Mission Poorna Shakti
... Hum Sunenge Naari Ki Baat
To call woman the weaker sex is a libel; it is man's injustice to woman. If by strength is meant brute strength, then, indeed, is woman less brute than man. If by strength is meant moral power, then woman is immeasurably man's superior. Has she not greater intuition, is she not more self-sacrificing, has she not greater powers of endurance, has she not greater courage? Without her, man could not be. If nonviolence is the law of our being, the future is with woman. Who can make a more effective appeal to the heart than woman?

MAHATMA GANDHI, Young India, Oct. 4, 1930
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.

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.

The mandate of the Mission is 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. At the apex level, mission is headed by the Prime Minister with a National Mission Authority comprising of thirteen partner ministries and Planning Commission as member. Ministry of Women and Child Development play the nodal role and a central monitoring committee has been constituted with Minister of WCD as the chair. An Inter-ministerial co-ordination committee headed by Cabinet Secretary and comprising of different line ministries with secretary WCD has been set up to facilitate and catalyze the convergence action under the mission.

A National Resource Centre for Women (NRCW) has been set up to act as the technical resource body at the central level to catalyze the operations of the mission and bring together different stakeholders on a common platform. This body has gender experts representing different thematic areas related with women such as poverty alleviation, health and nutrition, law and media. At the state level State Resource Centre for Women has been created to carry forward the mandate of the Mission and work in tandem with the NRCW at the centre. The SRCWs are located within the state WCD/Social Welfare/Women Development Corporations with Principal Secretary/Commissioner, WCD in the
states as the Principal anchor of the mission. Each SRCW has a team of technical experts on gender issues.

**Partner Ministries & Departments**


**Focus areas of the Mission**

- Declining Child Sex Ratio
- Violence Against Women
- Child Marriage
- Trafficking
- Health & Sanitation
- Drinking Water
- Gender Budgeting
- Right to Education
- Elected Women Representatives
- Gender Sensitive Communication
- Drudgery Reduction
- Innovative Financial Inclusion
- Engendering Livelihood Programmes/Training Programmes
Institutional Structure

National Mission Authority
Headed by Hon Prime Minister
Ministers from 13 key Ministries/Departments

Central Monitoring Committee
Headed by Minister, WCD

Inter-Ministerial Coordination Committee (IMCC)
Chaired by Cabinet Secretary

State Mission Authority (SMA)
headed by Chief Minister

State Resource Centre for Women (SRCW)

Convergence Forum
Comprising of various stakeholders, Govt., PRIs, CSOs, experts etc

Mission Directorate

National Resource Centre for Women (NRCW)

District Convergence & Facilitation Centres (DCFC)

Tehsil/Block Convergence & Facilitation Centres (TCFC)

POORNA SHAKTI KENDRA
Village Convergence & Facilitation Centres (VCFC)

Creating Enabling Environment
Laws & legislations
Capacity building
Awareness generation
Gender Justice

Schemes and Programmes of Governments
Food Security
Social Security
Education
Health
Livelihood

Women
State Mission Authority (SMA) and State Resource Centre for Women (SRCW)

The structure at the state level comprise of the State Mission Authority headed by Chief Minister/Administrator. As on date, State Mission Authorities have been created and notified by 32 States and UTs while the State Resource Centres for Women (SRCW), the technical unit responsible for planning, execution, and technical support to the State Mission Authority have been set up in 30 States and UTs. These are, Andhra Pradesh, Bihar, Chhattisgarh, Chandigarh, Daman and Diu, Gujarat, Himachal Pradesh, Haryana, Jammu & Kashmir, Jharkhand, Karnataka, Kerala, Lakshadweep, Madhya Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Puducherry, Punjab, Rajasthan, Tripura, Uttar Pradesh, West Bengal, Uttar Pradesh, Assam, Sikkim & Maharashtra. In addition, SMAs have been notified in Andaman and Nicobar, Arunachal Pradesh and Goa and Tamil Nadu.
One of the important initiatives of the Mission is to set up convergence cum facilitation centres for women at the district and sub district levels to improve access to government schemes and programmes spread across different departments and create awareness on various social issues. These centres have been named as **POORNA SHAKTI KENDRA** or the PSK.

The *Poorna Shakti Kendra* (PSK) is the focal point of action on ground through which the service to women at grassroots level is facilitated. Village coordinators at the *Kendras* reach out to the women with the motto HUM SUNENGE NAARI KI BAAT! The PSK is an extension of the urban model of gender resource centers pioneered in Delhi, under Mission Convergence program.

The first PSK model was operationalized in District Pali, Rajasthan on 16th Sep, 2011. The second such pilot was operationalized in District Kamrup Metropolitan, Assam on 23rd Dec, 2011. With gradual expansion the districts now covered are Medak (A.P.), Aurangabad and Nalanda (Bihar), Gulbarga (Karnataka), Dhar (M.P.), Daman & Diu, Salem (TN), Jaintia Hills (Meghalaya), Champai (Mizoram), Haridwar (Uttarakhand), West Singhbhum (Jharkhand), Solan (H.P.), Kohima (Nagaland), Mewat (Haryana), West Tripura (Tripura), Kannauj & Banda (U.P.), Malda (WB), Pali & Bundi (Rajasthan), Chandigarh (Chandigarh), Kamrup (Assam), Bilaspur (Chhattisgarh), Kulgam District (J&K), Sabarkantha (Gujarat) Nayagarh (Odisha), Pune (Maharashtra) Kalnaur Block in Rohtak District & Panipat (Haryana), East Sikkim (Sikkim) and Puducherry (Puducherry).

**Poorna Shakti Kendra (PSK)**

What does the Kendra offer?

- Information on all the government programmes/ schemes/services for women
- 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, livelihood etc. sectors
- Training and capacity building on various issues like leadership, legal rights etc.
• Organize women into collectives and improve their leadership skills

**Holistic Model of Empowerment:**

**Key Strategies**

- offering a holistic model of empowerment i.e. legal, social, political and economic empowerment
- Facilitating inter-sectoral convergence of schemes meant for women
- Strengthening institutional framework for convergence
- Advocacy and IEC, public education on gender issues
- Evidence based discourse
- Collecting and analyzing gender disaggregated data, research, evaluations
- Gender mainstreaming through creation of gender focal points
- Fostering network and linkages between different departments, Panchayati Raj institutions, community representatives, Women's institutions etc.
- Undertaking innovations for encouraging “out of box” thinking on effective tools for women empowerment and convergent strategies in partnership with credible CSOs and womens group.
Launch event of Poorna Shakti Kendra at Pali, Rajasthan

Celebrating birth of Girl Child through Beti Janmotsav
Missions team with stakeholders

Nari Ki Chaupal (a unique and vibrant space for creating awareness on women’s issues through community participation, dance shows, street plays, fashion show and the like)
E-Vidya project for bridging digital divide being implemented under NMEW in Tripura, U.P., Chattisgarh and Punjab

Women’s Farmer festival being organized for women farmers of Meghalaya and Mizoram under NMEW
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 POORNASHAKTI.

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