

# **Nayi Chetana is Not Just a Scheme, It is a People's Movement: Dr. Pemmasani Chandra Shekhar**

**Women's security and dignity are fundamental to India's growth and resilience: Dr. Pemmasani**

## **Minister of State for Rural Development launches State-Level Nayi Chetana 4.0 in Guntur; Inaugurates Gender Resource Centre**

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The Minister of State for Rural Development and Communications, Dr. Pemmasani Chandra Shekhar, called for collective action to promote gender equality and urged all stakeholders to move forward with the resolve of “One Voice, One Resolve, A New Beginning for Equality.”



Addressing the gathering during the launch of the State-level Nayi Chetana 4.0, he described the initiative as a powerful people's movement against gender-based violence and called for collective responsibility to eliminate violence in all its forms.

As part of the programme, the Minister inaugurated the Gender Resource Centre (GRC) in Guntur. The GRC will function as a one-stop support system for women, providing counselling, legal assistance, referrals, and livelihood linkages to ensure timely support, safety, and access to justice at the grassroots level.



Speaking to the Nari Shakti of Andhra Pradesh in Guntur, he highlighted the goal of building a transformed rural India where every woman is safe, lives with dignity, and is economically independent, describing women's empowerment as a cornerstone of inclusive and sustainable development.

The Minister emphasised that empowering women accelerates social progress and that ensuring their safety strengthens the Nation. He reiterated that women's security and dignity are fundamental to India's growth and resilience.



Dr. Chandra Shekhar stated that under DAY-NRLM, Nayi Chetana is strengthening women's collectives, promoting zero tolerance towards gender-based violence, encouraging the participation of men and boys, and advancing women's economic independence.

He called upon citizens to renew their collective resolve, stating that building a safe, dignified, and economically empowered Bharat is a shared National responsibility.

Launched in 2021, Nayi Chetana has evolved into a nationwide movement powered by nearly 10 crore SHG women. More than 4 crore rural citizens have participated in awareness programmes through over 13 lakh meetings and events across the Country. The initiative is being implemented in coordination with 12 Central Ministries, with a renewed focus on women's safety, dignity, and economic empowerment, including improved access to land, banking, and technology.

The event was also attended by the State Home Minister, Vangalapudi Anitha, and the State Minister for MSME, SERP & NRI Empowerment and Relations, Kondapalli Srinivas in the presence of over 3000 women.

LIVE : Nayi Chetana 4.0 Launch & Gender Resource Centre Inauguration | Guntur  
| Pemmasani <https://t.co/XQuV0LNr9P>

— Dr. Chandra Sekhar Pemmasani (@PemmasaniOnX) December 13, 2025

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**MS**

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