



### THE NMEW LOGO

The logo above symbolizes dreams, hopes, aspirations and rights of women to live a life of dignity, harmony, choice and equity. The two hands represent a support mechanism focusing on Indian values and traditions. The red dot depicts a rising sun connoting a new beginning for the woman, the colours denote empowerment and the symbols unite to represent prosperity. The rising sun, hands and bangles reflect positivity, responsibility and womanhood. In essence, the logo is symbolic of mission's efforts at convergence of different programmes, schemes and services impacting women facilitated through MISSION POORNA SHAKTI.

#### National Resource Centre for Women (NRCW)

National Mission for Empowerment of Women (NMEW)  
 Ministry of Women & Child Development, Government of India  
 Hotel Janpath, Janpath, New Delhi-110001  
 Phone: +91-11-23363292/23362519/23743980  
 Email: [asnmeow-mowcd@nic.in](mailto:asnmeow-mowcd@nic.in); [ednrcw@gmail.com](mailto:ednrcw@gmail.com); Web: <http://wcd.nic.in>



## Mission Poorna Shakti

.....Hum Sunenge Naari Ki Baat



National Mission for Empowerment of Women  
 Ministry of Women & Child Development, Govt. of India

*"The socio-economic development of women is deeply intertwined and if one dimension remains absent, the outcome would suffer. The Mission, with its objective of ensuring that the benefits of schemes and programmes of the Central, as well as of State Governments, reach their intended beneficiaries through convergence and coordination, gives me hope that it will bridge this gap between "what is" and "what ought to be". But in order to make this a reality, the Central Government, States, and civil society would need to work together. Every citizen of this country has a role to play in making it successful. I would regard this Mission as a gift to the women of the country, on the occasion of International Women's Day."*

Excerpts from the speech by Her Excellency the President of India, Shrimati Pratibha Devisingh Patil, at the launch of National Mission for Empowerment of Women on 8<sup>th</sup> March 2010

## Mission Poorna Shakti



.....Hum Sunenge Naari Ki Baat

### Mission Statement

The Mission aims at strengthening the processes that promote holistic development of women, gender equality and gender justice through inter-sectoral convergence of programmes impacting women, forging synergy amongst various stakeholders and creating an enabling environment conducive to social change.

## Mission Poorna Shakti



.....Hum Sunenge Naari Ki Baat

### About the Mission

The National Mission for Empowerment of Women (NMEW) was launched by the Government of India on International Women's Day in 2010 with the aim to strengthen overall processes that promote all-round development of women

It has the mandate to strengthen inter-sectoral convergence and facilitate the process of coordinating all the women's welfare and socio-economic development programmes across ministries and departments. The Mission aims to provide a single window service for all programmes run by the Government for Women under the aegis of various Central Ministries.

In light of its mandate, the Mission has been named Mission Poorna Shakti, implying a vision for holistic empowerment of women.

The National Resource Centre for Women (NRCW) has been set up to carry out studies and research project in various domain and sub-domain areas and is responsible for carrying out the impact assessment studies of policies, schemes and programmes of the Government. The NRCW will also be responsible for devising a suitable media strategy to highlight the programmes and schemes of the Mission and their achievements as well as public service campaign strategies to focus on retrograde social practices which afflict the society. It functions as the main body servicing the National Mission Authority and other stake holders of NMEW.

## Mission Poorna Shakti



.....Hum Sunenge Naari Ki Baat

### Partner Ministries & Departments

Ministry of Human Resource Development

Ministry of Finance

Ministry of Housing & Urban Poverty Alleviation

Ministry of Rural Development

Ministry of Panchayati Raj

Ministry of Agriculture & Cooperation

Ministry of Health & Family Welfare

Ministry of Micro, Small & Medium Enterprises

Ministry of Law & Justice

Ministry of Environment & Forests

Ministry of Labour & Employment

Ministry of Social Justice & Empowerment

Ministry Women and Child Development

Planning Commission

# Mission Poorna Shakti



.....Hum Sunenge Naari Ki Baat

## Focus areas of the Mission

- Access to health, drinking water, sanitation and hygiene facilities for women
- Coverage of all girls especially those belonging to vulnerable groups in schools from primary to class 12
- Higher and Professional education for girls/women
- Skill development, Micro credit, Vocational Training, Entrepreneurship, SHG development
- Gender sensitization and dissemination of information
- Preventing crime against women and fostering a safe environment for women

# Mission Poorna Shakti



.....Hum Sunenge Naari Ki Baat

## Institutional Structure



## Mission Poorna Shakti



.....Hum Sunenge Naari Ki Baat

### Poorna Shakti Kendra (PSK)

The Poorna Shakti Kendra (PSK) is the focal point of action on ground through which the services to women at grassroots level would be facilitated. Village coordinators at the Kendras would reach out to the women with the motto HUM SUNENGE NAARI KI BAAT!

#### What does the Kendra offer?

- Information on all the government programmes/ schemes/services for women
- Maintain a database of target population
- Awareness generation on legal rights and entitlements
- Facilitate the availability and access to government programmes/ schemes/services across health, education and livelihood sectors
- Training and capacity building on various issues like leadership, legal rights etc.
- Organize women into collectives to access various resources
- Coordinate the outreach of services of various departments

## Mission Poorna Shakti



.....Hum Sunenge Naari Ki Baat

### Key Strategies

- Facilitating inter-sectoral convergence of schemes meant for women, monitor and review the progress on regular basis
- Strengthening institutional framework offering support service for women
- Commissioning and undertaking research, evaluation studies, review of schemes, programmes and legislation, gender audit and outcome assessment to build the evidence for policy and programme reform and scale up implementation of the initiatives
- Enhance economic empowerment of girls and women through skill and entrepreneurship development, micro-credit, vocational training and SHG development
- Evolve with the support of panchayati raj institution and community representatives and groups appropriate and localized communication to strengthen public education on gender, behavior change and social mobilization using 360 degree approach on media and communication

## Mission Poorna Shakti



.....Hum Sunenge Naari Ki Baat

### Hollistic Model of Empowerment



Legal Empowerment



Social Empowerment



Political Empowerment



Economic Empowerment

## Mission Poorna Shakti



.....Hum Sunenge Naari Ki Baat

### Some schemes of Govt. impacting women

- Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS)
- Public Distribution System for Food (PDS)
- Integrated Child Development Services Scheme (ICDSS)
- National Rural Health Mission (NRHM)
- National Rural LiveIhood Mission (NRLM)
- Sarva Shiksha Abhiyan (SSA)
- National Literacy Mission (NLM)
- Rajiv Gandhi Scheme for Empowerment of Adolescent Girls(SABLA)
- Rashtriya Swasthya Bima Yojna (RSBY)
- The Indira Gandhi Matritva Sahyog Yojna
- Total Sanitation Campaign



## Mission Poorna Shakti



.....Hum Sunenge Naari Ki Baat

### Some schemes of Govt. impacting women

- Indira Gandhi National Widow Pension Scheme
- Indira Gandhi National Old Age Pension Scheme
- Support for Training and Empowerment Programme for Women(STEP)
- SWADHAR
- Janani Suraksha Yojna
- Panchayat Mahila Evam Yuva Shakti Abhiyan
- Scheme for Leadership Development for Minority Women
- Science & Technology for Women
- Adivasi Mahila Sashaktikaran Yojna of NSTFDC

## Mission Poorna Shakti

.....Hum Sunenge Naari Ki Baat

