



29 March, 2025

Press Note

The Bharatiya Janata Party's (BJP) Mahila Morcha organized two significant programs today. The Mahila Morcha has three major assignments: the GeM Portal, Kamal Mitra, and the 'One Crore Selfies with Beneficiaries' initiative, where women workers from across the country showcased outstanding performances.

Under the GeM Portal initiative, 1,41,000 women entrepreneurs were registered. The 'One Crore Selfies with Beneficiaries' campaign saw more than 10,000 beneficiaries participating, and 80 achiever women who actively engaged in the program were recognized. Kamal Mitra, a flagship program, involved training women in various government schemes aimed at women's welfare. These trained women further educated others in their respective states, ensuring that more women benefited from these schemes. The resource persons for Kamal Mitra included professors from Delhi University, researchers, and businesswomen who provided specialized training to Mahila Morcha members. Women excelling in these three projects, along with resource persons, were honored for their achievements.

On this occasion, former Union Minister Smriti Irani expressed pride in being part of an organization that was the first to implement the 35% reservation formula to ensure women's participation.

Sincerely,

(Neetu Dabas)

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She also highlighted the contributions of Rajmata Vasundhara Raje , the first national president of Mahila Morcha and a founding member of the Jan Sangh. Under the leadership of the current national president, Vanathi Srinivasan, the Mahila Morcha is progressing significantly.

National General Secretary (Organization) BL Santosh lauded the exemplary performance of women in GeM Portal registration, Kamal Mitra, and the 'One Crore Selfies with Beneficiaries' initiative. He emphasized the need to take government schemes to every household and called for an assessment of how these initiatives have contributed to the growth of women's businesses post-registration on the GeM Portal.

The second event of Mahila Morcha took place at 4:00 PM at the Kedarnath Sahni Auditorium, Civic Center. The program paid tribute to Rani Velu Nachiyar, the first queen from South India to fight against British colonial rule. Through theatrical performances, her invaluable contributions and struggles in the freedom movement were depicted. Additionally, a coffee table book was unveiled, documenting the contributions of 75 female freedom fighters who sacrificed their lives for India's independence.

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The book was launched by Union Defence Minister Rajnath Singh, Delhi Chief Minister Rekha Gupta, Rajasthan Deputy Chief Minister Diya Kumari, and Mahila Morcha National President Vanathi Srinivasan. During the tribute, Hon'ble Defence Minister Rajnath Singh acknowledged Rani Velu Nachiyar's unparalleled bravery and pioneering role in challenging the British colonial rule. He emphasized the importance of remembering and celebrating the warriors who fought for the country's integrity, highlighting India's rich cultural and spiritual unity. Drawing parallels between Rani Velu Nachiyar's leadership and the contemporary role of women in India's defense and governance sectors, he underscored the ongoing commitment to women's empowerment.

He also applauded Hon'ble Prime Minister Narendra Modi's efforts in strengthening leadership through an inclusive approach. He reiterated the government's commitment to recognizing and honoring unsung heroes of India's freedom struggle to ensure their stories inspire future generations. Special mention was made of the 'Ek Bharat Shreshtha Bharat' initiative, countering claims that BJP is creating a North-South divide. Instead, BJP's efforts, such as the Kashi-Tamil Sangamam, aim to unite India beyond regional differences.

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Neetu Dabas
National Media Incharge
Mahila Morcha



भारतीय जनता पार्टी
Bharatiya Janata Party

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The event was attended by National General Secretary (Organization) BL Santosh, National Vice President and MP Baijayant Panda, Tamil Nadu BJP President K. Annamalai, National Coordinator V. Satish, former ministers, and MPs including Darshana Jardosh and Rajya Sabha members.

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