PRESS RELEASE from the District Hub for Empowerment of Women (DHEW), Women, Child, Senior Citizens and Divyangjan Welfare Department, Gyalshing District, Government of Sikkim

DHEW Gyalshing Concludes October Programmes under Beti Bachao Beti Padhao (BBBP) Initiative

Gyalshing, 26 October 2026: The District Hub for Empowerment of Women (DHEW), Gyalshing, under the Women, Child, Senior Citizens and Divyangjan Welfare Department, Government of Sikkim, successfully concluded its programmes for the month of October 2026 under the Beti Bachao Beti Padhao (BBBP) initiative.

A total of six programmes were organised across various locations in Gyalshing District, focusing on celebrating the birth of the girl child, promoting maternal health and well-being, and creating awareness regarding menstrual hygiene. The initiatives also emphasised community participation, with the involvement of families, Anganwadi Workers, Anganwadi Helpers and local stakeholders in strengthening awareness at the grassroots level.

1. Celebration of Beti Janma Utsav

Date: 7 October 2026

Venue: Naku Chumbong ICDS Centre

Topic: BBBP Integrated Programme – Beti Janma Utsav

The programme was organised to celebrate the birth of the girl child and promote a positive attitude towards daughters within families and communities. Emphasis was placed on gender equality, equal opportunities and the importance of providing every girl child with proper care, education and opportunities for development.

The celebration brought together mothers, families, Anganwadi Workers, Anganwadi Helpers and members of the local community, encouraging collective responsibility towards the welfare of the girl child. The participation of families helped reinforce the message of welcoming daughters with equal joy and dignity, while the involvement of frontline ICDS functionaries strengthened community awareness regarding the rights and well-being of girls.

2. Celebration of Beti Janma Utsav

Date: 8 October 2026

Venue: Lingchom ICDS Centre

Topic: BBBP Integrated Programme – Beti Janma Utsav

The programme focused on promoting the dignity, rights and importance of the girl child in society. Awareness was centred on eliminating gender-based discrimination and encouraging families to provide equal care, education and opportunities to girls.

The programme encouraged the participation of parents, mothers, Anganwadi Workers, Anganwadi Helpers and local community members. Through community interaction and awareness activities, the importance of family support in the upbringing and development of girls was emphasised. The initiative sought to encourage positive changes in social attitudes and strengthen the role of families and communities in creating an inclusive and supportive environment for every girl child.

3. Celebration of Godh Bharai

Date: 9 October 2026

Venue: Lower Chongrang ICDS Centre

Topic: BBBP Integrated Programme – Godh Bharai

The Godh Bharai programme was organised to celebrate and support expectant mothers while promoting awareness regarding maternal health and nutrition. The programme emphasised the importance of regular antenatal check-ups, balanced nutrition, institutional delivery and adequate care during pregnancy.

The celebration encouraged the involvement of expectant mothers, their families, Anganwadi Workers, Anganwadi Helpers and community members. Particular emphasis was placed on the responsibility of family members in providing emotional, nutritional and healthcare support during pregnancy. The involvement of frontline ICDS workers contributed towards reinforcing essential maternal healthcare messages and promoting greater awareness of safe motherhood practices within the community.

4. Celebration of Godh Bharai

Date: 13 October 2026

Venue: Lower Gyashing ICDS Centre

Topic: BBBP Integrated Programme – Godh Bharai

The programme focused on maternal well-being and the importance of proper care during pregnancy. Awareness was promoted regarding prenatal healthcare, nutritional requirements, safe motherhood practices and the need for timely medical assistance.

The programme encouraged participation from expectant mothers, family members, Anganwadi Workers, Anganwadi Helpers and members of the surrounding community. It provided an opportunity to highlight the importance of a supportive family environment during pregnancy and the role of community-level institutions in

promoting maternal and child welfare. The celebration also reinforced the importance of collective responsibility in ensuring the health, safety and well-being of mothers and newborns.

5. Awareness Programme on Menstrual Hygiene

Date: 14 October 2026

Venue: ITI Gyalshing

Topic: BBBP – Menstrual Hygiene Awareness

A menstrual hygiene awareness programme was conducted at ITI Gyalshing to promote understanding of menstrual health and hygienic practices. The programme focused on maintaining personal hygiene during menstruation, the safe use and disposal of menstrual products, and addressing common misconceptions and social stigma surrounding menstruation.

The programme aimed to engage students in meaningful discussions on menstrual health, encouraging awareness, sensitivity and informed attitudes towards menstruation. By promoting open conversations and addressing social misconceptions, the initiative sought to create a more supportive and inclusive environment for young women. The programme also highlighted the importance of educational institutions in spreading awareness and promoting health, hygiene and dignity among young people.

6. Celebration of Beti Janma Utsav and Distribution of Baby Boxes

Date: 26 October 2026

Venue: Yuksom

Topic: BBBP Integrated Programme – Beti Janma Utsav and Baby Box Distribution

The final programme for the month was organised at Yuksom, marking the conclusion of the October activities under the BBBP initiative. The programme celebrated the birth of the girl child and emphasised the importance of gender equality, child welfare and the well-being of mothers and newborns.

As part of the celebration, Baby Boxes were distributed to mothers of newborn babies as a gesture of encouragement and support towards maternal and infant care. The distribution aimed to promote awareness regarding newborn care, hygiene and early childhood well-being while reinforcing the message that every child deserves equal love, care and opportunities.

The programme also encouraged the involvement of mothers, families, Anganwadi Workers, Anganwadi Helpers and local community members. The participation of families and frontline ICDS functionaries strengthened the message of shared responsibility in ensuring the healthy upbringing and development of children. The initiative sought to promote positive community attitudes towards the birth of girls and reinforce the importance of family and community support in maternal and child welfare.

Conclusion:

With the successful completion of these six programmes, the District Hub for Empowerment of Women, Gyalshing, concluded its October 2026 activities under the Beti Bachao Beti Padhao initiative.

Through the celebration of Beti Janma Utsav, Godh Bharai, menstrual hygiene awareness and the distribution of Baby Boxes, the Department continued its efforts towards promoting gender equality, improving awareness of maternal and adolescent health, and strengthening community participation in the welfare and empowerment of women and girls.

The District Hub for Empowerment of Women, Gyalshing, remains committed to advancing the objectives of the Beti Bachao Beti Padhao initiative through sustained awareness programmes, community engagement and coordinated efforts to ensure the protection, welfare and empowerment of women and girls across Gyalshing District.