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The Ministry of Women and Child Development launched #NumberSaveKiya? Campaign, released Advisory on 16 Days of activism against gender based violence & signed an inter-ministerial MoU

CHENNAI – 26 Nov, 2026 for strengthening services for Women Safety at Nayi Chetna 5.0.

The Ministry of Women and Child Development joined the Ministry of Rural Development for the inauguration of Nayi Chetna 5.0, the National Campaign on Gender Equality and Women Empowerment, on 25 November 2026 at the Bharat Ratna C. Subramaniam Auditorium, PUSA, New Delhi. The event coincided with the International Day for the Elimination of Violence against Women and the start of the 16 Days of Activism against Gender-Based Violence.

The national event was graced by Annpurna Devi, Union Minister of Women and Child Development, along with Shivraj Singh Chouhan, Union Minister of Rural Development and Agriculture & Farmers' Welfare.

The Secretaries of the Ministry of Women and Child Development, the Department of Justice and the Department of Rural Development also attended the event.

Key announcements

Advisory on the 16 Days campaign: The dignitaries released a Joint advisory issued by 10 Ministries and NALSA, guiding



States and Union Territories to spread awareness, open access to support and legal aid, make women's safety everyone's responsibility, with the theme 'From awareness to action & From access to agency'.

#NumberSaveKiya? Campaign: Built around one simple question, "Number save kiya?" (Have you saved the number?), the campaign video urged every woman, and those around her, to save the Women Helpline 181 and Emergency Response Support System 112 on their phones. Helpline 181 is a 24x7, toll-free service, linking women facing violence to police, One Stop Centres, medical care and legal aid. The campaign will be amplified through the Ministry's digital platforms and its grassroots network of Anganwadi workers, One Stop Centres and Mission Shakti hubs.