

**UNIVERSALISATION OF WOMEN HELPLINE  
SCHEME**

**IMPLEMENTATION GUIDELINES  
FOR STATE GOVERNMENTS / UT ADMINISTRATIONS**



**Towards a new dawn**

**Ministry of Women and Child Development  
Government of India  
New Delhi**

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## **GLOSSARY**

AG	Aggrieved Woman
ANM	Auxiliary Nurse Midwife
ASHA	Accredited Social Health Activist
AWW	Anganwadi Worker
CDMA	Code Division Multiple Access
CMO	Chief Medical Officer
CMPO	Child Marriage Prohibition Officer under the Prohibition of Child Marriage Act, 2006
DCW	Delhi Commission for Women
DLSA	District Legal Service Authority
DM	District Magistrate
DO	District Officer under Sexual Harassment of Women At Workplace (Prevention, Prohibition and Redressal) Act, 2013
DPO	Dowry Prohibition Officer under the Dowry Prohibition Act, 1961
DPR	Daily Progress Report
DYSP	Deputy Superintendent of Police
FIR	First Information Report
GoI	Government of India
GSM	Global System for Mobile Communications
IEC	Information, Education and Communication
MIS	Management Information System
MPR	Monthly Progress Report
MWCD	Ministry of Women and Child Development
NGO	Non-Government Organisation
OSC	One Stop Centre
PAB	Programme Approval Board
PO	Protection Officer under Protection of Women from Domestic Violence Act, 2005
PRI	Panchayati Raj Institutions
QPR	Quarterly Progress Report
SHG	Self Help Group
SHO	Station House Officer
SOP	Standard Operating Procedure
SP	Superintendent of Police
UC	Utilisation Certificate
UID	Unique Identity Number
UT	Union Territory
VAW	Violence against Women
WHL	Women Helpline

# **UNIVERSALISATION OF WOMEN HELPLINE SCHEME**

## **1. INTRODUCTION**

1.1 The Scheme of Universalisation of Women Helpline is intended to provide 24 hours immediate and emergency response to women affected by violence through referral (linking with appropriate authority such as police, One Stop Centre, hospital) and information about women related government schemes programs across the country through a single uniform number.

1.2 Women Helpline (WHL) will be integrated with One Stop Centre Scheme (OSC) under which one OSC shall be established in every State/UT to provide integrated support and assistance to women affected by violence, both in private and public spaces under one roof. Women affected by violence and in need of redressal services will be referred to OSC through WHL.

1.3 Under the WHL Scheme, the States/UTs will utilise or augment their existing women helplines through a dedicated single national number. Department of Telecommunication, Government of India has allocated short code 181 to all States/UTs which is being used by some States/UTs such as Delhi, Chandigarh, Chhattisgarh as Women Helpline. Under this Scheme, States/UTs need to adopt this short code 181 as Women Helpline (WHL). It is envisaged that this number would be compatible with all the existing telecommunication channels whether providing post/pre paid mobile or landline services through any public or private network i.e. GSM, CDMA, 3G, 4G etc. All the state/ district/ city level helplines whether private or public would be integrated with this women helpline.

## **2. PURPOSE OF THE IMPLEMENTATION GUIDELINES**

2.1 These Guidelines have been developed to support all stakeholders/agencies who would be involved in implementing the Scheme. These are also intended to serve as an effective reference manual for officials at the National and State/ Union Territory (UT) levels for policy guidance and monitoring. The Guidelines narrate the services to be provided under the Scheme as well as steps in implementation. It also lays down monitoring and reporting formats to be used at different levels. The Guidelines are not exhaustive and

the feedback received from States/UTs from time to time will be incorporated as per requirements.

### 3. OBJECTIVES

The objectives of the Scheme are:

- To provide **toll-free 24-hours telecom service** to women affected by violence seeking support and information.
- **To facilitate crisis and non-crisis intervention** through referral to the appropriate agencies such as police/Hospitals/Ambulance services/District Legal Service Authority (DLSA)/Protection Officer (PO)/OSC.
- To provide **information** about the appropriate support services, government schemes and programmes available to the woman affected by violence, in her particular situation within the local area in which she resides or is employed.

### 4. TARGET GROUP

4.1 Any woman or girl facing violence within public or private sphere of life or seeking information about women related programmes or schemes.

### 5. LOCATION

5.1 The WHL will be universalised through short code 181 number by augmenting/using the infrastructure of existing helplines working at the State/UT level. States/UTs will have the option of locating the Helpline Centre in capital or in any other city as per their requirement. However, while selecting the location of the WHL due care needs to be taken by the States/UTs for its integration with the OSC.

### 6. SERVICES

S. No.	Type of Service	Description
1	<b>Violence Against Women Prevention (VAW)</b>	As soon as an aggrieved woman (AG) or somebody on her behalf will contact WHL, her information would be attended by the call responder appointed there.

		Based on the urgency and the requirements explained by the caller, the responder will refer her to relevant support services like medical aid, police assistance or connect her to OSC for professional counselling, shelter, legal aid etc; if the woman needs to be rescued from a violent situation or is in urgent need of medical assistance then the PCR Van from the nearest police station or ambulance from nearest hospital/ 108 service would be dispatched.
2	<b>Information of Women Empowerment Schemes and programmes</b>	WHL will provide information about the laws, existing schemes and government programs related to women empowerment and protection. Any woman in need of such information or someone on her behalf may call WHL which will provide this information or refer the woman to the relevant department to access the same. WHL will also provide guidance to women about processes to be adopted for accessing benefits of these schemes and programs.

## **7. SERVICE DELIVERY FRAMEWORK – ROLES AND RESPONSIBILITIES**

The service providers at the WHL will have following responsibilities:

<b>HELPLINE MANAGER</b>
<ul style="list-style-type: none"> <li>a. The Helpline Manager will be in charge for the overall smooth functioning of WHL.</li> <li>b. She will ensure prompt and meaningful response towards every call received at the Helpline.</li> <li>c. She will directly intervene in heinous cases in collaboration with state agencies.</li> <li>d. She will be responsible to monitor and intervene (if required) in any ongoing calls.</li> <li>e. She will supervise each case, take it to a logical conclusion and later follow up with the aggrieved woman.</li> </ul>

- f. She will ensure effective convergence with concerned agencies/institutions.
- g. She will facilitate redressal of issues related to non responsiveness of State agencies/institutions in collaboration with Director, WCD.
- h. She will be responsible for making schedules for the team and managing the team in such a way that the Helpline is up and active 24 hours a day seven day a week.
- i. She will be responsible for taking daily, weekly and monthly reports from the Floor Supervisors and preparing periodical reports.
- j. She will be responsible for formulating Resource Directory containing information about the relevant State and private authorities/institutions/individuals related to women empowerment and protection.
- k. She will be responsible for conducting advocacy meetings to create good working culture between WHL and different service providers.
- l. She will conduct awareness generation activities within community to raise awareness around WHL.
- m. She will monitor the functioning of WHL, conduct the performance appraisal of the staff, facilitate capacity building, guidance and support for the team.
- n. She will be responsible for day to day management of WHL team and reporting to Director, WCD and any other competent authority as and when required.

### **SUPERVISOR**

- a. She will ensure that all calls are being attended promptly and every call has been taken to its logical conclusion by the responder, as early, as possible.
- b. She will conduct regular follow up of the cases and talk with concerned authorities and departments as per the requirement of the case.
- c. She will provide guidance to team members, manages the team and makes daily report to the Helpline Manager for further follow up.
- d. She will support the Helpline Manager in capacity building of the team.
- e. She will note down the shortcomings in call handling, if any, and direct the concerned responder for further corrective action with necessary guidance.
- f. She will brief/de-brief all responders before start of the duty shift and at the time of closing of the duty shift.

- g. She will recommend closure of any case.
- h. She will check all the closed calls and ensure that proper/needful action has been taken on each call.
- i. She will confirm that the assistance/police help has reached/provided to the caller and also note down his/her comments/response.
- j. She will check the missed calls and initiate response towards the same.
- k. She will bring into the notice of Helpline Manager the caller/AG's dissatisfaction with the assistance provided or in case failure in providing assistance to the caller/AG is noticed.

#### **SENIOR CALL RESPONDER**

- a. She will advise women referred by call responders.
- b. She will support the Supervisor in weekly follow up with the aggrieved woman asking about the quality of service provided.
- c. She will support the Supervisor in gathering weekly update on any ongoing case being under police investigation or under trial.
- d. She will support the Supervisor in report writing process
- e. In case of any contingencies and absence of Supervisor, she will manage the floor.

#### **CALL RESPONDER**

- a. She will attend the calls; do primary referrals, does data entry and forward serious cases to Supervisor and cases which need first point counselling to Senior Call Responder.
- b. She will provide information about the Government Schemes and programmes related to women empowerment.
- c. She will provide all the assistance to women applying for any such above mentioned scheme or programme and guide them through the process to be adopted for accessing the same.
- d. She will help the Supervisor in attending missed calls.
- e. She will be responsible for other work as assigned by the Helpline Manager.



## **IT STAFF**

- a. The IT staff will look after the technological aspect of WHL and ensure that it remains functional at all times.
- b. She/he would follow strict proceedings to maintain privacy with regard to data generated and will ensure that name and other details of aggrieved woman remain confidential in each step of case history documentation.
- c. She/he would draft the daily/monthly/quarterly report based on the MIS, web based data collection which would be approved at the level of the Helpline Manager for submission.
- d. She/he with the help of Helpline Manager will formulate the resource directory containing information about the relevant State and private authorities/institutions/individual related to women empowerment and protection.

## **Multi-purpose Helper**

- a. She would be responsible for maintaining hygiene and sanitation at Helpline.
- b. She will be responsible for the house keeping at WHL.

## **Security Guard/Night Guard**

- a. She/he will be responsible for the overall security of Helpline Centre.
- b. She/he would be responsible for safety of all capital assets, furniture and equipment at WHL.

A graphic representation of Standard Operating Procedures for day to day administration and operation of the WHL is at **Annexure I**.

## **8. MODALITIES OF THE SCHEME**

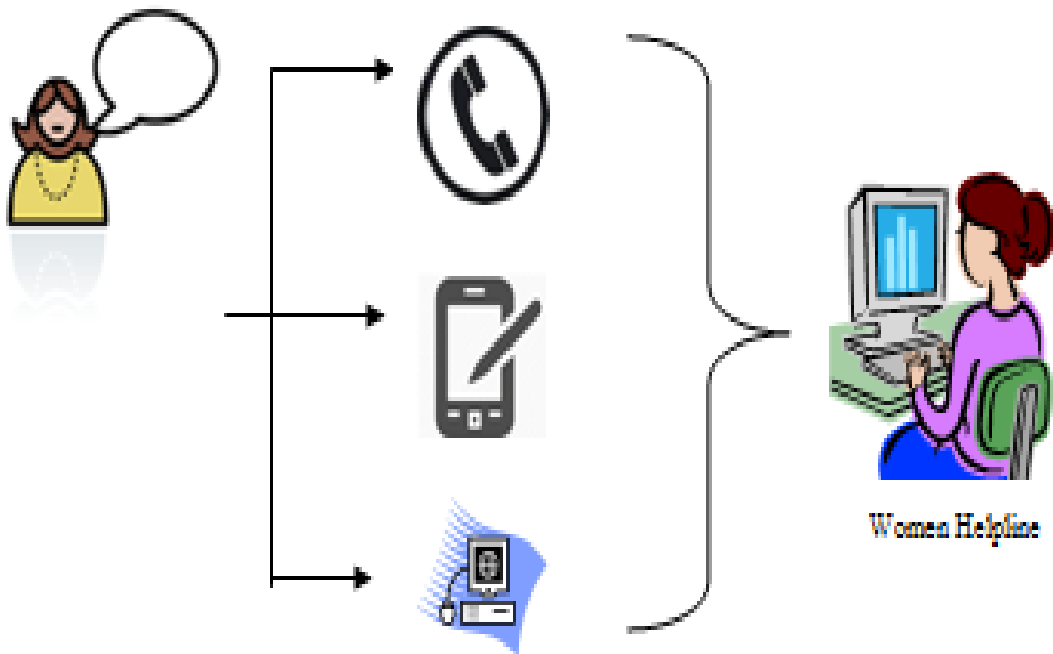
### **8.1 Accessing Women Helpline**

8.1.1 The Women Helpline will be accessible 24 hours a day 7 days a week to any woman or girl suffering violence or in distress in the following manner:

- *Telephone* - landlines, mobile phones through calls, SMS/text messaging, mobile apps and fax messages;

- *Internet* - emails, web-posts, web-interface, social networking sites i.e. web page, facebook, twitter, mygov etc;

8.1.2 WHL will be sensitive to the needs of persons who are hearing and speech impaired or people with disability. It will have provision to locate/ trace the number from which a call has been received. In case woman has been interrupted during her call or is unable to specify her problem or her address due to being sick/disabled then the same would be traced and within minutes WHL will facilitate an emergency response through nearest police station/ hospital or OSC.



## 8.2 Documentation

8.2.1 A web enabled Management Information System (MIS) would be developed to provide a user friendly and easily accessible one single portal giving due regard to the confidentiality of women affected by violence. When an aggrieved woman approaches the WHL her personal and case details will be fed into this system as per the prescribed format and a Unique ID Number would be generated through which the case would be followed by the authorities from district to central level.

8.2.2 This system would also be used to access accurate information about the network of institutions and resources available and able to provide medical, legal, shelter support to

women in any given State/UT. For the purpose, a Resource Directory would be collated from resource mapping at the State level and uploaded in the computer managed by the IT Staff. The indicative Directory format is at **Annexure II**.

8.2.3 Furthermore, this software will be utilised to provide information about all the schemes and programmes run by Central/State Government/UT Administration for the empowerment of women and girls. In case, a woman places a call to inquire about the same, she will be provided with requisite information and guided through the process required for accessing these schemes and programmes. For example if a woman calls WHL seeking information about widow pension scheme, the same would be provided to her along with the details of officer concerned (in particular district where she resides) whom she needs to approach for accessing the same.

8.2.4 As mentioned in the OSC Implementation Guidelines para no. 8.2, issued by the MWCD under One Stop Centre Scheme, a web based software may be adopted by the States/UTs, customized as per the WHL implementation guidelines and contextualized as per their local requirements (regional language version of the software).

### **8.3 Awareness Generation and Outreach Activities**

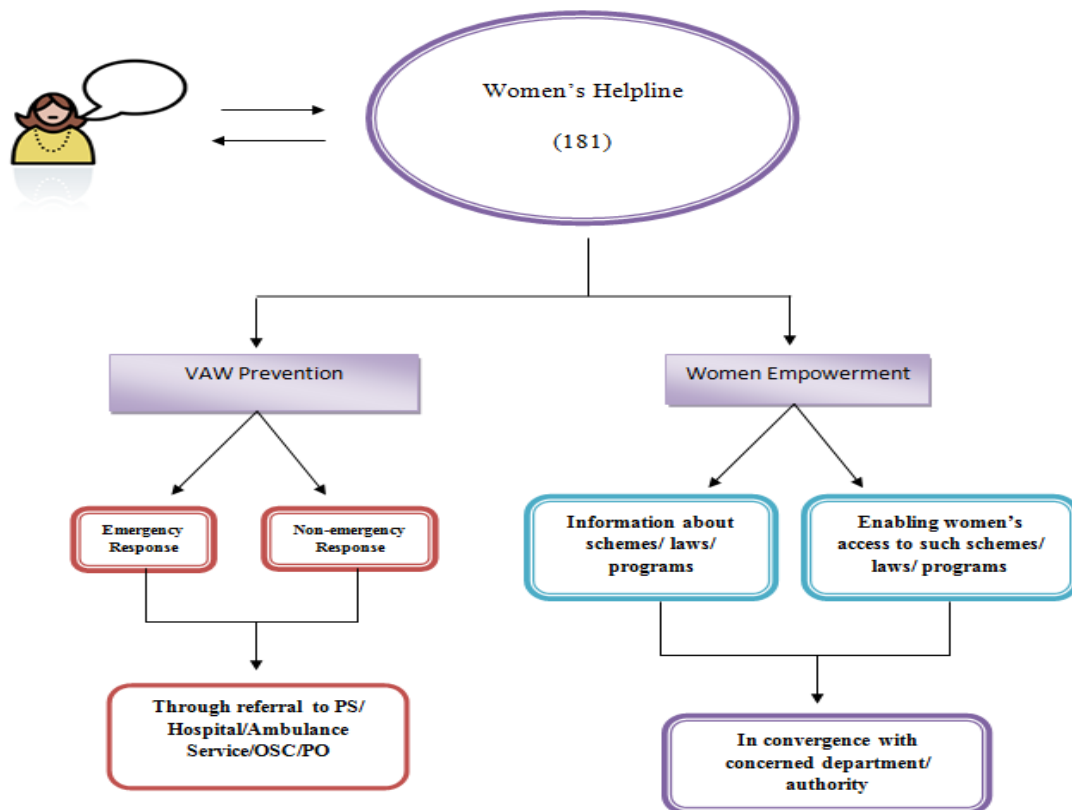
8.3.1 WHL will undertake outreach and awareness generation activities to inform and encourage women to utilize its service in case of need. For women to contact WHL, they first need to know about the service and understand what it can do for them. Hence, outreach and awareness-generation activities are therefore key components of a WHL.

8.3.2 Outreach and awareness-generation activities take the WHL service to women and ensure accessibility of the Helpline to the most marginalised women of the State. In addition, these activities will also act as a deterrent measure by ensuring the prevention of VAW through creation of a society which denounces violence upon women. For the purpose, IEC activities at State/UT level would be organized for spreading awareness about the Scheme and sensitizing all concerned.

8.3.3 The institutional mechanism under MWCD and other concerned departments at the State/district/village/urban/rural level i.e. PO, ASHA, ANM, AWW, PRIs along with civil society groups, self help groups (SHG), individuals will be utilised for creating awareness. Different awareness-generation strategies including mass publicity campaign through

distribution of leaflets, pamphlets, brochures, posters and dissemination of information through public transport system i.e. buses, auto-rickshaw, taxis, media channels (newspapers, radio and television), public conferences, special events such Women’s Day, interface with youth through school and college based outreach and more could be utilised for the purpose.

## 9. DIAGRAMMATIC OVERVIEW OF WOMEN HELPLINE



## 10. STEPS TO BE UNDERTAKEN BY STATE GOVERNMENTS / UT ADMINISTRATIONS

### 10.1 Formulation of proposal for Women Helpline

10.1.1 At the State/UT level, the Department of Women and Child Development will formulate a proposal for the Universalisation of Women Helpline and submit the same to the Ministry of Women and Child Development for approval. The proposal should contain specific timelines for the establishment/augmentation and functioning of WHL. A Proforma

for Women Helpline proposal is at **Annexure III-A. Procedure to be followed by District Magistrate/ District Collectors/Implementing Agency to access under Women Welfare Scheme are at Annexure III-B**

10.1.2 For reference, these Guidelines include models of some of the women helplines working in the States/UT of Gujarat, Uttar Pradesh, Chandigarh and Delhi through different platforms. These are provided as a guide to assist State/UTs in establishing a holistic system but at no time it is mandatory upon State/UT to follow the same. State/UT can also adopt different models as per their local requirement. The presentations of these models are annexed as **Annexure IV**.

## 10.2 Human Resource Requirement

10.2.1 For smooth functioning of WHL, the State Governments/UT Administrations may outsource activities required for functioning of WHL such as management, call response, IT, multipurpose and security etc. The eligibility requirements for the agencies providing these above-mentioned services are mentioned in **Annexure V**.

## 10.3 Convergence with other Departments

The roles and responsibilities of the concerned Ministries/Departments are outlined in the table below:

S. No.	Department	Primary Role	Other Support
1	Department of Telecommunications under Ministry of Communication and Information Technology	<ul style="list-style-type: none"> <li>• Provide a toll free text message/app service to be connected with short code 181.</li> <li>• Compatible with all the existing telecommunication channels i.e. Post/ Pre paid mobile/ landline across all the networks whether public or private</li> <li>• Ensure interstate connectivity</li> <li>• Provide technology to record and immediately trace the current location from which call/ text/signal has been received.</li> </ul>	<ul style="list-style-type: none"> <li>• Examine requirement for suitable amendments in existing law/procedures i.e. Indian Telegraph Act, License conditions etc. to facilitate connectivity among various telecommunication companies</li> <li>• Monitor all inter-connectivity issues involving the telecom operators whether private or public.</li> </ul>
2.	Department of Home	<ul style="list-style-type: none"> <li>• Integrate all Helpline ran by</li> </ul>	<ul style="list-style-type: none"> <li>• Support gender</li> </ul>

	Affairs/District/Local Police Station	<p>police department with WHL.</p> <ul style="list-style-type: none"> <li>• Contact details of police officials in-charge working in various police stations/ city/ district/ State level to be made available to Helpline.</li> <li>• Designate police help and support whenever requested by WHL</li> </ul>	sensitisation of police personnel dealing with cases of women affected by violence
3	Department of Health and Family Welfare/ District	<ul style="list-style-type: none"> <li>• Directories of Doctors /Hospitals / Clinics (public &amp; private) operational within the State/UT.</li> <li>• Directories with complete address, phone number of in-charge/nodal Doctor of hospitals.</li> <li>• Directories of Ambulances (public and private).</li> <li>• List of all the ANM, ASHA working in a State with their contact details</li> </ul>	<ul style="list-style-type: none"> <li>• Training and sensitization of Health personnel including paramedical staff.</li> <li>• Support process of identifying para-medical staff.</li> </ul>
4	State Legal Service Authority/DLSA	<ul style="list-style-type: none"> <li>• List of lawyers ready to give legal aid to the women affected by violence</li> <li>• List of district wise para-legal volunteers.</li> </ul>	<ul style="list-style-type: none"> <li>• Support in ensuring expeditious disposal of cases.</li> <li>• Periodical training of Helpline officials on laws related to VAW</li> </ul>
5	Department of Women and Child Development/	<ul style="list-style-type: none"> <li>• List of all AWW/PO/Child Marriage Prohibition Officers (CMPO)/Dowry Prohibition Officers (DPO) working across the State with contact details to be provided to Helpline.</li> <li>• Details of schemes related to women empowerment and the officers looking after it</li> <li>• Details of shelter homes/ Swadhar Grehs/ Short Stay Homes</li> </ul>	<ul style="list-style-type: none"> <li>• Periodical training of WHL officials on laws, schemes, policies and programmes related to VAW</li> </ul>

## **11. STEPS TO BE UNDERTAKEN BY CENTRAL GOVERNMENT**

### **11.1 Approval of the WHL Proposals submitted by State Governments/UT Administrations**

11.1.1 A Programme Approval Board (PAB) shall be constituted in the Ministry of Women and Child Development, headed by the Secretary. The financial proposal and action plan of the State Governments/UT Administrations under the Scheme will be approved by this Board. The PAB will comprise of inter alia following members:

- i) Financial Advisor, Ministry of Women & Child Development;
- ii) Additional Secretary/Joint Secretary of the concerned Bureau in the MWCD
- iii) Director of concerned Division, Ministry of WCD
- iv) Representative of Department of Telecommunication
- v) Representative of the concerned State Government
- vi) Any other expert/statutory body/invitees as decided by Chairperson

11.1.2 The PAB shall be the final authority for accepting, reviewing, and sanctioning of proposals for assistance under the Scheme.

### **11.2 Action Research & Documentation including Impact Analysis**

11.2.1 The WHL data will be analysed to identify the areas, nature and scope of violence faced by women on the basis of the calls received at the Helpline. MWCD will utilize this data and intervention strategies adopted by State/UT Helplines to create compendium of good practices, looking at emerging areas of concern such as cybercrime, sexual harassment in unorganized sectors and conduct other targeted research in identified vulnerable areas to analyse the impact of Helpline in combating violence against women.

### **11.3 Training and Information Education and Communication (IEC)**

11.3.1 MWCD will develop a training module to be used by State Governments/UT Administrations for the purposes of providing induction, orientation and periodical capacity building trainings to all the personnel involved in the functioning of WHL. Towards fulfilling this objective, the State Governments/UT Administrations will coordinate with its various departments so that people belonging to various departments but providing services on account of WHL could be sensitized and trained in handling the issues related to VAW.

11.3.2 Training Kits, manuals, IEC Material such as pamphlets, leaflets, brochures, posters etc. would be developed and provided to State Governments/UT Administrations to be utilized by WHL to counter gender based violence and to promote gender equality.

## **12. ADMINISTRATION OF THE SCHEME**

**12.1 At the national level, Ministry of Women and Child Development would be responsible for budgetary control and administration of the Scheme.**

**12.2 At the State level, Department of Women and Child Development will be responsible for overall direction and implementation of the Scheme. The State Government may designate a District Collector/District Magistrate for implementation of the Women helpline Scheme in the State and funds will be released to the designated District Collector/District Magistrate directly. The day to day implementation and administrative matters would be the responsibility of the State Governments/UT Administrations. The Helpline Manager will report to the designated District Collector/District Magistrate for all reporting and monitoring purposes.**

## **13. MONITORING MECHANISMS**

Monitoring of the WHL would be at two levels:

13.1 At the National level, a National Steering and Monitoring Committee will be constituted under the chairpersonship of the Secretary, WCD comprising representation from the Ministry of Home Affairs, Ministry of Health and Family Welfare, Ministry of Communications and Information Technology, Ministry of Law and Justice along with National Legal Service Authority (NALSA). The National Steering and Monitoring Committee will monitor and evaluate the functioning of all WHL annually. A Project Management Unit (PMU) will be set up which is to act as the Secretariat to the National Steering and Monitoring Committee.

13.2 At the State level, there will be a State Steering and Monitoring Committee under the chairpersonship of the Principal Secretary, WCD with representatives from the Department of Home Affairs, Health and Family Welfare, Telecommunications, SLSA and Civil Society members. The State Level Project Management Unit (PMU) functional under the supervision of the Secretary, Department of Women and Child Development will monitor



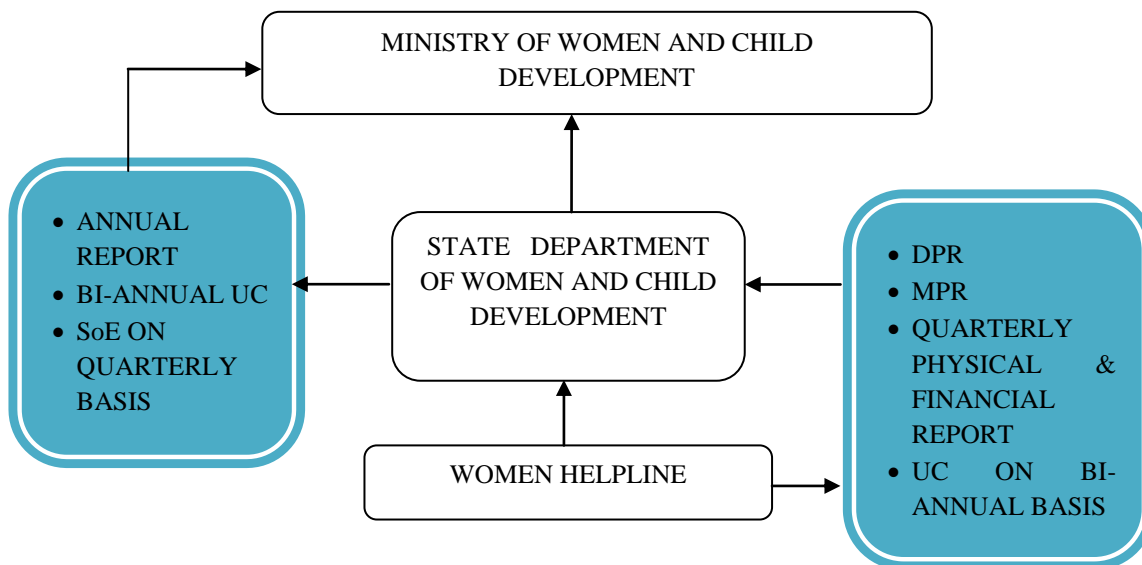
the functioning of WHL on quarterly basis **in association of designated District Collector/District Magistrate.**

## 14. REPORTING

14.1 Every day the data of the last 24 hours would be extracted and analysed by Helpline Manager and a daily progress report (DPR) would be send directly to Director, State WCD mentioning the challenges faced through **designated District Collector/District Magistrate.**

14.2 A monthly progress report (MPR) along with quarterly physical and financial reports (QPR) will be sent to Principal Secretary WCD. The UC will be submitted by the Women Helpline on bi-annual basis to the State. The State will submit quarterly Statement of Expenditure (SoE), consolidated annual report and UC to the Ministry on bi-annual basis.

### DIAGRAMATIC REPRESENTATION OF REPORTING MECHANISMS



14.3 SoEs are to be furnished to GoI as per formats given at **Annexure VI** along with the physical and financial report as under:

- Annual SoE for previous year : by 31<sup>st</sup> May
- Quarter ending 30<sup>th</sup> June : by 15<sup>th</sup> July
- Quarter ending 30<sup>th</sup> September : by 15<sup>th</sup> October
- Quarter ending 31<sup>st</sup> December : by 15<sup>th</sup> January
- Quarter ending 31<sup>st</sup> March : by 15<sup>th</sup> April

14.4 Utilisation Certificates (UC) are to be furnished to as per formats given at **Annexure VI** as under

- 1<sup>st</sup> Bi-Annual UC : by 15<sup>th</sup> October
- 2<sup>nd</sup> Bi-annual UC : by 15<sup>th</sup> April

## **15. EVALUATION**

15.1 The Scheme would be evaluated at the end of the 12<sup>th</sup> Five Year Plan to assess its impact and take corrective measures. Mapping exercise, baseline survey and action research conducted by the MWCD in this regard would not only help in identification of beneficiaries but will also help in assessing the impact or outcome.

## **16. AUDIT AND SOCIAL AUDIT**

16.1 Audit: Audit shall be done as per Comptroller & Auditor General of India norms and that channel will be followed at the Central and State Government levels.

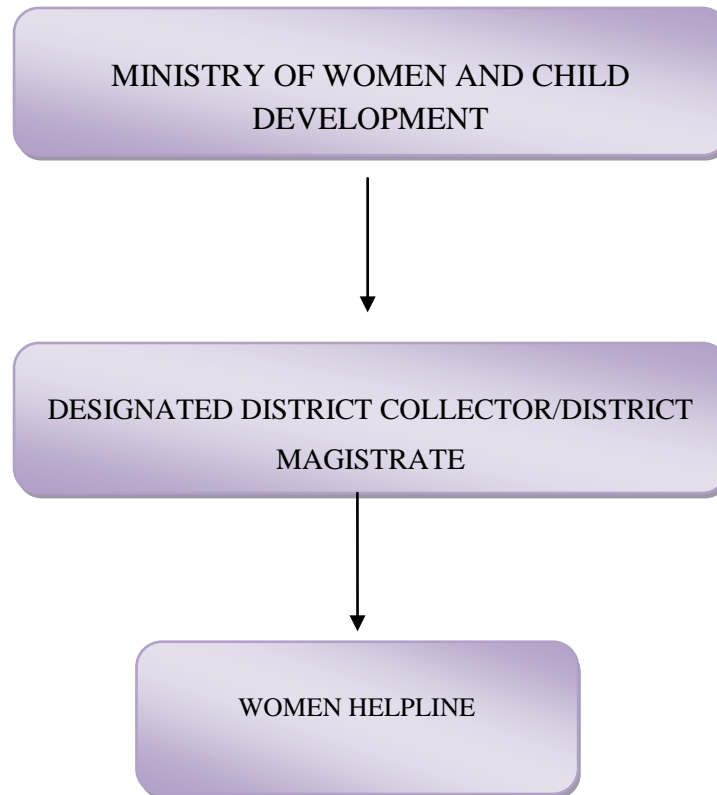
16.2 Social Audit: Social Audit will also be undertaken which will be conducted by civil society groups to obtain direct feedback from those who have availed services under the Scheme through appropriate evidence gathering methods.

## **17. FINANCIAL MANAGEMENT**

17.1 The Scheme will be funded through Nirbhaya Fund. The Central Government will provide 100% financial assistance to the **designated District Collector/District Magistrate directly**. The day to day implementation and administrative matters would be the responsibility of the State Governments/UT Administrations.

17.2 **The MWCD will be responsible for budgetary control and administration of the scheme at the Central level. The MWCD will release the funds to the designated District Collector/District Magistrate after obtaining the approval from Programme Approval Board (PAB) constituted under the Scheme. The designated District Collectors/District Magistrate will operate a separate bank account for scheme of Women Helpline.**

## DIAGRAMATIC REPRESENTATION OF FUND FLOW



17.3 The financial assistance shall be released in two installments. **The initial budget towards Universalisation of Women Helpline will be allocated only after obtaining the approval on proposals/action plans received from the respective States/UTs.** The financial assistance to the designated Districts Collector/District Magistrate shall be released in two installments. **However, the initial budget will be allocated to the District as per the proposals received by the respective States/UTs. Further release of funds to the District Collector/District Magistrate will be made bi-annually;** first installment will be released by 15<sup>th</sup> April and second installment will be released by 15<sup>th</sup> October of the calendar year after receiving the Statement of Expenditure (SoE) and Utilisation Certificate (UC) of the grant from them.

### Timelines for submission of reports:

- i) SoE and UC : **by 15<sup>th</sup> October (for the 1<sup>st</sup> bi-annual), 15<sup>th</sup> April (for the 2<sup>nd</sup> bi-annual)**
- ii) Annual SoE, along with UC for previous year : **by 31<sup>st</sup> May**

17.4 Time schedule for submission of the Utilisation Certificate (UC) may be strictly adhered to enable the MWCD to release the funds to States/UTs in time.

17.5 A one-time non-recurring grant for setting up or augmentation of existing Helpline along with recurring grants for rent, outsourcing of services for management and administrative cost etc. of the WHL will also be provided to the State/UTs on the basis of following categorization:

- ***Having more than 5 crore of population:*** The States/UTs having more than 5 crore of population will be provided with a maximum amount of Rs. 18,00,000 as non-recurring and a maximum amount of Rs. 89,40,000 as recurring grant.
- ***Having more than 1 crore but less than 5 crore of population:*** The States/UTs having more than 1 crore but less than 5 crore of population will be provided with a maximum amount of Rs. 17,50,000 as non-recurring and a maximum amount of Rs. 68,16,000 as recurring grant.
- ***Having less than 1 crore of population:*** The States/UTs having less than 1 crore of population will be provided with a maximum amount of Rs. 17,00,000 as non-recurring and a maximum amount of Rs. 68,16,000 as recurring grant.

The population wise details of State/UTs are provided at **Annexure VII**.

17.6 The overall financial projections for operationalisation of Women Helpline is Rs 69.49 cr. for the remaining period of XIIth Plan (F.Y. 2015-16 to 2016-17). The summary of the estimated cost for its scheduled duration along with a break-up of year-wise, component-wise expenses segregated into non-recurring and recurring expenses are as under:

### Cost for Setting up Women Helpline in States/UTs

SI. No.	Particulars at each level	Cost per unit (In Rs)	No of States/ Uts	Year wise (In Rs)	Year wise (In Rs)	Total (In Rs)	Total Rs. in crore
				2015-16	2016-17		
<b>Central Level</b>							
	<b>Central Level</b>						
	ii) Research & Documentation	5000000		5000000	5000000	<b>10000000</b>	<b>1.00</b>
	iii) Training and IEC	5000000		5000000	5000000	<b>10000000</b>	<b>1.00</b>
	iv) Evaluation	2000000		2000000	2000000	<b>4000000</b>	<b>0.40</b>
	v) Database Management	10000000		10000000	10000000	<b>20000000</b>	<b>2.00</b>
	<b>Sub total (Central Level)</b>			<b>22000000</b>	<b>22000000</b>	<b>44000000</b>	<b>4.40</b>
<b>State Level</b>							
<b>A</b>	<b>State Norms for A Category States</b>						
	(a) Non Recurring	1800000	9	16200000		<b>16200000</b>	1.62
	(b) Recurring	8940000	9	80460000	80460000	<b>160920000</b>	16.09
	<b>Sub Total -A</b>			<b>96660000</b>	<b>80460000</b>	<b>177120000</b>	<b>17.71</b>
<b>B</b>	<b>State Norms for B Category States</b>						
	(a) Non Recurring	1750000	<b>12</b>	21000000.0		<b>21000000</b>	2.10
	(b) Recurring	6816000	<b>12</b>	81792000	81792000	<b>163584000</b>	16.36
	<b>Sub Total-B</b>			<b>102792000</b>	<b>81792000</b>	<b>184584000</b>	<b>18.46</b>
<b>C</b>	<b>State Norms for C Category States</b>						
	(a) Non Recurring	1700000	<b>15</b>	25500000.0		<b>25500000</b>	2.55
	(b) Recurring	6816000	<b>15</b>	102240000	102240000	<b>204480000</b>	20.45
	<b>Sub Total-B</b>			<b>127740000</b>	<b>102240000</b>	<b>229980000</b>	<b>23.00</b>
<b>D</b>	<b>Flexi Fund 10% of A+B+C</b>			32719200	26449200	<b>59168400</b>	5.92
	<b>Sub total (State Level)</b>			<b>359911200</b>	<b>290941200</b>	<b>650852400</b>	65.09
	<b>Total Cost</b>			<b>381911200</b>	<b>312941200</b>	<b>694852400</b>	69.49

## State Level Norms for A Category States

Sl. No.	Item	Unit	Estimated Cost (In Rs)
<b>A</b>	<b>RECURRING</b>		
<b>1</b>	Women Helpline Centre Management @600000 pm	12	72,00,000
<b>2</b>	Rent @ Rs. 30000 pm	12	3,60,000
<b>3</b>	Administrative Cost including Hiring vehicle @ Rs. 65000 pm	12	7,80,000
<b>4</b>	Telephone Bills for the call centre @ Rs. 50000	12	6,00,000
	Sub-Total (Recurring)		<b>89,40,000</b>
<b>B</b>	<b>NON RECURRING</b>		
<b>1</b>	EPABX-Cum Call Centre Solution		600,000
<b>2</b>	PRI Lines/ Dialers/Intercom/Extension Instrument etc		130,000
<b>3</b>	Headphones/Earphone & Dialer (Analog Phone) Audio Port/Head set with dialer		200,000
<b>4</b>	Computer/Lap tops and Printers/Scanners	8	300,000
<b>5</b>	UPS/Generator of 5 KVA For Power Backup	1	70,000
<b>6</b>	Furniture, Air Conditioners, Renovation etc.		500,000
	<b>Total Non Recurring</b>		<b>1,800,000</b>

## State Level Norms for B Category States

Sl. No.	Item	Unit	Estimated Cost (In Rs)
<b>A</b>	<b>RECURRING</b>		
1	Women Helpline Centre Management @4,23,000 pm	12	50,76,000
2	Rent @ Rs. 30000 pm	12	3,60,000
3	Administrative Cost including Hiring vehicle @ Rs. 65000 pm	12	7,80,000
4	Telephone Bills @ Rs. 50000	12	6,00,000
	Sub Total (Recurring)		<b>68,16,000</b>
<b>B</b>	<b>NON RECURRING</b>		
1	EPABX-Cum Call Centre Solution		6,00,000
2	PRI Lines/ Dialers/Intercom/Extension Instrument etc		1,30,000
3	Headphones/Earphone & Dialar (Analog Phone) Audio Port/Head set with dialer		2,00,000
4	Computer/Lap tops and Printers/Scanners	6	2,50,000
5	UPS/Generator of 5 KVA For Power Backup	1	70,000
6	Furniture, Air Conditioners, Painting, Renovation etc.		5,00,000
	<b>Total Non Recurring</b>		<b>1,750,000</b>

## State Level Norms for C Category States

Sl. No.	Item	Unit	Estimated Cost (In Rs)
<b>A</b>	<b>RECURRING</b>		
1	Women Helpline Centre Management @4,23,000 pm	12	50,76,000
2	Rent @ Rs. 30000 pm	12	360000
3	Administrative Cost including Hiring vehicle @ Rs. 65000 pm	12	7,80,000
4	Telephone Bills @ Rs. 50000	12	600000
	Sub Total (Recurring)		<b>68,16,000</b>
<b>B</b>	<b>NON RECURRING</b>		
1	EPABX-Cum Call Centre Solution		600,000
2	PRI Lines/ Dialers/Intercom/Extension Instrument etc		130,000
3	Headphones/Earphone & Dialar (Analog Phone) Audio Port/Head set with dialer		200,000
4	Computer/Lap tops and Printers/Scanners	6	250,000
5	UPS/Generator of 5 KVA For Power Backup	1	70,000
6	Furniture, Air Conditioners, Painting, Renovation etc.		4,50,000
	<b>Total Non Recurring</b>		<b>1,700,000</b>



## **STANDARD OPERATING PROCEDURES**

### **GENERAL INSTRUCTIONS**

- The helpline staff shall at all times be extremely polite and give a patient hearing to the caller.
- The helpline staff should reassure the caller that help is on its way.
- The helpline staff shall not insist on the caller disclosing his/her identity, unless the caller so agrees and should assure the caller that the confidentiality of his/her identity and contact information shall be maintained.
- A confidential record including identity and contact details of the caller (if provided), along with aggrieved woman's personal and case details and name of the officer to whom information was passed on with date and time will be fed in to a system as per the prescribed format and a Unique ID Number would be generated.
- As soon as the complaint is registered a call/text message (SMS) would be sent to the SHO/ DM/ SP/ DYSP/CMO/PO/DO of the district/area as required.

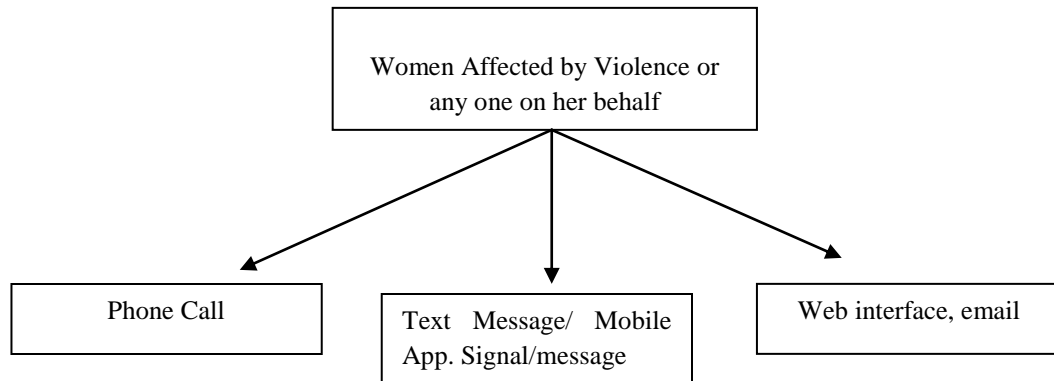
### **CASE SPECIFIC STEPS**

- As soon as a call is received on the Helpline, the call responder shall listen to the caller patiently by keeping in mind physical/mental condition of the caller and shall take all possible information about the grievance of the caller (i.e. type of problem/grievance, his/her present location, type of help/assistance he/she required etc.), including the details of the caller (whatever he/she discloses at that point of time without insisting too much on this aspect).
- The same shall be immediately passed to the local police, nearest PCR Van/Ambulance etc. as well as other concerned authorities/agencies as per the requirement.
- The call responder will also assure the caller of quick action and shall encourage the caller to keep patience and not to lose his/her control/temper/composure.
- After passing the information to all concerned authorities, a brief note about the caller, mentioning the maximum details available i.e. name, age, sex, present

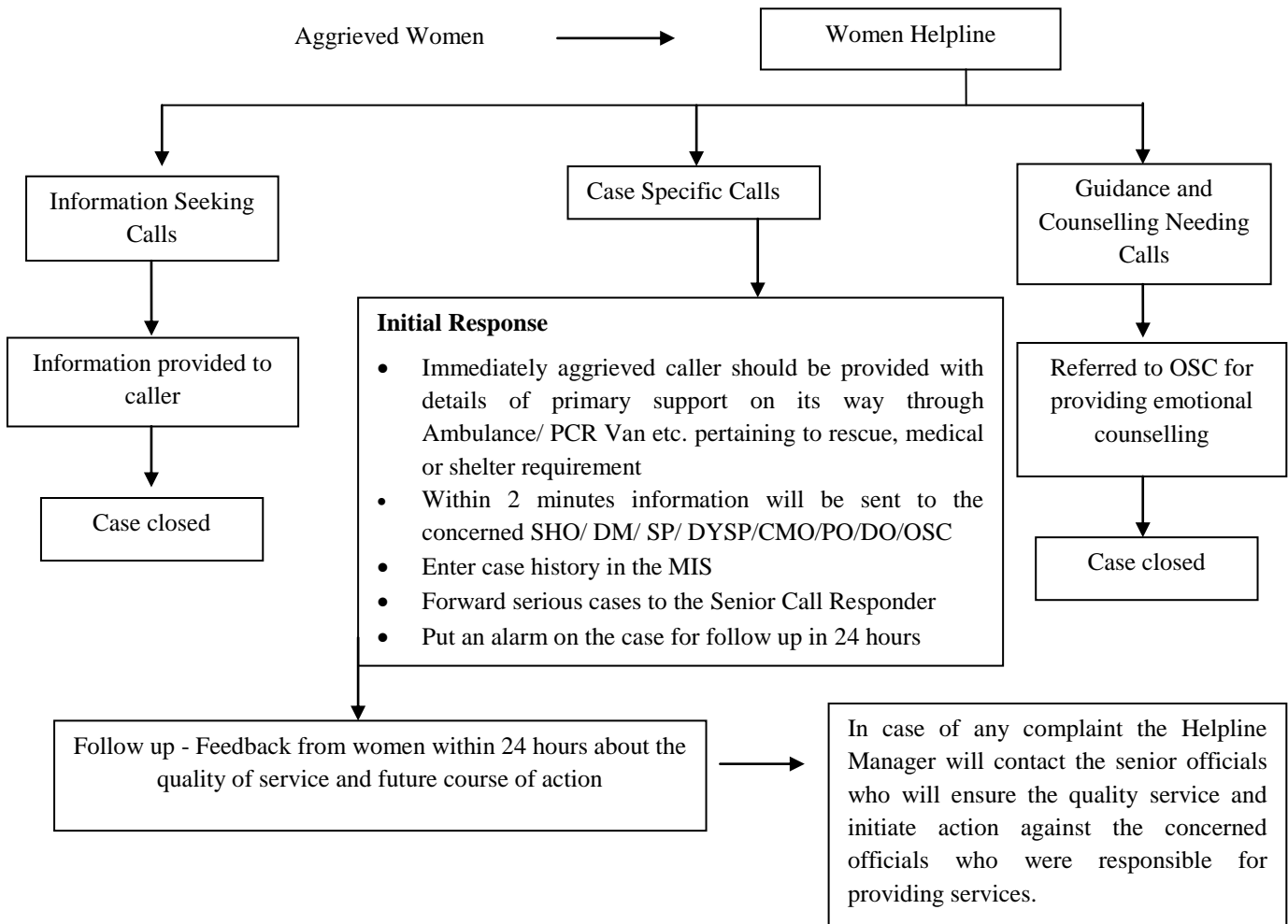
location, type of grievances/complaint, as well as the name of the officer to whom the call has been forwarded/entrusted for further action shall be fed into the software.

- Similarly, in case the information is received through text message, email or mobile app the concerned officials would be contacted to provide emergency support to the concerned woman.
- In case of requirement of police or medical assistance, the nearest PCR van or ambulance shall reach the caller at the earliest and shall provide all possible assistance to the caller without waiting for local police or hospitals and shall confirm their position at the spot.
- The PCR Van shall *suo-moto* respond immediately to any incident which unfolds before them or reported to them or brought to their notice. Under no circumstances shall the PCR van remain as mere spectator to the incident.
- The officer from the local police or other authorities to whom the information has been forwarded must reach the caller at the earliest without fail. Any delay on the part of the officer to whom the call has been marked will be viewed seriously.
- The concerned officer should reach the caller with all the required/necessary equipment i.e. first aid kit etc. Keeping the mental and physical condition of the caller in mind, maximum possible aid should be provided immediately.

## 1. ACCESSING HELPLINE

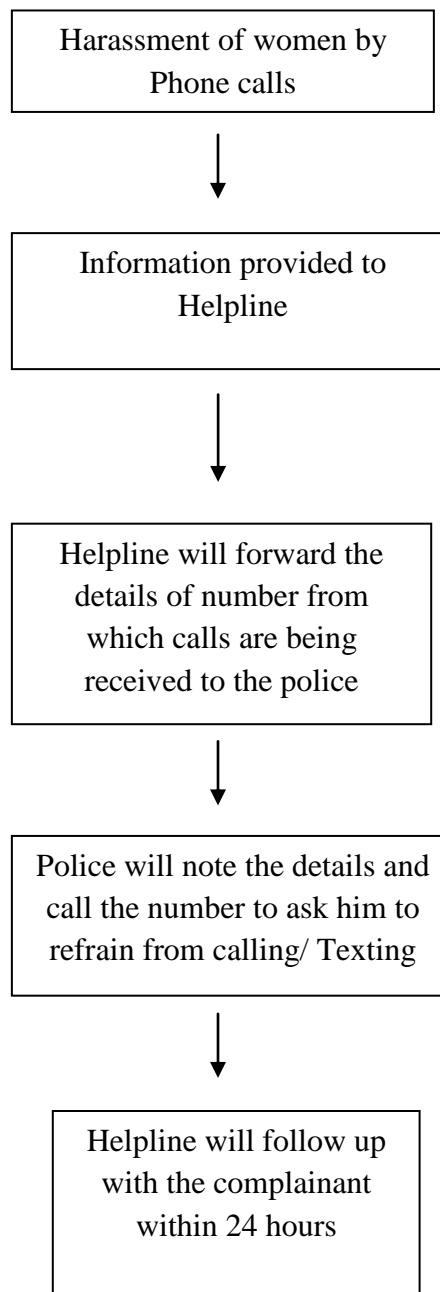


## 2. HELPLINE RESPONSE

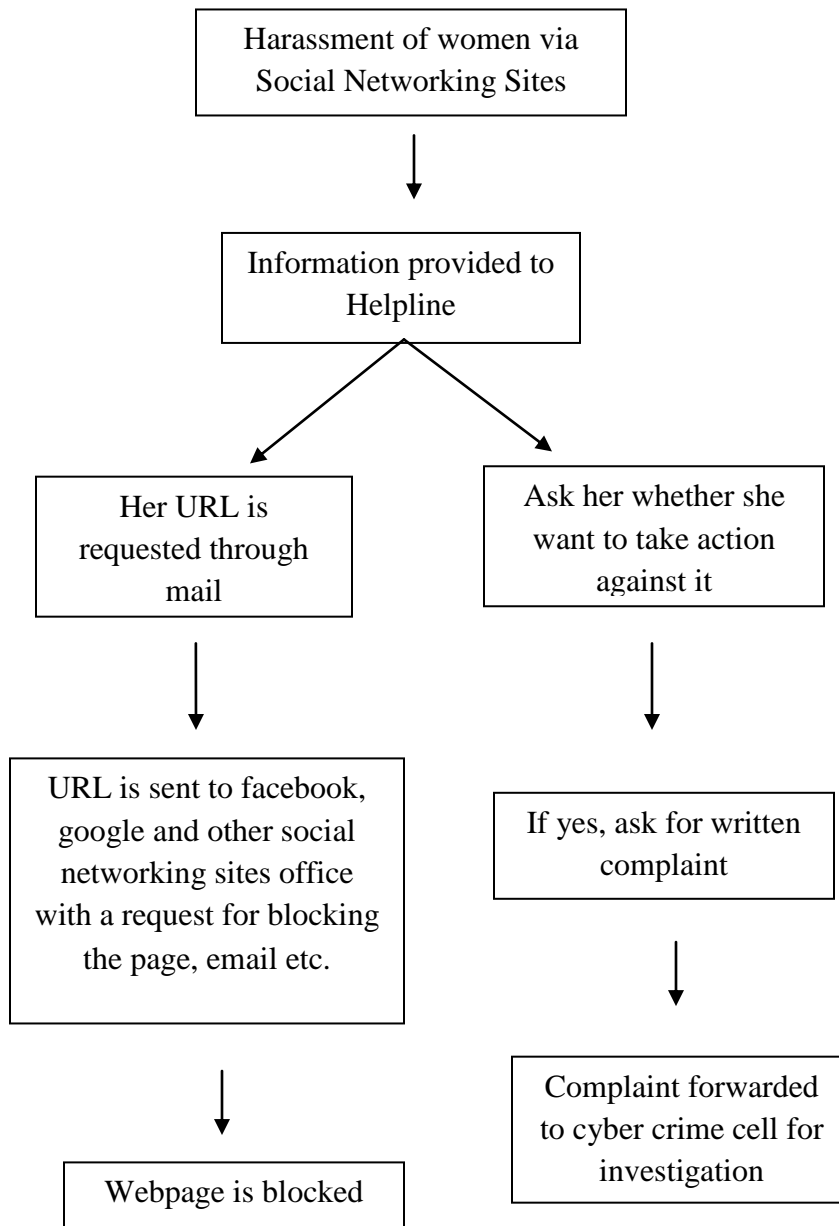


## In Special Circumstances:

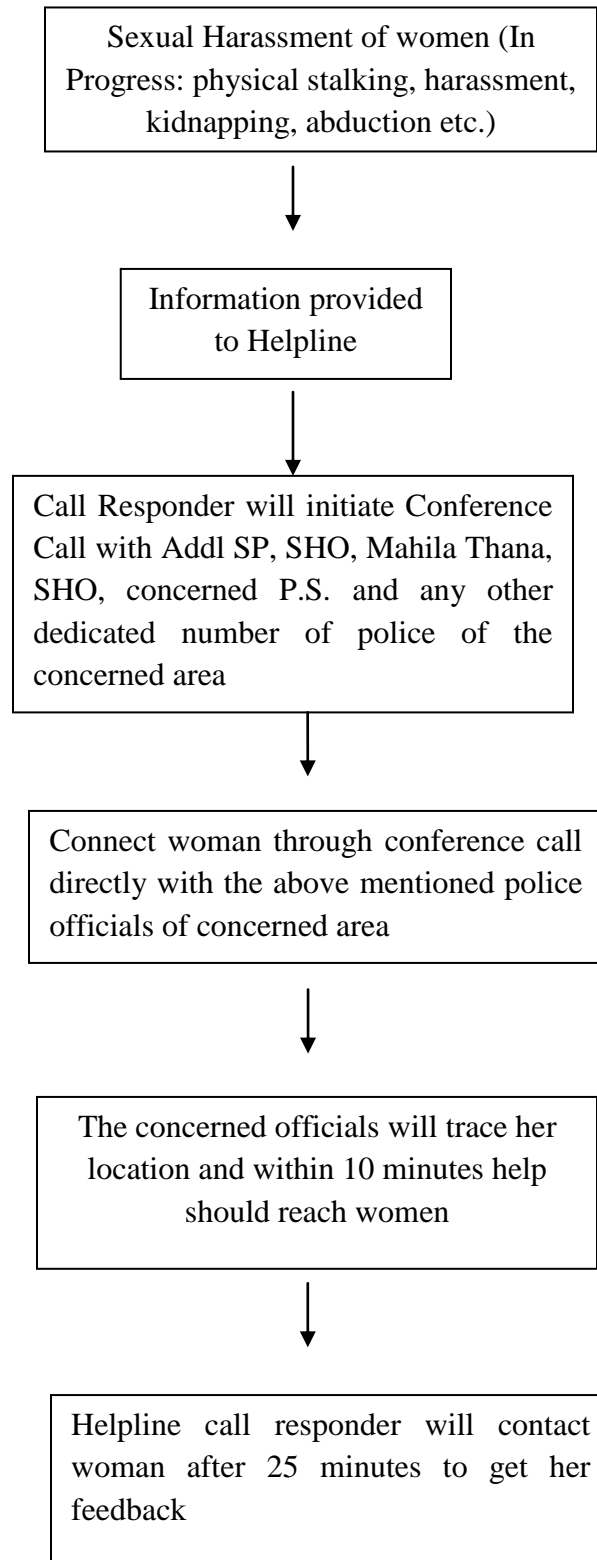
A.



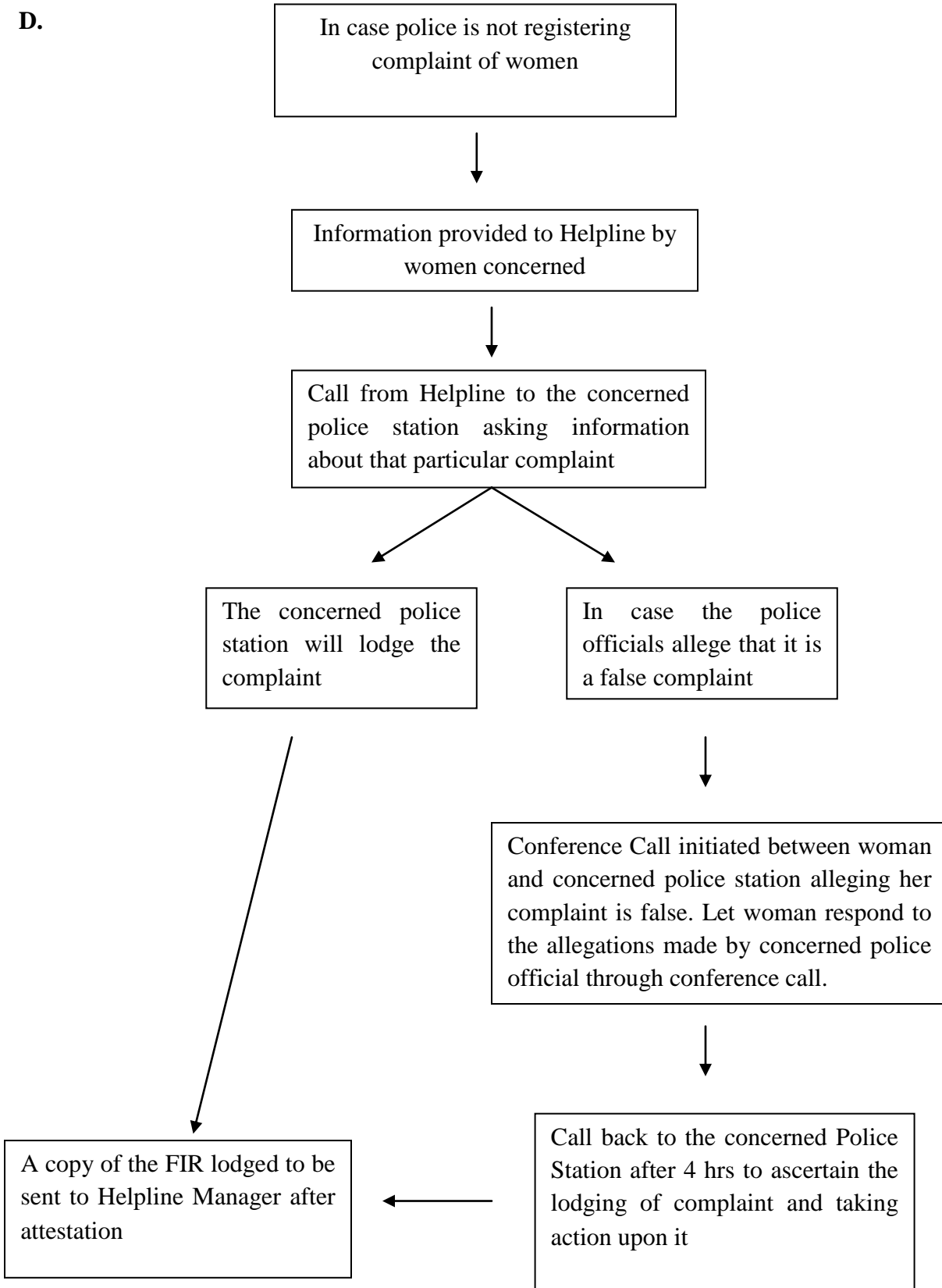
**B.**



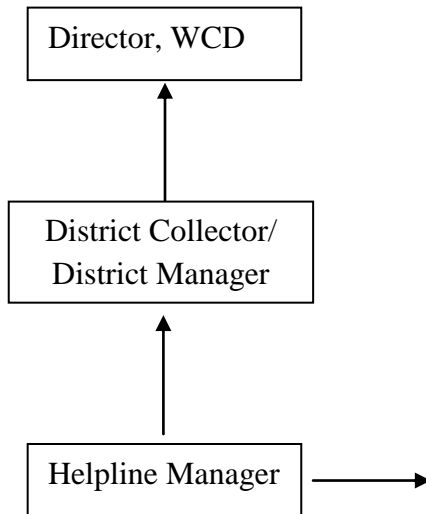
C.



D.



### 3. Monitoring



#### Monitoring

- All calls will be reviewed to check the performance of the responders. The review should be based on following standard:
  - ✓ 90% of the total distress calls were answered within 10 seconds
  - ✓ 100% of the total distress calls were answered in not more than 20 seconds and
  - ✓ In any given hour, not more than 1% of calls had encountered busy signal.
- Cases will be tracked to check an adequacy of interventions made by the stakeholders i.e. police, hospitals, Lawyers etc.
- Regular performance appraisal of WHL staff.
- Systematic feedback, either of all callers or those selected by random sampling.



**SUGGESTED RESOURCE MAPPING LIST OF REFERRAL SERVICES**

**DIRECTORIES NEEDED FOR WOMEN HELPLINE**

1. All Hospitals in the State
2. Chief Medical Officer
3. List of Forensic Labs
4. Ambulance Service
5. District Magistrate/ District Collectors Office
6. Office of the SP, DSP and all Police Thana
7. Crime Against Women Cell
8. List of Protection Officers
9. List of District Officers
10. District Legal Services Authority
11. District Panchayat Raj Officer
12. District Education Officer
13. District Social Welfare Officer
14. Elected Representatives of the PRI
15. Rural Development Functionaries
16. NGOs/ CBOs Directory specialized in dealing with services for women affected with violence and volunteers.
17. Community Leaders
18. Members of Nehru Yuva Kendras/ Youth Clubs
19. Swadhar Greh/ Short Stay Home
20. Helplines by Social Justice Ministry, Home Ministry, Women and Child Development
21. Local Chemists
22. Blood Banks
23. Counsellor
24. Ward/ Municipality's Directory
25. Resident's Welfare Association (RWA)
26. Directory of WCD Functionaries namely CDPOs, Supervisors and Anganwadi Workers, Asha's and ANMs
27. Poorna Shakti Kendras
28. Mahila Police Volunteers (MPVs)
29. Village Convergence and Facilitation Service (VCFS)

**PROFORMA FOR PROPOSAL FOR UNIVERSALISATION OF WOMEN  
HELPLINE SCHEME**

1. Location of the Women Helpline Centre -----

2. Requirement of Fund for Women Helpline Centre

a) Recurring Expenditure

Sl. No	Items/Components	2015-16			2016-17		
		1 <sup>st</sup> Half Year	2 <sup>nd</sup> Half Year	Total	1 <sup>st</sup> Half Year	2 <sup>nd</sup> Half Year	Total
i)	Women Helpline Centre Management						
ii)	Rent						
iii)	Administrative Cost including Hiring vehicle						
iv)	Telephone Bills for the call centre						

b) Non recurring Expenditure:

Sl. No	Items/Components	2015-16
i)	EPABX-Cum Call Centre Solution	
ii)	PRI Lines/ Dialers/Intercom/Extension Instrument etc	
iii)	Headphones/Earphone & Dialer (Analog Phone) Audio Port/Head set with dialer Computer/Laptops and Printers/Scanners	
iv)	UPS/Generator of 5 KVA For Power Backup	
vi)	Furniture, Air Conditioners, Renovation etc.	

c) Flexi Fund 10% of (a) + (b) -----

3. Total funds required for Women Helpline [2 (a)+(b)+(c) ] -----

**Authorized Signatory  
Name and Designation:  
Principle Secretary/Secretary/Director, DWCD**

**Procedure to be followed by District Magistrate/ District Collectors/Implementing Agency to access under Women Welfare Scheme**

1. **Step-I:- Opening of Bank Accounts:-** The District Magistrate/District Collectors Or the Nodal Agency for this purpose will be designated as the implementing agency at District level. The District Magistrate/District Collectors will be required to open separate scheme-wise Bank Accounts at the District HQ for transfer of funds directly by the PAO. The Bank Account will be opened in the name of the Scheme e.g ‘**District Magistrate/District Collectors, Women Helpline, Agra (place of the Centre)**’. Details of the Bank Account along with one cancelled cheque shall be sent to the concerned program division of the Ministry.
2. **Step-II:- Agency Registration on PFMS:** Once the Step-I is completed, the District Magistrate/District Collectors are required to register themselves on PFMS portal as implementing agency. For this purpose the following steps are required to be followed:-
  - (a) Access the website pfms.nic.in and follow the steps for implementing agency, as available on website <http://pfms.nic.in> under the heading of New Features and subheading of User and Agency Module. In this way Unique ID, Login and password will be created.
  - (b) Login ID and password will also be automatically sent to the email filled in the registration form. The User ID and Password may not be disclosed for security purposes.
  - (c) For further login District Magistrate/District Collectors may use the same Login ID and Password but it is better to change the password after 1<sup>st</sup> login and thereafter periodically.
  - (d) The District Magistrate/District Collectors are also required to send their unique code along with Bank Mandate form and cancelled cheque to the respective Programme Division for agency mapping in PFMS.
3. **Step-III- Agency and Scheme mapping by Programme Division:** The Program Division of the Ministry will map Agency with the respective schemes and get them approved from Pr. Accounts Officer by submitting the Bank Mandate Form.
4. Once the above requirements are completed, the Programme Division will generate Sanction ID separately both scheme-wise as well as district-wise for further processing of transfer of funds by the PAO as per the standard operating procedures relating to the release of grant. It is worth mentioning here that the grants to the District Magistrate/District Collectors under these schemes shall be released from functional Major Heads other than MH ‘3601/3602’.
5. Once the fund is released by the PAO directly in the Bank Account of the District Magistrate/District Collectors as above, the fund will be available to them for utilization. The District Magistrate/District Collectors are required to use the PFMS portal for further disbursement of these funds. A quarterly bank statement shall be furnished by the District Magistrate/District Collectors to the Program Divisions for monitoring of unspent balances. All the Rules/Orders as applicable from time to time are available on PFMS portal and their compliance may be ensured by the Implementing agencies.

## WOMEN HELPLINES WORKING IN VARIOUS STATES

### 1. DELHI WOMEN HELPLINE (181)

The Govt. of NCT of Delhi has started Chief Minister Women in Distress Cell with short code “181” w.e.f. 31<sup>st</sup> Dec 2012 in the office of Chief Minister for enabling the women in distress to communicate their state of distress or complaint through 181 service and for taking up their matter with respective Department /service . The objective of the cell is to strengthen the measures for safety of women in Delhi.

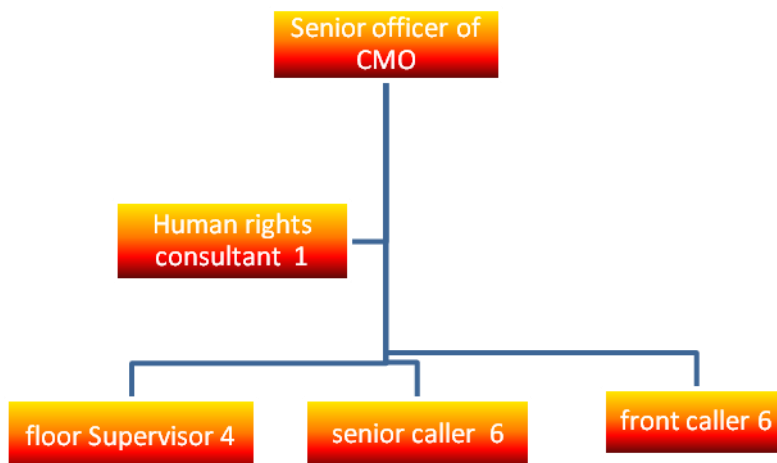
The above helpline has been working round the clock in three shifts i.e. 1<sup>st</sup> shift from 12:00 am to 8:00 Am 2<sup>nd</sup> from 8:00 Am to 4:00 Pm and 3<sup>rd</sup> shift from 4:00 Pm to 12:00 Am with all female deployed in the helpline for receiving the call.

The Delhi Commission for Women (DCW) in consultation with the consultant ‘181’ helpline formed a core group of the following persons for selection, recruitment, and training each of the staff for manning the Helpline-

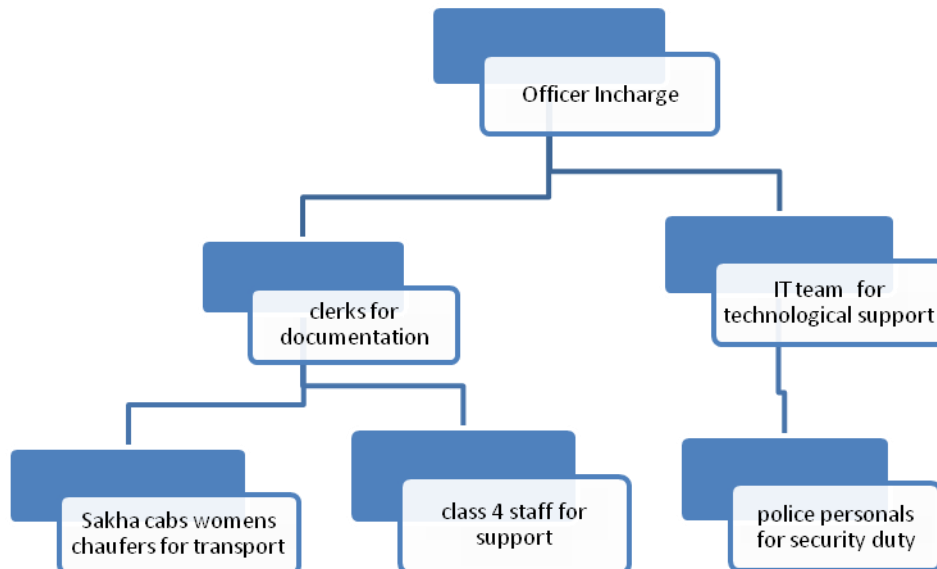
1. Addl. Secretary to CM.
2. Dy. Secretary, DSW.
3. Consultant, ‘181’ Helpline.
4. Consultant (Training), Mission Contergence.
5. Office Incharge, ‘181’ Helpline.

### OPERATION OF WOMEN HELPLINE

#### THE FRONT TEAM



## THE BACK TEAM



The teams have been divided in these two parts for smooth operations of this helpline .a mechanism has been developed in such a manner that each case is being monitored at many levels so that justice should not be denied to anyone . The back hand team takes care that all the data is kept properly and all referrals are being followed up.

### Mechanism of operations

#### CALLER

She attends the calls do primary referrals, does data entry and forwards serious cases to floor supervisor

#### SENIOR CALLER

Supports the supervisor in follow up and report writing process and in case of any contingencies and absence of floor supervisors manages the floor

#### FLOOR SUPERVISOR

Her primary job is to follow up the cases and talk with concerned authorities and departments as per the requirement of the case. She also provides counselling and advice to women in distress, also provides guidance to her team members makes daily report for the human rights consultant for further follow up manages her team and schedule. She also helps the consultant in team training and report writing

## **HUMAN RIGHTS CONSULTANT**

The human rights consultant holds complete responsibility of smooth operations at 181 call centre Her Major tasks are:

- She takes daily, weekly and monthly reports from the floor supervisors and prepares periodical reports.
- She makes the schedules for the team and manages the team in such a way that the helpline is up and active 24 hours ,she also keeps the attendance and records
- Insuring prompt and meaningful case work is her one of the primary responsibility.
- MIS development and management of computerised resource management systems are done under her guidance and responsibility.
- She represents 181 at different government and non-government both national and international forums.
- She takes Advocacy meetings to create good working culture between 181 and different service providers.
- She intervenes in heinous cases and keeps complete control of all cases happening at 181.
- Training and capacity building of the team
- Day to day management of team and reporting to Additional secretary and any other competent authority as and when required.

Through this operation mechanism we aim to:-

1. Tele counselling and support to women in distress round the clock through 181
2. Follow up and advocacy with service providers
3. Enhancing the quality of service provider
4. Periodical review of data available through the helpline
5. Follow up of the cases till logical conclusion
6. Crime mapping to assess the pattern of occurrence and to identify most vulnerable areas
7. Based on our experience and data obtained through 181 interventions we would be able to give concrete suggestion for policy and legislative changes to enforce right to safety of women.

It has been mandated that we would be doing advocacy and Networking with state and central agencies such as:

- Delhi police
- CAW cell
- Delhi Legal aid services authority
- DCW Rape crisis centre

- Mobile helpline of DCW
- DCW Mahila Panchayats
- GRC Legal aid cells
- Other women's groups providing support to women
- Awaaz Uthao Groups
- Protection Officer
- Hospitals
- Other concerned agencies

## CASE HANDLING PROCEEDURE



## **2. UTTAR PRADESH WOMEN POWERLINE (1090)**

This project aims at helping girls and women from harassment caused to them primarily because of gender insensitivity. The project called as '1090', Special helpline number to protect the rights of the female citizens and provide them with adequate support against eve-teasing and gender related Harassment was launched by the Hon'ble Chief Minister of Uttar Pradesh on 15<sup>th</sup> Nov, 2012.

Generally women do suffer humiliation of eve teasing and repetitive harassment in public places through passing of lewd comments and remarks by antisocial elements. In most events, the offenders capture the cell number of the victims and harass them with obscene and objectionable SMS and calls. This leads to unwanted mental discomfort. The woman has no choice but to tolerate this nuisance silently, as present social ethos discourages her to raise the issue. If at all she decides to raise the issue there is no system to curb this menace.

The 1090 helpline shall not only allow but also empower the female victims of harassment to call the police and report their complaints. The call shall be attended by female police officer and she will register the complaint electronically. The police then shall be able to proceed with the complaint as per the law. The helpline shall be in touch with the victim through the phone and report the progress of the police action until the closure of the issue. The victim shall also be able to call the helpline and seek information on the complaint progress. Once FIR is registered, the offender shall not be able to avail character certificate, driving license, passport and other verification documents.

The identity of the victim shall always be kept confidential and never be shared with anyone so as to protect her from unwanted elements and their retaliation. She will never be called to any police station or any other office for documentation or processing of the complaint. The helpline is thus called Women PowerLine as it allows the women folk to empower themselves and fight back this social menace of eve teasing and harassment.

### **PANCHTATVA**

- Your identity will never be disclosed.
- Your call will necessarily be picked up by women police officers.
- You will never be called to any police station or any police chowki.
- Only Women can make complaint on WPL.
- We will remain in touch with you even after the problem is resolved.

### **TYPES OF COMPLAINTS THAT CAN BE MADE TO WOMEN POWERLINE**

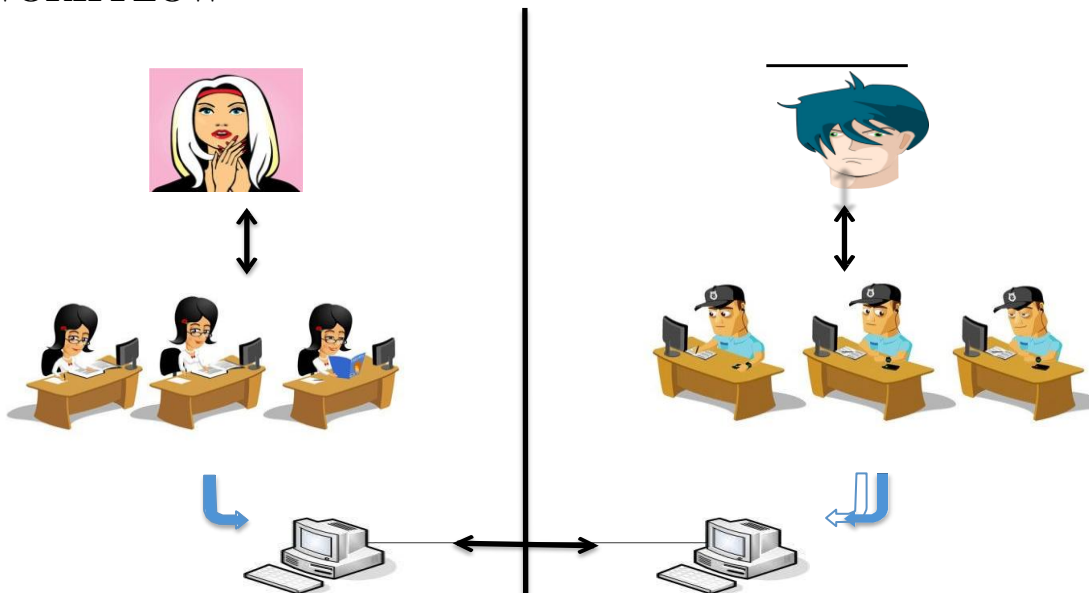
- Harassment on phone
- Domestic Violence
- Harassment on social sites
- Harassment at public places
- Miscellaneous complaints of harassment
- Harassment at work place



## ACCESSING POWERLINE



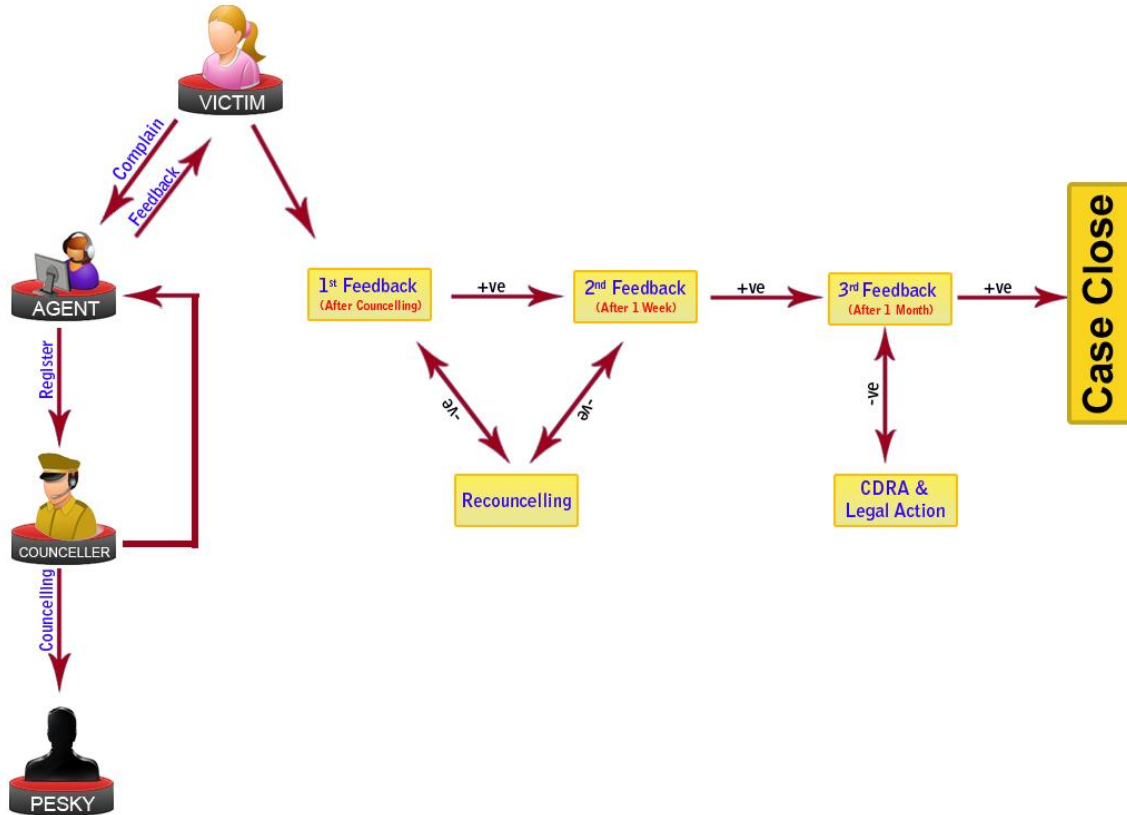
## WORK FLOW



- The victim's identity will never be disclosed.
- The victim will never be called to a police station or any other police office.
- In case legal action is required, police will register the FIR as complainant.
- We will remain in touch till the problem is solved.

- The system reprimands as well as counsels the harasser.
- The girl's name can't be disclosed as per directions of Supreme Court of India.
- Digital Cage
  - No Character Certificate
  - No verification
  - No Driving License
  - No Passport
  - Changing SIM card won't help
- Entire conversation is recorded, could be used against him in court.

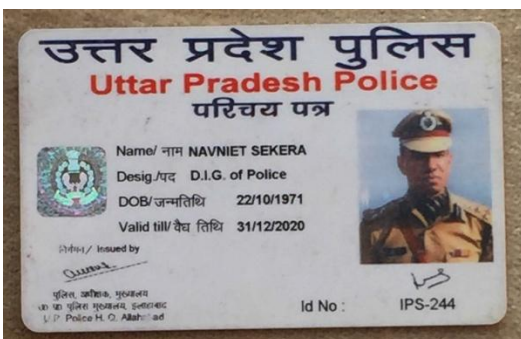
## Diagrammatic Overview of Case Resolution by Powerline



## PREVENTIVE MEASURE: POWER ANGELS

The Powerline with the help of State Police is planning direct empowerment of young women by designating them as Special Police Officers. Powerline plans to make 100 thousands Women Special Police Officers every year. For becoming Power Angels, women need to take three Compulsory Oaths, these are:

- Zero Tolerance to Harassment
- Be economically strong
- No gender bias



### 3. GUJARAT 181 ABHAYAM HELPLINE

Slide 1

**181 Helpline as a Bridge to OSCC in National Perspective**  
Smt. Anju Sharma, IAS  
Secretary

Women and Child Development Department  
Government of Gujarat

CALL 181 ABHAYAM 24 X 7 WOMEN HELPLINE  
ADVICE • RESCUE • COUNSELING

GUJARAT POLICE  
GVK  
EMRI

Slide 2

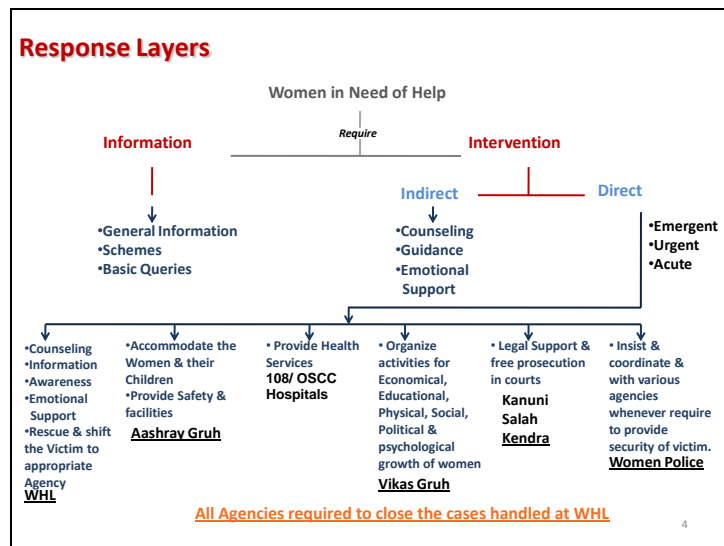
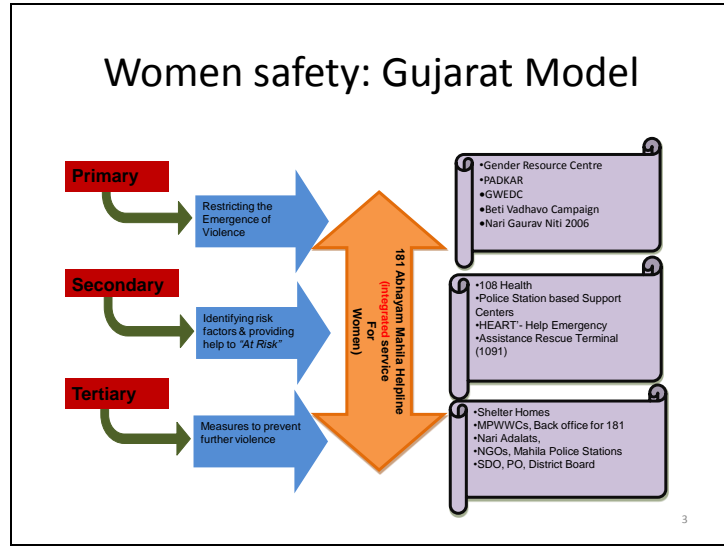
**181 Abhayam Helpline**

Integrated – single window solution by involving all concerned agencies

Technical support – Tata Institute of Social Sciences (TISS)

CALL 181 ABHAYAM 24 X 7 WOMEN HELPLINE  
ADVICE • RESCUE • COUNSELING

2



Slide 5

**Objective**

- To provide 24 X 7 free of charge immediate response to **Women in distress**
- To Provide Legal, Social and Psychological support using existing technology and infrastructure of successful PPP of 108 services
- To Provide **Counseling, Care & Guidance** to women against crisis due to Anti social elements, events & activities
- To bridge gap between various government and non-government agencies & activate entire machinery for better & focused outcomes, in area of women welfare
- To create a situation wherein, women become fearless through support such as immediate rescue, help and assistance in cases of domestic or other types of violence, misbehavior or eve teasing For-
  - Gender Equality
  - Glass Ceiling effects demolition in organized and unorganized sectors
  - Equal opportunities across the society
  - Healthy society with women rights well protected & respected

5

Slide 6

**Key Features of 181 Abhayam**

- Easy Accessibility & Social Acceptability
- Amalgamation of all women focussed services
- Skilled Manpower
- Clear operating procedures & knowledge support
- Technology Integration & coordinated response
- Prompt & affectionate response
- Feedback Mechanism
- Concern Redress
- Confidentiality
- Non Discrimination
- Documentation & Record keeping

6

Slide 7

### Scope of Service

- Women Victim of age 14 Years & Above
- Counseling, Care, Guidance to women in stress.
- Women Victim oriented Rescue Service till women reaches at safe place
- End to End resolution/closure for all instances reported at Helpline

**Major Process Steps:**

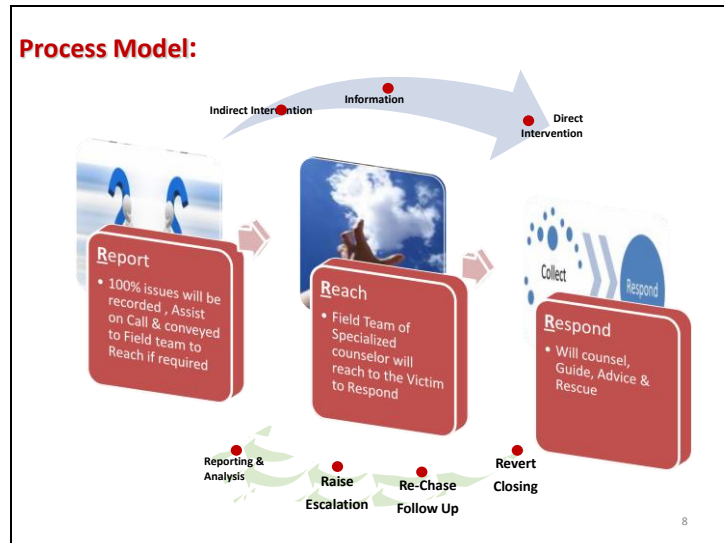
- Report the Incident/Provide Information
- Connect & Activate Agencies to Respond
- Reach & Rescue the Victim
- Collate closure of each incident
- Follow up with Beneficiary to know service feedback
- Raise issue to next level, if required
- Share reports with Stakeholders
- Social Research & Feedback to Policy makers

**Out of Scope:**

- Offender oriented actions, Police will be responsible for these actions
- Victim age <14 Years, will be routed to Child Helpline.

7

Slide 8



Slide 9

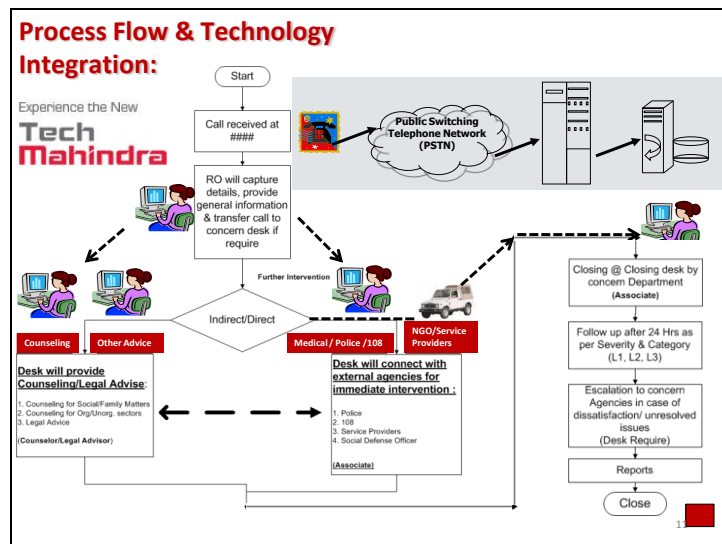
### Details of Human Resources – 181 Helpline

	Total No. of Team members	Responsibility
Counselors at ERC Centre	23	Attending calls, Provide immediate counseling to victims, Information and support
Counselors in the Rescue Van	16	Rescuing victims, provide needed support (Health, Police, Shelter), Counseling of family members, take necessary actions as per the victim's wish
Back Office Staff	2	Follow up with implementing agencies for ensuring required support and help for victims, coordination with Government Departments for addressing the issues of victims
Supervisor at ERC	1	Ensure day to day smooth functioning of Centre
Project Manager	1	Addressing issues if any in effective implementation, coordinate with concerned agencies, activate escalation in case of non response by the agency
Lady Constables	18	Provide safety to victims reaching at the place where an event of violence has occurred
Drivers	12	Trained in Abhayam activities

Slide 10

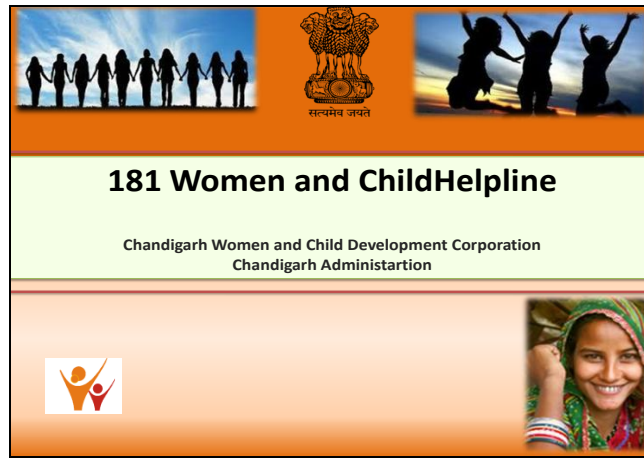


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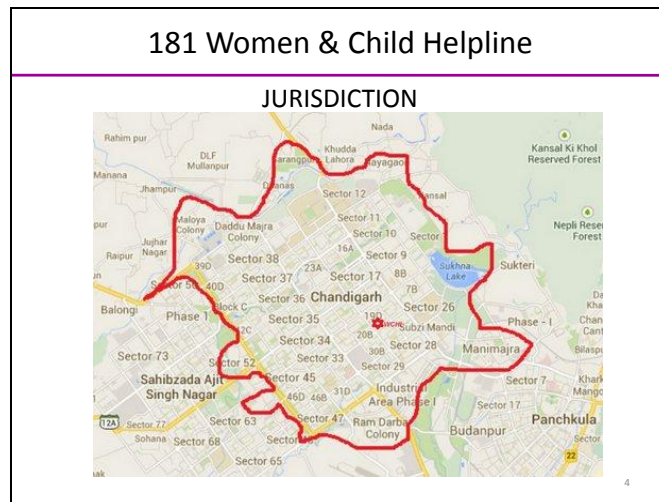


#### 4. CHADIGARH WOMEN AND CHILD HELPLINE (181)

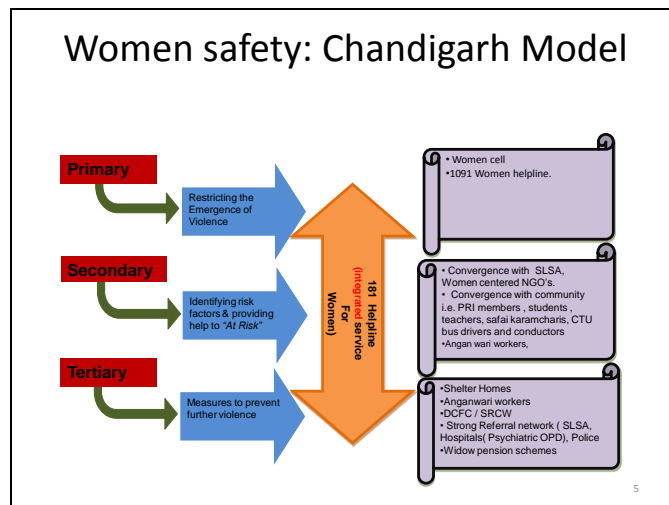
Slide 1



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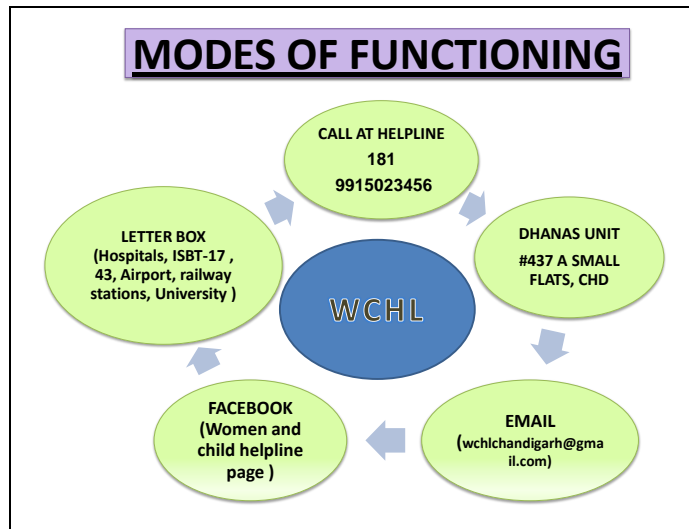


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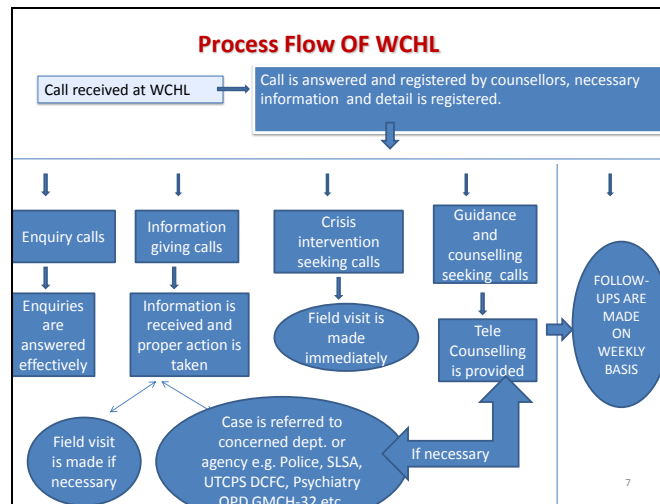




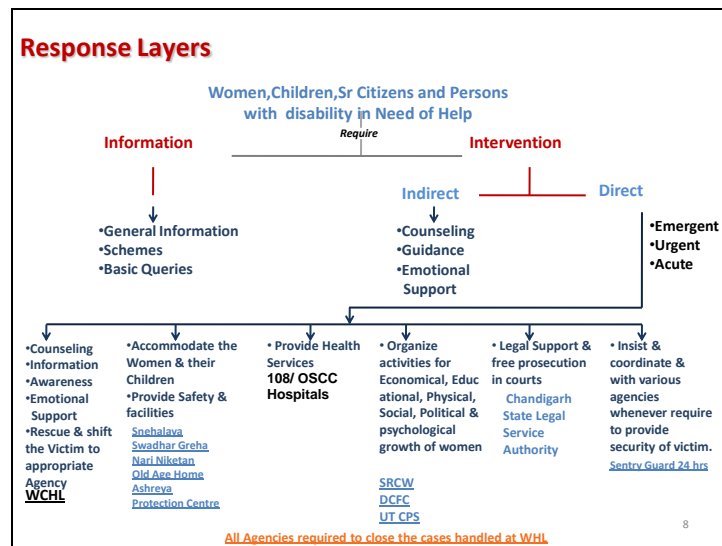
Slide 4



Slide 5



Slide 6



Slide 7

**Objective**

- To provide 24 X 7 free of charge immediate response to **Women,Children,Sr Citizens and Persons with disability in distress**
- To Provide Legal, Social and Psychological support using existing technology and infrastructure of successful PPP of 108 health services
- To Provide Counseling, Care & Guidance to **Women,Children,Sr Citizens and Persons with disability** against crisis due to Anti social elements, events & activities
- To bridge gap between various government and non-government agencies & activate entire machinery for better & focused outcomes, in area of women welfare
- To create a situation wherein, **Women,Children,Sr Citizens and Persons with disability** become fearless through support such as immediate rescue, help and assistance in cases of domestic or other types of violence, misbehavior or eve teasing For-
  - Gender Equality
  - Glass Ceiling effects demolition in organized and unorganized sectors
  - Equal opportunities across the society
  - Healthy society with **Women,Children,Sr Citizens and Persons with disability** rights well protected & respected

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Slide 8

**Key Features of 181 WCHL**

- Integrated helpline for **Women,Children,Sr Citizens and Persons with disability**
- **Convergent Approach in structure and functioning**
- Easy Accessibility & Social Acceptability
- Amalgamation of all Women,Children,Sr Citizens and Persons with disability focussed services
- Highly Skilled Manpower
- Clear operating procedures & knowledge support
- Technology Integration & coordinated response
- Prompt & affectionate response
- Feedback Mechanism
- Confidentiality
- Non Discrimination
- Documentation & Record keeping

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Slide 9

## Technology Integration

- **Helpline Software:** A **modern and user friendly software** has been installed at Women and Child Helpline. It includes one server, UPS and 08 Computers .
- In this Software Toll free no. 181 is mapped with a PRI no. in which **Helpline can receive approximately 30 calls simultaneously.**
- The software fastidiously & effectively records all information i.e. voice files, case reports, case description etc. and generates reports.
- **Helpline Rescue Vehicle with Tracker System.**

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### Scope of Service

- **Women, Children, Sr Citizens and Persons with disability . Children of 0-18 yrs & Above up to 21.**
- **Counseling, Care, Guidance to Women, Children, Sr Citizens and Persons with disability** in stress.
- **Women, Children, Sr Citizens and Persons with disability** Victim oriented Rescue Service till he/she reaches at safe place
- End to End resolution/closure for all instances reported at Helpline

**Major Process Steps:**

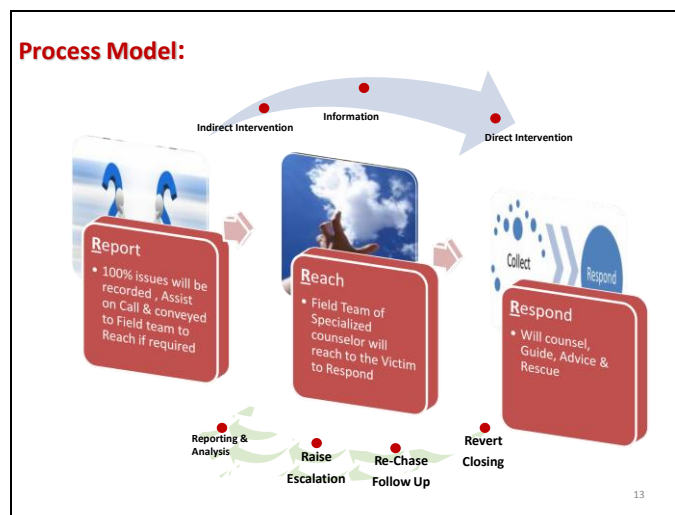
- Report the Incident/Provide Information
- Connect & Activate Agencies to Respond
- Reach & Rescue the Victim
- Collate closure of each incident
- Follow up with Beneficiary to know service feedback
- Raise issue to next level, if required
- Share reports with Stakeholders
- Social Research & Feedback to Policy makers

**Out of Scope:**

- Offender oriented actions, Police will be responsible for these actions
- Victim age <14 Years, will be routed to Child Helpline.

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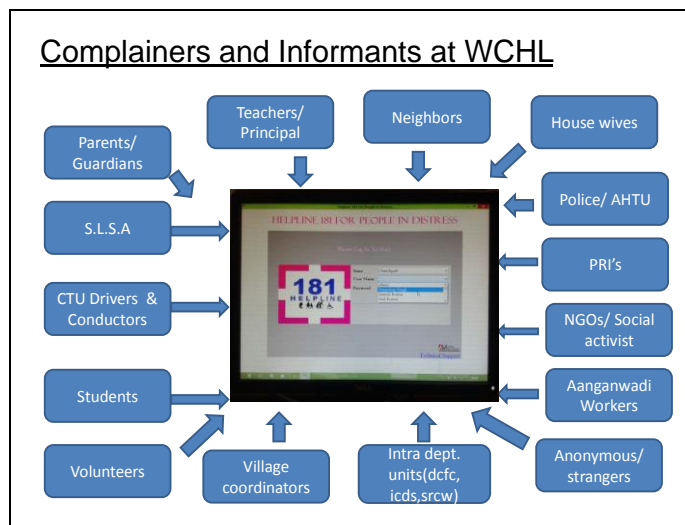
Slide 12

Details of Human Resources – 181 Helpline		
Staff	Total No. of members	Responsibility
State Coordinator	1	Addressing issues if any in effective implementation, coordinate with concerned agencies, activate escalation in case of non response by the agency, Ensure day to day smooth functioning of Centre
Coordinator	1	Assist State coordinator in functioning of helpline
Counselors	06	Attending calls, Provide immediate counseling to victims, Information and support and guidance.
Child welfare officers	02	Attending calls, Provide immediate, Information, support and guidance to victims.
Team members	10	Attending calls, assist Counselors in field visits and official work.
Team in the Rescue Van	2 to 4	Rescuing victims, provide needed support (Health, Police, Shelter), Counseling of family members, take necessary actions as per the victim's wish
Junior Programmer	1	Looks after technological aspects of helpline
Computer Clerk	1	Handles official work, documentation, maintain records
Clerk cum Store keeper	1	Takes care of accounts and records
Drivers	2	Trained and dedicated drivers

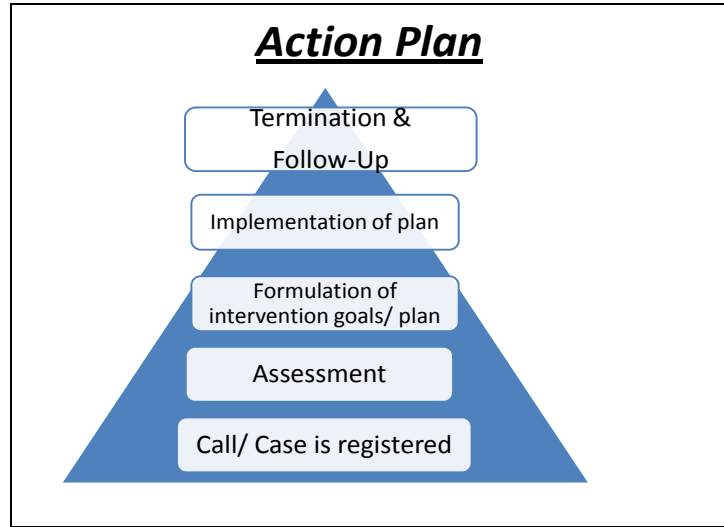
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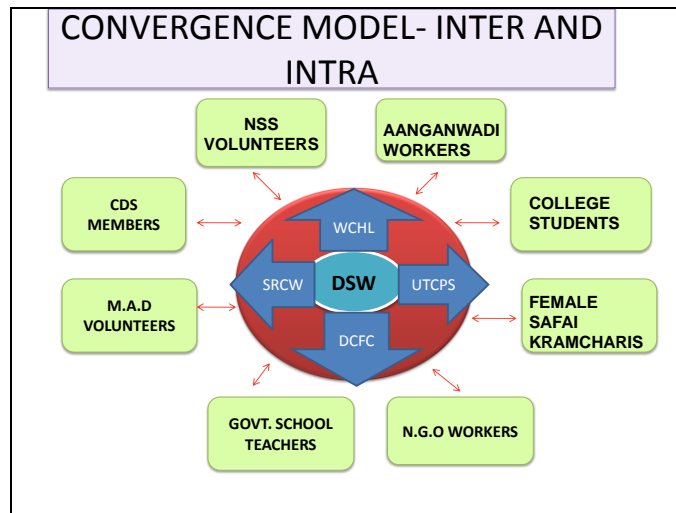
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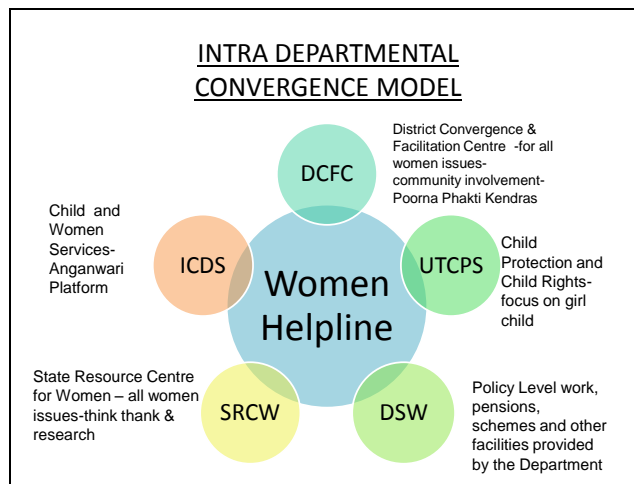
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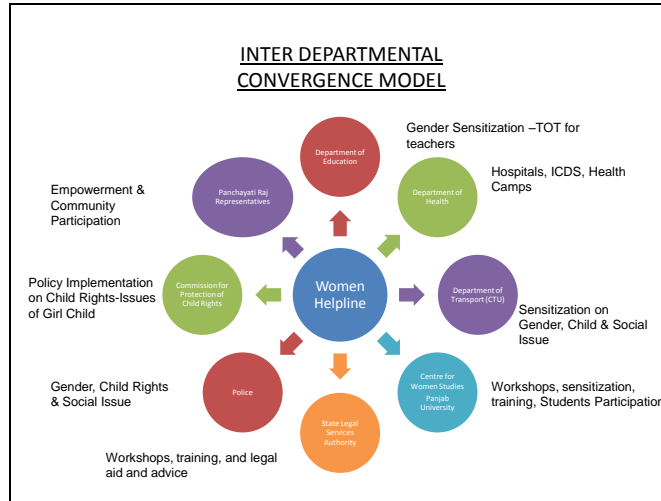
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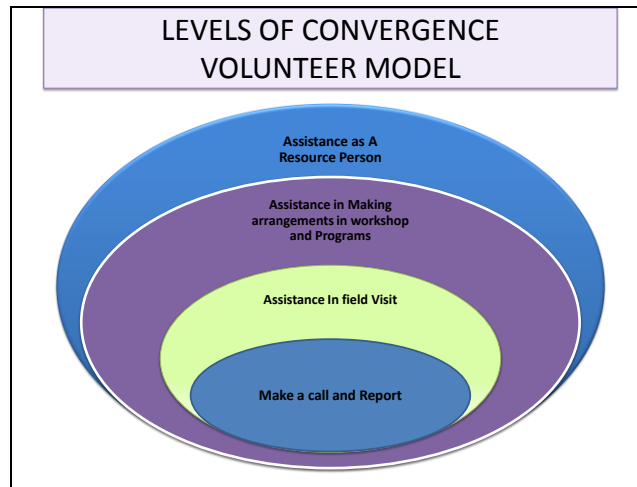
Slide 17



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Slide 19



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### PAMPHLET

**काल करे 181**

**181**  
टोल फ्री

**महिला हेल्प लाईन**  
बच्चे, वरिष्ठ नागरिक, विकलांग व्यक्ति  
**समाज कल्याण विभाग**  
चंडीगढ़ प्रशासन

Mobile : 99150 23456  
Email : wchichandigarh@gmail.com  
Chandigarh Administration

**फोन करें**

- जब कोई भी महिला, बच्चा, बुढ़ीया एवं विकलांग व्यक्ति देखभाल एवं सुरक्षा की जरूरत महसूस करें।
- जब न्याय महसूस करें।
- यदि खेतू हिंसा एवं दुर्व्यवहार से पीड़ित हो।
- यदि वैवाहिक झगड़े से परेशान हो।
- यदि छेड़छाड़ का शिकार हुए हो।
- यदि परिवार द्वारा छोटें लिए गए हो।
- यदि पुलिस में फ़ोनने भीक्ष मांग रहे हो या बात महजुती कर रहे हो।
- यदि पुलिस थाने में रिपोर्ट (एफ. आई. आर.) लिखवाने में सहायता चाहते हो।
- यदि अस्थायी आश्रय की आवश्यकता अनुभव करें।

**अन्य सेवायें**

- जीवन कृति निर्देशन परामर्श
- कठिन परिस्थितियों में पिछी महिलाओं के लिए अस्थायी आवासीय व नैर आवासीय सेवाएं
- हन्यताएं एवं कानूनी सहायता हेतु निर्दिष्ट करना।

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**CRITERIA FOR OUTSOURCING OF THE WOMEN HELPLINE**  
**ACTIVITIES**

For the functioning of the Women Helpline activities such as management, call responding, IT, multi-purpose and security etc. the following criterion may be followed:

- A. **Helpline Management** – The management of women helpline could be outsourced to a women having a Law degree/ Masters in Social Work with at least 5 years’ experience of working on violence against women issues in an administrative set-up with a Government or Non-Government project/programme and preferably with at least 1 year experience of counselling either within or outside the same set-up. She should be a resident of the local area so that local human resource and expertise is utilised for effective functioning of the centre. She should possess efficient communication skills and good command over English and other regional languages and dialects spoken in that particular State/UT.
  
- B. **Call Response** – The call responding activity could be outsourced to any woman having a Masters in Social Work/ Law degree with at least 2 year experience of working on violence against women issues in an administrative set-up with a Government or Non-Government project/programme. She should be a resident of the local area so that local human resource and expertise is utilised for effective functioning of the centre. She should possess efficient communication skills and good command over local languages and dialects spoken in that particular State/UT.
  
- C. **IT Activities** – The IT activities could be outsourced to any person who possesses a Graduate degree in B.Tech, B.Sc., B.Com. with a diploma in computers/ IT etc. In addition, she/he should posses a minimum of 3 years of experience in data management, process documentation and web based reporting formats in either at the level of state/ district/ Non-Governmental/ IT based organization.



- D. **Multi- purpose Activities** – The multi-purpose activities could be outsourced to any literate person with at least 3 years of experience of working as a helper, peon etc.
  
- E. **Security Purposes** – The safety and security of the Helpline could be outsourced to any person having at least 3 years of experience of working as security personnel in a government or reputed organization in the district/ state level. She/he could preferably be retired military personnel and should be hired after police verification.

**REPORTING FORMATS**

**MONTHLY PROGRESS REPORT**

1. Reporting Month/Year: -----
2. Location of the Women Helpline Centre : -----
3. No. of meetings with Secretaries of concerned departments held to review the functioning of the Centre :- -----
4. Orientation & sensitisation programme:
  - i). No. of induction, orientation and periodical capacity building trainings to all the personnel involved in the functioning of Helpline:- -----
  - ii). No. of participants attended the orientations/workshops:- -----
5. No. of awareness generation activities organised (if any) : -----
6. No. of calls received at the centre:
  - (a) Directly by Aggrieved Woman :-
  - (b) On her behalf :
7. No. of Cases registered at the Centre :-
  - (a) Emergency
  - (b) Non-Emergency
8. Details of the Case :
  - (a) Information provided :-
  - (b) Counseling provided :-
  - (c) No. of cases referred :-
    - i) One Stop Centre :
    - ii) Protection Officer
    - iii) Child Marriage Prohibition Officer
    - iv) Police :
    - v) Medical Assistance :
    - vi) Shelter Home
    - vii) DLSA :
    - viii) Any Other :

## QUARTERLY STATEMENT OF EXPENDITURE

### Universalisation of Women Helpline Scheme

Name of the State/UT \_\_\_\_\_ Financial Year \_\_\_\_\_

Quarter:      I (Apr-June)      II (Jul-Sept)      III (Oct-Dec)      IV (Jan-Mar)

### PART A: HALF YEARLY WHL BUDGET

#### UTILISATION CERTIFICATE

Certified that out of the total amount of ₹ \_\_\_\_\_ released under Universalisation of Women Helpline Scheme during 20\_\_ - 20\_\_ to the State/UT of \_\_\_\_\_ by Government of India upto Half yearly I / II, a sum of ₹ \_\_\_\_\_ has been utilised for the purpose for which the amount was released as per Scheme norms. Out of this, ₹ \_\_\_\_\_ was utilised in the current Half Year (I / II).

**Signature and seal of the Authorized Officer**

**PART B: PHYSICAL**

	<b>In Quarter I/ II/ III/ IV</b>	<b>Cumulative upto the Quarter I/ II/ III/ IV</b>
1. Reporting Quarter :	-----	-----
2. Location of the Women Helpline Centre :	-----	-----
3. No. of meetings held with State Steering and Monitoring Committee to review the functioning of the centre :-	-----	-----
4. Orientation & sensitisation programme:		
i). No. of induction, orientation and periodical capacity building trainings to all the personnel involved in the functioning of Helpline:	-----	-----
ii). No. of participants attended the orientations/workshops:-	-----	-----
5. No. of awareness generation activities organised (if any) :	-----	-----
6. No. of calls received at the centre:		
(a) Directly by Aggrieved Woman :-	-----	-----
(b) On her behalf :	-----	-----
7. No. of Cases registered at the Centre :-		
(a) Emergency	-----	-----
(b) Non-Emergency	-----	-----
8. Details of the Case :		
(a) Information provided :-		
(b) Counseling provided :-		
(c) No. of cases referred :-		
i) One Stop Centre :		
ii) Protection Officer		
iii) Child Marriage Prohibition Officer		

- iv) Police :
- v) Medical Assistance :
- vi) Shelter Home
- vii) DLSA :
- viii) Any Other :

9. Monitoring

i) No. of visits conducted by State officers-       -----       -----

**PART C: FINANCIAL**

*(In lakhs)*

- 1. Funds released during previous financial year by GoI \_\_\_\_\_
- 2. Expenditure incurred in previous financial year \_\_\_\_\_
- 3. (a) Unutilised balance of previous financial year (1-2) \_\_\_\_\_

OR

- (b) Excess expenditure incurred in previous financial year (2-1) \_\_\_\_\_
- 4. Funds released upto previous Quarter in current year by GoI \_\_\_\_\_
- 5. Funds released during the current Quarter by GoI \_\_\_\_\_  
(Sanction Order No. \_\_\_\_\_ Date: \_\_\_\_\_)
- 6. Cumulative release during the year (4+ 5) \_\_\_\_\_
- 7. Net Central funds available (6 + 3(a) OR  
6 – (b) as the case may be) \_\_\_\_\_

**8. Expenditure incurred during the Quarter (*in lakhs*)**

	<b>Cumulative up to</b>	
	<b>In Quarter</b>	<b>the Quarter</b>
	<b>I/ II/ III/ IV</b>	<b>I/ II/ III/ IV</b>

**(a) Recurring Expenditure:**

- i) Women Helpline Centre Management      -----      -----
- ii) Rent      -----      -----
- iii) Administrative Cost including Hiring vehicle -----      -----
- iv) Telephone Bills for the call centre      -----      -----

<b>b) Non recurring Expenditure:</b>			
i)	EPABX-Cum Call Centre Solution	-----	----
ii)	PRI Lines/ Dialers/Intercom/Extension Instrument etc	-----	----
iii)	Headphones/Earphone & Dialer (Analog Phone)		
	Audio Port/Head set with dialer Computer/Laptops		
	and Printers/Scanners	-----	----
iv)	UPS/Generator of 5 KVA For Power Backup	-----	----
	<b>Total</b>	-----	----
<b>9.</b>	<b>Grand Total 8 (a) and 8 (b)</b>	-----	----
10	Utilisation Funds (7-9) :	-----	----
11.	Savings, if any along with reasons:	-----	----

**ANNUAL STATEMENT OF EXPENDITURE**

**UNIVERSALISATION OF WOMEN HELPLINE SCHEME**

Name of the State/UT \_\_\_\_\_

Financial Year \_\_\_\_\_

**PART A: ANNUAL UNIVERSALISATION OF WOMEN HELPLINE SCHEME  
BUDGET**

**Central**

1. WHL

\_\_\_\_\_ (in lakhs)

**UTILISATION CERTIFICATE**

Certified that out of the total amount of \_\_\_\_\_ released under Universalisation of Women Helpline Scheme during 201\_ - 201\_\_ to the State/UT of \_\_\_\_\_ by Government of India, a sum of \_\_\_\_\_ has been utilised for the purpose for which the amount was released as per Scheme norms. The unspent balance available with the State as on 31.03.\_\_\_\_ is ₹ \_\_\_\_\_ OR the excess expenditure incurred by the State as on 31.03.\_\_\_\_ is ₹ \_\_\_\_\_.

**Signature and Seal of the Authorized Officer**



**PART B: PHYSICAL**

- 1. Reporting Month/Year: -----
- 2. Location of the Women Helpline Centre : -----
- 3. No. of meetings held with State Steering and  
Monitoring Committee to review the functioning of the Centre :- -----
- 4. Orientation & sensitisation programme:
  - i). No. of induction, orientation and periodical capacity  
building trainings to all the personnel involved in the  
functioning of Helpline: -----
  - ii). No. of participants attended the orientations/workshops:- -----
- 5. No. of awareness generation activities organised (if any) : -----
- 6. No. of calls received at the centre:
  - a) Directly by aggrieved Women :- -----
  - b) On her behalf : -----
- 7. No. of Cases registered at the Centre :-
  - a) Emergency -----
  - b) Non-Emergency -----
- 8. Details of the Case :
  - a) Information provided :- -----
  - b) Counseling provided :- -----
  - c) No. of cases referred :- -----
    - i) One Stop Centre : -----
    - ii) Protection Officer -----
    - iii) Child Marriage Prohibition Officer -----

- iv) Police : -----
- v) Medical Assistance : -----
- vi) Shelter Home -----
- vii) DLSA : -----
- viii) Any Other : -----

**ii) PART C: FINANCIAL**

( ₹ In lakhs)

1. Funds released during previous financial year by GoI -----

2. Expenditure incurred in previous financial year -----

3. (a) Unutilised balance of previous financial year (1-2) -----

OR

(b) Excess expenditure incurred in previous financial year (2-1) -----

4. Funds released upto previous Quarter in current year by GoI -----

5. Funds released during the current Quarter by GoI -----

(Sanction Order No. \_\_\_\_\_ Date: \_\_\_\_\_)

6. Cumulative release during the year (4+ 5) -----

7. Net Central funds available (6 + 3(a) OR

6 – (b) as the case may be) -----

**8. Expenditure incurred during the annual ( in lakhs)**

**a) Recurring Expenditure:**

i) Women Helpline Centre Management -----

ii) Rent -----

iii) Administrative Cost including Hiring vehicle -----

iv) Telephone Bills for the call centre -----

b) **Non recurring Expenditure:**

- i) EPABX-Cum Call Centre Solution -----
  - ii) PRI Lines/ Dialers/Intercom/Extension Instrument etc -----
  - iii) Headphones/Earphone & Dialer (Analog Phone)  
Audio Port/Head set with dialer Computer/Laptops  
and Printers/Scanners -----
  - v) UPS/Generator of 5 KVA For Power Backup -----
- Total** -----

9. **Grand Total 8 (a) and 8 (b)** -----

10 Utilisation Funds (7-9): -----

11. Saving, if any along with reasons: -----

## ANNEXURE VII

**POPULATION WISE CATEGORISATION OF STATES/UTs**

<b>Sl. No</b>	<b>States/UTs</b>	<b>Population</b>
<b>Category -A</b>		
1	Uttar Pradesh	199,812,341
2	Maharashtra	112,374,333
3	Bihar	104,099,452
4	West Bengal	91,276,115
5	Madhya Pradesh	72,626,809
6	Tamil Nadu	72,147,030
7	Rajasthan	68,548,437
8	Karnataka	61,095,297
9	Gujarat	60,439,692
<b>Category -B</b>		
10	Andhra Pradesh	49,386,799
11	Odisha	41,974,218
12	Telangana	35,193,978
13	Kerala	33,406,061
14	Jharkhand	32,988,134
15	Assam	31,205,576
16	Punjab	27,743,338
17	Chhattisgarh	25,545,198
18	Haryana	25,351,462
19	Delhi UT	16,787,941
20	Jammu & Kashmir	12,541,302
21	Uttarakhand	10,086,292
<b>Category -C</b>		
22	Himachal Pradesh	6,864,602
23	Tripura	3,673,917
24	Meghalaya	2,966,889
25	Manipur	2,570,390
26	Nagaland	1,978,502
27	Goa	1,458,545
28	Arunachal Pradesh	1,383,727
29	Puducherry	1,247,953
30	Mizoram	1,097,206
31	Chandigarh	1,055,450
32	Sikkim	610,577
33	A&N Islands	380,581
34	D&N Haveli	343,709
35	Daman & Diu	243,247
36	Lakshadweep	64,473