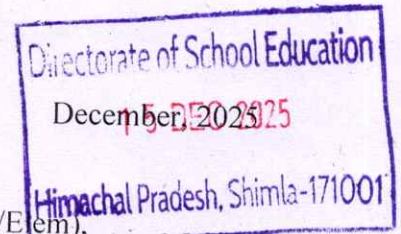


Through e-mail

No. EDN(SE)- H(10)-F(10)-65/2025-Misc.
Directorate of School Education
Himachal Pradesh, Shimla 171001

Dated: - The Shimla-1



To

✓ All the Deputy Directors of School Education (Hr./Elem),
Himachal Pradesh.

Subject: - Regarding Nayi Chetna-An Annual National Gender Campaign initiated in the year 2022 by DAY-NRLM.

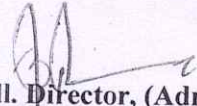
Please find enclosed herewith photocopy of letter No. EDUC-A/1/2023-128910, dated 04-12-2025, received from the worthy Secretary (Education), to the Govt. of HP, on subject cited above.

In this context, it is informed that the DAY-NRLM has decided to conduct the Gender campaign in 2025 also from 25th November to 23rd December, 2025 through its National Gender Campaign -**Nayi Chetna 4.0** with the objective to empower women economically by challenging harmful social norms, reducing unpaid domestic work through shared responsibility and community support and increasing their control over resources like land and credit. This also involves amplifying women's leadership and advocating for gender responsive policies to achieve institutional equity and full participation.

All the State Rural Livelihood Missions are to host an interdepartmental consultation to advance the above agenda and counterpart from all departments are to actively participate. A suggestive list of Education Department activities is attached for reference.

You are hereby directed to issue further instructions to all field functionaries to organize the activities according to the activity chart specifically during morning assembly, free period and bag free day, keeping in view that teaching hours should not be disturbed/affected in all the institution under your control to promote and make the above said campaign successful under the intimation to this Directorate.

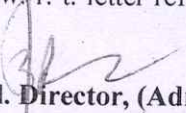
Encls: As above


Addl. Director, (Admin.)
School Education, H.P.

Ends No:- Even dated Shimla-1 the December, 2025

Copy Forward:

1. The Secretary (Education) to the Government of Himachal Pradesh w. r. t. letter referred above for information please.
2. Guard File.


Addl. Director, (Admin.)
School Education, H.P.

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C/12/21

No.EDUC-A/1/2023-128910
Government of Himachal Pradesh
Department of School Education

From

The Secretary (Education) to the
Government of Himachal Pradesh.

To

The Director of School Education
Himachal Pradesh, Shimla-171001

Dated: Shimla-171002,

the

4/12/25
December, 2025

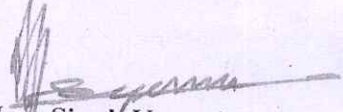
Subject:-

Regarding Nayi Chetna-An Annual National Gender Campaign
initiated in the year 2022 by DAY-NRLM.

Sir,

I am directed to enclose herewith a photocopy of D.O. letter No. 15-1/2023-IS.17, dated 18th November, 2025 alongwith its enclosures, received from the Joint Secretary Ministry of Education, Department of School Education & Literacy Shastri Bhaven Government of India New Delhi on the subject cited above and request you to examine the matter and take appropriate action accordingly.

Yours faithfully,



(Hem Singh Verma)
Under Secretary (Education) to the
Government of Himachal Pradesh
Ph. No. 0177-2628481

SE - Gen.

Sh. B.R.
Subst
10/12/2025

Ministry of Home Affairs	<ul style="list-style-type: none"> • Orientation of staff for safe access to work and markets- Implementation of 112 Emergency Response System and Women Helpline (181) ensures women can travel to workplaces, markets, and training centres safely. • Legal Protection for Economic Engagement- Awareness and enforcement of the DV Act, SH Act 2013, POCSO Act, and victim compensation schemes protect women from domestic and workplace threats, enabling uninterrupted livelihood participation. • Ensuring Supportive Infrastructure- Facilities like One Stop Centres, Shakti Sadan, Sakhi Niwas provide counselling, legal aid, and temporary shelter, allowing women to maintain engagement in economic and entrepreneurial activities. • Gender sensitization training of Beat Officers and Police professionals, Mahila Thana. • Awareness programmes on reporting mechanisms (Zero FIR/DIR), and Women help desk.
Ministry of Sports and Youth Affairs	<ul style="list-style-type: none"> • Awareness activities, webinar/workshops with Nehru Yuva Kendras and Nation Service Schemes on role of youth in preventing violence. • Sports tournaments in villages/schools challenging gender stereotypes.
Ministry of Education/Department of School Education and Literacy	<ul style="list-style-type: none"> • Organize gender-sensitization sessions for students, teachers, and staff on girls' education, gender equality, and economic opportunities for women. • Conduct interactive workshops highlighting the importance of girls completing school and pursuing higher education or vocational skills. • Short demonstrations or hands-on sessions on vocational skills, digital literacy, and entrepreneurship for adolescent girls in schools. • Facilitate awareness about government schemes like Skill India, National Apprenticeship Promotion Scheme (NAPS), and other initiatives that support economic empowerment through education. • Girl child enrolment drive. • Awareness camps in schools on gender, good touch-bad touch, eliminating stereotypes etc. • Bal Mela across schools themed on gender equality. • Quiz/wall painting/drawing competition/extempore/debate across schools themed on Gender Equality.
National Legal Services Authority/Department of Justice	<ul style="list-style-type: none"> • Legal literacy camps at Panchayat Level/ with SHG members by DLSAs. • Information on and promotion of services like Tele Law. • Webinar/workshops and awareness generation activities on legal remedies/Bharatiya Nyay Sanhita.
Ministry of Social Justice and Empowerment	<ul style="list-style-type: none"> • Integration of Nayi Chetna with Nasha Mukta Abhiyan. • Awareness Generation activities on Gender Based Discrimination and Violence through initiatives like Let's Talk, Break the cycle and Empower Her. • Collaboration with National Council for Transgender Persons and DAY-NRLM for joint strategy.
Ministry of Information and Broadcasting	<ul style="list-style-type: none"> • Talk shows/ editorials/awareness generation activities. • Regional Conferences. • Shows on Gender Equality on DD KISAN, Doordarshan.