



مولانا آزاد نیشنل اردو یونیورسٹی
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MAULANA AZAD NATIONAL
URDU UNIVERSITY
(Accredited Grade "A+" by NAAC)

Centre for the Study of Social Inclusion

Theme: Social Inclusion for Viksit Bharat@2047

Sensitization Programme

**Enhancing Awareness of Government Schemes Among
Women Housekeeping and other Staff in MANUU Hyderabad:
A Path to Empowerment and Equity**

(January 23, 2025)

‘Viksit Bharat’ means ‘Developed India’. Viksit Bharat 2047 is the Indian government’s initiative to achieve the goal and vision of transforming India into a developed nation by 2047, the 100th year of independence for India. The central government is working towards achieving all-round development of the country by empowering and improving the capabilities of people to achieve a developed nation or Viksit Bharat. Under this programme the government is striving towards development that is all-pervasive, all-round and all-inclusive. The government is focusing on 4 major groups, namely ‘Garib’ (Poor), ‘Mahilayen’ (Women), ‘Yuva’ (Youth) and ‘Annadata’ (Farmer), under this programme.

In the pursuit of Viksit Bharat (Developed India), empowering marginalized groups, including women (one of the 4 major groups of the focus, viz., Mahilayen), is essential for sustainable development. Despite various central and state government schemes aimed at supporting women’s empowerment, many workers in informal sectors, such as housekeeping, etc., remain unaware of these resources.

Keeping this view, the sensitization program proposed by the Centre is aligned with one of the Viksit Bharat’s initiative for promoting gender equity (Mahilayen) and economic empowerment that would help inform women housekeeping staff about available resources & various government schemes and also enhance understanding of their socio-economic situation and contribute towards a more inclusive society.

Objectives of the Sensitization Program

- To assess the current awareness of central and state government schemes among women housekeeping staff at universities.
- To identify and compile a list of applicable Central and State government schemes such as Ayushman Bharat, Janani Suraksha Yojna, Mahalakshmi Scheme, Shadi Mubarak/Kalyana Lakshmi, etc. that can benefit women to improve their socio-economic condition.
- To create an educational program that provides awareness about these schemes and guidance on how to access them.
- To execute the program and evaluate its effectiveness in enhancing knowledge and utilization of government resources.

Having said the above objectives this program drives to bridge the gap between government initiatives and the women housekeeping/security/horticulture staff who could benefit from them. By enhancing awareness of government schemes, we seek to empower these women, fostering a more equitable and inclusive environment in alignment with the vision of Viksit Bharat.

This vision of Viksit Bharat 2047 encompasses various facets of development, such as economic growth, environmental sustainability, social progress and good governance, to make India a developed nation by 2047. It is suggested that running special campaigns by every educational institutions particularly by universities and colleges in India to connect youth and women with this campaign.

In this background, the Centre for the Study of Social Inclusion (CSSI) at MANUU, Hyderabad, proposes to organise **One Day Sensitization cum Counselling Program on January 23, 2025** for women working in the housekeeping and other sections which include horticulture, girls hostel staff and security wings of the University. There are more than 100 women staff members working in the university on contractual basis hailing from different socio-economic backgrounds mostly from marginalised communities (SC, ST, OBC and Muslims). The Sensitization programme is going to be organised through one of the Centre's Outreach Programmes, as a part of Viksit Bharat@2047's initiative for developed India.

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