

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:2772

ANSWERED ON:02.08.2017

International Women's Day

Kachhadia Shri Naranbhai

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the manner in which an encouraging message was delivered to the women employees of the Ministry on the occasion of International Women's Day; and

(b) the measures being taken by the Government for empowerment, emancipation and equality for women under institutional framework of the society along with details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING [COL. RAJYAVARDHAN RATHORE (Retd.)]

(a) On the occasion of International Women's Day on 8th March, 2017, the then Minister for Information and Broadcasting, Shri M. Venkaiah Naidu addressed the women employees of the Ministry followed by an informal interaction with them. In order to encourage the women employees, the then Minister acknowledged and appreciated the efforts undertaken by the Nari Shakti in the Ministry to mainstream the vision of Reform, Perform and Transform. He also mentioned that it was critical to firmly establish the 3E's i.e Women Empowerment, Emancipation and Equality within the institutional framework of society and should be facilitated by all stakeholders.

(b) The Government has been implementing various schemes for empowering, emancipation and equality for women. Some of the prominent programmes are –

- (i) Support to Training and Employment Programme for Women' (STEP) Scheme which aims at providing skills to women of age 16 years and above further leading her to become self-employed/entrepreneur.
- (ii) National Mission for Empowerment of Women (NMEW) which has been mandated to strengthen inter-sectoral convergence of programmes, policies and schemes for women both at centre and state/UT level. The scheme includes establishment of Purna Shakti Kendra, Village Convergence and Facilitation Service and State Resource Centre for Women in States/UTs.
- (iii) Rashtriya Mahila Kosh aimed at promotion of socio-economic development by providing micro-credit to women for various livelihood support and income generating activities at concessional terms.
- (iv) Mahila E-haat launched as a direct online digital marketing platform for women entrepreneurs/SHGs/NGOs in 2016 to meet aspirations and needs of women entrepreneurs as also providing a marketing platform by leveraging technology.

The Ministry of Information & Broadcasting, as per its mandate, has been involved into information dissemination and awareness generation activities through its various Media Units in respect of Government programs and schemes including those relating to empowerment of women.

Doordarshan News has also been telecasting a special half-an-hour inspirational programme 'Tejasvini', in interview format, showcasing the life, challenges and successes achieved by women in different walks of life.
