

GOVERNMENT OF INDIA  
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

**LOK SABHA**  
**UNSTARRED QUESTION NO.2067**  
TO BE ANSWERED ON 29.12.2017

**ONLINE CAMPAIGN FOR WOMEN**

2067. SHRI JANARDAN MISHRA:

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

- (a) whether the Government has introduced an online campaign 'I am that Woman'; and
- (b) if so, the details and the objectives thereof ?

**ANSWER**

MINISTER OF STATE IN THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT  
(DR. VIRENDRA KUMAR)

- (a) & (b) : In an attempt to end Gender bias in women against women, the Ministry of Women and Child Development has undertaken an online campaign #IamThatWoman. Through the campaign, the Ministry seeks to highlight the various aspects of women standing 'by' and 'for' women. Ministry of WCD has urged people to shun stereotypes associated with women harming other women.

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