

MEGHALAYA TRINAMOOL CONGRESS

PRESS RELEASE

A Firm Promise Towards Prosperity: Meghalaya TMC Launches Meghalaya Financial Inclusion For Women Empowerment Scheme

Shillong - 13.12.2022

Meghalaya Trinamool Congress announced its first promise to the people of the State, which is a part of a series of targeted interventions that the party envisions for bringing holistic development in Meghalaya. Prioritising empathetic governance, AITC will continue to uphold its progressive vision for a prosperous Meghalaya.

At the U Soso Tham Auditorium, State Central Library, Shillong, AITC Chairperson **Mamata Banerjee** launched TMC's flagship **Meghalaya Financial Inclusion for Women Empowerment Scheme (MFI WE Scheme)** in the presence of key TMC leaders and party workers. Under this scheme, a direct transfer will be made to a woman of every household as guaranteed universal income support of **₹1,000 per month (₹12,000 yearly)**. It is in line with West Bengal's successful **Lakshmir Bhandar** scheme, which has already benefited **over 1.8 crore women**. This path breaking campaign was launched through a video documentary highlighting and emphasising the need for financial inclusivity and support for women in the State.

Each registered woman will receive a unique ID-enabled WE card serving as an assured guarantee for the scheme. Through this card, the women of Meghalaya will get their rightful due and make each household self-reliant. **The card is non-discriminatory in nature, making women across all socio-economic categories including single mothers, housewives, widows and working women eligible to access the benefits through unconditional direct transfer.**

To avail the benefits of this scheme, women can authenticate and activate the card by sending an SMS to [9687796877](tel:9687796877). For online registration, individuals can also visit www.tmcwecard.com, post which they can download a digital version of the WE Card.

With the launch of this campaign, Meghalaya TMC will embark on a massive state-wide campaign on a **war footing with over 10,000 party workers and volunteers visiting every household of the state**. Taking forward TMC's mission of inclusive growth, the volunteers will explain to the residents about the MFI WE scheme, and encourage women to register for the same. Parallely, **kiosks will be set up across the state** where women can register for the scheme with the aid of the party volunteers. A robust digital thrust will also be undertaken to promote the digital registrations on www.tmcwecard.com.