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Observation of 16days awareness campaign on Prevention of Violence against Women at SwadharGreh/Ujjwala Home and One stop Centres-VAW Campaign

Bhubaneswar, 11th December 2020,

Keeping in view the Covid-19 Pandemic situation and its impact on the residents of Swadhar Greh / Ujjwala Home; the Department of Women and Child Development and Mission Shakti took an initiative to address Gender-based Violence through a ***“16-day awareness campaign starting from 25 November to 10 December 2020”***. The world retreated inside homes due to the lockdown measures introduced to curb the spread of COVID-19 pandemic. In apprehension of the palpable spike in domestic violence; Government of Odisha took this initiative to ensure support to the women and girl survivors of violence to stay safe and free of violence. Hence through these 16 days campaign on Violence against Women awareness was created about the existing services, including the rule of law, health and shelters etc. to make a difference to ensure support to women and girl survivors residing in the shelter homes and the One stop Centres which cater to the distressed girls and women at district level.

As a part of annual international campaign that kicked off on 25 November, the International Day for the Elimination of Violence against Women which runs until 10 December, Human Rights Day, the Government of Odisha took this initiative for the first time in the state.

This campaign was carried out by all the 54 Swadhar Greh, 10 Ujjwala Homes and 30 One Stop Centres across the 30 districts in Odisha. Around 2,500 women and children residing in these homes participated actively in the campaign held at respective Districts. The campaign was successful and created huge public awareness.

The objective of the campaign was to:

1. Prohibiting Gender-based Violence
2. Ensuring proper health and nutrition security for the girl child
3. Ensuring education and retention of girl child in the school

4. Sensitizing and mobilizing the community and stakeholders towards the value of the girl child
5. Taking initiatives to encourage girls to express their views and to be heard, to participate actively, effectively, and equally

The campaign covered all forms of legislations, and provisions contained in PWDV Act 2005, Sexual harassment at Workplace Act 2013, other form of Violence, Trafficking, Human rights and PCMA. The campaign was promoted through awareness programmes, meetings, oath taking, short play, skits, rallies, human chain, etc. by maintaining protocols related to COVID-19. The campaign was carried out in the presence of district officials and invitees from CWCs, Police, DLSA, and other dignitaries of the districts. The campaign was also covered by the media at district level.

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