

Web- Wonder Women Campaign 10th January, 2019



What to study?

For Prelims and Mains: Features and significance of the campaign.

Context: The Ministry of Women and Child Development, Government of India has launched an online campaign **Web- Wonder Women to discover and celebrate the exceptional achievements of women, who have been driving positive agenda of social change via social media.**

About the Campaign:

The Campaign has been **launched by the Ministry of Women and Child Development, Government of India in association with the NGO Breakthrough and Twitter India.**

Through the campaign, the Ministry aims **to recognize the fortitude of Indian women stalwarts from across the globe who have used the power of social media to run positive & niche campaigns to steer a change in society.** The Campaign is aimed at encouraging, recognizing and acknowledging the efforts of these meritorious Women.

Selection: Based on the nominations received from a large number of categories including Health, Media, Literature, Art, Sports, Environmental protection, fashion, the entries would be shortlisted. Then the shortlisted entries will be open for public voting on Twitter. The finalists would then be selected by the panel of judges.

To be looked in UPSC Paper 1 Topic:

1. Women related issues.