

GOVERNMENT OF INDIA  
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

**LOK SABHA**  
**UNSTARRED QUESTION NO. 5639**  
TO BE ANSWERED ON 04.04.2025

**AWARENESS ABOUT MISSION SHAKTI**

5639. SHRI NAVASKANI K:

Will the Minister of Women and Child Development be pleased to state:

- (a) whether the Samarthya component of Mission Shakti has effectively provided financial inclusion and entrepreneurship support to women;
- (b) if so, the number of women benefited from self-employment assistance under the said scheme in the country including Tamil Nadu;
- (c) the details of steps being taken to improve financial literacy/access to credit for women in rural and semi-urban areas;
- (d) whether awareness about Mission Shakti remains low in certain regions, if so, the details of measures being taken to improve outreach/engagement especially in rural and tribal areas; and
- (e) whether the Government has partnered with NGOs and local bodies to enhance awareness and implementation of the said scheme, if so, the details thereof?

**ANSWER**

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

(a) to (e) : Ministry of Women and Child Development is implementing the Umbrella Scheme named as 'Mission Shakti' with effect from 01.04.2022 across the country which aim at strengthening interventions for women safety, security and empowerment. The 'Mission Shakti' has two verticals 'Sambal' for safety and security of women and 'Samarthya' for empowerment of women.

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

- a. **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.
- b. **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.
- c. **Beti Bachao Beti Padhao (BBBP)**- BBBP is a mindset change program helping in generating awareness for valuing the girl child through multi-sectoral interventions.
- d. **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. It has been piloted in 50 Gram Panchayats each of Assam and UT of Jammu & Kashmir.

The “Samarthya” vertical is for empowerment of women. It has the components 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 incentives 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. The residents of Shakti Sadan are provided with shelter, food, clothing, counselling, primary health facilities and other daily requirements. The residents are also provided vocational training, facility for opening of bank accounts, social security benefits etc. in convergence with the relevant departments.
- 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. Financial assistance is provided for running of Sakhi Niwas in rented premises for working women and for those women who are under training for job. Provision of Day Care Centre for children of the residents of the Sakhi Niwas is an important aspect of the scheme.
- d. **Palna**- Palna scheme through day-care crèche facilities provides safe and secure place for the children. Crèche 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.

The Ministry of Women & Child Development conducts various awareness programs for all States and UTs through Hub for Empowerment of Women (HEW) under Samarthya. It includes various Information, Education and Communication (IEC) and Behavior Change Communication (BCC) activities such as Prabhat Pheri, Nukkad Natak, Newspaper Advertisements, Airing Radio Jingles, Selfie Campaign, Door to Door Campaign, Community Programmes which are conducted at field functionary levels.

Further, the Ministry is running Special Campaign for registration of eligible beneficiaries in all the States and UTs under PMMVY on a periodic basis.

Additionally, a 100-Day Special Campaign for Women's Empowerment under HEW was conducted with a structured approach guiding States in undertaking a week-wise thematic activities like plantation drives, health camps, public interactions, mobilization drives, and gender sensitization workshops.

By adopting these practices, States/UTs could contribute to strengthening the social, economic, and cultural fabric of society, advancing the mission of Women-Led Development and Viksit Bharat.

Number of women assisted/ benefited in the country and the State of Tamil Nadu under various schemes of Samarthya for the year 2022-23, 2023-24 and 2024-25 (till 30.03.2025) are at **Annexure**.

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## **Annexure**

**Annexure referred to in the reply to parts (a) to (e) of the Lok Sabha Un-starred Question No. 5639 for answer on 04.04.2025 regarding “Awareness about Mission Shakti”**

Number of women assisted/ benefited in the country and the State of Tamil Nadu under various schemes of ‘Samarthya’ for the year 2022-23, 2023-24 and 2024-25 (till 30.03.2025)

### **Under PMMVY**

Sl. No	State/UT	No. of Beneficiaries		
		2022-23	2023-24	2024-25
1.	All India	7288250	2467844	7983932
2.	Tamil Nadu	135752	286823	537054

### **Under Sakhi Niwas**

Sl. No	State/UT	No. of Beneficiaries		
		2022-23	2023-24	2024-25
1.	All India	47344	47344	47344
2.	Tamil Nadu	3598	4084	4471

### **Under Shakti Sadan**

Sl. No	State/UT	No. of Beneficiaries		
		2022-23	2023-24	2024-25
1.	All India	32113	24753	27676
2.	Tamil Nadu	1129	1281	1800

### **Under Palna**

Sl. No	State/UT	No. of Beneficiaries		
		2022-23	2023-24	2024-25
1.	All India	56,666	55,393	52,671
2.	Tamil Nadu	6,375	5,102	3,526

### **Under HEW**

Sl. No	State/UT	No. of women assisted		
		2022-23	2023-24	2024-25
1.	All India	191396	898267	1466580
2.	Tamil Nadu	0	81257	252382

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