



Special Edition
Nayi Chetna 3.0

Aajeevika

Jharkhand

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Empowering Women through Community Leadership

Nayi Chetna 3.0, launched on November 25, 2024 which was concluded on December 23, 2024, marks the third phase of the annual gender campaign initiated under the Ministry of Rural Development's DAY-NRLM program. Aimed at addressing structural barriers to gender equality, the campaign relies on the leadership and active involvement of SHGs' members across Jharkhand.

The Sakhi Mandal women have been instrumental in implementing this grassroots initiative. Their creative efforts, including wall paintings, rangoli and mehandi competitions, have effectively helped in spreading the campaign's core message: "One Voice against Violence." Additionally, these leaders organized rallies, village meetings, and candle marches, fostering awareness and encouraging community participation.

The establishment of Gender Resource Centres (GRCs) in blocks across the state further

strengthened the campaign. Managed by SHG members, these centers offer vital support to the victims, including mental health counselling, legal aid and skill development opportunities. SHG leaders conducted gender sensitization workshops, trained paralegal volunteers, and liaised with local authorities to ensure timely support for GBV survivors.

Through sustained efforts, the Sakhi Mandal women transitioned from participants to leaders. Their activities sparked discussions on GBV in SHG meetings and facilitated safety audits to identify and address vulnerable areas. By fostering unity and taking bold steps, these community leaders are transforming the society, ensuring that Nayi Chetna 3.0 is not just a campaign but a movement toward a violence-free future and empowerment of women.

Through tireless efforts at the grassroots level, these women have dismantled barriers to open dialogue on Gender Based Violence.



Under the Nayi Chetna 3.0 campaign, a nationwide awareness drive against gender-based violence, Jharkhand has witnessed widespread community engagement and action. The campaign reached across all districts, fostering awareness on critical issues such as child marriage, domestic violence, gender discrimination and witchcraft-related violence.

KEY HIGHLIGHTS OF THE CAMPAIGN INCLUDE

Districts Covered: 24

Blocks Engaged: 264

Cluster Level Federations (CLFs) Mobilized: 998

Village Organizations (VOs) Involved: 20,571

Self-Help Groups (SHGs) Participated: 2,48,463

The collective effort of women-led SHGs has played a pivotal role in spreading awareness and empowering communities to challenge gender norms and practices. The campaign has strengthened the grassroots action and the power of community convergence, brought hope and changed for a violence-free future.



Awareness Rallies

Sakhi Mandals organized vibrant rallies across villages to spread the message of gender equality and raise awareness against gender-based violence (GBV). With slogans like “Ek Saath Ek Awaaz – Hinsa Ke Khilaf”, women marched in solidarity, motivating communities to join the movement. These rallies served as powerful platforms for dialogue, drawing attention to the urgency of eliminating GBV and creating safe spaces for women and girls.



Kabaddi competition

Under the Nayi Chetna 3.0 campaign, kabaddi competition was organized to promote women’s empowerment. The aim of this competition was to boost confidence in rural women and girls and encourage teamwork and leadership skills.

Through kabaddi, women were encouraged to become physically and mentally strong. At the same time, awareness was raised about issues like gender equality, child marriage, dowry, and gender-based violence. The competition motivated women to understand their rights and take collective action for social change.

Nukkad Nataks (Street Plays)

Street plays became a dynamic medium to educate people about harmful practices and gender stereotypes. Performed by SHG members, these plays depicted real-life scenarios of gender injustice and the transformative power of collective action. The emotional impact of these performances left lasting impressions on audiences, sparking conversations within communities.



Wall Paintings

Women from Sakhi Mandals transformed village walls into canvases to bring change in society. With bold colours and impactful slogans like “Sahenge Nahi Kahenge-Nayi Chetna Se Badalenge” and “Ek Saath Ek Awaaz-Hinsa Ke Khilaf”, they spread the campaign’s message far and wide. These wall paintings became constant reminders of the fight against violence, ensuring the movement’s visibility and continuity.



Candle Marches

Candle marches were organized to honour GBV survivors and foster collective reflection on the importance of creating a violence-free society. These peaceful yet impactful gatherings brought together men, women, and children, symbolizing unity and hope for a brighter future.



Signature campaign and Oath taking ceremony

To amplify the movement’s reach, SHG members-initiated signature campaigns, garnering support from community members and dignitaries like Padma Shri awardee Chutni Devi. The Oath taking ceremonies were also conducted to combat the Gender Based Violence at all the State, District and Block levels. These campaigns highlighted the urgency of addressing GBV and demonstrated the strength of collective action.



Village Meetings and Discussions

Regular village meetings, led by SHG members, created safe spaces for discussing sensitive topics like GBV. Women shared personal experiences, sought support, and educated each other on legal rights and available resources, fostering awareness and solidarity.



Competitions and Community Engagement

Sakhi Mandals organized various competitions, including drawing, rangoli making, sports, and songs, focussing around the themes of gender equality. These activities encouraged community participation, ensuring that the message of the campaign reached diverse audiences in an engaging manner.

Convergence

The awareness campaign under Naya Chetna 3.0 at school levels highlighted the vital role of collaboration among various stakeholders. The collective efforts of JSLPS representatives, school authorities, teachers and Gender CRPs created a unified platform to address gender-based violence. This convergence ensured that critical issues like child marriage, domestic violence, and gender discrimination were addressed effectively. It also emphasized the importance of education and joint action in eradicating societal malpractices, making the campaign impactful and sustainable.





Torch Bearers of Gender Campaign

Contribution of Jasmani Bage's in Gender Campaign

Jasmani Bage, from Thethaitangar block of Simdega district, is a member of the Jagrit Aajeevika Self-Help Group. She has worked hard to make the Gender Campaign successful in her area.

A month long campaign focusing on gender equality and ending discrimination against women.

Jasmani with her other cluster members organised several activities to spread awareness. Women from the village joined rallies to promote gender equality. They made colourful rangolis focussing on gender campaign and organised candle marches.

At Anganwadi centres, pregnant women participated in rallies and took a pledge for gender equality. In schools, boys and girls joined awareness rallies; children were taught about the demerits of child marriage.

At the Panchayat level, rallies were organised with the slogan "Sahenge Nahin, Kahenge"

("We will not endure, we will speak up"). Local leaders and villagers took part and pledged to support gender equality.

At the block level, Jasmani arranged fun events like rangoli competitions and sports games, including football and hockey. Winners were given prizes. These activities helped people learn about gender equality in an engaging way.

Jasmani also educated women about their rights. She encouraged them to speak up against violence and seek help when needed. The campaign taught that boys and girls should be treated equally and given the same respect and opportunities.

Through her efforts, many women in the village gained confidence and became aware of their rights. Jasmani's hard work inspired others to take action and make the community stronger.

Her dedication shows how one person's efforts can bring positive change.



Role of SHGs in Naya Chetna 3.0: Shaping Violence-Free Society

The "Naya Chetna 3.0" campaign, aimed at promoting gender equality and addressing various forms of violence against women and children, became a shining example of how community institutions and Self-Help Groups (SHGs) can make a profound impact in rural areas. The campaign in collaboration between Community Institutions and various government departments, marked a huge success due to the tireless efforts of local women, community leaders and supportive organizations.

Community institutions, particularly SHGs and GRCs played a pivotal role in the campaign. SHG members, often known as Garima Didi, were at the forefront of the movement. These women, who had once been marginalized, now became leaders in their communities, guiding others to recognize and combat issues such as domestic violence, witch-hunting, child marriage, and discrimination. Through their work, SHG women not only educated their peers but also provided



direct support to victims, offering both moral and legal guidance.

The campaign kicked off with a series of awareness programmes that engaged the local population at all levels. The events, which were held across villages, included vibrant rallies, rangoli competitions and candle marches. Women from SHGs led these activities, creating an atmosphere of solidarity and empowerment. The rallies, with the slogan "Sahenge Nahin,





Kahenge" ("We will not endure, we will speak up"), were particularly impactful, giving women the courage to speak out against violence and injustice in their lives.

In schools and Anganwadi centers, awareness sessions were held for children and pregnant women. Boys and girls came together in rallies to learn about gender equality and the importance of respecting each other's rights. At these events, local leaders and officials shared valuable knowledge about legal protections for women and children, the dangers of child marriage, and the different forms of violence that affect women. The participation of experts from UNICEF and the Child Welfare Committee (CWC) further strengthened the impact of these sessions, as they provided a legal perspective and guidance on how to protect women and children from harm.

The campaign also addressed the root causes of many social issues, including illiteracy and lack of education. SHGs worked to provide informal education to women, especially in rural areas, helping them understand their rights and their ability to fight against discrimination. Programmes like the Savitribai Phule Scheme were introduced to promote girls' education and encourage communities to send their daughters to school. By focusing on education, the campaign aimed to reduce social stigma and empower women to stand up for their rights.

At the block level, fun events like football and hockey competitions were held to engage both men and women in the cause of gender equality. These activities not only provided a platform for community bonding but also helped spread awareness about the importance of supporting women's rights in all aspects of life. The winners of these events were recognized and rewarded, further encouraging participation and spreading the message of equality.

The efforts of SHGs and GRCs culminated in a powerful transformation in the community. Women, once unaware of their rights or too afraid to speak out, found themselves becoming active participants in social change. They learned to identify instances of violence and discrimination and were equipped with the tools to seek help. Local leaders, in collaboration with government departments, ensured that the message of equality reached every nook and corner of the community.



SOCIAL MEDIA COVERAGE





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