

No. EDN-HE (21) A (03) 20/2020-Sexual Harassment  
Directorate of Higher Education  
Himachal Pradesh

**Dated:** Shimla-171001 the 28 NOV 2024 November, 2024


To

All the Deputy Directors of Higher Education,  
Himachal Pradesh

**Subject:- Ministry of Women and Child Development's Letter Dated 28.10.2024 'Awareness Campaign to Eliminate Gender-Based Violence' from November 25, 2024 to December 10, 2024.**

Please find enclosed herewith a copy of letter No. ND-32455/NCPCR/2024-25/JJ/MISC/DD 33927 dated 30<sup>th</sup> October, 2024 received from the Member Secretary, Government of India, National Commission for Protection of Child Rights, Janpath, New Delhi through Member Secretary, HP State Commission for Protection of Child Rights on the subject cited above.

In this context, you are, directed to go through the contents of the aforesaid letter and also issue necessary directions to all the establishments working under your control to conduct "Awareness Campaign to Eliminate Gender-Based Violence" from 25<sup>th</sup> November to 10<sup>th</sup> December, 2024 and a brief report on the activities conducted during the campaign is to be submitted to the Ministry by December 31, 2024 at the email id: women-welfare1@gov.in. as well as to this Directorate.

  
(Dr. Amarjeet K Sharma)  
Director of Higher Education  
Himachal Pradesh, Shimla-1

Endst.No. Even dated Shimla-171001 the November, 2024  
Copy for information and necessary action to:-

1. The Member Secretary, Government of India, National Commission for Protection of Child Rights, Janpath, New Delhi -110001, w.r.t. his / her letter referred above.
2. Member Secretary, HP State Commission for Protection of Child Rights, 4th Floor, M.C. Parking Complex, Tutikandi, Shimla-5, w.r.t. his / her letter referred above.
3. The State Project Director (ISSE), Himachal Pradesh, Shimla-1 for necessary action w.r.t training and awareness programme.
4. The Technical Officer (Computer/IT Cell), Directorate of Higher Education, Himachal Pradesh with the request to upload the same on Departmental web site.
5. Guard file.

  
Director of Higher Education  
Himachal Pradesh, Shimla-1

No. HPSCPCR-F (4)-2/2024- 678 — 717  
HP State Commission for Protection of Child Rights,  
4<sup>th</sup> Floor, M.C. Parking Complex, Tutikandi, Shimla- 5

To

1. The Director Higher Education, Himachal Pradesh, Shimla
2. The Director Elementary Education, Himachal Pradesh Shimla
3. The Superintendent (s) of Police, H.P. All Districts
4. The District Programme Officer All Districts
5. The Chairperson Child Welfare Committee All Districts
6. The District Child Protection Officers All Districts

Dated, Shimla - 171005 26<sup>th</sup> November, 2024

Subject:- Ministry of Women and Child Development's letter dated 28/10/2024 "Awareness Campaign to Eliminate Gender -Based Violence" from November, 25 to December 10, 2024 - reg.

Sir/Madam

Enclosed please find herewith copy of letter F.No. ND-32455/NCPCR/2024-25/JJ/Misc/DD- 33927 dated 30/10/2024 alongwith Ministry of Women & Child Development letter dated 28/10/2024 addressed to the Chairpersons, SCPCRs (All States and Union Territories) and Principal Secretaries, WCD (All States and Union Territories) on the subject cited above.

In this Context, it is intimated that the suggested activities for the campaign pertaining to children are as under:-

- a) Workshops and seminars on topics such as the Protection of Children from Sexual Offences (POCSO) Act, focusing on victim compensation, identifying "good touch-bad touch" promoting healthy relationships and fostering respect for the dignity of women and girls.
- b) Awareness sessions on the Prohibition of Child Marriage Act (PCMA)

Furthermore, it is also suggested by the NCPCR that the following activities may also be undertaken during the campaign period:

- i) Conducting webinars on key thematic issues such as the prohibition of child marriage.

- ii) Utilizing social media platforms (tweets, info graphics etc) to generate awareness about institutional mechanisms such as POCSO and PCMA through the development of 10-15 audiovisual creative.

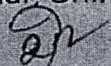
In view of the above, you are requested to take necessary action to ensure compliance with the above mentioned directions at the earliest and a brief report on the activities conducted during the campaign may kindly be submitted to this Commission by 15<sup>th</sup> December, 2024 for onward submission to National Commission for Protection of Child Rights, New Delhi.

Encls:- As above

Yours faithfully,



Member Secretary,  
HP State Commission for Protection of Child Rights,  
4<sup>th</sup> Floor, M.C. Parking Complex, Tutikandi, Shimla- 5





*Rupali Banerjee Singh*  
रूपाली बनर्जी सिंह  
Member Secretary  
सदस्य सचिव

सत्यमेव जयते

NATIONAL COMMISSION FOR PROTECTION OF CHILD RIGHTS  
राष्ट्रीय बाल अधिकार संरक्षण आयोग  
GOVERNMENT OF INDIA  
भारत सरकार



F. No.ND- 32455/NCPCR/2024-25/JJ/MISC/DD 33927  
Dated: 30.10.2024

To,

- 1) **The Chairpersons, SCPCRs**  
(All States and Union Territories)
  
- 2) **The Principal Secretaries, WCD**  
(All States and Union Territories)

**Subject: Ministry of Women and Child Development's Letter Dated 28.10.2024 'Awareness Campaign to Eliminate Gender-Based Violence' from November 25, 2024 to December 10, 2024 - reg.**

Sir/Madam,

This is with reference to the Ministry of Women and Child Development's letter dated 28.10.2024 addressed to the Chief Secretaries/Administrators of all States and Union Territories regarding the conduct of the **'Awareness Campaign to Eliminate Gender-Based Violence'** from November 25, 2024, to December 10, 2024.

2. The campaign aims to symbolically link violence against women with human rights issues, underscoring that such violence constitutes a violation of human rights.

Accordingly, the Chief Secretaries/Administrators of all States and Union Territories are requested by the Secretary, Ministry of Women and Child Development (MWCD) to issue necessary instructions to the concerned officers to organize programs that highlight the Government of India's initiatives to combat gender-based violence and raise awareness of the rights and entitlements of women and girls.

3. The suggested activities for the campaign pertaining to children are as under:

- a) Workshops and seminars on topics such as the Protection of Children from Sexual Offences (POCSO) Act, focusing on victim compensation, identifying "good touch-bad touch," promoting healthy relationships, and fostering respect for the dignity of women and girls.



- b) Awareness sessions on the Prohibition of Child Marriage Act (PCMA).
4. Additionally, it is suggested that the following activities may also be undertaken during the campaign period:
- i) Conducting webinars on key thematic issues such as the prohibition of child marriage.
  - ii) Utilizing social media platforms (tweets, infographics, etc.) to generate awareness about institutional mechanisms such as POCSO and PCMA through the development of 10-15 audiovisual creatives.
5. A brief report on the activities conducted during the campaign is required to be submitted to the Ministry by December 31, 2024 at the email id: **women-welfare1@gov.in**.

Accordingly, you are requested to take necessary action to ensure compliance with the above-mentioned directions at the earliest. A copy of the aforesaid letter is also enclosed for your ready reference and necessary action.

**Encl. as above**

Yours sincerely,

  
(Rupali Banerjee Singh)

Email

**Ministry of Women and Child Development urges all stakeholders to conduct 'Awareness Campaign to Eliminate Gender Based Violence' from November 25, 2024 to December 10, 2024**

**From :** Anil Malik <secy.wcd@nic.in>

Mon, Oct 28, 2024 03:53 PM

**Subject :** Ministry of Women and Child Development urges all stakeholders to conduct 'Awareness Campaign to Eliminate Gender Based Violence' from November 25, 2024 to December 10, 2024

1 attachment

**To :** Member Secretary <ms-ncw@nic.in>, Rupali Banerjee Singh <ms.ncpcr@nic.in>

NCPDR  
C.R. Dy. No. ND.32455  
Date 29/10/24

Respected Madam

Please find attached a D.O. letter dated 28.10.2024 from Shri Anil Malik, Secretary, M/o. Women and Child Development, Government of India, on the above subject.

Regards,

Sr. PPS to Secretary, WCD.  
Tel. No. 011-23383586

MS  
28/10/24



Pl process  
SPC (JJ & CRC)  
(MS Nidhi)

MS,NCW and NCPDR.pdf  
4 MB

अनिल मलिक, आई.ए.एस.  
सचिव

Anil Malik, I.A.S.  
Secretary

Tel. : 011-23383586, 23386731  
Fax : 011-23381495  
E-mail: secy.wcd@nic.in



सत्यमेव जयते

भारत सरकार  
महिला एवं बाल विकास मंत्रालय  
शास्त्री भवन, नई दिल्ली-110 001

Government of India  
Ministry of Women & Child Development



आजादी का  
अमृत महोत्सव

28<sup>th</sup> October, 2024

D.O. No. 138/2020-WW

Dear Chief Secretary/Administrator,

As you may be aware, every year the period from 25<sup>th</sup> November (International Day for the Elimination of Violence against Women) to 10<sup>th</sup> December (Human Rights Day) is observed throughout the world as 16 days of Activism for ending gender based violence. The Ministry of Women and Child Development has been urging all the Stakeholders to leverage this period (25<sup>th</sup> November, 2024 to 10<sup>th</sup> December, 2024) for conducting 'Awareness campaign for eliminating gender based violence'.

2. The campaign symbolically links violence against women with the issue of human rights and emphasizes that such violence is a violation of human rights. Therefore, I request you to issue necessary instructions to the officers concerned of your State/UT to conduct programmes highlighting initiatives of Government in combating gender-based violence and raising awareness about the rights and entitlements of women and girls during this campaign. The suggestive activities, inter alia, may include:

- i. Gender sensitization of frontline workers of Anganwadi Centres, Child Care Institutions, One Stop Centres, Shakti Sadan and Sakhi Niwas etc.)
- ii. Raise awareness on Emergency Response Support System Number (112), Women Helpline (181) and Child line (1098) to facilitate quick access to emergency/ non-emergency services.
- iii. Awareness on filing Domestic Incident Report (DIR) under the Protection of Women from Domestic Violence Act and complaints on SHE-Box under SH Act.
- iv. Establishing linkage between Gender Resource Center under the State Rural Livelihood Mission (SRLMs) and the One Stop Centres at each District level.
- v. Conduct workshops and seminars to raise awareness on 'The Domestic Violence Act 2005', 'The Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act 2013', 'POCSO (Prevention of Children from Sexual Offence) Act 2012', 'Bhartiya Nyaya Sanhita, 2023' and special rights under 'Bhartiya Nagarik Suraksha Sanhita, 2023' with regard to Victim Compensation etc.
- vi. To raise awareness and facilitate accessibility about various facilities and services available under Mission Shakti such as One Stop Center, HUB for Empowerment of Women, Shakti Sadan, Sakhi Niwas etc.
- vii. Enhance awareness about the Sexual Harassment Electronic (SHE) Box portal ensuring that women understand how to report incidents confidentially and get redressal effectively.

Cont'd.....

- viii. Conduct workshops aimed at teachers and students to make them aware about gender equality, consent, good touch- bad touch, healthy relationships and upholding dignity of women and girls including to know how to talk and behave etc. This initiative can help instill respectful attitudes towards women and girls from a young age.
- ix. Plan and launch an effective social media campaign using hashtags and informative content to raise awareness about women's rights, laws, One Stop Centres, Helpline numbers and SHe-box portal.
- x. Develop programs targeting men and boys to promote positive masculinity and challenge harmful stereotypes/macho gestures.
- xi. Any other activity that may be deemed appropriate for such causes, which create awareness on Women's Rights and Safety.

3. Further, it is suggested that during this campaign period the following activities may also be carried out:

- i. Webinar on key thematic issues, such as, prohibition of Child Marriage, Prevention of Sexual Harassment of Women at Workplace and Prevention of Domestic Violence.
- ii. Leveraging social media (tweet/ info graphics) for awareness generation about institutional mechanism such as OSC, WHL and Shakti Sadan and legal awareness on Acts such as POCSO, DV Act and Child Marriage by developing 10-15 AV creatives.

4. I shall be grateful, if you could kindly look into the matter personally and direct the officials concerned to make this campaign successful in your State/ UT. It would be appreciated, if a consolidated but brief report of activities carried out during the campaign is provided to this Ministry by 31st December 2024 at email id : [Womens-welfare1@gov.in](mailto:Womens-welfare1@gov.in).

With regards,

Yours Sincerely,  
Sd/-  
(Anil Malik)

Chief Secretary/ Administrators of all States/UTs

Copy to:

Additional Chief Secretary/Principal Secretary/ Secretary of WCD/Social Welfare Department of all States/ UTs.

Sd/-  
(Anil Malik)

**Copy also to:**

1. Secretaries of Ministry of Panchayati Raj, Ministry of Rural Development, Department of School Education and Literacy, Department of Higher Education and Ministry of Health and Family Welfare- with a request to leverage the occasion with impactful activities.
- ✓ 2. Member Secretary, NCW and NCPDR- with a request to take further action in the matter.

  
(Anil Malik)