

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

RAJYA SABHA
UNSTARRED QUESTION NO. 1273
TO BE ANSWERED ON 10.12.2025

WOMEN EMPOWERMENT PROGRAMS IN ODISHA

1273 SHRI DEBASHISH SAMANTARAY:

Will the Minister of *women and child development* be pleased to state:

- (a) the schemes implemented for women's education, skill development, and employment in Odisha;
- (b) the number of women benefitted under Self-Help Groups (SHGs) and financial inclusion programs;
- (c) the measures taken to prevent gender based violence and ensure safety;
- (d) the support provided for maternal and child health in the State; and
- (e) any new initiative planned for holistic development and empowerment of women in Odisha?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT
(SHRIMATI SAVITRI THAKUR)

(a) to (c) : The Government gives utmost priority to the safety, security and empowerment of women in the country. To this end, the Government has adopted multi-pronged approach to address the issue of welfare of women on a life-cycle continuum basis for their educational, social, economic and political empowerment so that they become equal partners in the process of national development. This 'women led development' is essential for realising the goal of a developed India, or 'Viksit Bharat', by 2047.

In the past few years, a number of initiatives have been taken for holistic development and empowerment of women. The Government of India implements various schemes / programmes for welfare of women/ girls in which community participation plays an important role.

Department of School Education and Literacy (DoSEL), Ministry of Education is implementing the scheme of Samagra Shiksha, effective from 2018-19, for universalization of quality education throughout the country in coordination with the States and UTs. It is an

overarching programme for the school education sector extending from pre-school to class XII and aims to ensure inclusive and equitable quality education at all levels of school education. Bridging gender and social category gaps at all levels of school education is one of the major objectives of Samagra Shiksha. The scheme reaches out to girls, and children belonging to SC, ST, minority communities and transgender.

Department of Higher Education, Ministry of Education is implementing Central Sector Scheme of Scholarship (CSSS) for College and University Students under the Pradhan Mantri Uchchatar Shiksha Protsahan (PM-USP). The objective of the scheme is to provide financial assistance to the meritorious students having family income upto Rs.4.5 lakh per annum, to meet a part of their day-to-day expenses while pursuing higher studies. Annual target is 82000 scholarships per year (50% slots are earmarked for girls) which has been divided amongst the State Education Boards based on the State's population in the age group of 18-25 years.

Ministry of Skill Development and Entrepreneurship (MSDE) is implementing its flagship scheme Pradhan Mantri Kaushal Vikas Yojana (PMKVY), since 2015, for imparting skill development training through Short-Term Training (STT) and up-skilling and re-skilling through Recognition of Prior Learning (RPL) to youth across the country including Odisha with aim to enhance the employability of the youth to access employment opportunities by equipping them with industry relevant skills.

Under PMKVY, a total of 2,22,597 female candidates have been trained/ oriented in Odisha as on 31.10.2025.

Ministry of Rural Development launched **DAY-NRLM** in June 2011, a Centrally Sponsored Scheme in partnership with 34 States and UTs (except Delhi and Chandigarh) with an objective to improve the livelihoods of rural poor households. DAY-NRLM aims at mobilizing rural poor households into Self Help Groups (SHGs) and continuously nurturing and supporting them to take economic activities till they attain appreciable increase in income over a period of time and come out of abject poverty. So far, 10.05 crore rural households have been mobilized into 90.90 lakh SHG in the country.

The Mission seeks to achieve its objective through investing in four core components viz., (a) social mobilization and promotion and strengthening of self-managed and financially sustainable community institutions of the rural poor; (b) financial inclusion of the rural poor; (c) sustainable livelihoods; and (d) social inclusion, social development and convergence. DAY-NRLM has mobilised a total of 10.05 Crore women into SHGs.

As part of DAY-NRLM's implementation structure Gender has been integrated as an approach in its program design. Odisha has implemented Gender Self Learning Program where Gender Resource Centres under the name of Prerna Kendra has been established across the State.

A resource pool of community resource persons have been trained to impart training and resolve gender based issues at the local level. All SHG members are being trained on concepts of Gender and Gender based Violence. A dedicated campaign by the name of Nayi Chetna is also run from 25th of November to 23rd of December, annually to spread awareness on Gender Based Violence and support systems available for it.

One Stop Centre (OSC), a component of the Sambal vertical under the **Mission Shakti** is being implemented by the **Ministry of Women & Child Development** across the country. It provides integrated support and assistance under one roof to women affected by violence and those in distress, both in private and public spaces. It provides services like medical aid, legal aid and advice, temporary shelter, police assistance and psycho-social counselling to needy women. As on date, 864 OSCs are operational across the country. Since inception, i.e. over 12.67 lakh women have been assisted in the country including the State of Odisha.

Women Helpline (WHL-181) is also a vertical under the Mission Shakti. WHL aims to provide 24X7 emergency and non-emergency response through telephonic short-code 181 to women, both in public and private spaces. As on date, WHL is functional in 35 States/ UTs and over 93.48 lakh women have been assisted since inception, i.e. with effect from 1st April, 2015 till 30th September, 2025 including the State of Odisha.

(d): The **Ministry of Health and Family Welfare (MoHFW)** supports in implementation of Reproductive, Maternal, Newborn, Child, Adolescent Health and Nutrition (RMNCAH + N) strategy under National Health Mission (NHM) based on the Annual Program Implementation Plan (APIP) submitted by respective State / UT. The details of interventions to improve child health outcomes all across the country including State of Odisha are as under:

- **Facility Based Newborn Care:** Special New-born Care Units (SNCUs) are established at District Hospital and Medical College level, Newborn Stabilization Units (NBSUs) are established at First Referral Units (FRUs)/ Community Health Centres (CHCs) for care of sick and small babies.
- **Community Based care of Newborn and Young Children:** Under Home Based New-born Care (HBNC) and Home-Based Care of Young Children (HBYC) program, home visits are performed by ASHAs to improve child-rearing practices and to identify sick newborn and young children in the community.
- **Janani Shishu Suraksha Karyakram (JSSK):** Sick infant up to one year of age is entitled to free treatment in public health institutions along with the provision of free transport, diagnostics, medicines, blood and consumables.
- **Social Awareness and Actions to Neutralize Pneumonia Successfully (SAANS)** initiative implemented since 2019 for reduction of childhood morbidity and mortality due to Pneumonia.
- **STOP Diarrhoea** campaign is implemented for promoting use of ORS and Zinc and for reducing morbidity and mortality due to childhood diarrhoea.

- **Rashtriya Bal Swasthya Karyakram (RBSK):** Children from 0 to 18 years of age are screened for 32 health conditions (i.e. Diseases, Deficiencies, Defects and Developmental delay) under Rashtriya Bal Swasthya Karyakram (RBSK) to improve child survival. District Early Intervention Centres (DEICs) at district health facility level are established for confirmation and management of children screened under RBSK.

Under National Health Mission (NHM) the Government of India provides support for the implementation of various schemes/initiatives to improve maternal health services across the country, including in the State of Odisha. The details of interventions under the NHM are as under:

- **Janani Suraksha Yojana (JSY)** is a demand promotion and conditional cash transfer scheme for promoting institutional delivery.
- **Janani Shishu Suraksha Karyakram (JSSK)** entitles all pregnant woman delivering in public health institutions to have absolutely free and no expense delivery, including caesarean section. The entitlements include free drugs, consumables, free diet during stay, free diagnostics, free transportation and free blood transfusion, if required. Similar entitlements are also in place for sick infants up to one year of age.
- **Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA)** provides pregnant women a fixed day, free of cost, assured and quality antenatal check up by a Specialist/Medical Officer on the 9th day of every month.

Extended PMSMA strategy ensures quality antenatal care (ANC) to pregnant women, especially to high-risk pregnant (HRP) women and individual HRP tracking until a safe delivery is achieved by means of financial incentivization for the identified high-risk pregnant women and accompanying ASHA for extra 3 visits over and above the PMSMA visit.

- **Surakshit Matritva Aashwasan (SUMAN)** provides assured, dignified, respectful and quality healthcare at no cost and zero tolerance for denial of services for every pregnant woman and new-born visiting public health facilities to end all preventable maternal and newborn deaths.
- **Optimizing Postnatal Care** aims to strengthen the quality of post-natal care by laying emphasis on detection of danger signs in mothers and incentivization of Accredited Social Health Activists (ASHAs) for prompt detection, referral & treatment of such high-risk postpartum mothers.
- **Functionalization of First Referral Units (FRUs)** by ensuring manpower, blood storage units, referral linkages to improve the access to quality of care for pregnant women
- **Village Health Sanitation and Nutrition Days (VHSNDs)** are observed for provision of maternal and child health services and creating awareness on maternal and child-care including nutrition in convergence with Ministry of Women and Child Development.
- **Outreach camps** are provisioned for improving the reach of health care services especially in tribal and hard to reach areas. This platform is used to increase the awareness for the Maternal & Child health services, community mobilization as well as to track high-risk pregnancies.

- **Birth Waiting Homes (BWH)** are established in remote and tribal areas to promote institutional delivery and improve access to healthcare facilities.
- **Mother and Child Protection (MCP) Card and Safe Motherhood Booklet** are distributed to the pregnant women for educating them on diet, rest, danger signs of pregnancy, benefit schemes and institutional deliveries.
- **Regular IEC/BCC** is also a part of all the schemes for greater demand generation. Health and nutrition education through mass and social media is also promoted to improve healthy practices and to generate demand for service uptake.

(e) The Ministry of Women and Child Development is implementing Centrally Sponsored Schemes in the country, for the welfare of women and children, which are clubbed into three umbrella missions viz. (1) Mission Shakti, for safety, protection and empowerment of women; (2) Saksham Anganwadi & Poshan 2.0 for improving nutrition & health indicators in the country; and (3) Mission Vatsalya, for protection and welfare of children/girls in difficult circumstances. The details of the schemes are as under:

(i) Mission Shakti: The ‘Mission Shakti’ aims at strengthening interventions for women safety, security and empowerment. It seeks to focus on proposing strategies for improving convergence across Ministries/ Departments and at different levels of governance. Mission Shakti comprises of two verticals ‘Sambal’ and ‘Samarthya’ for safety and security of women and empowerment of women respectively.

The “Sambal” vertical is for safety and security of women. It has the schemes of One Stop Centres (OSCs), Women Helpline (WHL), Beti Bachao Beti Padhao (BBBP) and Nari Adalat.

- One Stop Centres (OSCs)-** An institution located at district level offering under one roof immediate help to women in distress such as temporary shelter, medical & police assistance, counselling and legal support.
- Women Helpline (WHL)-** The Women Helpline 181 provides toll-free 24-hours telecom service to women seeking support and information. It is also integrated with Emergency Response Support System (ERSS) 112 for all emergency services and its integration with all One Stop Centres is in progress.
- Beti Bachao Beti Padhao (BBBP)-** BBBP is a mindset change program helping in generating awareness for valuing the girl child through multi-sectoral interventions.
- Nari Adalat-** An experimental platform providing women with an alternative Grievance Redressal Mechanism at Gram Panchayat level by negotiation, mediation, and reconciliation with mutual consent for speedy, accessible, and affordable justice.

The “Samarthya” vertical is for empowerment of women. It has the schemes of Pradhan Mantri Matru Vandana Yojana (PMMVY), Shakti Sadan, Sakhi Niwas, Palna and SANKALP : Hub for Empowerment of Women (HEW).

- a. **Pradhan Mantri Matru Vandana Yojana (PMMVY)-** PMMVY is a Centrally Sponsored Maternity Benefits Scheme under which cash incentive of ₹5,000/- is provided directly to the Bank/ Post Office account of the beneficiary in Direct Benefit Transfer (DBT) mode for first child. Cash incentive of ₹6,000/- is also provided under PMMVY to eligible beneficiaries for second child being a girl child.
- b. **Shakti Sadan-** Shakti Sadan is an Integrated Relief and Rehabilitation Home for the women in distress situations and difficult circumstances.
- c. **Sakhi Niwas-** The Sakhi Niwas Scheme (Working Women Hostel) is a demand driven centrally sponsored scheme, under which funds are released directly to the States/UTs and aims to promote availability of safe and conveniently located accommodation for working women in urban, semi-urban and even rural areas where employment opportunity for women exist.
- d. **Palna-** Palna scheme through day-care crèche facilities provides safe and secure place for the children. Creche services formalise the child care facilities hitherto considered as part of domestic work and uses Aanganwadi infrastructure for ensuring delivery of care facilities till the last mile.
- e. **SANKALP: Hub for Empowerment of Women (HEW)-** The SANKALP: HEW serves as a vehicle to bridge the information and knowledge gap regarding schemes and facilities available for women. It also serves as a Project Monitoring Unit (PMU) for all components under Mission Shakti.

(ii) Saksham Anganwadi & Poshan 2.0 (Mission Poshan 2.0): Under this programme, Anganwadi Services Scheme, POSHAN Abhiyaan and Scheme for Adolescent Girls has been reorganized into 3 primary verticals: (i) Nutrition Support for children below the age of 6 years, Pregnant Women, Lactating Mothers and Adolescent Girls (14 -18 years); (ii) Early Childhood Care and Education [3-6 years] and (iii) Anganwadi Infrastructure including modern, upgraded Saksham Anganwadi.

In the 15th Finance Commission, these components have been reorganised under Mission Saksham Anganwadi and Poshan 2.0 for effective implementation of the scheme and for better nutritional delivery to end beneficiaries. Directions have been issued to States/UTs to co-locate Anganwadi Centres, which are running on rent without sufficient infrastructure, at nearby Primary Schools, where space is available.

Regular monitoring of growth parameters is essential for identifying children who may be malnourished and making timely interventions. Therefore, Anganwadi centres have been equipped

with Growth Monitoring devices like infantometer, stadiometer, weighing scale-infant, weighing scale – Mother & Child.

(iii) Mission Vatsalya: Mission Vatsalya (erstwhile Child Protection Services Scheme (ICPS)) is a Centrally Sponsored Scheme (CSS) which is implemented through States/Union Territories (UTs) to deliver services for better outreach and protection for Children in Need of Care and Protection (CNCP) and Children in Conflict with Law (CCL) which include Institutional Care and Non-Institutional Care in a mission mode with the objective to: (i) Support and sustain Children in difficult circumstances (ii) Develop context-based solutions for holistic development of children from varied backgrounds (iii) Provide scope for green field projects for encouraging innovative solutions (iv) Cement convergent action by gap funding, if required. The scheme also provides for emergency outreach services (24x7) for children in difficult circumstances through Child Helpline (1098).

These initiatives are transformative schemes designed to address critical social issues about women & children and bring about lasting social change in the country. They target key areas of welfare & development of women and children aiming to create a more inclusive, equitable, just and supportive society.

Further, PMKVY 4.0 is currently being implemented across the country, including in the State of Odisha, since FY 2022–23. Ministry of Skill Development and Entrepreneurship (MSDE), in collaboration with the Ministry of Women and Child Development (MoWCD), has launched a joint initiative titled NAVYA – Nurturing Aspirations through Vocational Training for Young Adolescent Girls.

Under PMKVY 4.0, a total of 33,634 female candidates have been enrolled (including 112 candidates under the NAVYA initiative), out of which 24,333 candidates have been trained/oriented as on 31.10.2025.
