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BACKGROUND

Gender equality is a necessary foundation for a sustainable and peaceful world. This premise has led Odisha to make continuous efforts



over the years in translating gender commitments to budgetary, programmatic and policy commitments. As another step towards this goal, the Government of Odisha has envisaged a Gender Cell (GC) under the Department of Women and Child Development (W&CD) as an instrument to bring gender transformative approaches in the overall planning and programming of the State. The GC is envisioned with the mission to ensure gender equity and equality in the overall development process and plans in the State of Odisha.

The purpose behind strengthening the gender cell for women and adolescents at the state level is also to promote empowerment of women & adolescents through linkages, referrals & support to attain the necessary skills and resources to become self-reliant & to feel protected.

Additionally, gender is a cross-cutting concern across interventions of many other departments. Hence, the cell is designed to serve as a bridge for women & adolescents by providing them with a platform to access various government schemes and programs, training and skill-building opportunities along with working on evidence generation. When the strategies of all key stakeholders are closely aligned, it will ensure that planning systems support the implementation factors to achieve this mission.

TARGET GROUPS

1. Women
2. Adolescent girls
3. Men
4. Adolescent boys.
5. Other minority gender identities
6. Stakeholders and officials working towards women development and child welfare in the State.

DIRECTIVES

WOMEN

- **Promoting Gender Development& Gender Budgeting**

The GC will promote conceptual clarity on issues like understanding of gender, equality, equity and awareness on the need to work on the same. It will further develop and disseminate information on specific gender concerns for sensitization of related stakeholders and for them to come together on a common platform. Further, it shall address gaps in state action for women and work towards promoting inter-departmental and inter-sectoral convergence. It shall implement tools of Gender budgeting to ensure gender sensitive policies and develop gender-sensitive budget plans that address the specific needs and priorities of women in an equitable manner.

- **Support in gender mainstreaming& Convergence**

Facilitation of gender mainstreaming will be prioritized and efforts to support W&CD and related departments to facilitate gender mainstreaming will be coordinated. It shall also focus on strengthening the processes that promote holistic empowerment of women by creating an environment conducive to social change in and outside the departments.

- **Strengthening the knowledge base**

Creation of knowledge base is important to develop strategic response and the numbers of stakeholders that need strengthened capacities are high in number, varying across departments. The GC will provide technical inputs on gender planning, gender analysis, gender budgeting, gender audit of policies and programs, and other strategy areas. GC will also facilitate assessments, analysis and documentation for comprehensive knowledge development and evidence building.

- **System Strengthening**

Mo-Vision: The Government of Odisha has pledged to create a society that is fair to all genders by implementing forward-thinking measures to shape the social and physical infrastructure. These measures aim to ensure that both men and women have equitable and ample access to markets, resources, services, benefits, and developmental opportunities. They also aim to ensure that men and women have equal say and independence in crucial decisions that impact their lives and society. Additionally, the government intends to foster a society where

all genders can participate and lead equally in governance, and live a life free of all types of bias and violence based on gender identity.

- **Analysis of Schemes from a gender lens**

The gender cell will work on evaluating policies, schemes, programs with a gender lens by means of conducting an ex-ante evaluation of the resources that the Department allocates for the promotion of gender equality and empowerment.

- **Handholding support to women**

The Gender cell aims to provide support in guidance, linkage, and assistance to women in the State of Odisha for accessing institutional and programmatic resources for their development. This includes ensuring equal access to healthcare, quality education, vocational training and career counselling, financial literacy, entrepreneurship opportunities, and creating backward and forward linkages with a special focus on women from vulnerable groups.

ADOLESCENTS

- **Education and Skill Development:**

Being a platform for promoting adolescent empowerment, the cell shall prioritize to identify, support & monitor the linkage of the adolescents with education and skill development programs especially those from marginalized communities. This shall help the adolescents to enhance their literacy and socio-emotional abilities with a special focus on their holistic development.

- **Adolescent Participation:**

The gender cell being functional at the state level shall promote adolescent participation through leveraging platforms like ADVIKA to ensure that they have a say in matters that affect their lives. This shall equip the adolescents with opportunities to express their views, opinions, and ideas, and involve them in decision-making processes with district administration systems

and the government.

- **Capacity Building:**

The cell shall facilitate in the capacity building processes of its staff, partners, and stakeholders to enhance their knowledge and skills in empowerment of women and adolescents.

OBJECTIVES

WOMEN

- The Gender cell is mandated to give focused attention to inter-sectoral issues affecting women by undertaking research, maintaining gender related data and engage in training and capacity building programs to enable greater understanding on women's issues especially bringing the discourse on women belonging to vulnerable and marginalized communities on the forefront. It aims to:
- To function as the PMU to support the implementation and monitoring of schemes such as One Stop Centre (OSC), Women Helpline (WHL), Ujjwala, SwadharGreh (name to be changed), Working Women Hostels funded by Government of Odisha & other schemes & programs related to violence against women and undertake measures to improve the effectiveness of such programmes through convergence initiatives.
- To facilitate awareness generation on gender issues and programmes to promote gender sensitive policies, Laws and Schemes.
- To set up information networks and establish MoUs with organizations at the local, national and international level for adaptation and implementation of good practices and systems in the state for women empowerment.
- To implement tools on gender budgeting in the department and other line departments to promote gender sensitive policies.
- To undertake social research, policy analysis on problems and processes of gender development in the State of Odisha. This in turn shall help develop and implement gender transformative training & capacity building modules.
- To involve and enhance participation of key stakeholders in

programmes related to gender and development on a common platform.

- To design and implement the Information, Education and Communication (IEC) strategy to generate awareness about issues faced by women including “patriarchal beliefs” that impedes all round development of women.
- To provide other such services that will further any of the above objectives of the cell.

ADOLESCENTS

- To prevent and respond to gender-based violence and discrimination against adolescents by leveraging platforms like ADVIKA at district/block/GP level to spread awareness about and build capacities on various life-skills that are essential towards the development of the adolescents.
- To promote the social, emotional and mental well-being of adolescents through convergence with various NGOs, organizations to spread awareness on mental health support. As far as possible, to hold awareness campaigns on mental health wellbeing of adolescents. It shall also generate evidence through reports and case studies for policy level intervention in regards to compulsory MHPSS(Mental health & psycho-social support) for adolescents across the state .
- To provide opportunities and linkages for skill-building, education including scholarships and livelihoods to enable adolescents to become self-reliant.
- To provide opportunities of learning on various child protection issues to the adolescents through e-programs and e-courses for building their capacities and knowledge on the same.

FUNCTIONS

WOMEN

1. Program Management unit

- To address violence against women and promote their re-integration and rehabilitation, the state government funded scheme namely one stop centres, Swaddhar greh & Ujjawala, Working women's hostel, Women's helpline (Names to be changed) and other schemes and programs related to protection and empowerment of women. Hence, the gender cell shall be the unit which will act as a PMU to monitor the progress under all schemes and programs related to protection & empowerment of women.

2. Capacity Building

- It shall sensitise and build capacities at State/ District/ Block level to enhance the knowledge, skills, and competencies of government officials, non-governmental organizations, and other stakeholders working towards the empowerment of women and orient them about various schemes/ Programs meant for empowerment, protection and development of women of Odisha.
- The cell shall enhance participation of key stakeholders from W&CD Department and other related departments in programs directly and indirectly relating to gender development.

3. Research and Documentation:

- The cell shall conduct research and documentation on issues related to women's rights and gender-based violence to facilitate evidence-based policymaking and program implementation.
- The Gender cell shall advocate for women's empowerment and protection, by the means of identification of the most effective approaches (from state governments, countries, civil society organizations, etc.) in different areas such as health, education, protection, development, empowerment etc. with a focus on gender. It will document these initiatives and generate evidence through documentation which shall contribute in up gradation of the schemes and policies.

4. Advocacy and Networking:

- It shall facilitate advocacy and networking activities to raise awareness and build alliances among stakeholders working towards the empowerment of women.
- The department will establish partnerships and Memorandums of Understanding (MoUs) between public and private sectors to improve the efficiency and access to private sector expertise and resources. These partnerships will facilitate vocational training and skill development for women in distress who are identified under different schemes.

5. Technical Assistance:

- It shall provide technical assistance to government agencies in the implementation of gender-responsive programs and policies.
- To design programs, monitor and give technical support to the relevant schemes/ projects/ programs/ etc.
- To conduct gender audits in related departments and programs.

6. Monitoring and Evaluation:

- It shall monitor and evaluates the effectiveness of gender-responsive programs and policies to ensure their efficient implementation and impact.
- Further, it shall also review and evaluate existing policies, programs, and legislations so that activities which are cross cutting and multidisciplinary in nature synergize harmoniously.
- This shall be achieved by undertaking social research, policy analysis on problems and processes of gender development.

7. Awareness generation and IEC

- It shall enable convergent action through frontline workers to spread awareness about government schemes, programmes and services and motivate women from all backgrounds with a special focus on vulnerable women to join various programs meant for their development and help in improving access to various services and benefits.

- It shall also develop a compendium of women centric schemes explaining the various focal points, point of contact and benefits under the schemes.
- It shall engage in identification of various funds across line departments which can be used for the purposes of promoting the objectives of the cell.

8. Gender Budgeting

- It shall work on gender budgeting activities by integrating gender perspectives into the budget process. This shall ensure that public policies and programs are designed and implemented in a gender-sensitive manner.

ADOLESCENTS

1. Strengthening implementation and awareness of programs and policies like ADVIKA that promote the welfare and empowerment of adolescents in Odisha. This can be achieved by providing technical support in development of modules, programs etc. for ADVIKA.
2. Advocating for the rights of adolescents and ensuring that their voices are heard in decision-making processes through organizing district level meetings and discussions for sakhi sahelis and sakha bandhus for dissemination of ideas, good practices and interaction with the district administration.
3. Identifying NGOs, organizations and individuals working on issues related to adolescent welfare and empowerment and collecting data from them to assess and address the gaps in policies for increased accountability and reduces lacuna in the system.
4. Monitoring and evaluating the effectiveness of programs and policies related to adolescent welfare and empowerment in the state. It shall also collect annual reports of the various projects on adolescent empowerment going across the state for policy level intervention.
5. Providing necessary support for linkages of adolescents with schemes like Kishori Shakti Yojana, Mukhyamantri Medhabruti Puraskar Yojana, Anmol, Advika etc. to promote their overall development. It shall also act as a platform to disseminate information about various educational and skill development

opportunities for adolescents in the state.

6. Providing linkages to counselling services and referral support to adolescents who face mental health and psychosocial problems. ^[2]
7. Conducting awareness campaigns on adolescent health and hygiene, life skills, and career counselling.
8. Promoting access to skill-building programs and vocational training to enable adolescents to become self-reliant and contribute to the economy.

KEY STRATEGIES

In order to empower women in Odisha, the government has established a hub that will focus on implementing key strategies. These strategies include:

- i. Promote Inter-departmental convergence in between departments, agencies, and missions in the state.
- ii. Reviewing and up gradation of the effectiveness of government programs/ schemes/policies which impact women and adolescents from a gender-lens.
- iii. To facilitate social and behavioural change on gender issues and promote gender sensitive and gender transformative programs, policies, laws, and schemes.
- iv. To promote access to quality education and skill-building programs for all adolescents, including those from marginalized communities.
- v. To encourage partnerships and collaborations with civil society organizations, and the private sector to work together to promote women & adolescent rights and empowerment.
- vi. To promote innovative measures and practices.
- vii. Undertaking research and documentation in context of women and adolescent rights & empowerment along with informing policy decisions.

SERVICE DELIVERY STRUCTURE

STATE LEVEL

At State Level, a dedicated PMU named as gender cell for Empowerment of Women & Adolescents will work for convergence/

coordination with State departments for promoting smooth functioning of the mandates of the cell. It shall be the state PMU for monitoring the progress of the schemes related to protection and empowerment of women and adolescents. The cell will be headed by the Commissioner cum Secretary, Department of Women and Child Development who will monitor the overall progress. A cohesive group that will form a part of the gender cell will include technical consultants and officers from the planning, coordination and Finance Department. It will have a specialised team of persons for monitoring, awareness generation and convergence, research & documentation apart from the support staff for administrative work. The cell will include:

- i. State Program Manager
- ii. State consultant- Planning, Monitoring & Evaluation
- iii. State consultant Research, Documentation, Training & Capacity building
- iv. State Gender budgeting specialist
- v. Accounts officer,
- vi. Office Assistant with computer knowledge
- vii. and a MTS. (up to 3 on a need basis)

STEPS FOR FORMATION AND ACTIVATION OF GC

Prioritization of Action Plan

Since the issue of gender is all pervasive and cross cutting, a phased approach towards prioritizing action plan will be crucial. The prioritization of the activities will include timeline with quarterly, bi-annual and yearly targets. The targets will be physical and financial in nature alongside being S.M.A.R.T – specific, measurable, attainable, relevant and time-based. The action plan shall be formulated under the over all supervision of the Commissioner-cum-secretary of the Department of Women & Child development. Before the action plan is finalized, the prioritized activities will be communicated with targets followed by expectations, accountability and timeline of the targets. A meeting / round of meetings in this regard will be conducted after which the action plan will be finalized with the approval of Commissioner cum Secretary, W&CD Department.

Creation of posts

Posts sanctioned for the gender cell at the state level will include 01 State Program Manager, 01 State consultant- Planning, Monitoring & Evaluation, 01 State consultant Research & Documentation ,Training & Capacity building,01 State Gender budgeting specialist, 01 Accounts officer, 01 Office Assistant with computer knowledge and 3 MTS (on a need basis).

The posts will be filled up on outsource basis. Terms of responsibility for the posts, eligibility criteria etc. are annexed.

Implementation of functions of the Gender cell

After the finalization of action plan and recruitment of the said staff under Gender cell, the following activities need to be undertaken on an urgent basis namely:

- i. Orientation and capacity building of the Staff hired under gender cell regarding the action plan envisioned.
- ii. The work shall be briefed and the division of work shall be allotted to the staff for streamlining the work processes.
- iii. The staff under the gender cell shall begin to implement the action plan of GC.
- iv. Quarterly reports shall be submitted by the cell to the commissioner cum-secretary for review.

ACTIVATION OF GENDER CELL



FINALIZATION OF THE ACTION PLAN

After the principal approval of the Gender cell guidelines, the action plan for the financial year 2023-24 shall be finalized under the over all supervision of the Commissioner-cum-Secretary of the W&CD Dept.



CREATION OF POSTS AND RECRUITMENT

After the finalization of the action plan, the process of selection of agency shall be initiated which shall be responsible for hiring the said staff for the functioning of Gender cell.



IMPLEMENTATION OF THE ACTION PLAN ENVISIONED UNDER GC FOR THE YEAR 2023-24

After the recruitment is over, the activities as envisioned by the GC in the action plan shall be implemented by the staff.

MONITORING MECHANISMS

STATE LEVEL

The Commissioner cum Secretary of the Department of Women and Child Development, Odisha shall be the chairperson of the State Level Monitoring Committee for the cell. The other representatives of the committee will be nominated by their respective departments and will not be below the rank of a Joint Secretary. The State Committee will meet at least twice a year and monitor the work undertaken by the cell. A quarterly report of progress on activities under the action plan of Gender cell shall be submitted to the Commissioner cum Secretary of the W&CD Department for review.

The following are the key members of the monitoring committee envisioned under Gender cell:

Commissioner Cum Secretary, Department of Women and Child Development Chairperson

Representative, Department of Health & Family Welfare Member

Representative, Department of Home	Member
Representative, Department of Finance	Member
Representative, Department of Labour & ESI	Member
Representative, Department of School & Mass Education	
Representative, Department of Skill Development & Technical Education	Member
Representative, Department of Social Security and Empowerment of Persons with Disabilities	Member
Representative, Department of Panchayati Raj & Drinking water	Member
Representative, Department of Mission Shakti	Member
Representative, Department of Sports and Youth Services	Member
Representative of a reputed civil society organization/NGO working on women empowerment	Member
Representative of a reputed civil society organization/NGO working on adolescent empowerment	
Representative of Department of Rural development	
Special Secretary, W&CD Department	Member Convenor

PROPOSED BUDGET

TOTAL PROPOSED BUDGET:	60,00,000
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BUDGET FOR GENDER CELL-ANNUAL- A. RECURRING EXPENDITURE I. SALARY (State)			
Name of Post	Number of Posts	Pay per month	Annual budget
State Program Manager	01	75,000	9,00,000
State Gender budgeting specialist	01	55,000	6,60,000
State Consultant, Planning, Monitoring & Evaluation	01	50,000	6,00,000
Stateconsultant Research & Training	01	35000	4,20,000
Accounts officer	01	30,000	3,60,000
Office Assistant with computer knowledge	01	18,000	2,16,000
MTS	03 (On a need basis)	12,000	4,32,000

			TOTAL: 35,88,000 Rupees
RECURRING EXPENDITURE: OFFICE ADMINISTRATION-			
STATE LEVEL			
(Office Administration Cost):25,000x12 months:			
3,00,000			
TOTAL OFFICE ADMINISTRATION: 3,00,000			
VOCATIONAL ACTIVITIES/TRAINING/IEC AT THE STATE LEVEL			
Subject		Annual budget	
Non-recurring expenditure (computer, furniture etc.)		3,12,000	
Research and studies, Documentation and Publication		4,00,000	
Consultation/Seminars/workshops		7,00,000	
Flexi fund		7,00,000	
TOTAL		21,12,000	
TOTAL PROPOSED BUDGET:		60,00,000	

