E. Coordination

10.17 Coordination Division is instrumental in compiling, collaborating and coordinating various activities of the Board and providing key information & feedback to MWCD.

F. Vigilance Cell

10.18 In order to prevent mis-utilization and misappropriation of funds, organizations whose performance is not satisfactory are debarred from further grants and even blacklisted. The Board also has a system of sharing of information

regarding blacklisting of Voluntary Organizations with other Departments and Offices.

G. Field Officers Establishment

10.19 Field Officers are instrumental for monitoring of schemes and programmes of CSWB implemented through voluntary organizations across the country. They submit Inspection reports and give feedback to enable new policies which are need based.

H. Monitoring and Capacity Building

10.20 The Monitoring Assessment and Capacity Building Division (MAC) monitors the performance of the Field Officers attached with various State Social Welfare Boards vis-à-vis their role and responsibilities. Orientation Training Programmes are held regularly for the Field Officers to equip them with skills and update their knowledge, information and procedures on monitoring and implementation.



National Commission for Women



Towards a New Dawn

National Commission for Women (NCW)

11.1 In pursuance of the National Commission for Women Act, 1990, the National Commission for Women (NCW) was constituted on 31st January, 1992 as a statutory body to safeguard and promote the rights and interests of women. The Commission has been mandated to investigate and examine the legal safeguards provided to women under the Constitution and other laws and recommends to the Government, the measures for their effective implementation. The Commission is also mandated to review the existing provisions of the Constitution and other laws affecting women and recommend amendments to meet any lacunae, inadequacies or shortcomings in such laws; to look into complaints and take *suo-moto* notice on matters relating to deprivation of women's rights, etc. and take up issues with appropriate authorities; take up research studies on issues of relevance to women, participate and advise in the planning process for socio-economic development of women, evaluate socio-economic progress, inspect jails, remand homes, etc. where women are kept under custody and seek remedial action wherever necessary. The Commission, as such, is tasked with the responsibility of addressing the concerns

of women and help in designing, implementing and monitoring activities, implementation of laws, policies and programme for empowerment of women.

11.2 In keeping with its mandate, the Commission has, over a period of time, initiated various steps to improve the status of women and worked for their economic empowerment. During 2017-18, the Commission continued to undertake different activities to ensure enhanced participation of women in different spheres of life. The Chairperson, Members and officers of the Commission visited different parts of country with a view to participate in meetings/seminars/workshops/public hearings/legal awareness programmes and other activities organised by the Commission in collaboration with Non-Government Organizations (NGOs), State Women Commissions and educational institutions, etc. Various cases of atrocities committed against women have been investigated by the Commission and immediate relief is provided to the affected women in many cases. Inspections of Custodial Institutions such as jails, remand homes, etc. have also been undertaken by the Commission to ensure that women in these places are treated in a humane manner. With a

view to undertake comprehensive inspection, the Commission has devised comprehensive formats for inspection of both the jails and psychiatric homes during 2017-18.

11.3 The Commission addresses a large number of complaints received from women with a view to ensure that the rights of women are not compromised and justice is not denied to them. The complaints received through the online portal as well as offline are processed expeditiously and the matter is taken up with the appropriate authority concerned and pursued till its logical conclusion. As a matter of practice, the complaints of police apathy/inaction are forwarded to the concerned authorities for ensuring timely and fair investigation in the matter and asking for an Action Taken Report (ATR). In case of family/matrimonial disputes, both parties are called for personal hearing and efforts made to mediate or counsel the parties for resolving the marital discords. In cases of serious crime, the Commission constitutes Inquiry Committees, which conducts inquiries and make recommendation based on the findings. In respect of complaints related to sexual harassment at workplace, the concerned Organization is urged to constitute an Internal Complaints Committee (ICC) as per the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 to enquire into such complaints. They are also asked to submit a copy of the report to the Commission for perusal. Wherever considered, complaints are also forwarded to various State Commission

for Women, National Human Rights Commission, National Commission for Scheduled Castes and Schedule Tribes and their State counterparts for necessary action as considered.

11.4 The Commission is effectively leveraging IT tools for timely redressal of grievances. Anyone can log in to the online portal of the Commission for registering complaint from anywhere in the world. The system also enables the complainant to ascertain the progress of the case by simply logging on the website of the Commission using the unique user ID and password provided to them at the time of registration. Presently, the complaints are registered in cases of violence against women, such as attempt to rape; rape; sexual assault, acid attack, sex selective abortion, female foeticide /amniocentesis, sexual harassment including sexual harassment at work-place, practices derogatory to women's rights including sati pratha, devdasi pratha, witch-hunting, Indecent representation of women, dowry harassment/dowry death, trafficking of women, outraging modesty of women, stalking/voyeurism; cyber crimes against women; bigamy/polygamy, right to exercise choice in marriage, domestic violence, cruelty, harassment, custody of children in the event of divorce, Gender discrimination including equal right to education and work.

11.5 During 2017-18 (till November 2017), 9,950 complaints/cases have been registered by the Complaint & Investigation (C&I) Cell. This figure does not include a large number of complaints which are received by the Commission that do not strictly fall within the scope of the Commission. The top ten states (in

descending order) in terms of the number of registered complaints are as below:-

Top Ten States in terms of the Number of Registered Complaints

S.No.	Name of the State	Number of Complaints
1.	Uttar Pradesh	5399
2.	Delhi	1096
3.	Haryana	582
4.	Rajasthan	419
5.	Bihar	380
6.	Madhya Pradesh	294
7.	Maharashtra	279
8.	Karnataka	224
9.	West Bengal	164
10.	Uttarakhand	160

11.6 With a view to address the concerns of women especially the marginalised ones in a proactive manner, the Commission, in August 2016, initiated a pilot project named “Mahila Jan Sunwai” in collaboration with District Legal Services Authority and Police Authorities of the concerned States for effective disposal of complaints received by the Commission. In total 19 Jan Sunwai's were organised in the country during 2017-18 resulting in disposal of a large number of cases on the spot. This has been a successful intervention by the Commission in addressing serious concerns of women. The Commission also obtained the assistance of the Ministry of Home Affairs for early disposal of pending grievances and the intervention of that Ministry has been helpful and police authorities, in most states, have responded positively leading to better Redressal of grievances.

11.7 The complaints received in the Non Resident Indians (NRI) Cell mainly

concerns confiscation of passports by husband-in-laws, child custody issues, complaints of apprehension of respondents leaving the country, desertions, dowry demand, financial aid under Ministry of External Affairs scheme, maintenance, service of documents abroad, whereabouts of husband not known and inability of the wife to join the spouse abroad. The National Commission for Women (NCW) largely adopts a convergent approach among various Ministries to address NRI matrimonial issues. Efforts are made to coordinate with all Ministries/Government agencies to ensure expeditious resolution of such cases. Efforts are also made to find out the facts by calling parties to present their facts before the Commission on a specified day. In cases, where the matter is pending for investigation or there has been any failure on the part of concerned authorities to take appropriate action with regard to the complaint, the matter is taken up with the concerned authorities for seeking Action Taken Reports. If so required, complaints are also forwarded to Indian Embassies in the concerned countries to help in finding solution. The Indian Embassies abroad are continued to be approached for providing legal and financial aid to the victim. With a view to address the issue by dissemination of information, the Commission organises seminars and workshops in different places with higher incidence of matrimonial matters concerning women. As a part of this, a one Day National Seminar on “NRI Marriages: Issue, Challenges and Way Forward” was conducted on 20th April 2017 at Chandigarh by Ministry of External Affairs in collaboration with the National Commission for Women. Similarly, a Regional one day seminar on NRI Marriages was also organised on 16 June 2017 in collaboration with Punjab State Commission for Women at Amritsar, Punjab.

11.8 The Commission, in pursuance of its mandate, has been taking steps to progressively increase awareness about the laws, rights and entitlements of women in the society as a whole. With this objective in view, the Commission organized a number of activities in collaboration with other stake-holders including colleges, Universities, State Commissions for Women, police and judicial authorities as also Non Governmental Organizations (NGOs). During the year, the Commission has organized the first ever competition to increase awareness about women related laws for the college/ university students. Overall, more than 55,000 students and 825 colleges/institutions participated in the progress. The Commission also organized 44 Legal Awareness Programmes, 14 Seminars/Workshops in the country on specific issues. The Commission organized a National level consultation in New Delhi to examine the feasibility of 'pre-nuptial' agreements or amendments in the law on 18th August, 2017. The recommendations of consultation have been finalized. The National Commission for Women, in collaboration with the Bureau of Police Research and Development (BPR&D), Ministry of Home Affairs, has also been organizing training programme for

"Women Police Officers with special focus on Crime against Women Investigation". One such programme was organized at STC, Police Station, Rajendar Nagar, New Delhi from 28th to 30th November, 2017. The Commission receives large number of complaints, most of which relates to concern about police apathy and insensitivity towards women complainants. Such programmes can go a long way in sensitising police officials. The Commission has, with a view to stop gender discrimination and ensure that grievances of women are handled effectively and with necessary sensitivity, taken up the Capacity Building Programmes for women police officials/officers throughout the country. As part of such programmes the Commission organised Capacity Building and gender sensitisation programmes for 800 women constables recruited by Haryana Police in the month of April, 2017 at Madhuban. On 02 May 2017, a Gender Sensitisation Programme for 400 male and female Police Officials of the rank up to DSP was conducted at Maharaja Ranjit Singh Punjab Police Academy, Phillaur, Punjab for the first time. The key resource persons were also roped in to address the trainees through video conferencing. The Commission has organised a competition for college/university students on women related law during the financial year.



The Gender Sensitisation Programme was Chaired by Ms. Rekha Sharma, Member, National Commission for Women and Attended by Ms. Paramjeet Kaur Landren, Chairperson Punjab State Commission for Women and Ms. Anita Punj, Inspector General of Police, MRS Punjab Police Academy, Phillaur.

11.9 The Commission also provided assistance to Telangana State Commission for Women and J&K State Commission for Women for organising 21 and one (1) Legal Awareness Programmes respectively during the Financial Year. The National Commission for Women is also conducting a one day seminar on socio-legal aspects of combating acid attacks in India in collaboration with Jamia Milia Islamia, in New Delhi in January, 2018. The Commission has already developed Management Information System (MIS) for online monitoring of the progress of action taken report in cases relating to acid attacks.

11.10 The North-Eastern States continue to be accorded special emphasis by the Commission, and, with a view to ensure that the activities relating to empowerment of women in the region is stepped up, the Commission has set up a separate North-East Cell to exclusively focus on women issues in these states.

11.11 The National Commission for Women in association with the North East Council (NEC) and the Meghalaya State Commission for Women organized a

meeting on “Social, Economic and Political Empowerment of Women in the North Eastern States” at North Eastern Council, Shillong on 14th November, 2017. The meeting was attended by Chairperson (I/c), Ms. Rekha Sharma; Dr. Satbir Bedi, Member Secretary, NCW; Member, NEC Shri C. K. Das and the representatives of the Central and State Government, Chairpersons, Members and officials of State Commissions for women in the North-Eastern States. The meeting discussed ways to take forward the recommendations of the Study Report on “Social, Economic and Political Empowerment of Women in the North Eastern States”. The National Commission for Women also held a meeting at Imphal on 28th November, 2017 with the State Government of Manipur and National Institute of Rural Development (NIRD) and Panchayati Raj, Hyderabad to discuss and finalize the Capacity Building Training programme of Elected Women Representatives of Panchayati Raj Institutions in Manipur. The Commission has, during this Financial Year, supported 5 and 10 Legal Awareness Programmes organized by Manipur State Commission for Women and Tripura State Commission for Women respectively.



11.12 As highlighted in the print, electronic and social media, the National Commission for Women has continued to take *suo-motu* cognizance of cases under Section 10(1) and 10(4) of the National Commission for Women Act, 1990. In matters involving serious violation of women's rights, inquiry committees are also constituted by the Commission which investigate the matters and make their recommendations to the Commission to address the issue. The National Commission for Women had, during April – November, 2017, taken *suo-motu* cognizance of a number of cases in Punjab, Delhi, Uttar Pradesh and Telangana. Such cases included dowry death, gang rape, police atrocities against women students, sale of child brides and condition of women in observation homes. In all such cases, detailed inquiries were conducted by the Commission and concerned authorities were persuaded to take prompt action to prosecute and punish the perpetrators of such crimes. The reports submitted by the commission are being pursued to logical end with the authorities concerned.

11.13 The National Commission for Women, *inter alia*, undertakes promotional and educational research to suggest ways of ensuring due representation of women in all spheres of life and identify factors responsible for impeding their advancement. In pursuance of this, the Commission supports organising several Seminars, Workshops and Research Studies, etc. In order to make the studies and seminars more relevant, the Commission has revised the guidelines relating to conduct of Research Studies, Seminars, Legal Awareness Programmes,

etc. During the year under report, the Commission approved report of Research Studies regarding “Women facing constraints at Workplaces: An analysis of the Service Sector in Delhi” conducted by the Indian Institute of Public Administration, New Delhi, Research Study on “The Problems and Issues faced by Women Sarpanches and Panches”; “Exploitation of women as Devdasis and its Associated Evils”, “Mapping Gender Equity at Workplace: A special study of a few Departments of Government of India”, “Impact of Land Rights, Community Initiatives and Opportunities on Domestic Violence”, “Financial Inclusion of Women - a Study on the Banking Needs, Habits and Practices of Women in North-Eastern and Southern Region”; “Exploring the Possibility of Estimating the Monetary Value of Women's Contribution to GDP”, etc. The Commission has, after detailed scrutiny, approved a number of research studies and seminars to be conducted by the various organizations/institutions including universities and colleges. Seminars and workshops have been conducted throughout the country on diverse topics.

11.14 The National Commission for Women (NCW), in collaboration with Mahila Kisan Adhikaar Manch (MAKAAM – Forum for Women Farmers' Rights) and UN Women organized a National Consultation on rights and entitlements of women farmers titled “Realizing Rights of Women Farmers” on 29th – 30th August, 2017 in New Delhi. The consultation focused on centre-staging women farmers' economic rights and their voice through agencies in addressing the emerging priorities of a changing society. The Consultation deliberated upon the three issues raised and prioritized earlier, in five regional consultations. These were (a) Gender

Disaggregated Data on Land Ownership and Promoting Land Rights of Women Farmers; (b) Addressing Barriers to Equal Rights and Entitlements of Women Farmers, and (c) Strengthening and Supporting Women Farmers' Institutions and Agri-Enterprises.

11.15 The Commission has during the year under review, taken steps to

disseminate information about various aspects concerning laws relating to women and other aspects through periodic and regular use of social and print media.

11.16 The Commission celebrates 25 years of its service to the nation on 31st January, 2018 and a function is proposed to be organised at Vigyan Bhawan, New Delhi and other parts of the country.

12



Rashtriya Mahila Kosh



Towards a New Dawn

Rashtriya Mahila Kosh (National Credit Fund for Women)

12.1 The National Credit Fund for Women known as Rashtriya Mahila Kosh (RMK) was set up by the Government of India in 1993 as a National-level organization under the Ministry of Women and Child Development, initially with a corpus of Rs. 31 crore in 1993 to meet the credit needs of poor and asset less women in the informal sector. The initial corpus of Rs. 31 crore has grown over to Rs. 273 crore as on 31.3.2017 (including reserves and surplus, etc.) due to additional budgetary allocation of Rs. 69 crore (Rs. 10 crore in 2006-07; Rs. 12 crore in 2007-08; Rs. 31 crore in 2008-09 and Rs. 16 crore in 2009-10) and credit, investment and recovery management. It is a society registered under the Societies Registration Act, 1860.

12.2 Administrative Set Up: A Governing Board which administers RMK consists of 16 members representing various Central Ministries/Departments, State Governments, Specialists and Representatives of Organizations active in the field of micro credit. The Hon'ble Minister, Ministry of Women and Child Development, is the Chairperson of the Governing Board and the Executive Director of RMK acts as Member Secretary. RMK meets all its administrative and establishment expenditure from internal resources.

12.3 Objectives: To bring about the socio-economic upliftment of poor women, RMK provides micro-finance services to the needy and poor women in the informal sector through a client friendly manner. The loans are granted for Income Generating Activities, housing, micro-enterprises, family needs, etc. RMK has also taken a number of promotional measures to popularize the concept of women empowerment by way of micro financing, thrift and credit, capacity building and marketing linkages through SHGs format and also enterprise development for poor women.

12.4 Credit-delivery Mechanism: Credit is provided to the poor women beneficiaries through Intermediary Micro financing Organizations (IMOs) working at grass root level such as NGOs, Women Federations, Co-operatives, not for profit companies registered under Section 25 of the Companies Act and other Voluntary/Civil society organizations, etc. by following a client friendly and simple procedure for livelihood and income generation activities, housing, micro-enterprises, etc.

12.5 Loan Schemes of RMK

- i) **Loan Promotion Scheme:** RMK provides smaller loan maximum upto Rs. 10 lakhs to promote the activity of thrift and credit among newer and smaller but potentially capable

organizations having at-least six months experience in formation of SHGs, thrift, credit and recovery management.

- ii) **Main Loan Scheme:** IMO's having minimum 3 years' experience in thrift and credit activities are considered for loan under the scheme to a maximum upto Rs. 6 crore, Rs. 2 crore per state at a time.
- iii) **Gold Credit Scheme:** This Scheme of providing hassle free finance has been designed for medium and large NGOs so as to revolve the fund sanctioned by RMK for 3 years. Maximum credit limit under this scheme is Rs. 5 crore.
- vi) **Housing Loan Scheme:** Through its partner organizations, RMK provides loans upto a maximum Rs1,00,000/- per beneficiary to SHG members for construction of low cost house and repairs.

12.6 Eligibility Norms

- i. The organization applying for loan should have broad based objectives, serving the social and economic needs of the poor women. It must not work for profit.
- ii. The organization should have necessary professional competence, basic financial management capability and organizational skills to implement the lending programme.
- iii. The office bearers of the organization should not be elected representatives of any political party.

- iv. The organization should have proper system of maintaining accounts, which should have been audited and published every year and there should not have been any serious irregularities.
- v. The organization should be registered for more than 3 years on the date of application to RMK.
- vi. The organization should have experience in thrift and credit management for 3 years or more. (Six months for applying under the Loan Promotion Scheme).
- vii. The application should clearly reflect the source of funds utilized earlier for credit.
- viii. Recoveries for the loans given to its members earlier should be at least 90%.
- ix. There should be proper and specific clause/provision in the Bye-laws/Memorandum of Association of the organization having power to borrow or raise loans from any outside agency.
- x. There should be appropriate reflection in the organization's audited accounts and balance sheet in respect of its experience in providing credit and recoveries, etc. Audited accounts should reflect sound financial management/health.
- xi. **Loan limit per beneficiary** (a) **first loan** – up to Rs 60,000/-, (b) **Repeat loan(s)** Rs 1,00,000/- taken together the existing plus new loan.

Activities

A) Micro-Credit Performance

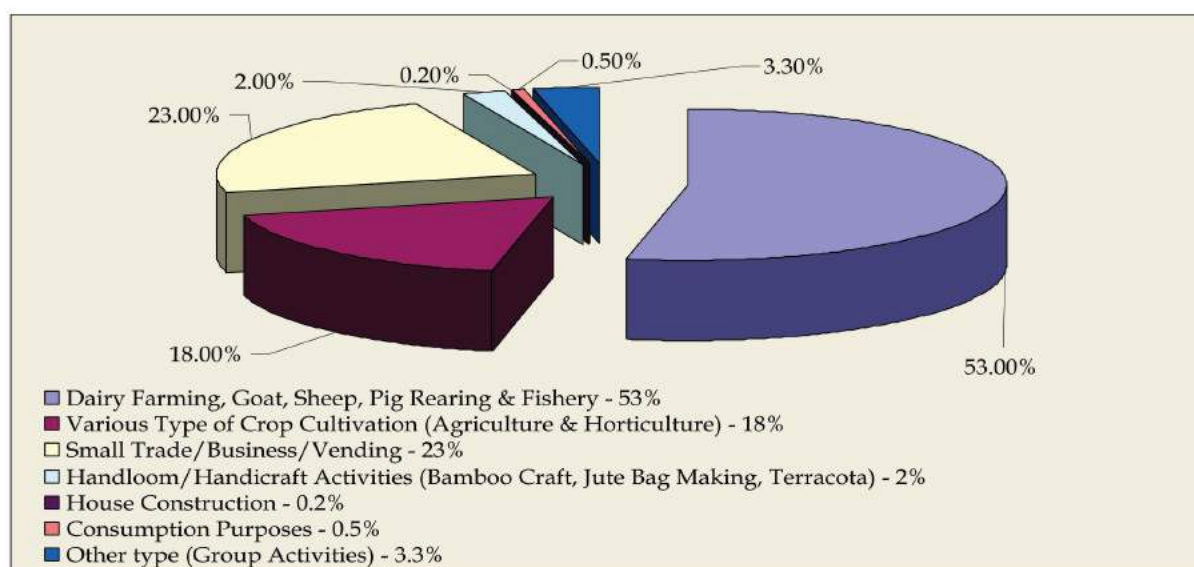
12.7 The RMK has extended its IMO's network across the country including the

Andaman & Nicobar Island and the border areas of Jammu & Kashmir. As on 30.11.2017, RMK has disbursed a sum of

Rs. 302.93 crore benefiting 7,35,239 women. The following states are major receivers of micro-credit from RMK:

S. No.	State Name	Sanctioned (Rs in lakh)	Disbursed (Rs in lakh)	Beneficiaries (Numbers)
1.	Andhra Pradesh	8,138.41	7,153.48	197,760
2.	Tamil Nadu	8,013.84	6,495.77	169,274
3.	West Bengal	2,477.29	2,023.79	54,072
4.	Orissa	2,299.45	2,186.05	39,097
5.	Madhya Pradesh	2,207.30	1,987.40	21,866
6.	Rajasthan	1,963.90	1,819.74	30,285
7.	Maharashtra	1,671.90	1,420.05	35,672

12.8 The following presentation depicts the activity-wise coverage of micro-credit from RMK.



12.9 As per the information furnished by the NGO partners, the percentage of coverage of different sections of society under RMK Loan is as follows:

i)	SCs	30 %
ii)	STs	5 %
iii)	OBC	31 %
iv)	Minorities	7 %
v)	Disabled	Negligible
vi)	General	27 %

12.10 Details of loans sanctioned, released and number of beneficiaries covered since inception up to 30.11.2017 are given at Annexure XLVII.

12.11 Loan Guidelines of RMK has been revised and approved for its implementation during Aug, 2017.

12.12 Loan Committee of RMK has been reconstituted as Small Loan Committee (SLC) for considering the loan proposal up

to Rs.1.00 Crore and Large Loan Committee (LLC) for considering the loan proposal above Rs. 1.00 Crore.

12.13 First Small Loan Committee (SLC) Meeting of RMK was held on 14th September, 2017 and the 2nd and 3rd meeting were held on 28th November, 2017 and on 7th December, 2017 for considering 20 loan proposals. The Committee approved 15 proposals to the tune of Rs. 4.08 Crores.



23rd Annual General Meeting (AGM) of RMK at NIPCCD, New Delhi on 27th March, 2017

B) Capacity Building & other Support Services

i) Partnership

12.14 RMK has a network of large number of IMO's in the country, which helps in creating awareness among the partner organizations to integrate micro-finance activities into their social sector interventions.

ii) Supporting Intermediary Micro Financing Organizations (IMOs)

12.15 The micro finance programme of RMK for the socio-economic upliftment of poor women through the SHGs is most successful one in the country. Apart from giving micro-credit to the women beneficiaries, RMK also builds capacity of SHG/women groups and partner NGOs in micro-finance and income

generation activities to empower them and with a view to enable them to train their fellow members and prospective beneficiaries. The partner organizations that take loans from RMK are directed to, *inter alia*, impart literacy, education, health awareness, etc. to the women SHG members.

12.16 RMK participated in the Women of India Festival at Dilli Haat, INA organized by the Media Division of the Ministry of WCD from 01st - 15th October, 2017 and created awareness among the participants and the visitors of the Mela regarding the Loans.

MAHILA E-HAAT:

12.17 The Ministry of Women & Child Development launched “Mahila E-Haat”, a unique direct online e-marketing platform to support women entrepreneurs/SHGs/NGOs, on 07th March, 2016.

12.18 Mahila E-Haat is an initiative for meeting aspirations and needs of women entrepreneurs. It is aimed at providing an e-marketing platform by leveraging technology for showcasing products made/manufactured/sold by women entrepreneurs/SHGs/NGOs as also showcasing services reflecting their creative potential.

12.19 The USP of this online marketing platform is facilitating direct contact between the vendor and buyer. It is easy to access as the entire business of E-haat can be handled through a mobile. The vendor can be approached by the buyer physically, telephonically, by email, etc.

12.20 The Vision, Mission and Goal of Mahila E-Haat are:

12.20.1 **Vision:** To empower & strengthen financial inclusion of Women Entrepreneurs in the economy by providing continued sustenance and support to their creativity.

12.20.2 **Mission:** To act as a catalyst by providing a web based marketing platform to the women entrepreneurs to directly sell to the buyers.

12.20.3 **Goal:** To support 'Make in India' through digital marketing platform.

12.21 Overview

- Women entrepreneurs/SHGs/NGOs from 28 States are showcasing over 2700 products/services.
- On this portal bulk, repeat and customised orders can also be undertaken. The online marketing platform displays the products/services of the vendors with their contact number, address as also the basic cost. The URL is <http://mahilaehaat-rmk.gov.in>.
- The basic criteria of participation on Mahila E-haat are that the participant must be an Indian women citizen above 18 years of age/SHG/NGOs/women led enterprise and women involved should be in majority in the value chain/number of women beneficiaries. No child labour should be involved.
- Complete details of the products/services along with photographs to be provided by the vendor along with self certification of the quality. Goods and Services displayed and transacted through this portal should not be illegal

& contraband as defined in various Acts such as Customs, Wildlife, etc.

- There are 18 categories of products displayed on the portal. There is a services section also. The unique features of Mahila E-Haat not available on e-commerce portals are: (a) E-learning services, (b) Pitara (HamariBaat) conversations, and (c) Services.
- Awareness and soft intervention workshops are being organized

with the vendors/new vendors who have shown interest to join the portal. Appropriate interventions, skilling, capacity building, training & technology upgradation, etc. at the grassroots level are also being undertaken in different States. Workshops along with State Women Development Corporations have been held in Indore, Kochi, Chandigarh, Mumbai, Chhattisgarh, Hyderabad and Varanasi.



- Mahila E-haat participated in various Exhibitions/ Melas like Crafts Mela, Varanasi (U.P.); Mahalaxmi Saras Exhibition, Mumbai (Maharashtra); Gramodaya Mela, Chitrakoot (M.P.); Vibrant North East Mela, Guwahati (Assam), Women of India festival (New Delhi). Long term capacity building/ skilling/ training programmes are on the anvil.
- To give visibility and generate awareness at the request of MWCD links have been given to Mahila E-haat by major Public Sector Undertakings (PSUs) and Nationalised Banks on their websites. This has tremendously expanded the visibility of Mahila E-haat site. Information on how logistics can be handled as shared by India Post is placed under useful links on the portal. For understanding how cashless / digital transaction can be undertaken “Step by step instructions for various modes of payment: UPI, Wallets, PoS, and SMS banking (USSD)” is uploaded along with BHIM App information on the portal and also the information shared by SBI for payment processes is placed under the useful links.
- !• Synergising with different States led women organizations are in process.

