



GOVERNMENT DEGREE COLLEGE RAMPACHODAVARAM

(Affiliated to Adikavi Nannaya University)

Devipatnam Road, Rampachodavaram - 533288, Alluri Sitharama Raju Dist, A.P. INDIA

ISO9001 : 2015, ISO14001 : 2015, ISO50001 : 2018, Certified Organization

Accredited by NAAC with "B" Grade



Report on Chetana Gender-Based Campaign

(NAYI CHETNA 3.0)

Government Degree College, Rampachodavaram

1. Overview of the Campaign:

The Chetana Gender-Based Campaign (Nayi Chetna 3.0) was successfully organized at Government Degree College, Rampachodavaram under the guidance of Principal Dr. K. Vasudha. The initiative, implemented by the Women Empowerment Cell with enthusiastic participation from girl students, was part of a nationwide effort to promote gender equality and address gender-based issues. The campaign was held from November 25, 2024, to December 23, 2024, as per directives from the Ministry of Rural Development and the University Grants Commission.

2. Goals and Objectives :

- To create awareness about gender-based violence and legal protections available.
- To empower girl students to advocate for gender equality and their rights.
- To strengthen institutional mechanisms like Internal Complaint Committees (ICCs).
- To address critical social issues like child marriage, domestic violence, and girl child education.

Week-wise Activities Conducted

Week 1: Gender-Based Violence (GBV) and ICC (Nov 25–Dec 1, 2024)

Topics Covered:

Definition and forms of violence.

Laws, government schemes, and support mechanisms for victims.

Activities Conducted:

- ❖ Awareness programs on emergency helplines (181 and 1098).
- ❖ Awareness Rallies on gender equality, consent, healthy relationships, and respectful behaviour.

PHOTOGRAPHS:





Week 2: Girl Child Education (Dec 2–Dec 8, 2024)

Topics Covered:

Importance of gender equality in education and relevant laws.

Government schemes supporting girl child education.

Activities Conducted:

- ❖ Orientation programs on girl child protection and legal provisions.
- ❖ Pledge-taking ceremonies promoting girl child education.

PHOTOGRAPHS:



Week 3: Child Marriages (Dec 9–Dec 15, 2024)

Topics Covered:

Causes, consequences, and prevention of child marriages.

Laws and initiatives to combat child marriages.

Activities Conducted:

- ❖ The awareness on Prohibition of Child Marriages Act and other related topics.
- ❖ Pledge-taking events to discourage child marriages.
- ❖ Publicity campaigns to promote helpline numbers
- ❖ (1098 and 112).

PHOTOGRAPHS:



Week 4: Domestic Violence (Dec 16–Dec 23, 2024)

Topics Covered:

Definition, forms, and prevention measures of domestic violence.

Legal provisions under acts like the Domestic Violence Act 2005, POCSO Act, and others.

Activities Conducted:

- ❖ Rallies, slogan-making competitions, screenings, highlighting domestic violence awareness.
- ❖ Sharing of inspirational success stories of women overcoming domestic violence.

PHOTOGRAPHS:



5. Acknowledgments

The success of the campaign is credited to the efforts of the Women Empowerment Cell, the active involvement of girl students, and the unwavering guidance of Principal Dr.K. Vasudha.

6. Conclusion

The "Nayi Chetna 3.0" campaign at Government Degree College, Rampachodavaram, has successfully raised awareness and initiated action against pressing gender-based issues. It has set a strong foundation for ongoing gender sensitization and empowerment efforts.

