

CBC Goa and DRDA organise awareness program under 'Nayi Chetna' campaign in Mormugao, SHGs lead the call for gender equality

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District Rural development Agency (DRDA), South Goa, and the Central Bureau of Communication (CBC), Goa, Ministry of Information & Broadcasting, Government of India, jointly organized an awareness programme under the *Nayi Chetna 4.0*, the fourth edition of the national campaign for gender equality, at Sancoale, Mormugao, Goa, today, December 22, 2025.



The event featured impactful skits presented by Self Help Group (SHG) members highlighting gender equality and issues related to gender-based violence. The performances received an encouraging response from the audience.



Shri Shubham Gudadhe, Publicity Assistant, CBC Goa, addressed the gathering and talked about the importance of spreading awareness on gender equality, prevention of gender-based violence, and community participation with active involvement of SHGs.



A prize distribution ceremony was also conducted to felicitate SHG members for their participation and contributions. The winners of various competitions received certificates and mementos.

The programme witnessed active participation from women and community members and successfully reinforced the mission of the campaign.

The fourth edition of "Nayi Chetna – Initiative for Change" was inaugurated by Union Minister for Agriculture & Farmers' Welfare, and Rural Development, Shri Shivraj Singh Chouhan in Delhi on November 25, 2025. The month-long campaign was organised under the Ministry of Rural Development's DAY-NRLM (Deendayal Antyodaya Yojana – National Rural Livelihood Mission).

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