

No. NHEW/27/2023-NHEW (e-107992)
भारतसरकार
Government of India
महिलाएवमबालविकास मंत्रालय
Ministry of Women and Child Development

Jeevan Vihar, 3rd Floor,
Sansad Marg, New Delhi-01.
Dated: 23rd January 2024

To,
All Administrative Secretaries,
Departments of WCD/SW

Subject: Directives to State Government/UT administration for HEW-BBBP convergence-reg.

Please refer to this Ministry's **D.O. letter No. 20-1/2/2022-DS dated 02.03.2023 (copy enclosed)** addressed to the Chief Secretary/ Administrator of all the States/ UTs, mentioning therein Detailed Action Points on the theme of 'Empowering Women', which emerged in the open house discussion during the 2nd National Conference of Chief Secretaries. In this context, the Ministry has drawn your kind attention towards one of the key points namely 'operationalization of Hubs for Empowerment of Women (HEWs) at State/UT and District level'.

2. In order to ensure the establishment of HEWs at the state/district level, it is advised to all State Governments and UT administrations to recruit HEW staff at full strength, as described in the Mission Shakti guidelines. The establishment of HEWs is important to monitor the implementation of schemes of Mission Shakti and assist women to avail benefits from schemes implemented by other ministries.

3. A national workshop was organized on 11.01.2024 at Vigyan Bhavan, New Delhi, chaired by Joint Secretary, MWCD, which was attended by participants/representatives of State Government/UT Administration. Besides providing an overview on the role of HEW in reaching out to women beneficiaries, the workshop also provided a framework to states/UTs to converge HEW with Beti Bachao Beti Padhao, especially at the district level. On the basis of discussions with states/UTs during the workshop, directives are being issued to all State Governments/UT administrations.

4. The directives issued pertain to activities related to implementation of women legislations, convergence of HEW with BBBP as well as convergence of HEW with line ministries/departments, along with general instructions for reference of states/UTs. Tentative calendar is also annexed for reference of states/UTs for conducting activities under HEW. The states/UTs may follow the tentative calendar and may also include activities as per local requirement. The directives are issued for the benefit of the state and district administrations to effectively implement activities for women empowerment under HEW and BBBP.

Yours Sincerely,

Bhaskar
23/01/2024
(Bhaskar)

Deputy Secretary to Government of India

Instructions related to HEW

A National Workshop on convergence between Hub for Empowerment of Women (HEW) and Beti Bachao Beti Padhao (BBBP) was organized on 11.01.2024 at Vigyan Bhavan, New Delhi. The workshop was attended by HEW and BBBP implementing personnel from 26 states/UTs, including State Nodal Officers.

Detailed discussions were held with the representatives of the State Governments and UT administrations on the present status of implementation of HEW and BBBP, including recruitment of personnel at HEW at the state and district level and activities done under the ambit of both the schemes. The key agenda of the National Workshop was to discuss potential areas of convergence of HEW with BBBP as well as with different line ministries to ensure that women have targeted access to different schemes. Based on the discussions, some of the key points for consideration of state Governments and UT administration are listed.

General Instructions:

1. As per prescribed norms of recruitment for HEW as mentioned in the guidelines of Mission Shakti, all State Governments and UT administrations are instructed to recruit and deploy the requisite number of personnel at the State as well as district level for effective implementation of schemes under Mission Shakti.
2. The Hub for Empowerment of Women will function as a center-point for implementation of all Mission Shakti schemes. As per the status received from the states/UTs, the HEW, at the state and district level, have completed full or partial recruitment of personnel. All State Governments and UT administrations have been instructed to fully operationalize the HEWs at the state and district level, with full strength, with immediate effect.
3. The HEW will serve as a single-window inter-ministerial convergence mechanism to inform and assist women to avail the benefits of schemes implemented by different ministries.
4. In order to handhold the state Governments and UT administration towards successful implementation as well as monitoring of schemes, infrastructure in the form of dashboard/search engine is under development. A scheme compendium, containing the details of different schemes implemented by the Government of India will be circulated to all states/UTs.
5. A 12-month thematic calendar of activities is provided to the HEW, at state and district level. The calendar has activities to be conducted from January to December, 2024(refer annexure 1).
6. The State Government/UT administration are requested to schedule the review of functioning of HEW as one of the agenda points of Chief Secretary review. The HEW is also to be included as one of the agenda points of review by the District Collector/District Magistrate.

Activities related to women legislation:

The Government of India has notified/implemented various acts and rules, among other constitutional and legislative provisions, that provide legal sanctity to Government's commitment to ensure social, economic and political upliftment of women.

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1. To ensure effective implementation of women-centric laws and legislations, the HEW will serve as a unit for monitoring implementation of constitutional and legal provisions related to women welfare and empowerment like Criminal Law (Amendment) Act, 2013 and 2018, Protection of Women from Domestic Violence Act, 2006, The Dowry Prohibition Act (DPA) 1961, Prevention of Sexual Harassment at Workplace, 2013.
2. In order to enforce the Prevention of Sexual Harassment of Women at Workplace Act, 2013, the provision of internal committees has been made, with a designated presiding officer and other members. The details of internal committees in each district will be maintained and updated at regular intervals by the District HEW coordinator. The details to be maintained by the DHEW will include the names and contact details (mobile number and e-mail ID) of the presiding officer and other members.
3. In relation to implementation of women-centric laws and legislations like Dowry Prohibition Act, 1961, the HEW is instructed to maintain a directory of district nodal officials responsible for implementation of the legislations like Prohibition and/or Protection Officer and Social Welfare Officers, which should also be update at regular intervals. The HEW at the district level, will also display this information in the office/premises and should be made available in the dashboard.
4. The implementation of legislations like Pre-Natal Diagnostics Technique Act, 1994, is the responsibility of Beti Bachao Beti Padhao (BBBP).

Convergence with BBBP:

Hub for Empowerment of Women is responsible for planning and implementation of Beti Bachao Beti Padhao component. Effective implementation of activities under BBBP is to be ensured by the HEW personnel under the guidance of State Nodal Officer (SNO) and District Nodal Officer (DNO).

1. In convergence with BBBP, the HEW is to disseminate information on key legislations/acts/policies to school and college students as well as conduct outreach at the level of Gram Panchayats. The activities are to be strictly conducted under the banner and logo of BBBP.
2. The following officers at the district level will be responsible for ensuring convergence between HEW and BBBP.
 - a. **District Probation/Programme Officer (DPO)** at district level will be nodal officer for implementation and execution of BBBP under the overall supervision of District Magistrate.
 - b. District HEW will facilitate District committee to make annual district action plan for the districts as per template and the BBBP calendar of activities
 - c. **District Nodal Officer** will ensure that quarterly reporting is done on the MIS portal made by Mission Shakti under the BBBP section.
3. The implementation of activities under HEW and BBBP is dependent on extensive engagement with the community. The Gender specialist in the HEW may be handed the specific task of implementation of women-centric legislations. The monitoring of effective implementation of BBBP may be done through staff deployed at HEW.
4. Regarding approvals from the competent district authority in relation to implementation of BBBP, the follow-up may be done by the staff deployed at DHEW.

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Convergence with line ministries:

The HEW will function as a single point inter-convergence mechanism with different line ministries to ensure access to women-centric schemes, implemented by the state/UT and Central Government.

1. During the National workshop, two ministries of the Government of India, namely Ministry of Health and Family Welfare (MoHFW) and Ministry of Finance (Financial Inclusion Department) had discussed about potential areas of convergence of Women and Child Development Departments with Health and Family Welfare and Finance.
2. The HEW at the state and district level have been instructed to organize camps on women related issues as is suggested in the calendar of activities. In addition to the calendar, the Any line ministry that wishes to be associated with the monthly camps may be invited to provide information on schemes or to enroll women.
3. The states and UTs may converge with line ministries to conduct activities related to health and financial inclusion of women and prepare a calendar accordingly to be circulated to the district personnel responsible for HEW and BBBP. For example:
 - a. A joint camp, at different levels, between WCD and Health and Family Welfare may be considered to be conducted every month to promote positive health-seeking behavior in women as well as to provide access to women-centric schemes implemented by MoHFW.
 - b. A camp in all districts to address mental health issues, to be jointly organized by the HEW, BBBP and Department of Health was also proposed. The HEW may also provide support to the health department in organizing activities related to Anemia Mukh Bharat. The States and UTs are also encouraged to explore potential areas of convergence with Health departments.
 - c. The HEW may also work closely with the Department of Finance and link the District Lead Managers (DLM) to women beneficiaries to ensure financial inclusion of women, especially with regard to opening of Aadhaar seeded bank accounts.
4. The State Government/UT administration may also work closely with departments of Education, Health, Rural development, Skill development, Panchayati Raj among others to become an activity part of monthly camps to be organized by HEW and BBBP, so that maximum women beneficiaries can be enrolled in various schemes.

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Annexure 1

Thematic calendar of activities to be conducted under Hub for Empowerment of Women

Month	Theme	Ministerial Convergence	Suggested Activity
January	Saksham Nari Sashakt Bharat	Ministry of Women and Child Development	Sensitization drive at block level about girl child education
		Ministry of Skill Development and Entrepreneurship	Block level camps to understand vocational training needs among girls
		Ministry of Panchayati Raj/Ministry of Housing and Urban Affairs	Collaborate with Beti Bachao Beti Padhao program – plantation drives in the name of girl child
		Ministry of Education	Life skill training in schools
February	Women in Politics	Ministry of Panchayati Raj	Interaction and meeting with Women Panchayat leaders at block level
		Ministry of Rural Development	Meeting with SHG groups at block level to discuss decision making in their daily lives
	Health	Ministry of Women and Child Development	Registration drive for Pradhan Mantri Matru Vandana Yojana
		Ministry of Health and Family Welfare	Maternal health awareness sessions
March	Financial Inclusion	Ministry of Finance	Registration drive for Pradhan Mantri Jan Dhan Yojana
		Ministry of Education	Awareness sessions in schools about importance of financial literacy among girls
	Leadership	Ministry of Education	Awareness drive in colleges about importance of women leadership
		Ministry of Panchayati Raj and Ministry of Rural Development	Local women panchayat leaders invited as guest speakers to address local SHG groups
April	Women Farmers	Ministry of Agriculture and Farmers Welfare	Workshops on sustainable farming techniques for local women farmers Promoting agriculture allied sectors like horticulture, poultry, fisheries, bee keeping, animal husbandry and dairy etc.
		Ministry of Skill Development and Entrepreneurship	Training assessment drive among local women farmers
	Safety and security	Ministry of Women and Child Development	Awareness drive on laws for safety and security of women and children – Trafficking in Persons, POCSO, JJ Act
		Ministry of Home Affairs	Interaction with Mahila Police Station functionaries at block level

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May	Digital Literacy of Women	Ministry of Skill Development and Entrepreneurship	Workshop on basic computer skills for girls at block level
		Ministry of Education	Sessions on importance of digital literacy for girls in schools
	Health and hygiene	Ministry of Women and Child Development	Awareness session on importance of reproductive health and hygiene in women at Anganwadi centers
		Ministry of Health and Family Welfare	Capacity building of ASHA workers on the importance of reproductive health and hygiene among women
June	Legal Awareness	Ministry of Law and Justice	Awareness camps for women on their legal entitlements such as legal aid and counsel
		Ministry of Women and Child Development	Mobilization drives by One Stop Center and Shakti Sadan functionaries to identify instances of violence at block level
	Traditional businesses	Ministry of Textile/Ministry of Rural Development	Identification of local traditional business such as handloom in need of forward linkages with banks and markets
		Ministry of Skill Development and Entrepreneurship	Identification of training needs among local female business owners and registering them with training institutes
July	Gender Sensitization	Ministry of Women and Child Development	Gender sensitization sessions in schools and Anganwadi centers
		Ministry of Youth Affairs and Sports	Sessions encouraging sports and ending sports related stigma among girls in schools and colleges
	Education	Ministry of Education	Conduct awareness programs at block level about the importance of girl child education Encourage girls to re-enroll in the mainstream
		Ministry of Social Justice and Empowerment	Registration drives for scholarship schemes among women from marginalized communities
August	Women Economic Empowerment	Ministry of Rural Development	Awareness about MGNREGA scheme and identification of challenges among women workers locally
		Ministry of Labor and Employment	Awareness about benefits for women labor and education on their rights and entitlements such as Pradhan Mantri Shram Yogi Maandhan
	Women Entrepreneurship	Ministry of Finance	Awareness and registration drive on Pradhan Mantri Mudra Yojana and Stand Up India for helping women set up enterprises
		Ministry of MSME	Awareness and registration drive on Prime Minister's Employment Generation Program (PMEGP) for helping women set up enterprises

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September	Nutrition	Ministry of Women and Child Development	Overseeing Mission Poshan activities at Anganwadi centers - anemia awareness camps, promoting breast feeding
		Ministry of Health and Family Welfare	Awareness and registration drive for Janani Suraksha Yojana for pregnant and lactating mothers
	Social evils	Ministry of Women and Child Development	Awareness about child marriage and early motherhood at block level through movie screenings
		Ministry of Women and Child Development	Awareness about dowry and sex-based discrimination through guest speakers
October	Mental Health	Ministry of Education	Workshops in schools ending stigma about mental health issues
		Ministry of Rural Development	Sessions with SHG groups about stress and mental health issues among women
	Health and sanitation	Ministry of Petroleum and Natural Gas	Registration drive for cooking gas connections under Pradhan Mantri Ujjwala Yojana
		Ministry of Drinking Water and Sanitation	Awareness drive for constructing toilets in rural areas
November	Gender based Violence	Ministry of Women and Child Development	Awareness sessions on domestic violence at One Stop Centers
		Ministry of Home Affairs	Capacity building of One Stop Center and Shakti Sadan functionaries on crimes against women
	Technology and safety	Ministry of Skill Development and Entrepreneurship	Sessions teaching girls to access online educational courses through platforms
		Ministry of Women and Child Development/Ministry of Education	Safety sessions in schools with guest speakers
December	Know your Rights	Ministry of Minority Affairs	Conduct job fairs for artisans from marginalized communities and linkages for marketing platforms
		Ministry of Social Welfare and Empowerment	Awareness sessions for rights and entitlements for women from marginalized communities for education and employment
	Social security	Ministry of Rural Development	Awareness and registration drive for widow, disability, and old age pension schemes
		Ministry of Social Welfare and Empowerment	Awareness and registration drive for pension and loan schemes for women from backward classes

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