

Mission Shakti

Phase 3

The third phase of 'Mission Shakti' was launched by the Uttar Pradesh government in the august presence of Union Finance Minister Smt. Nirmala Sitharaman, Governor Smt. Anandiben Patel and Chief Minister Shri Yogi Adityanath in early September, 2021. The third phase of the programme will last till December 31, 2021.



The main schemes that are scheduled to be implemented in this phase are the launch of Mission Shakti Kaksha (classrooms) at all the 59,000 Gram Panchayat Bhawans (village panchayat buildings), formation of one lakh women Self-help Groups (SHGs), linking of 1.73 lakh new beneficiaries to the Destitute Women Pension Scheme, Safe City project at the divisional headquarters and Gautam Buddha Nagar posting of women police personnel as Beat Police Officers, construction

of Pink Toilets (for women) in 1,286 police stations, special recruitment for women battalions of Provincial Armed Constabulary (PAC) to 2,982 posts, deployment of women Sub-Inspectors in urban areas, setting up of creches in all police lines and construction of health clubs in women's colleges.

In Mission Shakti Phase 3, WCSO plans to amplify its outreach targeting homes, schools, work places and public places. WCSO also intends to undertake an intensive targeted online program for enhancing online safety for women and children. In this endeavour WCSO is partnering with UN Women, UNICEF and Facebook in pursuing this extensive mandate. In this phase WCSO is working on the theme of "Fark Padta Hai", to engage men and boys in equal partnership in enhancing the safety and security of women and children.



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Our Digital Presence



www.wcso.in



@wpl1090



Women Power Line 1090



@wpl1090





HAMARI SURAKSHA

An online community engagement initiative of 1090



#हम for HER

फ़र्क पड़ता है

Collaboration of  WOMEN POWERLINE 1090 with

unicef 

UN WOMEN 

FACEBOOK     



About WCSO

Under the aegis of Uttar Pradesh Police, which serves a population of 230 million, the Women and Child Security Organization (WCSO) was established by the state government on 18 August, 2020 to coordinate the activities of police as well as other departments for delivery of justice to women and children. The objectives of WCSO include prevention and redressal of violence against women and children, to combat crimes against them and to provide them assistance under various policies and schemes .

WCSO also works towards effective redressal of complaints by women, received through IGRS and Chief Minister's Helpline . Notably, WCSO is the nodal agency for all anti -human trafficking units in the state as well as for the special juvenile police units of all districts . WCSO is also the coordinating agency for the Prevention, Prohibition and Redressal of Sexual Harassment Workplace Act 2013 for the Uttar Pradesh Police.



Presently, the Mahila Samman Prakoshth, Mahila Sahayata Prakoshth, Women Power Line 1090 and other units of police working towards empowerment of women are a part of WCSO.

The Strength
That Makes It Happen



Celebrity Visits

at WCSO Campus



Women Power Line



Women Power Line 1090 is a 24x7 dedicated helpline for women's complaints of sexual harassment, stalking and domestic violence which functions on a dual feedback loop. It protects the identity of complainants and does not require them to go to any police station or office.

On the request of complainants seeking assistance in family discord matters, WCSO organises online family counselling through a panel of professional counsellors in collaboration with UNICEF.

WCSO has a reach of 35 million people over the social media . WCSO uses this social media presence to disseminate twin messages to encourage women in distress to reach out to 1090 and to educate the harasser and warn them of the legal consequences .

Mission Shakti



Mission Shakti was launched by the Uttar Pradesh government October 2020 with an emphasis on safety, dignity and empowerment of women and girls. It also focuses on the rights of children, protection from sexual offences and adoption of orphaned girl children.

It is a collaborative initiative of 24 departments of Government of Uttar Pradesh. In the first and second phases of Mission Shakti, WCSO, as nodal agency of the police department, worked on a three - pronged strategy of public awareness through village visits, digital outreach and institutional capacity building.



Engagement Activities

under Mission Shakti



Mission Shakti

Phase 1 & 2

"Vaicharik Samagam" a brain storming session was organized by WCSO which was attended by the representatives of different verticals of the society on "Creating safe & secure environment for Women and Children". Conclusions drawn from "Vaicharik Samagam " deduced a necessity of reaching out to people digitally through social media and other digital platform softwares in order to disseminate its approachability. Based on these discussions, Hamari Suraksha Campaign was unveiled on 12th Feb 2020 by WCSO under the Mission Shakti Programme of UP Government. "Hamari Suraksha" is a digital outreach programme wherein 1090 reaches out to people digitally, creates awareness, and captures data signals to devise integrated solutions. At the launch event of the campaign, the digital outreach roadmap i.e. Digital Chakravayu (360 degree ecosystem for women safety) was also shared . ADG WCSO



Neera Rawat explained the cons of traditional modes of reaching out to people while outlining the pros of implementing digital outreach . At the launch event of Hamari Suraksha , the holistic reach distribution was showcased as well. The launch event concluded with an enthralling "Shankh Naad," calling every citizen of Uttar Pradesh to be a part of "Hamari Suraksha ".

1090, or 'Dus Nabbe' as it's known in Uttar Pradesh, is a helpline for women who want to report harassment, cyber-crime, stalking or phone -related abuse. Hamari Suraksha Phase 1 emphasised on the technical edge from having a cross channel digital strategy to having a team of data scientists to execute the mammoth task of generating awareness among the people of Uttar Pradesh .

The strategic breakdown under the campaign ensured access to rural women, psychometric profiling for persons targetted, predictive analytics, community participation, and audience engagement to generate awareness for an exponential outreach. The campaign focused on Psychometric Targeting of digital content, thus implying "Sambhaavit Shohdon Par Bhi Rahegi Police Ki Nazar ," meaning that potential harassers would be under police scanner.

An integral part of it was the integration between online and offline actions of the organization. 1090 has enough tech power and has chosen to adopt technologies such as artificial intelligence and machine learning for betterment of the services.



Previously, in January 2020, a pilot project on digital outreach using Facebook was also implemented. The corresponding results paved way for this mega campaign across all digital channels. Hamari Suraksha campaign was phased in a manner so that all internet users were covered and amplified outreach among households .

Hamari Suraksha had hit the home run in its First phase by becoming a household name. It reached out to rural population, urban section, students & successfully motivated them to join hands with Women Power Line 1090 through digital platforms and spread the word. The campaign's overall aim was to instill fear amongst the offenders but at the same time spark a belief that the solution lies in "Impacting the Minds' and bringing a cultural change.

The success of Hamari Suraksha is marked by the buzz that followed its launch and through the tenure of its prevalence. Hamari Suraksha campaign gained virality (child porn ban in UP) on digital media to an extent that it was covered in 70+ YouTube channels, 120+ social media and meme pages, 30+ vernacular media, 50+ regional media, 20+ national media in different languages and 40+ international media coverages. The prime milestone of the campaign was that it was incorporated by the UPSC aspirants community as an important current affairs question.

