

DEPARTMENT OF HEALTH & FAMILY WELFARE GOVERNMENT OF MEGHALAYA

Press Release

Meghalaya launches ‘Swasth Nari, Sashakt Parivar Abhiyaan’ to bolster Health Services for Women and Children

Shillong, September 17th, 2025: The Department of Health & Family Welfare, Government of Meghalaya today officially launched the state chapter of the ‘Swasth Nari, Sashakt Parivar Abhiyaan’ (Health Services for Women and Children), a landmark initiative dedicated towards developing health services for women and children. The state ceremony, held at the Durbar Hall, Raj Bhavan, Shillong was graced by Shri. C.H. Vijayashankar, Hon’ble Governor of Meghalaya, as the guest of honour.

The national virtual launch, led by Shri Narendra Modi, the Hon’ble Prime Minister of India, was followed by the state-level launch. In his address to the nation, the Prime Minister unveiled the nationwide initiative, which focuses on solidifying the foundations for family and community health by emphasizing the well-being of women and children. He also launched other initiatives, including 'Rashtriya Poshan Maah,' along with the transfer of instalments to beneficiaries of the 'Pradhan Mantri Matru Vandana' scheme.

In his keynote address, **Shri. C.H. Vijayashankar, Hon’ble Governor of Meghalaya** citing wisdom from the Bhagvat Gita, said, “*Where women are honoured, divinity blossoms there*”. He connected this principle directly to Meghalaya saying, “*If at all you have to see anywhere or in any part of the country a female-dominated society, ultimately, you have to come to the state of Meghalaya.*”

Encouraging the officials to reach out to people in these 15 days, the Hon’ble Governor said, “*This 15-days programme should be celebrated as a festival in Meghalaya. What else can be done by the government? Only thing we go is to reach out in these 15 days. We should not hear anybody to be left out. Entire department should be involved and should feel that they have given justice to the state of Meghalaya.*”

He concluded by praising the Hon’ble Prime Minister for giving this wonderful program to the nation.

Ms. V. Hekali Zhimomi, IAS, Additional Secretary, Ministry of Health and Family Welfare, Government of India, highlighted that women's health, development, and empowerment are key priorities for moving forward. She also lauded the efforts of Hon’ble Prime Minister for the successful launch of the campaign.

In the context of Meghalaya, the speaker noted the state's unique matrilineal society while also highlighting specific health challenges. It was pointed out that according to data, 53.8% of women in the state between the ages of 15 and 49 are reported as anaemic. She issued a call to action, urging the state government and health department to reach out to women in both urban and rural areas to ensure they can avail themselves of the health services provided during the campaign. *"The health of women is not a choice, it is a necessity,"* Ms. V. Hekali emphasized.

In his welcome address, Shri. Sampath Kumar, IAS, Principal Secretary, Health and Family Welfare, laid emphasis on the State's plan to conduct two weeks of intensive health and awareness campaigns under the initiative. He said that the effort will be marked by a strong collaboration between both public and private health facilities, securing a wide reaching impact. He stressed on how the campaign will strategically accelerate the goals of Meghalaya. He added that the key focus will be made towards preventive care, including cancer screenings, to promote early detection. *"Early detection can help us address these issues effectively, and I request the entire state, district and block teams to proactively encourage these health screenings"*, said Shri. Sampath Kumar. He also reiterated that campaign will put considerable efforts to propagate the message of nutrition, address the challenges of childhood stunting. He concluded by urging everyone to make this campaign, a resounding success.

Dignitaries included Shri. C.H. Vijayashankar, Hon'ble Governor of Meghalaya, Shri Sampath Kumar, IAS, Principal Secretary, Health and Family Welfare, Shri. Joram Beda, IAS, Commissioner & Secretary, Health and Family Welfare, Shri. Pravin Bakshi, IAS, Commissioner and Secretary, Social Welfare and Ms. V. Hekali Zhimomi, IAS, Additional Secretary, Ministry of Health and Family Welfare, Government of India.

Sd/-

**Commissioner & Secretary
Department of Health & Family Welfare
Government of Meghalaya**