



Government of West Bengal
Department of Women & Child Development and Social Welfare.
Bikash Bhaban, North Block, 10th Floor, Salt Lake, Kol-91.

No.2203--WCD/16099/1/2020

Date 25.04.2023

From: Principal Secretary to the Government of West Bengal

To: (1) Director, Social Welfare Directorate

(2-24) District Magistrates, Coochbehar / Darjeeling / Jalpaiguri / Alipurduar / Malda /
Uttar Dinajpur / Dakshin Dinajpur / Murshidabad / Nadia / Purulia / Bankura / Birbhum
/ Purba Bardhaman / Paschim Bardhaman / Jhargram / Kalimpong / Paschim Medinipur
/ Purba Medinipur / Howrah / Hooghly / North 24 Pgs / South 24 Pgs/

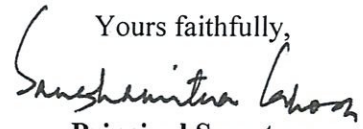
**Sub: Activities for Adolescent Empowerment through
Kanyashree Clubs & SAG-KP Groups for the month of May 2023**

Sir / Madam,

The 28th of May each year is observed as Menstrual Health Day. The selection of this date is symbolic: as the average menstrual cycle is 28 days in length, the date '28' was selected. On an average, periods last five days each month, and May is the fifth month of the year.

During May 2023, this Department recommends that all Kanyashree Clubs, SAG-KP Groups and any other adolescent groups in the district (including boys) learn about and spread awareness on the theme of Menstrual Hygiene Management. (See Annexures 1 for links to audio-visuals in English, Hindi and Bengali).

Apart from discussions in schools and anganwadi centres, DPM (Kanyashree Prakalpa) and DPO (ICDS) should ensure that links to the IEC material are broadcast over WhatsApp and email to the maximum number of adolescents possible.

Yours faithfully,

Principal Secretary

Encl: As stated

No.2203--WCD/16099/1/2020/1(5)

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Copy forwarded for kind information to:

1. Director, ICDS, West Bengal, GoWB.
2. Director, Child Rights and Trafficking, West Bengal, GoWB.
3. Additional Secretary, WCD&SW Department, GoWB.
4. PS to the HMIC, WCD&SW Department, GoWB.
5. SDO Siliguri.


Special Secretary

Hello Periods - The Complete Guide to Periods for Girls

YouTube videos by Menstrupedia ©



[Click here](#) to watch the video in Bangla



[Click here](#) to watch the video in Hindi



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