



GOVERNMENT OF WEST BENGAL

Child Development Department and Women Development & Social Welfare Department
Bikash Bhavan, North Block, 10th Floor, Salt Lake City, Kolkata - 700 091

No. 1186 /CD&WDSW/14

Date: July 8th, 2014

From: Sm. Roshni Sen, I.A.S,
Secretary to the Govt. of West Bengal

To: (1) Shri R.D. Meena, IAS

Principal Secretary, Gorkhaland Territorial Administration (GTA)

2-20) District Magistrate, Cooch Behar/ Darjeeling/ Jalpaiguri/ Alipurduar/ Malda/ Uttar
Dinajpur/ Dakshin Dinajpur/ Murshidabad/ Nadia/ Purulia/
Bankura/ Birbhum/ Burdwan/ Paschim Medinipur/ Purba
Medinipur / Howrah/ Hooghly/ North 24 Pgs/ South 24 Pgs.

(21) Shri Somenath Mukherjee, IAS
Director of Social Welfare, GoWB.

Sir / Madam,


I am directed to inform you that the forthcoming Kanyashree Day must be celebrated with fanfare and inaugurated on 14/08/2014 at the same time, 1.00p.m. in all the Blocks across the State with participation of the beneficiaries, teachers, Banks, officials and elected representatives of that area.

A thorough publicity may be made through advertisements, hoardings, leaflets, Kanyashree clubs and stalls to spread awareness.

The detailed agenda for District and Block Level programme is hereby attached.

Thanking you,

Yours faithfully,


(Roshni Sen)
Secretary

Key preparatory activities for celebration of the Kanyashree Day On 14th August 2014

- Enrolment drives to start beforehand in all schools/Madrasahs/colleges/vocational training centres/ITIs/sports institutions and data to be uploaded on the portal and sanctioned accordingly.
- Sanctions to be on-going but sanction letters may be given on 14th August.
- Banks to ensure electronic transfer to accounts of huge number of beneficiaries on that day.
- 4-line poem and poster competitions may be held beforehand with girls and boys students of schools/colleges in the age group 13-19 at district level and the names and creations of 1st, 2nd and 3rd prize winners of each may be shared with SPMU.
- On the day, Kanyashree Mela's may be organised at district and block level and bank account opening as well as distribution of K1 and K2 forms may be facilitated.
- Kanyashree Pledge to be taken by all girls in schools, colleges, vocational training centres/it is. Copies of the Pledge may be shared with all institutions well in advance and the matter will be available at the www.wbkanyashree.gov.in portal.
- Opening song may be presented by Kanyashree beneficiaries and they need to be motivated.
- Girls should be present in school uniforms and good quality photos to be taken for publicity matter with consent of guardians.
- Invitation cards, posters, hoardings, banners and leaflets will be designed centrally and to be shared for replication in the districts as IEC materials.
- Opening of stalls on various government programmes for awareness generation like Departments of Health, Education, P&RD, PHE etc. at district level for opening stalls for awareness on activities aimed towards adolescent girls

District Level Programme: A Kanyashree Mela to be organised at district HQ and the following programme to be held simultaneously with State:

Sl. No.	Time	Activity
1	12.10 – 12.30 PM	Welcome Song /Cultural Programme by Kanyashree beneficiaries
2	12.30 – 12.35 PM	Welcome by ADM (in charge of KP)/ DPM
3	12.35 – 12.40 PM	Inaugural Speech by DM
4	12.40 – 13.00 PM	Address by the Minister/ MP/MLAs
5	13.00 – 13.05 PM	Transfer of funds to beneficiaries (beneficiaries will receive SMS alert)
6	13.05 – 13.35 PM	Felicitation of 100 girls including who have won 1 st , 2 nd and 3 rd prizes in four-line poem/poster competition and those who have shown outstanding achievements. Distribution of laminated sanction certificate, bangle and ID Card to all of them.
7	13.35 – 14.05 PM	Felicitation of blocks showing outstanding achievement in enrolling and sanctioning KP. Felicitation of institutions showing 100% enrolment.
8	14.05 – 14.10 PM	Taking of Kanyashree Pledge
9	14.10 – 14.15 PM	Vote of thanks

Block Level Programme: Kanyashree Mela (enrolment and sanction) to be organised at Block HQ. Kanyashree stall to be put up. Other awareness generation stalls to be put up like:

- Health, Education, PHE and other departments.
- ICDS/ SABLA (for Nadia/Cooch Behar/Jalpaiguri/Malda and Purulia)
- SCPCR
- CWC
- Child Rights
- Against Child Trafficking and Child Marriage
- VLCPC/BLCPC
- Safe Migration

The following activities to take place:

- Welcome Song /Cultural Programme by Kanyashree beneficiaries.
- Taking of Kanyashree pledge.
- Distribution of sanction certificate, bangle and ID Cards.