



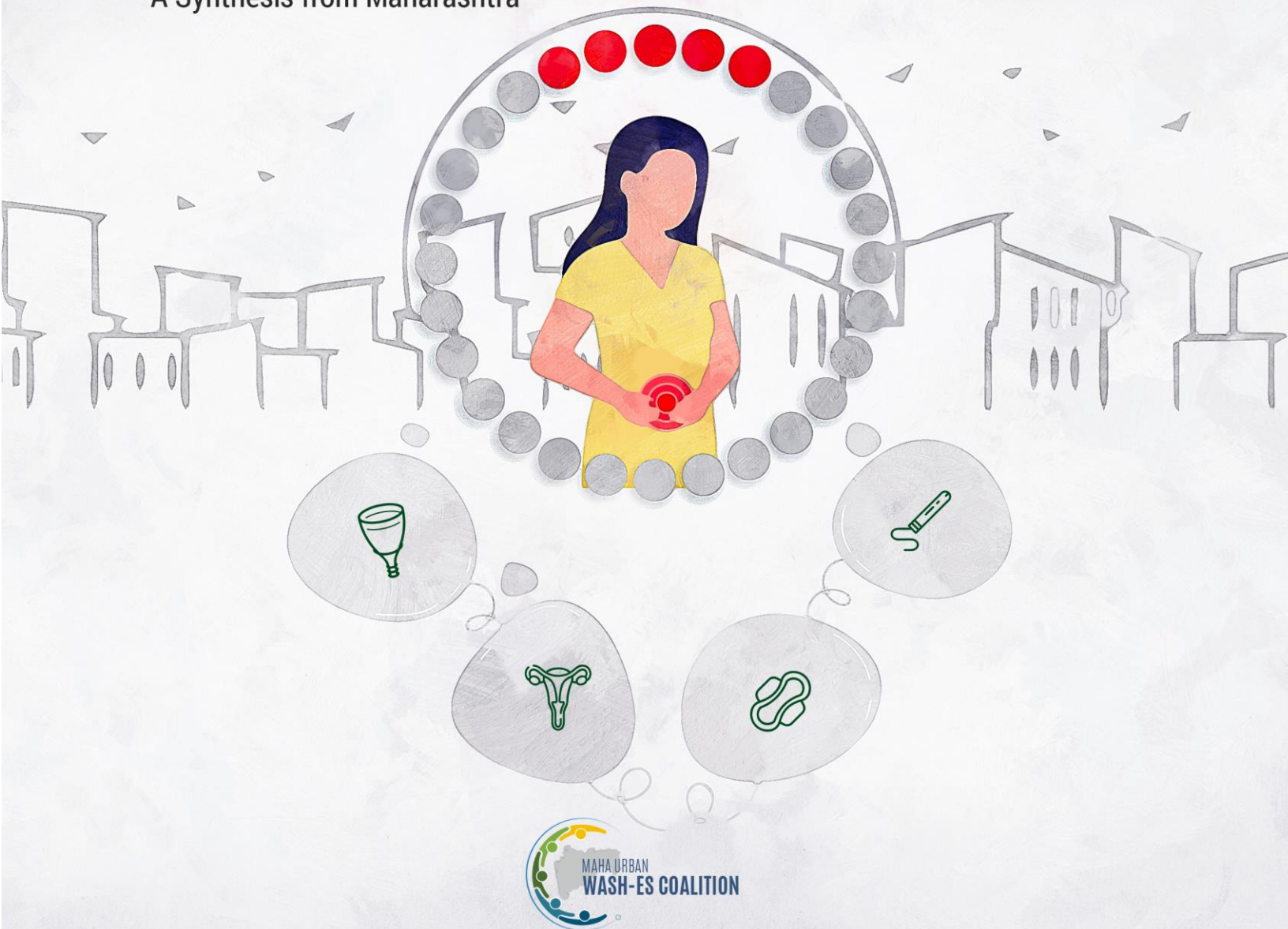
DAY-NULM

Deendayal Antyodaya Yojana-National
Urban Livelihoods Mission

Menstrual Hygiene Week 2022

Making menstruation a normal fact of life

By taking community-centric approaches and outreach campaign
A Synthesis from Maharashtra



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Acronyms

AILSG	All India Institute of Local Self Government
CACR	Citizens Association for Child Rights
CBO / CBOs	Community-Based Organization(s)
CSW / CSWs	Commercial Sex Worker(s)
CYDA	Center for Youth Development and Activities
DAY-NULM	Deendayal Antyodaya Yojana-National Urban Livelihoods Mission
GoI	Government of India
GoM	Government of Maharashtra
ICDS	Integrated Child Development and Services
Maha-UWES-C	Maharashtra Urban WASH and Environmental Sanitation Coalition
MHH	Menstrual Health and Hygiene
MoHUA	Ministry of Housing and Urban Affair
RCUES	Regional Centre for Urban and Environmental Studies
RING	Red is the New Green
SDG / SDGs	Sustainable Development Goal(s)
SHG / SHGs	Self Help Group(s)
UNICEF	United Nations International Children's Emergency Fund
WASH	Water Sanitation and Hygiene
WIFA	Western India Football Association
YAG	Youth Aid Global Services Pvt. Ltd.

Glossary

Menstrual Health and Hygiene (MHH)	It is described as the needs experienced by people who menstruate, including having safe and easy access to the information, supplies, and infrastructure needed to manage their periods with dignity and comfort (menstrual hygiene management) as well as the systemic factors that link menstruation with health, gender equality, empowerment, and beyond.
Localizing the SDGs	It is the process of taking into account sub-national contexts in the achievement of the 2030 Agenda, from the setting of goals and targets to determining the means of implementation and using indicators to measure and monitor progress. Localization relates both to how the SDGs can provide a framework for local development policy and to how local and regional governments can support the achievement of the SDGs through action from the bottom up and to how the SDGs can provide a framework for local development policy.

Executive Summary

This report provides details of the training, capacity building, and awareness activities conducted by the various partner organizations under the secretariat, Maharashtra Urban WASH and Environmental Sanitation Coalition for the celebration of menstrual hygiene week 2022. It emphasizes the direct and indirect linkages between SDGs and Menstrual Hygiene and Management.

Menstrual Hygiene Day is an annual awareness day celebrated globally on 28th May every year to highlight the importance of good menstrual hygiene. It was initiated in the year 2013 by a German non-profit organization called WASH United with an aim of raising awareness about issues faced by women during menstruation by leveraging the voices and power of non-profits, government agencies, individuals, and media. Since the year 2014, the celebration of this day has provided an opportunity to engage decision-makers and catalyze action against poor menstrual health and hygiene.

Maharashtra Urban WASH and Environmental Sanitation Coalition (Maha-UWES-C) –a joint initiative of the Regional Center of Urban and Environmental Studies (RCUES) of All India Institute of Local Self Government (AIILSG), Mumbai and UNICEF, Maharashtra, has undertaken multiple activities during the Menstrual Hygiene Week 2022 with the help of various departments of Government of Maharashtra (GoM) like Department of Education, Department of Health and Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM) under Urban Development Department of Government of Maharashtra (GoM) and UNICEF Maharashtra, with its partner organizations –Regional Centre for Urban and Environmental Studies (RCUES) of All India Institute of Local Self Government (AIILSG), Mumbai, Citizens Association for Child Rights (CACR), Center for Youth Development and Activities (CYDA) and other organizations as a part of the coalition. The activities were organized mainly from the 17th of May to the 3rd of June 2022 for the multiple stakeholders involving various age groups, and professions. The Self Help Groups (SHGs) constituting men and women working in various parts across the 6 divisions of Maharashtra, Community Based Organizations (CBOs) working mainly in the slums of Mumbai, Commercial Sex Workers (CSWs), Sanitation workers involved in the collection and disposal of the waste on the field, ICDS sevikas (Integrated Child Development and Services scheme of Ministry of Women and Child Development), women from tribal communities and school students, their teachers and parents were involved in the activities to take actions for improvement of menstrual health and hygiene, to build capacities of community groups, to help them in understanding the employment opportunity in this field. These individuals and community groups were further motivated to share the knowledge gained and spread awareness to the grassroots to achieve the global agenda of eradicating the taboos associated with menstruation and making it a normal fact of life.

In the response to this global celebration of menstrual hygiene day, on 28th May 2022, Mr, Hasan Mushrif, Rural Development and Labor Minister of GoM, announced allotment of Rs. 200 Crore for the distribution of 8- 10 sanitary napkins at price of Rs. 1 per unit per month per head for all the 12 months of the year to each of the 60 lakh women belonging to Self Help Groups (SHGs) in the rural Maharashtra and placement of village-level incinerate or appropriate machinery for the safe management of menstrual waste. This initiative is developed to tackle the increasing number of deaths due to poor menstrual hygiene and health. It was observed during a study that only 13% of the women in rural areas use sanitary napkins for management of menstruation, while analyzing this situation the study found that the lack of awareness,

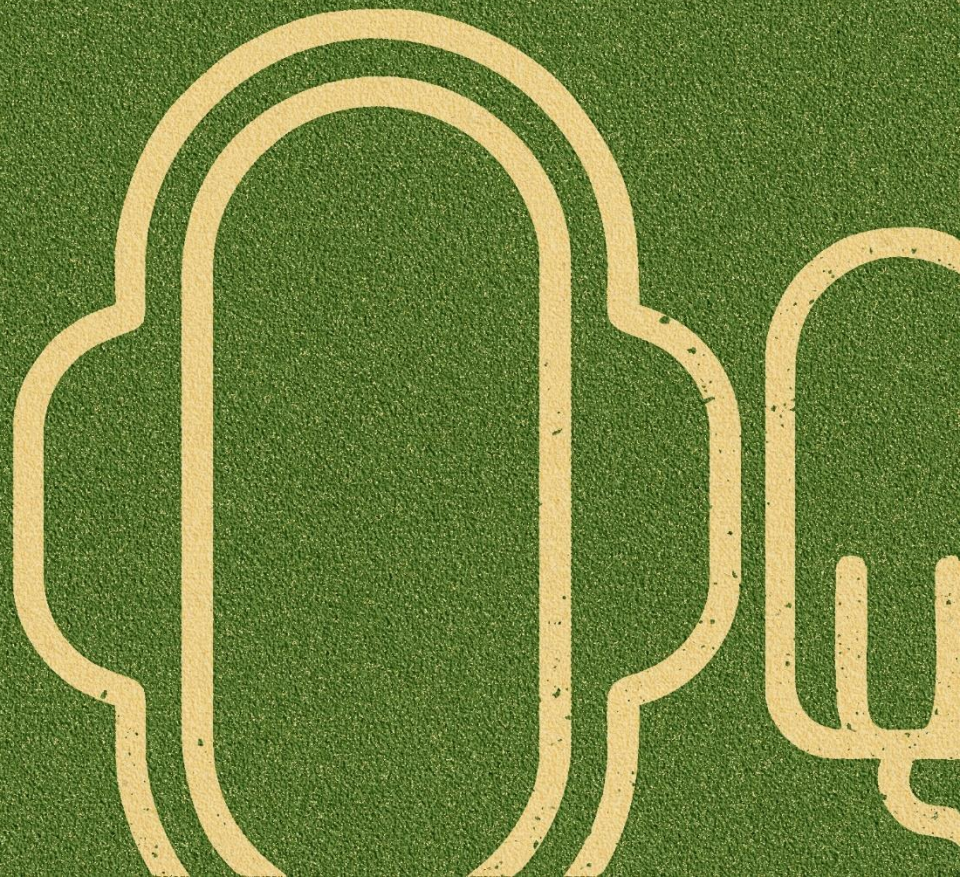
affordability and supply of sanitary pads were the key reasons for poor menstrual management¹. Thus, we believe that the coupling effect of the capacity building, training and awareness sessions conducted by various organizations under Maha-UWES-C with the village-level infrastructure provided for menstrual hygiene management under this initiative by GoM shall result in improved menstrual health and hygiene in Maharashtra.

WE REACHED 6.3 million+ PEOPLE

SHGs: 78,200+, CBOs and slum dwellers: 3,940+, CSWs: 1115+, Tribal community: 750+ Sanitation workers: 1115+, ICDS sevikas: 22,600+, school students, teachers and parents: 1,34,496+, through radio channels: 6 million+, General: 79,000+

¹ Loksatta Online (2022). Retrieved from <https://www.loksatta.com/maharashtra/provide-ten-sanitary-napkins-per-month-at-a-cost-of-one-rupee-to-60-lakh-women-below-the-poverty-line-in-the-state-abn-97-2947749/>

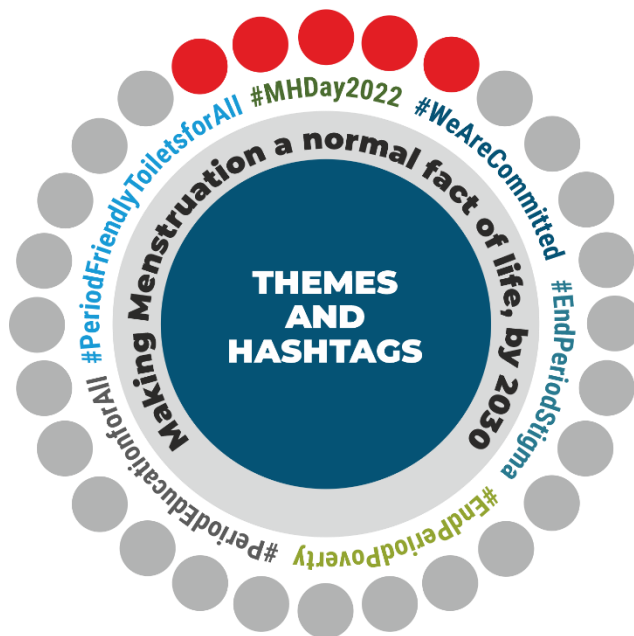
Introduction



1. Introduction

Scientifically menstruation is defined as the “cyclical discharging of blood, secretions, and tissue debris from the uterus that recurs in non-pregnant breeding-age primate females at approximately monthly intervals and that is considered to represent a readjustment of the uterus to the non-pregnant state following proliferative changes accompanying the preceding ovulation.” Menstruation is the natural and biological process in every female’s life. Despite this, it is heavily stigmatized and the taboos associated with it, make matters worse for women. The immediate consequences are on menstrual hygiene, which in turn impact health and education significantly². The onset of menstruation, menarche, is a natural and important aspect of a female’s physiological development. From menarche through to menopause, people who menstruate experience the necessity of regularly managing menstruation: collecting, removing, and cleaning menstrual blood from the body; contraceptives that may disrupt menstrual bleeding; and for some, the experience of debilitating menstrual discomfort or disorders, for which, awareness, diagnosis, and treatment is still lacking. In most societies, menstruation is laden with societal taboos and secrecy, which can hinder the ability to manage menstruation with ease and confidence³.

Thus, the theme for MH Day 2022 is “Making menstruation a normal fact of life, by 2030” and the vision is to facilitate access to affordable menstrual products of their choice and access to basic information about menstruation to everyone including men and women, to end period stigma and to supply period friendly water and sanitation facilities everywhere. These suggest the direct impact on the Sustainable Development Goals (SDGs) through the sectors like Education, Gender, Health (Sexual and Reproductive Health; Psychosocial Wellbeing), and Water, Sanitation and Hygiene (WASH)³. The SDGs are a collective agenda that identifies how the global society can enable sustainable economic, social, and environmental development for all, with an ambitious set of 17 goals and the respective 169 targets².



² Tiwary AR. (2018), Role of menstrual hygiene in sustainable development goals. Int J Health Sci Res; 8(5):377-387

³ Marni Sommer, Belen Torondel, Julie Hennegan, Penelope A. Phillips-Howard, Thérèse Mahon, Albert Motivans, Garazi Zulaika, Caitlin Gruer, Jacquelyn Haver, Bethany A. Caruso & Monitoring Menstrual Health and Hygiene Group (2021), How addressing menstrual health and hygiene may enable progress across the Sustainable Development Goals, Global Health Action, 14:1, 1920315, DOI: 10.1080/16549716.2021.1920315

While highlighting the relevance of menstrual health and hygiene across a broad set of globally accepted 17 SDGs the researchers have indicated that MHH may align with SDGs in the following ways³.

- 1) MHH directly contributes to achieving a given SDG (MHH directly contributes to SDGs)
- 2) MHH contributes to achieving a given SDG through clear indirect pathways (MHH indirectly contributes to SDGs)
- 3) MHH is influenced by progress towards a given SDG (SDG directly contributed to MHH)
- 4) Potential but unclear relationship between SDG and MHH (SDG indirectly contributes to MHH)

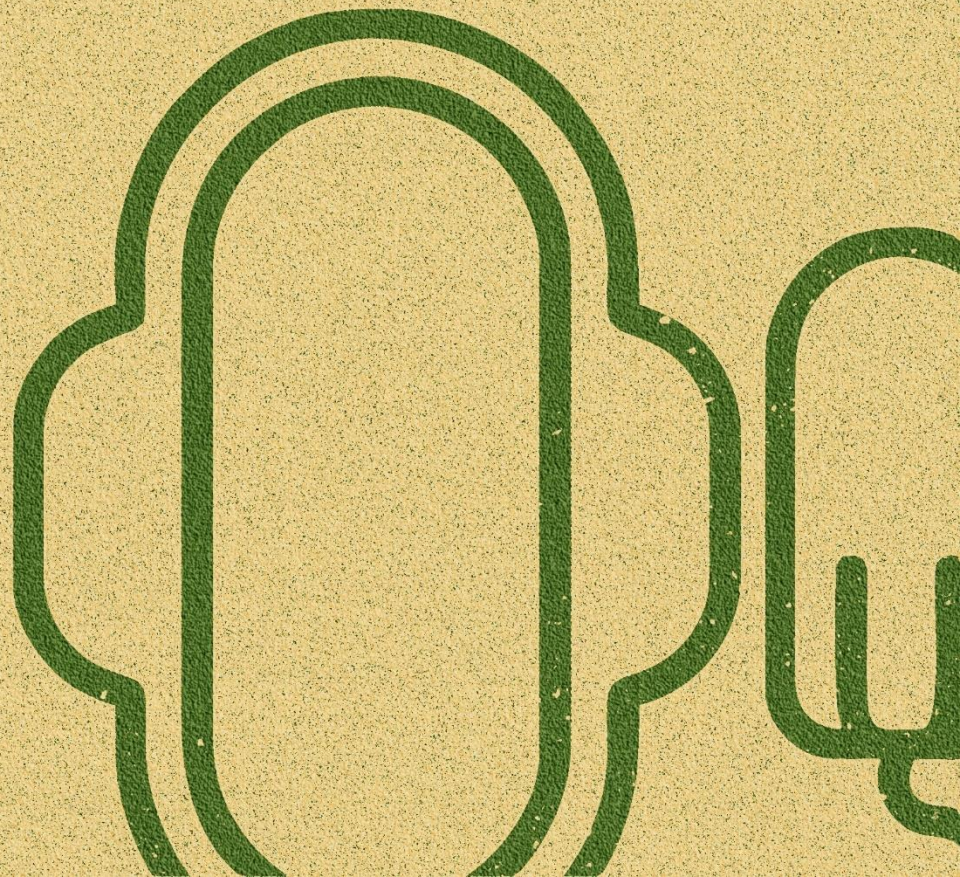
For example, in examining SDG 3, which focuses on health, it is not possible to achieve health and wellbeing for all, if MHH practices, knowledge, access to healthcare, and support are not adequate or available. SDG 4 promotes ‘inclusive and equitable quality education.’ The lack of adequate, safe, clean toilets in schools may impact a girl or female teacher’s abilities to engage effectively in the learning process. In the case of SDG 5, it is not possible to achieve gender equality in schools, workplaces, and even households if they do not provide social and physical environments enabling safe, hygienic, and comfortable management of menstruation. This describes the direct linkages between MHH and SDGs. In addition to the provision of water, sanitation, and hygiene (WASH) facilities, which SDG 6 does capture, materials to deal with the menstrual flow are influenced by poverty and inequality (e.g. SDG1, no poverty). The need for adequate disposal systems for menstrual absorbant waste has important implications for the larger environment (SDG 15), and for rural and urban planners in regard to basic services, including gendered sanitation (SDG 11). Linking the SDGs with MHH not only provides an opportunity to demonstrate how interconnected MHH is with other globally recognized priorities but may also facilitate the development of indicators and measures that could be integrated into systems already created for tracking each of the linked goals³.



The role of Menstrual Health and Hygiene (MHH) in the progress of SDGs



Local Actions for Global Impact



2. Local Actions for Global Impact

SDGs are universal, meaning they apply to every nation in the world and their respective governments. Local government being the closest level of government to the people, it plays a vital role in localizing the SDGs by bridging the gap between the national government and local communities. Thus, the achievement of menstrual health and hygiene through SDGs depends, more than ever, on the collaborative efforts of international, national, sub-national, and local governments to promote integrated, inclusive, and sustainable territorial development while engaging the local level organizations like civil society organizations, the private sector (micro, small and medium enterprises), academia, and individuals⁴. Following the same, the awareness and training sessions were organized for the celebration of menstrual hygiene day 2022 by MAHA-UWES-C and its partner organization by engaging local communities, non-governmental organizations, and government organizations from 17th May to 3rd June 2022. The activities undertaken were aimed at attaining a holistic approach involving awareness, training, and knowledge transfer on not only health education, menstrual hygiene, and waste management but also the opportunities for employment and marketing of menstrual hygiene products.



Leveraging the power of Partnership under Maha-UWES-C

⁴ Global Taskforce of Local and Regional Governments, UNDP, UN Habitat (2016), Roadmap for localizing the SDGs: Implementation and Monitoring at Sub-national Level

2. 1 Our collaborators

MAHA-UWES-C, which is a joint initiative of the Regional Center for Urban and Environmental Studies (RCUES) of All India Institute of Local Self Government (AIIILSG), Mumbai, and UNICEF Maharashtra, facilitated a common platform for the local level community groups (SHGs, CBOs, CSWs, etc.), non-profit organizations, private and government organizations to come together and collaborate to work towards a common mission of improving WASH related services (including menstrual health and hygiene) in Maharashtra. The various departments of Government of Maharashtra (GoM) like Department of Education, Department of Health and Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM) under Urban Development Department of Government of Maharashtra (GoM) have joined the platform to support improvement in menstrual health and hygiene.

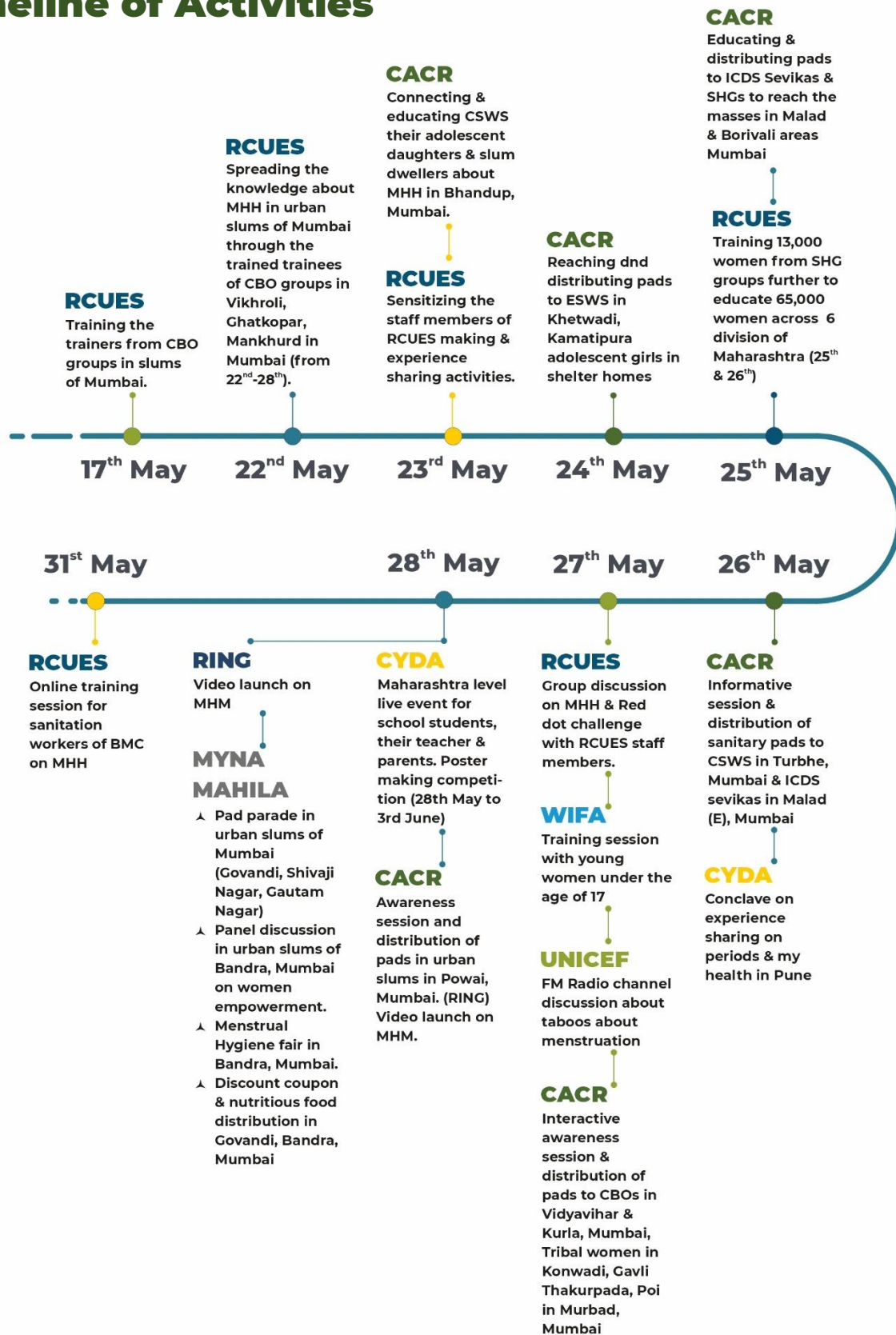
The Regional Center for Urban and Environmental Studies (RCUES) of AIIILSG, Mumbai, established by the Ministry of Housing and Urban Affairs (MoHUA), with an experience of over 50 years in providing WASH-related technical support to ULBs and building capacities of NGOs, CBOs, SHGs, and private sector organization and other NGOs like the Citizen Association for Child Rights (CACR), and the Center for Youth Development and Activities (CYDA), with tremendous experience in working toward the capacity building of women groups (SHGs, CBOs, CSWs, ICDS, women from tribal community, school students, teacher and parents etc.) youth and adolescents, came on board with MAHA-UWES-C to achieve the mission. In addition to this, MAHA-UWES-C appealed to organizations through social media to join this mission, and organizations like Western India Football Association (WIFA), Myana Mahila Foundation and Red is the New Green (RING) responded to this appeal by creating awareness about menstrual health and hygiene.

2. 2 Our collaborative actions to reach grassroots

Globally, menstrual hygiene day is celebrated on 28th May but the partners of MAHA-UWES-C hosted the activities for awareness on menstrual health and hygiene from 17th May till 3rd June 2022 to reach the maximum number of individuals across the 6 administrative divisions of Maharashtra. The activities involved,

- 1) Capacity building of master trainers in the SHGs, CBOs, CSWs etc. by educating them regarding menstrual health and hygiene and motivating them to spread the knowledge verbally or by conducting engaging activities like group discussions, MH bracelet making (a symbolic ice-breaker), Red dot challenge, Menstruation myth bursting etc.
- 2) Capacity building of sanitation workers on menstrual health and management of menstrual waste
- 3) Conclave and group discussion for experience sharing regarding the challenges during menstruations
- 4) Poster making competition to depict the disposal of menstrual absorbents involving school students, teachers and parents
- 5) Menstrual hygiene budgeting activity to increase sensitivity about provisions of funds for women's health
- 6) Distribution of sanitary pads to women using community toilets and women belonging SHGs, CBOs, CSWs, adolescents, ICDC sevikas, tribal communities
- 7) Reaching out to people through wide range of available media channels like social media, radio channels, newspaper articles and videos etc.

Timeline of Activities



These activities were conducted in partnership with GoM and UNICEF, Maharashtra

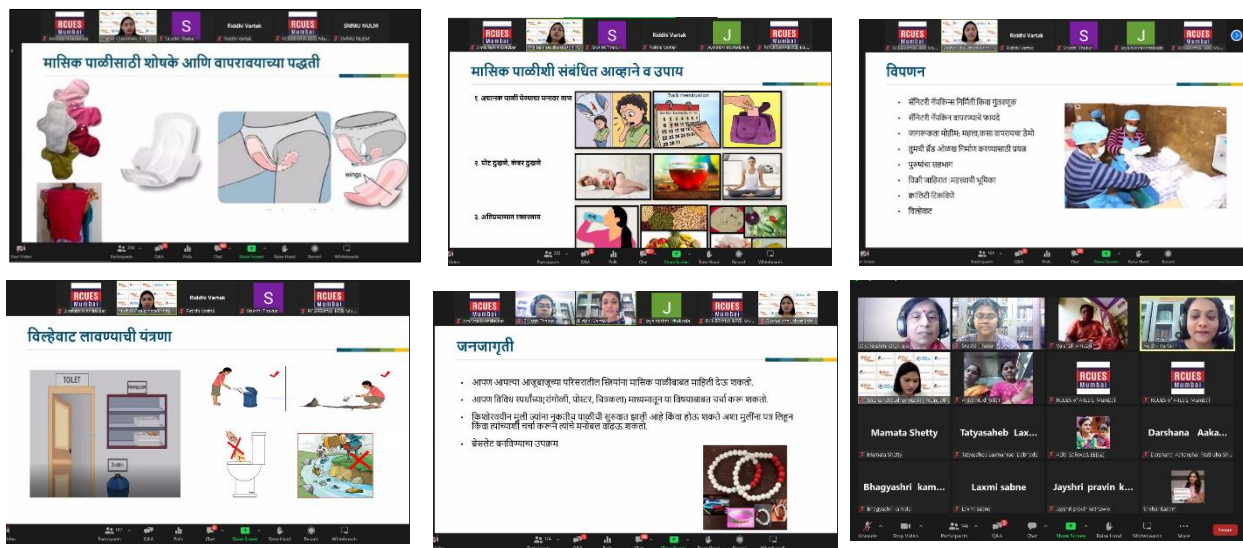
2.3 Engaging the local communities to achieve menstrual health and hygiene

2.3.1 Partnering with SHGs to reach grassroots

2.3.1.1 Training 13,000 women from SHGs across Maharashtra

The theme for MHM Day 2022 is “Making menstruation a normal fact of life by 2030.” To achieve this goal RCUES of AILSG and UNICEF, Maharashtra collaborated with the Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM) of Ministry of Housing and Urban Affairs (MoHUA) under MAHA-UWES-C and conducted online training series on 25th and 26th May 2022 to educate and train the 13,000 women belonging to various SHGs across the six administrative divisions of Maharashtra on various aspect of Menstrual Health and Hygiene Management. The expert speaker of the webinar Ms. Snehal Chaudhary Kadam, Founder, and President of Kshitij Foundation with 7+ years of experience in the field of menstrual health and hygiene explained various aspects of menstruation including menstruation and ovulation cycle, products for menstrual management, ways of storing it and its disposal mechanism, myths linked to menstruation, challenges, and remedies during menstruation and menopause to these women. In addition to this, she guided these women on employment opportunities in this field, and marketing strategies. A question-and-answer session arranged at the end of the webinar series helped to resolve the queries of the attendees related to menstrual health and hygiene.

Further, Maha-UWES-C created an online platform for these women and guided them to spread the information gained on menstrual health and hygiene through awareness campaigns and collaborative activities in their region. This online platform is currently being used by women to share ideas about employment opportunities in this field for collaborative actions, as a marketing platform to increase the spread of their existing business, and to inspire and uplift each other. Through these webinar series, overall, 73,000 women belonging to different age groups, located across the 6 administrative divisions of Maharashtra were reached.

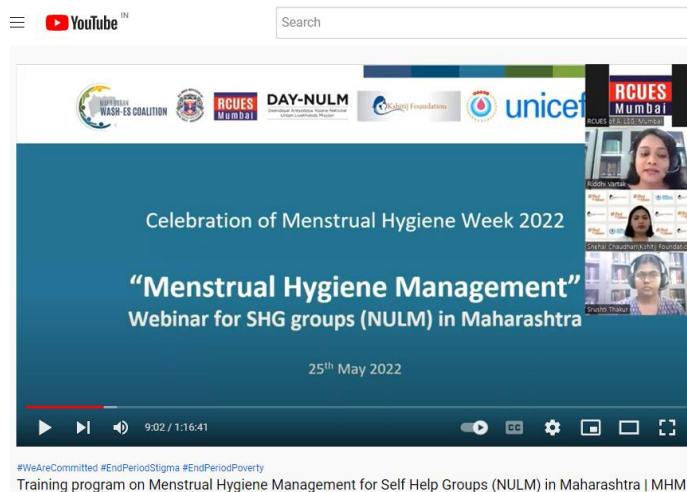


Title: Screenshots of the online training sessions conducted for SHGs in Maharashtra

Menstrual Hygiene Week 2022 | Making menstruation a normal fact of life



Title: Photos of the SHGs attending the online training session



Title: The recording of one of the training sessions has been uploaded on YouTube as knowledge-sharing material. Click on this link for access <https://www.youtube.com/watch?v=6nHWTmYTLel>. This YouTube video has received 100+ views in the span of two weeks.

2.3.1.2 Educating 40 women from SHGs in Mumbai

CACR and UNICEF, Maharashtra collaborated and conducted awareness session for the 40 women of SHGs in Panchashil Nagar, Borivali in Mumbai on various aspects of menstrual health and hygiene and provided them with sanitary pads for menstrual management. These 40 women of SHGs again reached out to another 160 women to share the gained knowledge. The overall reach of this activity is around 200 women.



Title: Awareness session on menstruation and balloon bursting activity symbolizing the menstrual myth bursting

Social Media highlights of the activities organized by RCUES of AILSG, Mumbai with UNICEF, Maharashtra for SHGs in Maharashtra under MAHA-UWES-C

Maharashtra Urban WASH-ES Coalition @Maha_WASH_C · May 25

🔴 To celebrate #day4 of #mhm2022, Secretariat @RCUESMumbai organized training sessions for #SHGs @NULM_MoHUA Maharashtra, in 3 administrative divisions-#Aurangabad #Amravati #Pune, w/ aim of building #MHM capacity of these change agents & for facilitating last mile connectivity!

Utkarsha Kavadi and 8 others

Maharashtra Urban WASH-ES Coalition @Maha_WASH_C · May 26

🔴 Secretariat @RCUESMumbai & partners @cacr6, @coidindia99, @cbo_ssm, with support of @UNICEFIndia Maharashtra & @NULM_MoHUA Maharashtra have organised multiple exciting activities to celebrate #day5 of #MHM2022 @MHDaY28May. Stay tuned with us to know more about the initiatives!

Trained
13,040 women of SHGs

Overall reach:
78,200 + people

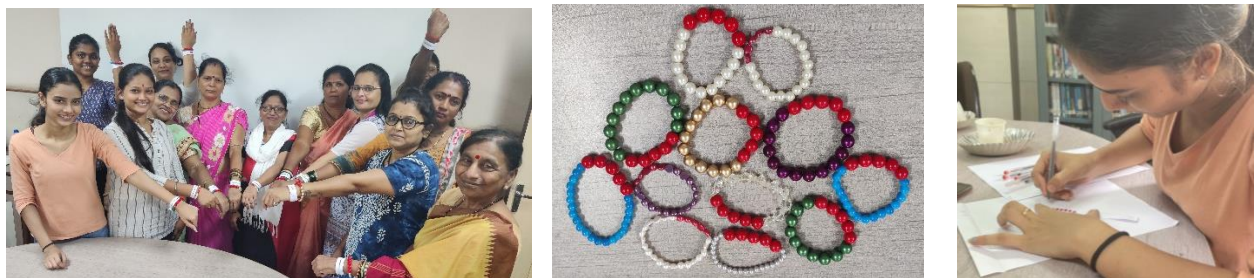
2. 3. 2 Engaging the CBOs in the urban slums and slum dwellers

2. 3. 2. 1 Training the trainers to disseminate the information about MHH in slums

RCUES of AILSG and UNICEF, Maharashtra collaborated with 10 CBOs of Swachhata Samvardhan Sanstha Mahasangh, belonging to slums of Mumbai and conducted a capacity building session for 10 master trainers of each of the 10 CBO groups on 17th May 2022 at the Secretariat, MAHA-UWES-C, Mumbai. In this training session, various aspects of menstrual hygiene in the case of community toilets in slums were discussed with CBOs. Also, the RCUES staff members guided the master trainers on the topics like menstrual health and hygiene, the stigma attached to menstruation and ways to eradicate it, how to start the conversation about menstruation, interactive and engaging activities, and the format of reporting. The capacity-building session ended with bracelet-making activity with CBOs.



Title: Training session for master trainers from CBOs conducted by RCUES of AILSG in partnership with UNICEF, Maharashtra at the Secretariat, MAHA-UWES-C on 17th May 2022



Title: Bracelet making activity conducted by RCUES of AILSG in partnership with UNICEF, Maharashtra at the end of capacity building session on 17th May 2022

These 10 trained master trainers further disseminated the knowledge and conducted awareness activities involving more than 3000+ women residing in the slums located in Dharavi , Mankhurd, Vikhroli, and Ghatkopar in Mumbai, throughout the menstrual hygiene week from 22nd May to 28th May, 2022 .



Title: Bracelet making activity conducted by various CBOs working in the slums of Mumbai to initiate the discussion on menstruation



Title: Master trainer from 10 CBOs educated 495 women residing in the slums of Mumbai, who further reached to 2475+ people

2. 3. 2. 2 Interactive session for making the CBOs aware about MHH

CACR, UNICEF, Maharashtra and the members of CBOs collaborated and conducted an awareness session which involved 1400+ women of the slums of Mumbai lying in Bhandup, Kurla, Vidyavihar and Powai area. These women were explained about menstrual hygiene while using the community toilets and provided them with sanitary pads for menstrual management. Adolescent girls were educated about dos and don'ts during menstruation.



Title: Educating 1400+ members of CBOs and slum dwellers in Mumbai on how to use pads, dos and don'ts during menstruation and celebration world menstrual hygiene day by holding red colored balloons



Title: Sanitary pads distributed to the women in the slums

Social Media highlights of the activities by RCUES of AILSG, Mumbai and CACR with UNICEF, Maharashtra

Maharashtra Urban WASH-ES Coalition @Maha_WASH_C · May 26
 A big shout out to all the CBOs @cbo_sasm, for their persistent efforts to conduct awareness raising sessions on #MHM at the grassroots- #urban slums of #Mumbai, w/ support of the Secretariat @RCUESMumbai & @UNICEFIndia Maharashtra. Their indomitable spirit is truly admirable!

NGO CACR @cacr6 · May 26
 Menstrual Health is a great concern for women staying in slums n @cacr6 has installed vending machines n incinerators in 96 CBO managed community toilets wt awareness sessions supported by @BPCLimited #periodfriendlytoiletsforall #WeAreCommitted #endperiodpoverty @Maha_WASH_C

INSTALLATION OF SANITARY PAD VENDING AND INCINERATORS UNITS IN 96 COMMUNITY TOILETS IN DENSELY POPULATED SLUMS ACROSS MUMBAI

MAKING MENSTRUATION A NORMAL FACT OF LIFE BY 2030
 #EndPeriodStigma #EndPeriodPoverty #PeriodEducationForAll #WeAreCommitted CACR



2. 3. 3 Connecting with CSWs and the adolescent daughters of CSWs

CACR and UNICEF, Maharashtra connected with 220 CSWs in Mumbai (Kamatipura, Khtewadi, Sonapur-Bhandup and Turbhe) and their adolescent daughters and educated them about menstrual health and hygiene through appropriate diagrams of menstrual cycle and conducted engaging activities to bust the myths associated with menstruation. In addition to this, the beneficiaries were also provided with sanitary pads.



Title: Directly reaching to CSWs and their adolescent daughters for creating awareness through innovative activities and distribution of sanitary pads

Social Media highlight of the activities by CACR under Maha-UWES-C



2. 3. 4 Mobilizing the tribal communities of Maharashtra

CACR and UNICEF, Maharashtra mobilized 150 tribal women residing in Govili, Thakur pada, Poi, Konawadi in Murbad and explained them the menstruation cycle with diagram, menstrual health and hygiene habits and conducted engaging activities to bust the myths associated with menstruation. In addition to this, the beneficiaries were also provided with sanitary pads and the demonstration on how to use the sanitary pads and cotton pads was given to them



Title: Informing tribal woman about the usage of cotton pads



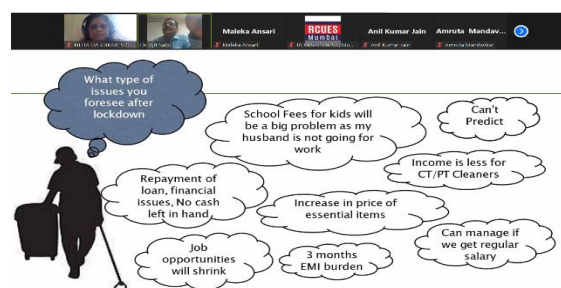
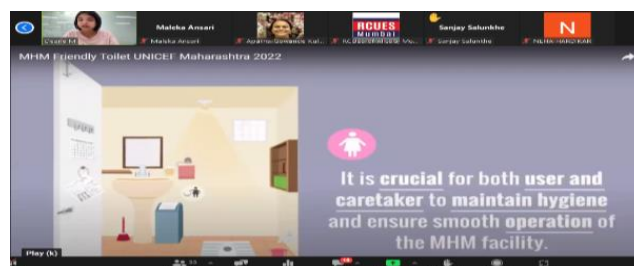
Title: Demonstrating the usage of sanitary pads and distributing sanitary pads to tribal women near Mumbai

Direct
150 tribal women

Overall reach:
750 people

2. 3. 5 Building capacities of the sanitation workers

Sanitation workers are a key part of the Water and Sanitation Hygiene (WASH) system. COVID-19 has highlighted the critical role sanitation workers play in maintaining overall hygiene – collection, handling and disposal of solid and liquid waste (including faecal waste), cleaning of streets and drains. They are at the frontline of providing essential services, yet their contribution goes unrecognized and little is done for their protection and wellbeing. Considering this background, the Regional Centre for Urban & Environmental Studies (RCUES) of All India Institute of Local Self Government (AIILSG), Mumbai organized a Training Programme on 'Menstrual Hygiene Management relating to Health & Safety of Sanitation Workers on 30th - 31st May 2022. This training programme was supported by the Ministry of Housing & Urban Affairs (MoHUA), Government of India (GoI).



Title: Screenshots of the online capacity building session conducted on 30th and 31st May 2022

Sanitation workers were presented a general scenario of sanitation practices and shared some observations about various cities' sanitation operation in which septic tanks are badly designed, sewer lines are connected to storm water drains which get clogged, unavailability of latest sewer cleaning machineries and unfortunate fact that sanitation workers death occurring before retirement as they suffer from multiple health issues etc. The expert speaker also covered the hazards of occupational risk faced by sanitation workers through coming in close contact with fecal matter, working in confined and dangerous spaces, musculoskeletal disorders due to manual labour, infections and respiratory disorder due to exposure to harmful microbes, risk of chemical hazards due to harmful gases, risk of microbial hazards as the waste has a high concentration of fungi and bacteria with an overview of menstrual health and hygiene. Further he stated that accessibility of protective safety gears and equipment's is supposed to be provided by ULBs, is again a controversial issue as to its application or negligence at workplace.



2. 3. 6 Educating ICDS sevikas to reach the masses

CACR and UNICEF, Maharashtra educated around 150 ICDS sevikas working in Malad, Mumbai and reached to more than 22,500 people indirectly. They explained the menstruation cycle with diagrams and good menstrual health and hygiene habits. Further, interactive activities were conducted for ICDS sevikas to enable experience sharing. In addition to this, the beneficiaries were also provided with sanitary pads and demonstration was given to them on how to use the sanitary pads and cotton pads.



Title: Demonstrating the usage of sanitary pads and interactive session with ICDS sevikas

Social Media highlight of the activities by CACR under Maha-UWES-C



Direct
150 ICDS sevikas

Overall reach:
22,600+ people

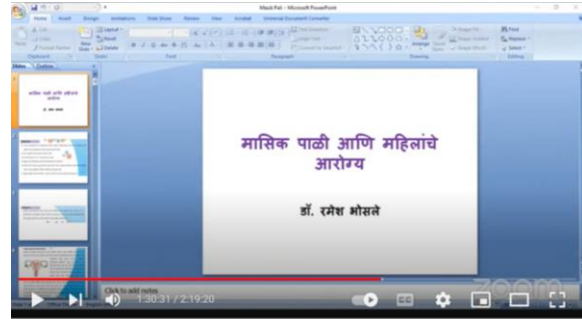
2.3.7 Involving school students, their parents, and teachers

CYDA, UNICEF, Maharashtra and Youth Aid Global Services Pvt. Ltd. (YAG) in partnership with the State Council of Educational Research and Training (SCERT), Maharashtra conducted an online program for the inauguration of menstrual hygiene day 2022, which was attended by around 22,416+ students and teachers. Dr. Kamaladevi Awate, Deputy Director, SCERT; Mr. Anand Ghodake, WASH Officer UNICEF; Smt. Dilmeher Bhola, President, CYDA; Dr. Ramesh Bhosale, Professor (Retd.), B.J. Medical College, Pune; Smt. Vijaya Waghere, Gadchiroli, and Mr. Vishal Mattam, YAG Ltd shared their experiences and RJ Sangram was the host for the program. Dr. Ramesh Bhosale explained various aspects of menstruation and health of women.

During this online session, various competitions like poster making/drawing completion (posters or drawings on menstrual absorbants), and innovative model making for menstrual absorbant disposal and menstrual hygiene budget activity, held between 28th May to 3rd June 2022 were announced. The theme for the competition was “Various Types of Menstrual absorbants and their ways of disposal.” In this response, a total of 366 students participated in the competition from 18 districts across Maharashtra.



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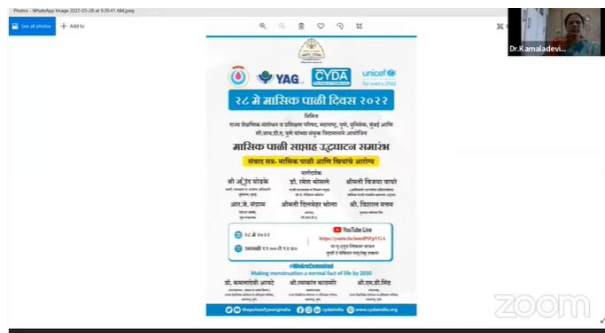
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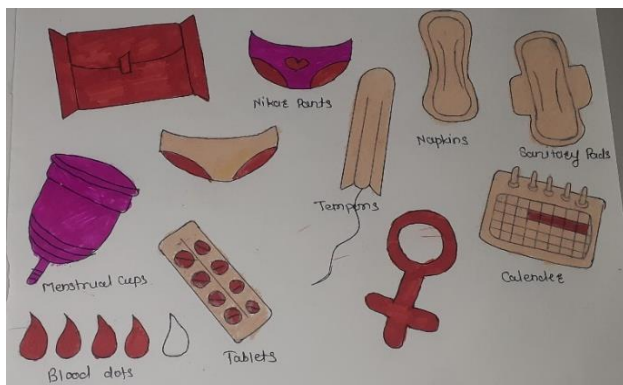
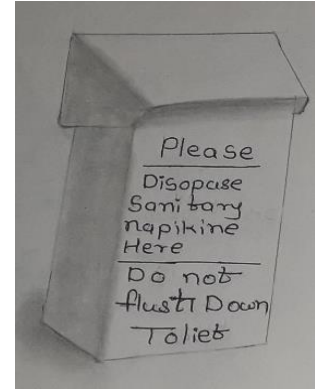
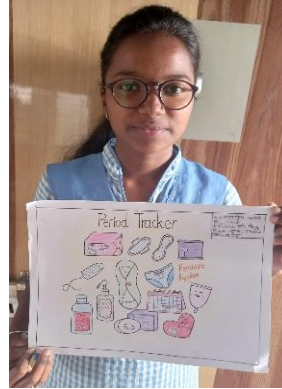


मासिक पाळी सप्ताह उद्घाटन समारंभ
22,710 views... 937 DISLIKE SHARE CLIP SAVE ...

Title: Screenshots of the online menstrual hygiene day inauguration ceremony attended 22,416+ students and teachers. (YouTube Video link: <https://www.youtube.com/watch?v=iam4PIFpVGA>)

Direct
22,416 students
and teachers

Overall reach:
1,34,496 + people



Title: Some of the posters prepared by school student during poster-making competition involving 366 students across 18 districts of Maharashtra

2. 3. 8 Sensitizing everyone toward menstrual health and hygiene

2. 3. 8. 1 Activities conducted for the staff of RCUES of AILSG, Mumbai

RCUES of AILSG organized a series of activities on the 23rd and 27th of May 2022, involving around 18 to 25 women and men staff members including 3 housekeeping staff. Ms. Utkarsha Kavadi, Director of RCUES of AILSG, Mumbai and Ms. Jaylakshmi Chekkala, Project Manager at RCUES of AILSG addressed the staff members regarding menstrual health and hygiene and motivated everyone to share their experiences regarding menstruation. Along with this, Engaging activities like bracelet making and red dot challenge were conducted for staff members.



Title: Bracelets making activity, my menstruation experience sharing activity and red dot challenge activity conducted at RCUES of AILSG on 23rd and 27th May 2022

Social Media highlight of the activities conducted at RCUES of AILSG office, Mumbai



2.3.8.2 Interactive session conducted by CYDA, YAG

CYDA, UNICEF, Maharashtra, and YAG in partnership with the Department of Education, GoM, conducted an interactive session at Annabhau Sathe Rang Mandir, Yerawada, Pune with around 400+ participants. This program began with a street play on menstrual hygiene awareness by the students from Yerwada community, followed by one girl and one woman from the community who shared their experiences about the period. Dr. Subhangi Lokare, Gynaecologist, Rajiv Gandhi Hospital, Yerawada; Smt. Sapna Tomar, Nutrition and Health Expert; Dr. Maya Lohar, Medical Officer; Shri, Sandeep Tendolkar, Consultant, UNICEF Mumbai addressed the gathering with their expertise.



Title: Expert speakers addressing the participants of the program



Title: Students participation and symbolic bracelet making competition with school students

Media coverage of the activities by CYDA and YAG with UNICEF, Maharashtra



YouTube link for the media coverage: https://youtu.be/BHhgq_YSr1s

Direct
400+ participants
and attendees

Overall reach:
2,185 + people

2. 3. 8. 3 Reaching to masses through Pad parade, panel discussion, menstrual hygiene fair

Myna Mahila Foundation organized a pad parade with urban slum communities in Govandi (Mumbai), panel discussion in urban slums of Bandra (Mumbai), menstrual hygiene fair in Bandra (Mumbai), distributed sanitary pad discount coupons, and nutritious food distribution in Govandi and Bandra, Mumbai. In addition to this, 8500+ women were educated through Teach Menses India and 12,00,000 myna pads are manufactured which are used by 5000+ women.

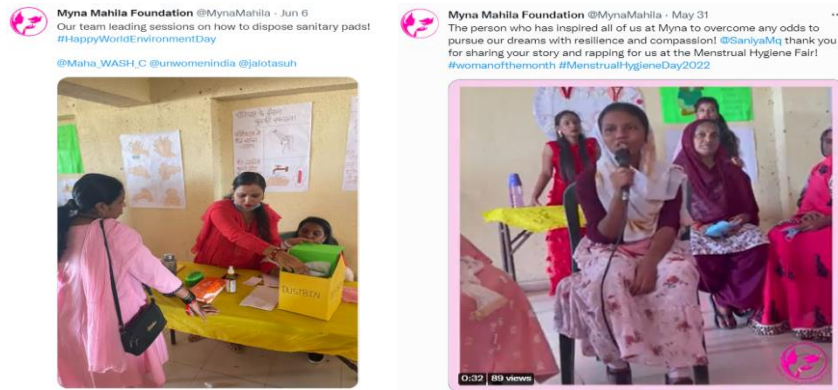


Title: Pad parade to break the taboos around menstruation in urban slums of Mumbai



Title: Panel discussion on Women Empowerment, Pad fair for women and information on diet during menstruation

Social Media highlight of the activities by Myan Mahila



**Direct
9000 women**

**Overall reach:
46,500+ people**

2. 3. 9 Utilizing the power of social media for creating awareness

2. 3. 9. 1 Engaging the young women in the society

WIFA responded to the appeal made by MAHA-UWES-C and joined to create awareness in the society using the social media platform. It conducted an informative session for 30 young women (below 17 years) and fun activity for menstrual myth busting, on 27th May 2022. These women were asked to burst the balloons holding those myths and beliefs which was kept inside the balloon, and then asked to speak about it. In break the barrier activity, women were asked to write the myths about menstruation on a red ribbon and then were asked to cut the ribbon, symbolizing barrier breaking. These 30 young women reached around 30,000+ people using the power of social media through the stories, posts and Insta Live feature on Instagram.



Title: Expert speakers addressing the young women about menstrual health and hygiene



Title: Young women actively participating the myth balloon bursting, breaking the barrier and experience sharing activities

Social Media highlight of the activities by WIFA under MAHA-UWES-C



2. 3. 9. 2 Video launch on menstrual hygiene and health

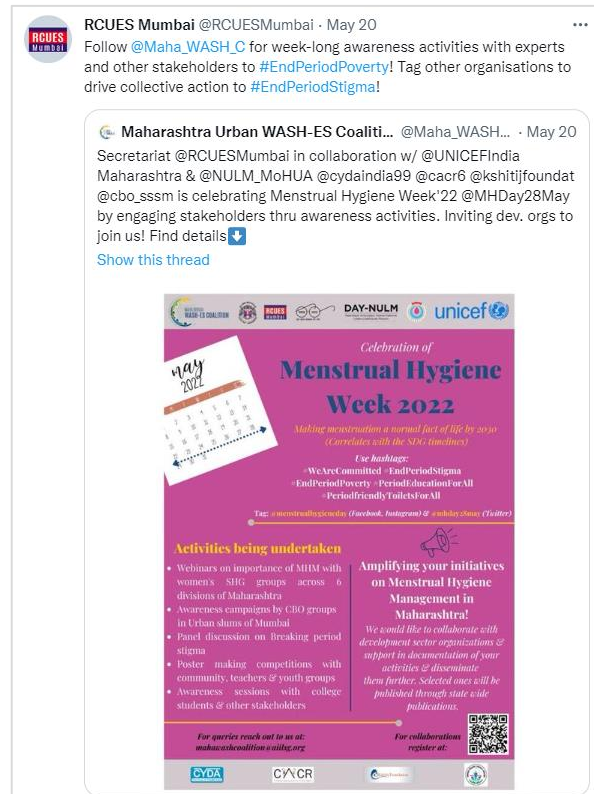
RING involved youngsters in decorating the streets with art on the walls along streets to spread awareness regarding menstrual hygiene.



Title: Video Launch on menstrual health and hygiene



2. 3. 9. 3 Glimpse of the social media posts by Maha-UWES-C



2. 3. 10 Connecting to people through other media channels

The importance of audio-visual and print media has not diminished even in the age of social media. These mediums also played an important role in our efforts to spread the message of menstruation.



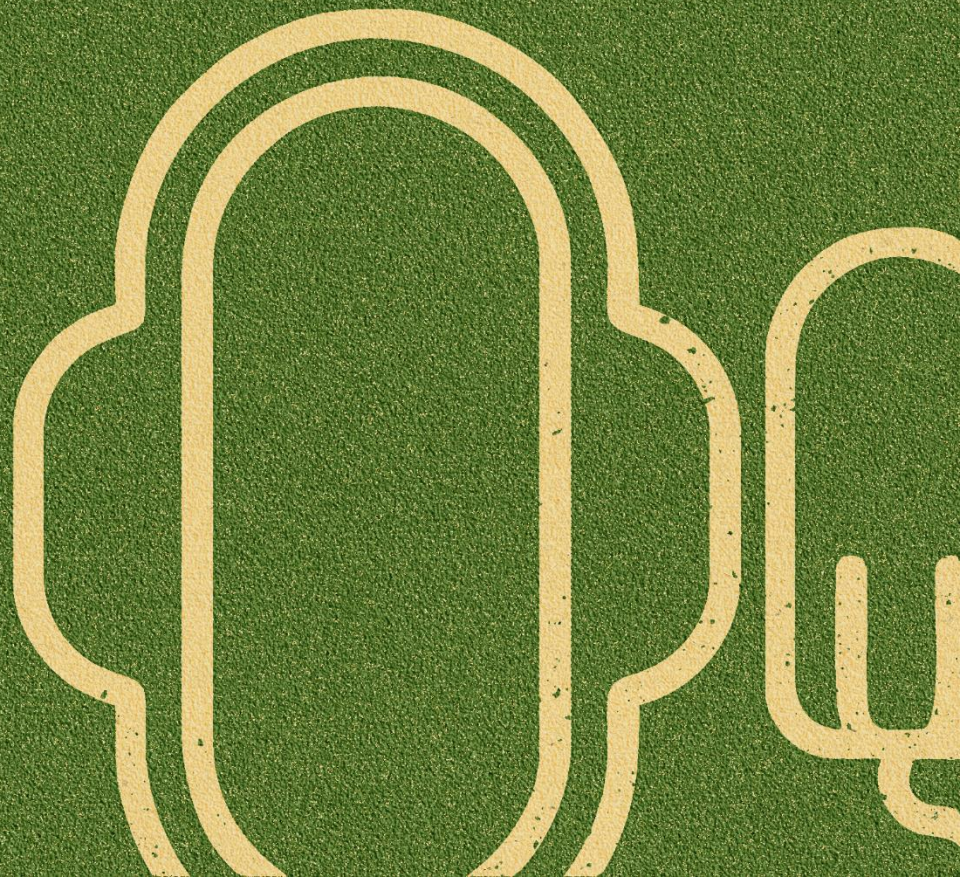
Title: Mr. Sandeep Tendolkar, State Consultant, UNICEF-Maharashtra spoke about menstrual hygiene on 2 of the FM radio channels which were aired across Maharashtra and reached to around 6 million people



Title: Mr. Sandeep Tendolkar, State Consultant, UNICEF-Maharashtra spoke about menstrual hygiene on 2 news channels (Punekar Maza and Max Woman) and reached out to 4000+ people

(Links: <https://youtu.be/4zStCs7DOaI> <https://fb.watch/dhQLaKs1CZ/> https://youtu.be/BHzgq_Ys1s)

Partners Testimonials



3. Testimonials

3.1 Partner organization



Ms. Utkarsha Kavadi

Director, Regional Center for Urban and Environmental Studies (RCUES) of All India Institute of Local Self Government (AIILSG), Mumbai

The Maharashtra Urban WASH-ES Coalition (Maha-UWES-C) is a platform for stakeholders to take collaborative actions to improve water-sanitation-hygiene (WASH) and environment in urban Maharashtra. Communities play a vital role in effective adoption of WASH practices. MAHA-UWES-C, on occasion of Menstrual Hygiene Day- 2022, engaged various government and non-government organizations in a week-long celebration that aimed at spreading period education through stakeholder participation in awareness creation. The vulnerable communities were reached out through trainings programs and engaging activities for SHGs, CBOs, sevikas, schools, frontline workers and other groups, conducted by the Secretariat- RCUES of AIILSG Mumbai and the other partners of Maha WASH-ES Coalition. We look forward to amplifying this effort to dispel period stigma in communities of Maharashtra.

It's been 4 years I have been at Myna and every year MHM day gives me a satisfaction that we at Myna are together creating an impact. Every year our Myna team comes up with different ideas to create awareness, break the stigma around the topic - From pad parades with different slogans giving goose bumps to Awareness stalls to Myth buster games to contacting BMC and tapping the chemists to not wrap the pad packets in newspapers or carry bags - ITS BEAUTIFUL TO SEE THE CHANGE. In addition to this we had 3 boys from the employ vertical this year helping us to make the charts on period awareness, models on hygiene maintenance. It gives me immense satisfaction when I see this impact and also THIS inspires me to work harder.



Dr. Shraddha Kale Kapile

Senior Program Manager -
Myna Health, Myna Mahila
Foundation



Ms. Suvarna Ghadge

State Level Trainer Menstrual Hygiene Management, Program Manager, Citizens Association for Child Rights (CACR)

From Taboo to Empowerment: I believe Menstrual Hygiene and Health is one of the crucial weapons to fight gender inequalities and stigma around menstruating women. Since I have been associated with CACR I have interacted with thousands of adolescent girls and women from urban and rural areas and educated them on the importance of menstruation health and hygiene.

Every person comes with their own set of challenges and concepts but our primary aim is to make them understand that 'Period Blood is completely natural and normal'. We use a science-based approach to educate young girls and women about menstruation, challenges, myths, and facts alongside motivating them to become advocates of menstrual hygiene and health.

During Menstrual Hygiene and Health Awareness Week we attempted to reach out to the most vulnerable women, educated them and distributed sanitary pads.

3. 2 Voices of beneficiaries



"I didn't know about the physiology of menstruation. I always believed that period blood is bad blood. After attending the session, I realized that it is completely normal and important of following a hygienic lifestyle."

Ms. Mala
Bhandup, Mumbai

"I learned and liked this program, a lot of things were followed in our house, we will not be able to change it so soon, but today after coming here, I understood one thing is that menstruation is not a stigma and is not wrong. It is a misconception towards menstruation is that I should not give food to the husband, if given, the husband will die. Even after following all the customs and rituals, yet my husband died, so today I understand that it is a misconception."

Ms. Jyoti Banerjee
Yerwada, Pune

“I liked the program, specially the information about menstrual hygiene, diet to improve overall health and home remedies for menstrual cramp.”

Ms. Rukhsar Mansure

“I liked the way you attempted to burst the myths about menstruation through innovative activities. I use the pad provided by you and the information provided during the session was really helpful.”

Ms. Afroz shaikh

“I really liked the program, I used to think period blood is bad blood but today I got to know about period cycle and the entire session. It was very informative.”

Anonymous

Govandi. Mumbai

“This information was really helpful and I could understand it better as it was explained in really easy language.”

Sunita Kalore

Amravati. Maharashtra

“Really good information and I will make sure to spread the word across the SHGs under my college.”

Shital Landge

Aurangabad.

“This information is really helpful for all the women, Thank you.”

Babytai Ramteke

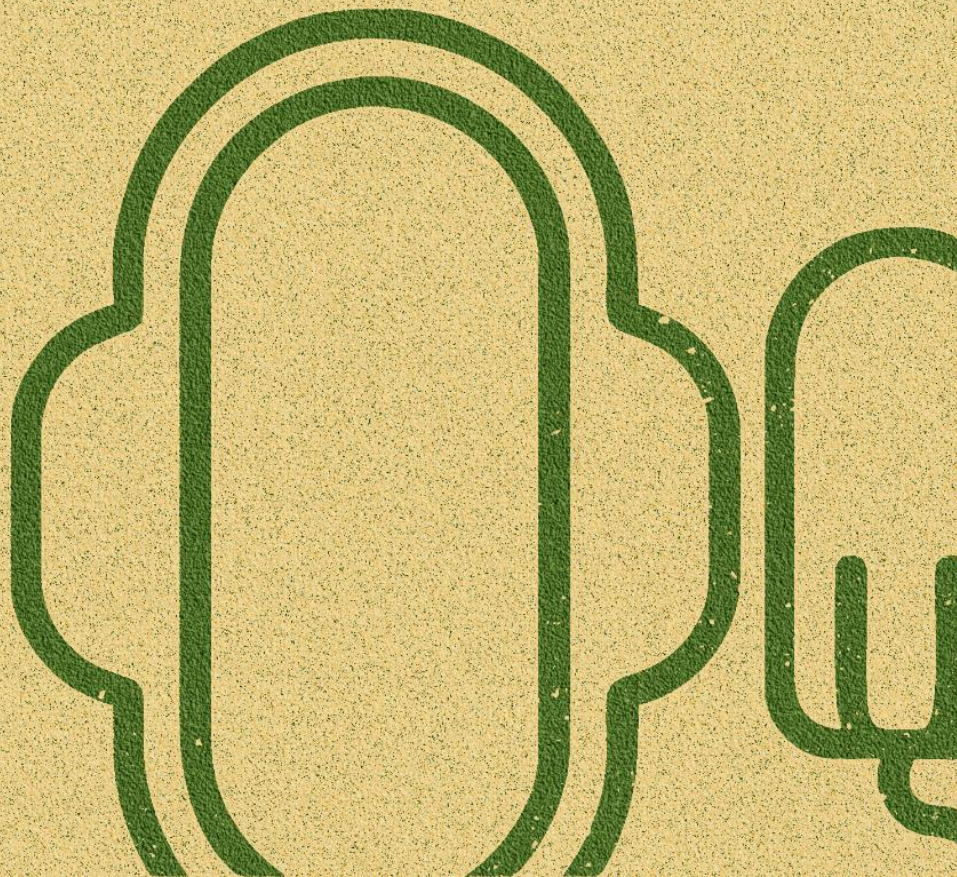
Nagpur

“Thank you for providing such information which we used to talk about secretly. You talked about it openly. Please keep on conduction such session.”

Babytai Ramteke

Nagpur

Annexures



4. Annexure 1: Summary of activities under Maha-UWES-C

List of activities conducted by partner organizations under Maha-UWES-C

Sr. No.	Name of State	Duration of MH day related events (week long/ day long or month long)	Type of activities undertaken				Number of participants
			Workshops/ conclave – physical specify if this was State or district level	Online events- specify either of these :chat shows/ webinar/ panel discussion/ celebrity speaks/ RADIO talks/ TV shows	Events at school level specify any or all those which happened: rallies with children/ essay, poetry, slogan writing/ debate/ painting competition or anything else	Events at community and official level : discussions at GP level/ inauguration of MHM friendly toilets/ sessions by ASHA workers or anything else	Specify if the reach is DIRECT (through the live event) or INDIRECT through sensitization
RCUES of AILSG, Mumbai							
1	Maharashtra	2 consecutive days (25th & 26th May, 2022)		Online Training (6 sessions) on MHM by the Secretariat Maharashtra Urban WASH-ES Coalition, with SHGs (NULM)			Direct engagement: 13,000 SHG women

				across 6 administrative divisions of Maharashtra			Indirect reach: 65,000
2		31st May, 2022- Day long		Online Training for sanitation workers of BMC on MHM, by RCUES of AILSG, Mumbai			Direct engagement: 223 Indirect reach: 1115
3		Day long activity (17 th May 2022)				Training of trainers (CBO groups, Mumbai) on MHM by the Secretariat Maharashtra Urban WASH-ES Coalition	Direct engagement: 10 Indirect reach: 100
4		Week long activity (22 nd to 28 th May 2022)				Awareness raising sessions on MHM by CBO groups across Urban slums of Mumbai within vulnerable communities	Direct Engagement: 495 Indirect reach: 2475
5		Day long activity (23 rd May 2022)				Experience sharing on MH challenges faced by women & bracelet making- a symbolic icebreaker:	Direct Engagement: 18

						activity to start open conversation on MHM by Secretariat- Maha Urban WASH-ES Coalition, with RCUES staff members	Indirect reach: 90
6		Day long activity (27 th May 2022)				Group discussion on MHM, along with the RED dot challenge, organized by the Secretariat Maharashtra Urban WASH-ES Coalition with RCUES team members	Direct Engagement: 25 Indirect reach: 125
CYDA India							
7	Maharashtra	Day long (26 th May 2022)	Conclave- Experience Sharing: Periods and My Health, in Pune District by CYDA India				Direct Engagement: 260 Indirect reach: 1300
8		Day long (28 th May 2022)		State level online live event organized by CYDA India with Education department, to create awareness on MH by			Direct Engagement: 22,416 Indirect reach: 1,12,080

Menstrual Hygiene Week 2022 | Making menstruation a normal fact of life

				involving students and teachers			
9		Week long activity (28th May-3rd June, 2022)				State level Poster Competition - Various types of Adsorbents and ways of disposal, to make students, teachers and parents aware, by CYDA India	Direct Engagement: 366 Indirect reach: 2196+
CACR							
10		Day long (23 rd May 2022)				Menstrual Health and Hygiene Awareness Session along with distribution of sanitary pads to slum dwellers (women) using community toilets - Bhandup, Mumbai by CACR	Direct Engagement: 55 Indirect reach: 220+
11		Day long (23 rd May 2022)				Menstrual Health and Hygiene Awareness Session along with distribution of sanitary pads to CSWs and their daughters in Sonapur - Bhandup, Mumbai by CACR	Direct Engagement: 65 Indirect reach: 260+
12		Day long (24 th May 2022)				Menstrual Hygiene and Hygiene Awareness Session along with distribution of sanitary pads to adolescent	Direct Engagement: 50

						girls of CSWs and mothers in shelter Homes in Khetwadi, Grant Road, Mumbai by CACR	Indirect reach: 200+
13		Day long (24 th May 2022)				Menstrual Health and Hygiene Awareness Session along with distribution of sanitary pads to CSWs in Kamatipura by CACR	Direct Engagement: 63 Indirect reach: 252+
14		Day long (25 th May 2022)				Menstrual Health and Hygiene Awareness Session along with distribution of sanitary pads to ICDS Staff in malad west, Mumbai by CACR	Direct Engagement: 50 Indirect reach: 7500+
15		Day long (25 th May 2022)				Menstrual Health and Hygiene Awareness Session along with distribution of sanitary pads to SHG in Borivali, Mumbai by CACR	Direct Engagement: 40 Indirect reach: 160+
16		Day long (26 th May 2022)				Menstrual Health and Hygiene Awareness Session along with distribution of sanitary pads to CSWs in Turbhe, Mumbai by CACR	Direct Engagement: 45 Indirect reach: 180+

Menstrual Hygiene Week 2022 | Making menstruation a normal fact of life

17		Day long (26 th May 2022)				Menstrual Health and Hygiene Awareness Session along with distribution of sanitary pads with ICDS Sevikas in Malad East, Mumbai by CACR	Direct Engagement: 100 Indirect reach: 15,000+
18		Day long (27 th May 2022)				Menstrual Health and Hygiene Awareness Session along with distribution of sanitary pads to a CBO in Vidyavihar, Mumbai by CACR	Direct Engagement: 22 Indirect reach: 440+
19		Day long (27 th May 2022)				Menstrual Health and Hygiene Awareness Session along with distribution of sanitary pads to a CBO in kurla, Mumbai by CACR	Direct Engagement: 25 Indirect reach: 500+
20		Day long (27 th May 2022)				Menstrual Health and Hygiene Awareness Session along with distribution of sanitary pads with Tribals in konawadi Murbad, Mumbai by CACR	Direct Engagement: 25 Indirect reach: 100+
21		Day long				Menstrual Health and Hygiene Awareness Session	Direct Engagement: 50

		(27 th May 2022)				along with distribution of sanitary pads with Tribals in Govili thakurpada Murbad, Mumbai by CACR	Indirect reach: 200+
22		Day long (27 th May 2022)				Menstrual Health and Hygiene Awareness Session along with distribution of sanitary pads with Tribals in Poi Murbad, Mumbai by CACR	Direct Engagement: 75 Indirect reach: 300+
23		Day long (28 th May 2022)				Menstrual Health and Hygiene Awareness Session along with distribution of sanitary pads with Urban Slum Dwellers jaibhim nagar powai, Mumbai by CACR	Direct Engagement: 30 Indirect reach: 120
WIFA							
24		Day long (27 th May 2022)				Menstrual Hygiene Awareness Program with the U17 Women's Maharashtra Camp Probables- Awareness session & Myth busting activity (All 30 participants engaged in either insta-live or posted stories for awareness later)	Direct Engagement: 30 Indirect reach: 30,000+

Myna Mahila							
25		Day long (28 th May 2022)				Pad Parade in the M-East ward, Mumbai with urban slum communities - started at Myna Mahila Foundation's Center in Govandi - Shivaji Nagar, covered Gautam Nagar and the main road, to spread awareness on MH, along with slogan shouting	Direct Engagement: 200+ Indirect reach: 1000+
26		Day long (28 th May 2022)				Panel discussion in Urban slums of Bandra East, Mumbai on Women Empowerment with Saniya Mistry - the Gully Girl	Direct Engagement: 300 Indirect reach: 1000+
27		Day long (28 th May 2022)				The menstrual hygiene fair with beneficiaries in Bandra East, Mumbai	Direct Engagement: 300 Indirect reach: 1000+
28		Day long (28 th May 2022)				Myna Sanitary Pad Discount Coupons and Nutritious Food distribution, in Govandi and Bandra East areas of	200+ beneficiaries reached

						Mumbai with key beneficiaries	
RING							
29		28 th May 2022	Video launch on MHM: Safe period friendly sanitation facilities by UNICEF Maharashtra & RING				Direct engagement: 57+ views
UNICEF							
30		27 th May 2022		Awareness through sharing thoughts on FM radio channel and newspaper article on taboos related to menstruation			Direct engagement: 6 million +