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भारत सरकार  
मानव संसाधन विकास मंत्रालय  
उच्चतर शिक्षा विभाग  
शास्त्री भवन  
नई दिल्ली - 110 115  
GOVERNMENT OF INDIA  
MINISTRY OF HUMAN RESOURCE DEVELOPMENT  
DEPARTMENT OF HIGHER EDUCATION  
SHASTRI BHAVAN  
NEW DELHI-110 115

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D.O. No.18-26/2015-U1A

Dated the 8<sup>th</sup> July, 2015

Respected Sir,

Kindly find enclosed a copy of OM. No. 4-2/2014-WW dated 03.06.2015 of Ministry of Women & Child Development regarding guidelines for Gender Champions in educational institutions. The guidelines are self explanatory. Please recall that this was discussed in the VC's Conference held on 07.07.2015 at Vigyan Bhawan.

2. I shall be grateful, if you could kindly circulate the guidelines for Gender Champions with all universities and colleges.

With regards,

Yours sincerely,

(Amit Shukla)

Encl: As above.

Prof. (Dr.) Jaspal S. Sandhu,  
Secretary,  
University Grants Commission,  
Bahadurshah Zafar Marg,  
New Delhi - 110 001

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शिक्षा का अधिकार

सर्व शिक्षा अभियान

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PTS: 92993

S.No-1(R)

F.No.4-2/2014-WW  
Government of India  
Ministry of Women & Child Development

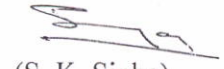
'A' Wing, Shastri Bhavan, New Delhi.

Dated: 3<sup>th</sup> June, 2015

Office Memorandum

**Subject: Gender Champions in educational Institutions**

The undersigned is directed to refer to the subject mentioned above and to share with guidelines for Gender Champions in educational Institutions for information and necessary action.



(S. K. Sinha)

Under Secretary to the Govt. of India  
Telephone No. 23383809

To,

Ms Ishita Roy,  
Joint Secretary (Higher Education)  
Minister for Human Resource Development  
Room No. 109-C, Shastri Bhawan  
New Delhi

Copy to:

- (1) Shri Subash Chandra Khuntia, Secretary Department of School Education & Literacy, Ministry of Human Resource Development, 124-C, Shastri Bhawan, New Delhi.
- (2) Shri Vinay Sheel Oberai, Secretary Department of Higher Education, Ministry of Human Resource Development, 127-C, Shastri Bhawan, New Delhi.

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As per up for circulating to UGC  
US(UGC)  
6/7  
Smt Sam

## Guidelines for Gender Champions

### 1. Introduction

Gender socialization of both boys and girls begins early, and it is important to initiate change processes at a young age to shape attitudes and transform behaviors. Schools and colleges play a major role in this regard, because students spend large amounts of time engaged with peers in such settings. Creating positive social norms in educational institutions that value girls and their rights is important to improve the well-being of girls and achieve long-term and sustainable social change.

India is home to around 232 million individuals aged 15-24 years, who account for 19.15% of the country's population. Engaging with these young boys and girls is crucial to help them critically assess notions of masculinity and question prevailing gender inequities. We need to tap into the goodness and sense of justice of these young boys and girls, and give them tools for maintaining those gifts as they encounter people and experiences that are different from their own. We need to engage with these boys and girls to challenge and shift gender norms that contribute to girls and women having less worth, opportunities and decision-making ability than boys and men.

In order to promote gender equality, guaranteed by Article 15 of the Indian Constitution, we need to change the mode of interaction at all levels - home, school, workplace and so on. To increase the outreach for creating an environment that fosters equal treatment, Government of India envisages engagement of Gender Champions in all schools and colleges across the country. **Gender Champions can be both boys and girls above 16 years of age enrolled in educational institutions.** It is a joint initiative of the Ministry of women and Child Development and Ministry of Human Resource Development.

### 2. Vision

Gender Champions are envisaged as responsible leaders who will facilitate an enabling environment within their schools/colleges/academic institutions where girls are treated with dignity and respect. They will strengthen the potential of young girls and boys to advocate for gender equality and monitor progress towards gender justice.