

(नैक द्वारा A++ प्रत्यायित)
कुलसचिव कार्यालय

संख्या

दिनांक

To,

All Heads of Departments and Directors/Coordinators of Institutes,
University of Lucknow,
Lucknow.

Sir/Madam,

This is to inform you that 'Mission Shakti 2025' initiative to direct the immediate launch and implementation of the campaign within respective Department/Institute. This crucial initiative is a focused, month-long campaign dedicated to addressing vital issues concerning women and girls and fostering a safer, more equitable, and empowered environment within and beyond the campus. The overarching goal of this campaign is to transform awareness into actionable change and to ensure that our academic community engages proactively with these societal challenges. A comprehensive set of twenty-two (22) pivotal themes, categorized into: Social, Economic & Educational, Health & Psychological, Legal & Safety and Emerging Issues are indentified.

As per order of Hon'ble Vice-Chancellor it is requested to organize and execute at least one program under any of the enclosed themes. Programs may include, but are not limited to, a: Seminar, Workshop, Awareness Drive and Street Play. All such programs must be successfully planned and executed within a strict timeframe of one (1) month. The complete list of 'Mission Shakti 2025' themes is enclosed with this letter.

Your proactive support and swift implementation are essential for the success of this vital University initiative. Kindly ensure that a report on the organized activity, including photographs and attendance details (no. of participants), is submitted to the Nodal Office, Mission Shakti - 2025, immediately upon the conclusion of the program on missionshakti2025lu@gmail.com

Yours sincerely,

Enclosed as above:

(Dr. Bhavana Mishra)

Registrar

No. R/9.89/2025

Date...17.10.2025.....

Copy to following for information and necessary action in this regard:-

1. Secretary to VC, for kind information of the Hon'ble Vice-Chancellor.
2. Finance officer, L.U.
3. Controller of Examination, L.U.
4. Director, IPPR, L.U.
- ✓ 5. Incharge Website with request to e-mail all above concerned and upload on L.U. website.
6. Guard file.

Bmishra
Registrar

Thematic Areas for 'Mission Shakti 2025'

The programs should focus on, but not be limited to, the following themes:

S.N.	THEMES	SUB – THEMES
1.	Social Issues of Concern	1. Child Marriage: Linking awareness with laws, reproductive health, and education continuity. 2. Dowry System & Dowry Violence: Involving legal awareness drives and sensitization workshops. 3. Gender Discrimination: Promoting the equal value of daughters through messages like "<i>Beti Bachao, Beti Padhao</i>". 4. Domestic Violence & Intimate Partner Abuse: Holding workshops on helplines, PWDVA (2005), and access to One Stop Centres. 5. Trafficking & Exploitation of Women and Girls: Linked to poverty, migration and lack of education. 6. Female Foeticide and Infanticide: Focus on sex ratio and ethical medical practice. 7. Early pregnancy and Teenage Motherhood: Health risk, school-based sex education and counselling. 8. Caste – Based and Honour – Based Violence against women: Causes and impact of Honour killing, social exclusion.
2.	Economic & Educational Issues	9. Female Illiteracy & School Dropout: Conducting outreach to parents and the community about the importance of girls' education. 10. Economic Dependence: Focusing on skill-building, micro-entrepreneurship, and self-help group training. 11. Unpaid Domestic and care work: Devalues women's contribution to economy, recognition of unpaid labour and work-life balance.
3.	Health & Psychological Issues	12. Reproductive and Sexual Health Taboos: Sensitizing students and staff on menstrual hygiene and sexual health education. 13. Mental Health Issues: Organizing counselling drives, group therapy, and mental health literacy campaigns. 14. Malnutrition and Anaemia among women and girls: Common cause of fatigue, low performance, maternal complications. Nutritional awareness and health check-up camps. 15. Maternal Mortality and Poor Antenatal care: Linking to early marriages, ignorance, poverty, awareness about institutional delivery and maternal entitlement. 16. Substance Abuse, Neglect, Suicide among Women: Often outcomes of domestic or social distress, counselling, peer-support network and de-addiction awareness.

4.	Legal & Safety Issues	17. Sexual Harassment: Creating awareness about the POSH Act and conducting workshops on gender sensitivity and cyber safety. 18. Cyber Harassment, Blackmail, Online Stalking: Rising concern with social media use among young women, programs on digital literacy. 19. Human Rights and Access to Justice: Organizing legal aid camps in collaboration with legal aid cells. 20. Climate Change impact on women's livelihood: Drought, migration and displacement affect women most. Awareness of resilience-building and green livelihood. 21. Gender Stereotyping in Media: Reinforces inequality, campaigns for gender-neutral curricula and positive media portrayal. 22. Single Women, Widows and Abandoned Women's Welfare: Often face social ostracization and economic neglect, programs for social inclusion, counselling and financial literacy.
----	----------------------------------	---

Dr. Manini Srivastava

Nodal Officer

Mission Shakti - 2025