

- To design and implement the Information Education and Communication (IEC) strategy to generate awareness about issues facing women including "patriarchal beliefs" that impedes all round development of women.
- To carry out public service campaign, workshops, awareness generation about the different programmes/schemes through suitable media strategy to achieve the mission objectives.
- To develop strategies for enhancing livelihood options for women using the women collectives including promoting SHG federations, producer companies of women etc.
- To create knowledge partners consisting of experts/organizations working on women empowerment issues to assist the SRCW by setting up formal/informal groups. (The group could consist of experts from CSOs, research and academic institutions, international NGOs, etc in the State).
- To identify best practices (Government, CSO, PRI) in various sectoral areas like health, education, microfinance, livelihoods, etc from a gender perspective, document initiatives and disseminate within the State.
- To facilitate the implementation of convergence model centres for providing convergent delivery of Government schemes including setting up various institutional structures at the district, block and village level This will involve planning, coordination hand holding, capacity building and supervision of the agencies/resource persons involved in operationalizing the structures.
- To undertake innovative measures and practices to promote convergence and coordination of schemes, programmes and services to women at different levels. (State, District, Block and Village).
- To send regular reports on the operation of the project in the state to National Mission for Empowerment of Women, Govt. of India.
- To ensure regular review meetings are held at State, District, Tehsil and Village Levels to ensure effective monitoring of convergence efforts at the grass root.