'Nayi Chetna 5.0' campaign for rural women to begin on 25 November

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News

The Union Ministry of Rural Development will launch the fifth edition of 'Nayi Chetna – Pahal Badlav Ki' (An Initiative for Change) in New Delhi on 25 November 2026. Union Rural Development and Agriculture Minister Shivraj Singh Chouhan will inaugurate it, with Women and Child Development Minister Annpurna Devi present. The month-long nationwide campaign under the Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM) runs from 25 November to 23 December; the Nayi Chetna series began in 2022. Theme: 'From Access to Agency: Empowering Women through Livelihoods and Equal Opportunities for a Viksit Bharat'. Its four priorities are recognising women as economic contributors, access to and control over assets, safe mobility, and fairer sharing of unpaid care work. A joint advisory of 15 ministries/departments and a quadripartite MoU on the Violence-Free Village Initiative among Rural Development, Women and Child Development, the Department of Justice and the National Legal Services Authority (NALSA) will be introduced, and new Gender Resource Centres (GRCs) opened. The assessment report of the fourth edition, Nayi Chetna 4.0 (25 Nov – 23 Dec 2025), will also be released.

Key facts for the exam

Point	Details
Campaign	Nayi Chetna 5.0 – 'Pahal Badlav Ki'

Point	Details
Ministry	Union Ministry of Rural Development (DAY-NRLM)
Period	25 Nov – 23 Dec 2026 (one month)
Launched by	Shivraj Singh Chouhan; Annpurna Devi present
Theme	From Access to Agency – Viksit Bharat
Priorities	Economic role, asset control, safe mobility, sharing care work
MoU	Violence-Free Village Initiative – quadripartite (incl. NALSA)
Previous edition	Nayi Chetna 4.0 – 25 Nov – 23 Dec 2025

Background

- DAY-NRLM: The National Rural Livelihoods Mission was launched in June 2011 by restructuring the earlier Swarnajayanti Gram Swarozgar Yojana (SGSY). It organises women from poor households into Self-Help Groups, federated into Village Organisations and Cluster Level Federations. Centre–State funding is generally 60:40.
- SHG–bank linkage: The SHG–Bank Linkage Programme started by NABARD in 1992 is among the world's largest microfinance programmes. Through it rural women get collateral-free bank credit.
- Economy and society: Unpaid care and domestic work falls mostly on women, lowering their labour-force participation. Gender Resource Centres (GRCs) counsel women facing violence and link them to police, legal aid and One Stop Centres. These centres, which give medical, legal, police and counselling help to women facing violence, come under the 'Sambal' (safety) sub-scheme of 'Mission Shakti', in force from 1 April 2022.
- State models: Keralam's 'Kudumbashree' (1998) State Poverty Eradication Mission and Bihar's 'JEEViKA' are models for SHG-based livelihood missions.

Tamil Nadu link: The Tamil Nadu Corporation for Development of Women (TNCDW), set up by the State Government in 1983, implements DAY-NRLM in the State as the Tamil Nadu State Rural Livelihoods Mission (TNSRLM), along with the urban mission (TNULM); both are funded 60:40 by the Centre and the State. In districts it works through 'Mahalir Thittam' offices.

Frequently asked questions

What is this news about?

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What are the key facts to remember for the exam?

Campaign: Nayi Chetna 5.0 – 'Pahal Badlav Ki'; Ministry: Union Ministry of Rural Development (DAY-NRLM); Period: 25 Nov – 23 Dec 2026 (one month); Launched by: Shivraj Singh Chouhan; Annpurna Devi present.

What is the background to this news?

DAY-NRLM: The National Rural Livelihoods Mission was launched in June 2011 by restructuring the earlier Swarnajayanti Gram Swarozgar Yojana (SGSY).

Practice questions (with answers)

1. The National Rural Livelihoods Mission (2011) was formed by restructuring which earlier self-employment scheme?

A) IRDP

B) SGSY

C) MGNREGA

D) PMRY

Answer: B – Explanation: Swarnajayanti Gram Swarozgar Yojana (SGSY, 1999). IRDP – 1978-80; MGNREGA – wage employment; PMRY – educated youth.

2. One Stop Centres, giving medical, legal, police and counselling help to women facing violence, come under which scheme?

A) Mission Vatsalya

B) Poshan 2.0

C) Mission Indradhanush

D) Mission Shakti

Answer: D – Explanation: Mission Shakti (1.4.2022) – 'Sambal' (safety), 'Samarthya' (empowerment). Vatsalya – child protection; Indradhanush – immunisation.

3. Which institution launched the 'SHG–Bank Linkage Programme' in 1992 to connect self-help groups with banks?

A) RBI

B) SIDBI

C) NABARD

D) State Bank of India

Answer: C – Explanation: NABARD – a 1992 pilot; it is among the world's largest microfinance programmes giving collateral-free credit.

4. Which body, set up in 1983, implements the rural livelihoods mission known as 'Mahalir Thittam' in Tamil Nadu?

A) TN Women's Commission

B) TNCDW

C) TAHDCO

D) TIIC

Answer: B – Explanation: Tamil Nadu Corporation for Development of Women (TNCDW) – it runs both TNSRLM and TNULM, funded 60:40.

5. 'Kudumbashree', the SHG-based poverty eradication mission launched in 1998, belongs to which State?

A) Keralam

B) Bihar

C) Andhra Pradesh

D) Odisha

Answer: A – Explanation: Keralam – its State Poverty Eradication Mission, working with local bodies. Bihar's mission is 'JEEViKA'.