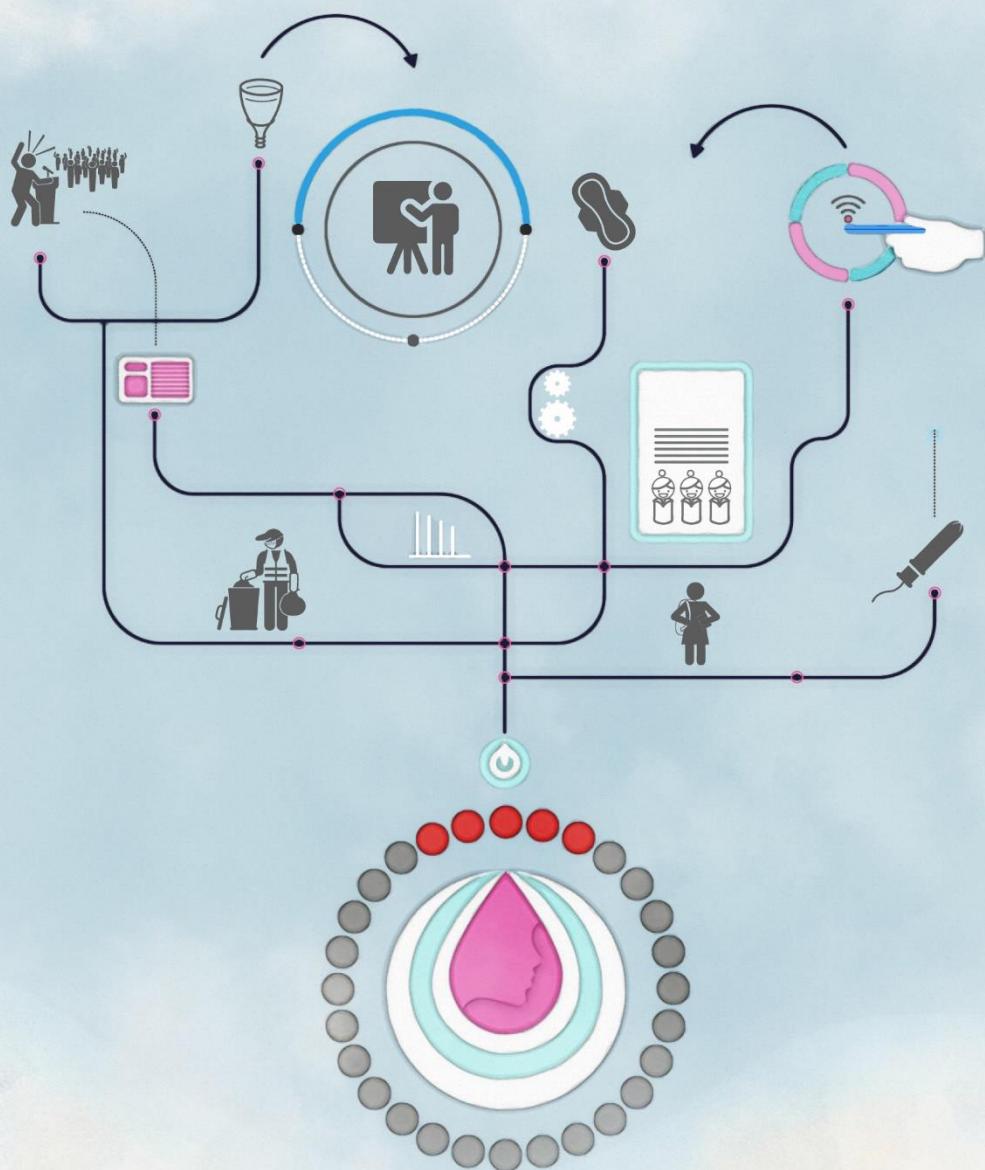


Menstrual Hygiene Week 2021

Breaking the Digital Divide

Maharashtra

*Celebration of MH Week in Collaboration with
Government of Maharashtra*



RCUES
Mumbai



unicef



Partners

- Government of Maharashtra
- UNICEF Maharashtra
- Regional Centre for Urban and Environmental Studies of All India Institute of Local Self Government, Mumbai
- Citizens Association for Child Rights, Mumbai
- Red Is The New Green(RING Sustainable Development Foundation), Mumbai

As a part of

Maharashtra Urban WASH and Environmental Sanitation Coalition-
A joint initiative by UNICEF Maharashtra and RCUES of AIILSG Mumbai

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Partners Testimonials

Abbreviations

AIILSG	All India Institute of Local Self Government
CACR	Citizens Association for Child Rights
COVID 19	(SARS) Corona Virus Disease 2019
DIET	District Institute of Education and Training
ER	Elected Representatives (Corporators)
JCI	Junior Chamber International
MCGM	Municipal Corporation of Greater Mumbai
MHM	Menstrual Hygiene Day
MSCERT	Maharashtra State Council Of Educational Research And Training
National RKS K Health Scheme	National Rashtriya Kishor Swasthya Karyakram Health Scheme
NGO	Non Government Organization
RCUES	Regional Centre for Urban & Environmental Studies
RING	Red Is The New Green
SEARCH	Society For Education and Research in Community Health
UNICEF	United Nations (International) Children's (Emergency) Fund
WASH	Water, Sanitation and Hygiene
WSSD	Water Supply and Sanitation Department



Source: "Badlenge Har Buri Baat Ko" | UNICEF India and Zila Parishad Akola, ASMITA Scheme

Introduction

Menstruation is a natural, normal biological process experienced by all adolescent girls and women. It is estimated that on an average a woman spends approximately 2100 days menstruating which is equivalent to almost six years of her life. However, due to long standing stigma it is not spoken about openly in India¹. The cultural norms and the religious taboo surrounding menstruation in society prevent girls and women from articulating their needs. Lack of knowledge about menstruation among young girls before the onset of menarche leads to unnecessary indignity, embarrassment, trauma and shame¹. Indifference and insensitivity of society to this subject makes it more complex. Knowledge and awareness of menstrual hygiene management is essential to ensure that women and girls can manage their periods safely. Management of menstruation and sexual health enables women and girls to fully participate in school, work, and other activities.

In order to end period poverty and stigma by the year 2030, Menstrual Hygiene Day (MH Day) was initiated by the German non-profit organization ‘WASH United’ in the year 2013. 28th May is celebrated as MH day as a typical menstrual cycle among women is 28 days long on average with 5 days of menses. May being the 5th month of the calendar symbolizes the 5 days of menses. 28th day of the month symbolizes a complete menstrual cycle². Hence, the date for MH Day symbolizes the same cycle being represented as 28-05.

Every year, 28th May i.e. Menstrual Hygiene Day, brings together the voices and actions of non-profits, government agencies, individuals, the private sector and the media to break the silence, raise awareness and change negative social norms around menstrual health and hygiene (MHH) for all women and girls across the world. The MH Day engages decision-makers to increase the political priority and catalyze action for MHH, at global, national and local levels.

Department of Education- Government of Maharashtra, UNICEF Maharashtra and its partner organisations - Regional Centre for Urban & Environmental Studies (RCUES) at All India Institute of Local Self Government (AIILSG), Mumbai, Citizens Association for Child Rights (CACR), Red Is The New Green (RING) and other organisations as a part of Maharashtra Urban WASH & Environmental Sanitation Coalition – a joint initiative of UNICEF Maharashtra and RCUES of AIILSG, Mumbai have undertaken multiple activities during the Menstrual Hygiene Week 2021. The week long activities were dedicated towards creating awareness about menstruation and eradicating period stigma by creating a dialogue with multiple stakeholders working in urban spectrum. The activities also covered documenting good practices undertaken in Maharashtra, creating awareness among general public through local level engagement and through social and print media. This document attempts at capturing and documenting activities undertaken during the MH week for the year 2021.

Source: <https://menstrualhygieday.org/>





Menstrual Hygiene Week Overview

Background of MH Day in Maharashtra

In India, Maharashtra is a pioneer in Menstrual Hygiene Management (MHM). It is the first State to give policy attention to MHM in 2009 and has been at the forefront of innovation in policy and practice to ensure that WASH services, including those in schools, address the needs of menstruating girls and women since then. MHM has been receiving policy attention by the Government of India since 2011, with each ministry bringing its own unique approach to address this cross-cutting topic³.

Parallel to the national programmes, Maharashtra has been working towards mainstreaming MHM in their state policies since 2009. The Water Supply and Sanitation Department (WSSD), Government of Maharashtra in 2009 embedded the component of gender equity into the state's Water Supply Mission to address the needs of women. In 2011, the SABLA (Rajiv Gandhi Scheme for Empowerment of Adolescent Girls (RGSEAG)) scheme was activated in the state putting special attention to menstrual hygiene. Simultaneously, a large-scale baseline assessment was conducted by UNICEF to combine knowledge on MHM among adolescents in Maharashtra. In 2014, the component of menstrual hygiene was incorporated in the state's programme to end child marriage alongside implementation of the National Rashtriya Kishor Swasthya Karyakram (RKSK) health scheme³.

These initiatives were followed by introduction of MHM related indicators by the Tribal Development Department, a state-wide drive to train and sensitize public representatives and school teachers on MHM by the Department of Education, and menstrual hygiene education being made mandatory in schools. The Asmita Yojana, a scheme to supply sanitary pads was launched in Maharashtra in 2017. Moving beyond pad provision, more than a hundred schools introduced environment friendly, culturally appropriate, and safe waste management approaches by inventing sustainable methods for disposing sanitary waste by the year 2019.³

UNICEF Maharashtra partnered with the state government to promote convergent programming between MHM and other sectors. Four hundred fellows (recruited by a fellowship scheme overseen by the Honorable Chief Minister) were placed in 1,000 villages to monitor progress on MHM against SDG targets. More than 650 public representatives from all state ministries have been trained to deliver evidence-based information on menstruation and reproductive health, in the school setting. They further cascaded the learnings by mobilizing 9,000+ stakeholders (such as teachers, school authorities, municipal bodies, etc.) across the state³.

Objectives of MH Week Activities

Conventionally, improving menstrual hygiene is often equated with girls having access to a sanitary napkin. However, the issues run far deeper where girls, women, adolescents, mothers, and teachers are typically unaware of its impact on reproductive health and best practices to manage it appropriately³. Menstrual Hygiene Week (MH Week) activities intend to create awareness amongst citizens, break the taboo related to the topic of menstruation and facilitate knowledge sharing amongst key stakeholders. Activities undertaken during MH Week strive to attain a holistic approach involving health education, communication, and waste management.

A Collaborative Effort

The week-long activities were conducted by various departments in the Government of Maharashtra in partnership with non-government and non-profit organizations. The Department of Education- Government of Maharashtra, UNICEF Maharashtra and its partner organizations, Regional Centre of Urban and Environmental Studies (RUCES) of All India Institute of Local Self Government (AIILSG), Mumbai, Citizen's Association for Child Rights (CACR), Red Is the New Green (RING), Centre for Youth Development and Activities (CYDA) came together to conduct various awareness activities through webinars with Elected Representatives, Municipal Corporations officials, Schools, Sanitation Workers, and Health Workers. The District Institute of Education and Training (DIET) in several districts conducted online programs with local NGOs and dissemination of information through various forms of media. Multiple school level programmes like competitions, challenges, documentation of success stories etc. were also carried out.



Source: Swachhindia.ndtv.com | Image tweeted by Mr. Anil Gulati (@Anil5)



Source: <https://www.dreamstime.com/photos-images/happy-periods.html>

Menstrual Hygiene Week

Focus Areas

Breaking The Taboo

To ensure that adolescent girls and women have the necessary support and facilities, it is important that the wider society, communities and families must challenge the status quo and break the silence around menstruation.

Health Awareness

Creating awareness about menarche, menstrual cycle, reproductive biology, health risks, nutrition and hygiene is crucial in order to prevent trauma, embarrassment and shame among adolescent girls entering puberty and help them track their sexual health.

COVID-19 and MH Management

In these challenging times due to the pandemic, lack of access to sanitary hygiene products has to be addressed. Awareness in terms of alternative reusable and eco friendly products is essential to address the issue of access and hygiene.

MHM and COVID-19 Vaccination

Debunking of myths related to vaccination during menstruation is essential so that misinformation is countered and awareness on importance of vaccine is created.

Importance of WASH

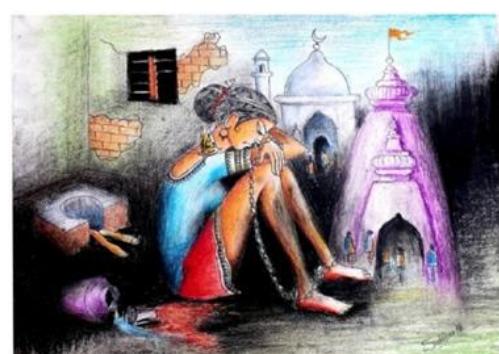
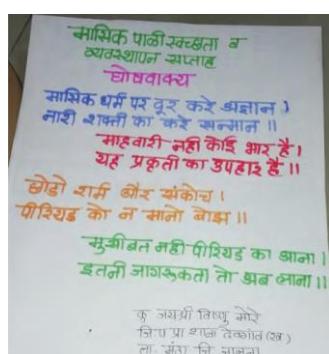
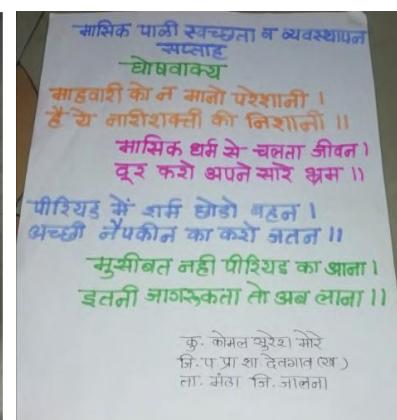
Awareness and promotion of MH friendly sanitation facilities, self-cleansing methods, use of sanitary products, sanitary waste management and disposal is essential for all round protection of girls and women from diseases arising from unhygienic conditions

Use of Sustainable Products

Awareness on various sanitary hygiene product options among all adolescent girls and women is essential. Knowledge about sustainable products and harm from unsafe products can lead to informed adoption of hygiene products.

Public Engagement

General public were reached through newspaper articles, social media and radio shrutikas. Several individuals inspired by the #RedDotChallenge have shared their creatives on social media further propagating the message of MH Day (28th May 2021). Schools engaged parents of their students in various creative activities.



MHM Week 2021 - COVID 19 and Menstruation- Breaking the Digital Divide

A world without period poverty and stigma is possible. However, the current COVID-19 pandemic has exacerbated the pre-existing menstruation-related challenges for women and girls. Sudden lockdown led to unavailability of sanitary products and menstrual healthcare services. Lack of sensitization among male population on menstruation led to deprivation as well as violence in some cases for women and girls. With rampant misinformation through social media, myths have arisen regarding harmful consequences of vaccination for menstruating women.

Such myths hamper the safety of women and the society at large and needs to be dispelled immediately. To achieve the goal of poverty and stigma free periods by 2030, the MHM campaign cannot wait on account of the Pandemic. Investment in menstrual health and hygiene needs to be sped up at the earliest. MHM is beyond supply of sanitary napkins, setting up incinerators or vending machines, but it involves a 'Jan Andolan' involving entire sectors of the society and make it a success. The MH Week 2021 hence created a platform for cross-learning among key stakeholders to explore opportunities of upscaling localized projects.

Media Engagement

Social Media Engagement

Teasers were released throughout the week on the WASH Network Channel in YouTube to propagate the importance of Menstrual Hygiene Management. The Maharashtra WASH-ES Coalition regularly updated the proceedings of various webinars hosted during the MH Week. Webinars were also made live for general audience on YouTube. Digital events like the #RedDotChallenge and video challenges were shared on multiple social media channels by the partners. Tweets on events were also posted from partners handles.

Menstrual Hygiene Day - COVID 19 and Menstrual Hygiene Management

47 views · Streamed 2 weeks ago

RCUES, Mumbai Web Base... **SUBSCRIBE**

Comments

UNICEF India @UNICEF... · 28 May

Menstruation with dignity means having access to:

- Sexual and reproductive health education
- Affordable sanitary products
- Safe sanitation

As a society, we must do more to break taboos and make this a reality for every girl in India. ●

#ItsTimeForAction #MHDay2021

More than 16.5 Lakh people

were reached throughout the MH Week celebration

Maharashtra Urban WAS... · 29 May

Enthusiastic participation of elected representatives in the webinar by **#MahaWASHCoalition** @UNICEFIndia @Redsthenewgreen & @cacr6 with their experiences about the **#MenstrualHygieneDay2021** #MHDay2021

@RCUESMumbai @MahaC19PEConet @mybmc @Utkarsha_Kavadi @YkabirYusuf @AnandGhodke11

CMO Maharashtra and 7 others
10:50 am · 28 May 21 · Twitter for Android
29 Retweets 2 Quote Tweets 207 Likes

Sr. No.	Video Teaser Title	Date of Release	YouTube Link
1	What is Menstruation	28 th May 2021	https://www.youtube.com/watch?v=kAkSI5kkp-4
2	Pass the Pad Challenge	28 th May 2021	https://www.youtube.com/watch?v=lQe3teHB06Q
3	Role of Parents	30 th May 2021	https://www.youtube.com/watch?v=R5muhdhyOWw
4	Rest, Exercise and Nutrition	11 th June 2021	https://www.youtube.com/watch?v=w4-5G73CaQ4

Media Engagement

The event was covered through various articles on print news media as well as through social media handles of leading partners and participating institutions.

Media Engagement

<h1 style="text-align: center;">सकाळ</h1> <h1 style="text-align: center;">राज्यात २८ मे ते ५ जूनदरम्यान मासिक पाळी व व्यवस्थापन सप्ताह</h1> <p>कापडणे, ता. २७ : राज्यात मासिक पाळी स्वच्छता दिनांकित राज्यातील शाळांमध्ये 'मासिक पाळी व व्यवस्थापन सप्ताह' २८ मे ते ५ जूनदरम्यान अंतिमालगुन साजरा होणार आहे. राज्य शैक्षणिक सेंशन घर व प्रशिक्षण परिषदेचे (एससीईआरटी) संचालक दिवकर टेमकर यांनी प्रत्येक डाटला (जिल्हा शिक्षण व प्रशिक्षण संस्था) परिषक्ताबाबोर कठविले आहे. सप्ताहांतरांत विधिध उपक्रम राखविले जाणार आहेत.</p>	<p>राज्याच्या अतिरिक्त मुऱ्य सचिव वंदना कृत्या यांच्या वेबिनारद्वारे शुक्रवारी (ता. २८) सप्ताहाचा प्रारंभ होईल. मासिक पाळी उपक्रमाच्या यशस्वीताचे ई-फिल्मप्रयोगचे प्रकाशन होईल. 'मासिक पाळीशी माझी पहिली ओळख, मल मासिक पाळीबदल कसे कळले' याविषयाकार मुऱ्ये उपायासाठी निंबध स्पष्ट होईल. 'मासिक पाळी व्यवस्थापन' याविषयाकार जिल्हास्तरीय योगवाच्य स्पष्ट होईल. मासिक पाळी चैपिएस स्पष्टेच्या माझ्यामात्रू</p>
<p>Nashik, Jalaigaon Main 28/05/2021 Page No. 3</p>	<p>विद्यार्थ्यांची त्याच्या संमतीने दृकशाळ्य चित्रफोट करून 'एससीईआरटी' कडे पाठवावी लागणार आहे. शिक्षिका, पालक, अधिकारी यांनी 'माझी मुलीची पहिली पाळी आणि माझी भूमिका' याविषयाकार दृकशाळ्य चित्रफोट तयार करून सप्ताहाच्यामध्ये हैंडॉफार्ह पोस्ट करावी लागणार आहे. 'मासिक पाळी व्यवस्थापन' याविषयाकार संदेश देणारे पोस्टर, चित्रकला, शांगोली, काच्य स्पर्धा, उपक्रम राखविषयाबाबतीही होईल. 'मासिक पाळीशी माझी पहिली विद्यार्थी निवारण व व्यवस्थापन सप्ताह' २८ मे ते ५ जूनदरम्यान अंतिमालगुन पढावावी साजरा करण्याच्या सूचना, राज्य शैक्षणिक संसोधन व प्रशिक्षण परिषदेचे (एससीईआरटी) संचालक दिवकर टेमकर यांनी प्रतिपक्षकाढी याविषयाकार दृकशाळ्य आठवाबाबत केलेल्या विधिध उक्त मात्राच ३६ वाळ ७ जूनपर्यंत पाठवण्याबाबतीही स्पष्ट करण्यार्थी आले आहेत.</p> <p>अतिरिक्त उपक्रम सचिव वंदना कृत्या यांच्या वेबिनारद्वारे २८ मे रोजी सप्ताहाची सुरुवात होईल. मासिक पाळी उपक्रमाच्या यशस्वीताचे ई-फिल्मप्रयोगचे प्रकाशन होईल. 'मासिक पाळीशी माझी पहिली</p>

Activities undertaken in Menstrual Hygiene Week

S	M	T	W
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	31	

Timeline of Events

22nd May 2021

Online Training for Sanitation Workers of Greater Mumbai

22nd May 2021

Pass The Pad Challenge Activity among partner organizations

2nd June 2021

Webinar on Covid-19 and Menstruation, Nagpur

Webinar on Covid-19 and Menstruation for Health Department of MCGM

3rd June 2021

Webinar on Covid-19 and Menstruation for Health Department of MCGM

4th June 2021

Webinar on Covid-19 and Menstruation for Health Department of MCGM

E-dialogue with Elected Representatives of Nashik and Nagpur

Webinar on Covid-19 and need of MHM for DIET, Education Department, Jalgaon

5th June 2021

Webinar on Covid-19 and need of MHM for DIET, Education Department, Gadchiroli

Webinar on Covid-19 and need of MHM for DIET, Education Department, Latur and SIR Foundation

28th May 2021

Menstrual Hygiene Day

State Level Webinar for Teachers on Covid-19 and Menstruation

E-dialogue with Elected Representatives of Greater Mumbai

Webinar on Covid-19 and Menstruation with Pradeshik Vidya Pradhikaran and DIET Amaravati

Week Long Activities

Essay Writing Competition for Male Students With Department of Education

Video Challenge for Parents of Menstruating Girls

Week-long Popular Media and Social Media Activities

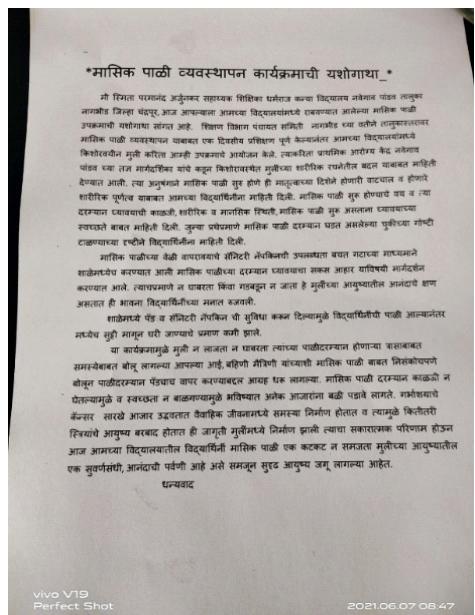
E- Flipbook of Success Stories from Master trainers of Maharashtra

Essay Writing Competition for Male Students

"How I got to know about menstruation / My first introduction to menstruation"

Need of the Activity

- Involvement of men and boys in MHM activities is necessary for improving awareness and access to menstrual hygiene management facilities for women.
- Awareness among males is crucial in breaking the silence, stigma and taboos of society regarding menstruation.



Target Audience

Male School and College Students under two age categories were invited for participation.

- Category 1: Under 18 age-group
- Category 2: 18 and above age-group

Success and Estimated Reach

500 rural and urban school and college students participated in this activity and wrote about their first introduction to menstruation either through their mothers or female siblings and relatives.

Video Challenge for Parents of Menstruating Girls

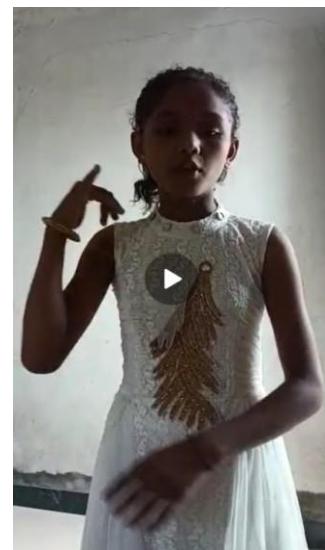
“माझ्या मुलीची पाणिली पाणी आणि माझी भूमिका” (*My role during my girl child's menarche*)

Need of the Activity

- Support from parents is crucial for girls when they enter puberty.
- Awareness among parents help in breaking the silence and initiating a healthy dialogue within the family about menstruation.

Target Audience

Parents of menstruating girl students were invited to submit videos of them talking about their support to their daughters.



Success and Estimated Reach

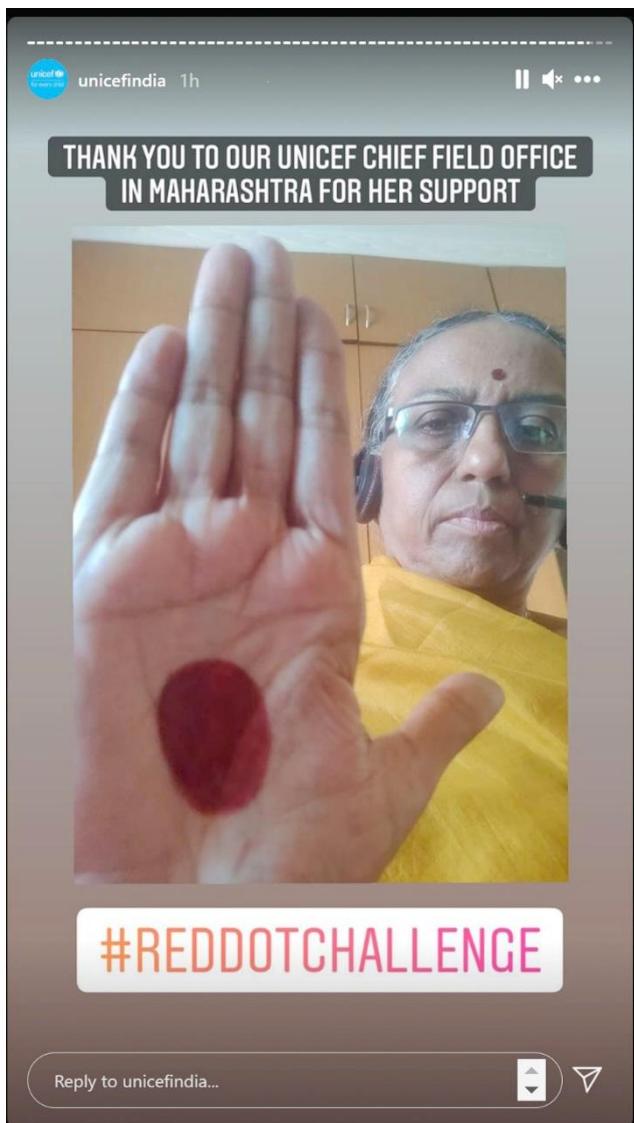
100 parents participated in the event by uploading their videos on social media with hashtags **#MHDAY2021 #UNICEFIndia and #MSCERT**. These social media posts further propagated the message of importance of menstrual hygiene management among other parents.

Mass Media and Social Media Activities

Mediums of Radio and Social Media were used to reach a large audience and propagate awareness regarding Menstrual Hygiene Management

Need of the Activity

- Social media and Radio stations can influence behaviour change in a community through a wide cross-generational reach.
- Sensitivity within a community on the needs of menstruating women is essential.



Target Audience

General public across all age groups who use social media to interact were appealed through video and audio activities to spread awareness and break the silence on menstruation.

Maha Urban WASH-ES COALITION

राज्य शैक्षणिक संशोधन
व प्रशिक्षण परिषद्, महाराष्ट्र

unicef

vedathenegreen

CACR
Grameen Association for Child Rights

#MHDay2021 #UNICEFIndia #MSCERT #ItsTimeForAction
#MHM-COVID19 #MyFamilyMyResponsibility #MyToiletMyResponsibility

Food must have

Cereals Nutricereals Pulses Eggs Flesh
Green Leafy Vegetables Fats Oils Nuts Seeds Fruits

GHEE

Success and Estimated Reach

Approximately **10,30,000 audience** were reached through 5 Episode shrutika on Community Radio and FM Radio platforms. "Pass the Sanitary Pad" challenge performed by UNICEF and Partner organizations garnered **5000 views** on social media. Menstrual Hygiene Management Teasers uploaded on social media and presented in various events has garnered around **1,50,000 views**.

E- Flipbook of Success Stories from Master Trainers of Maharashtra

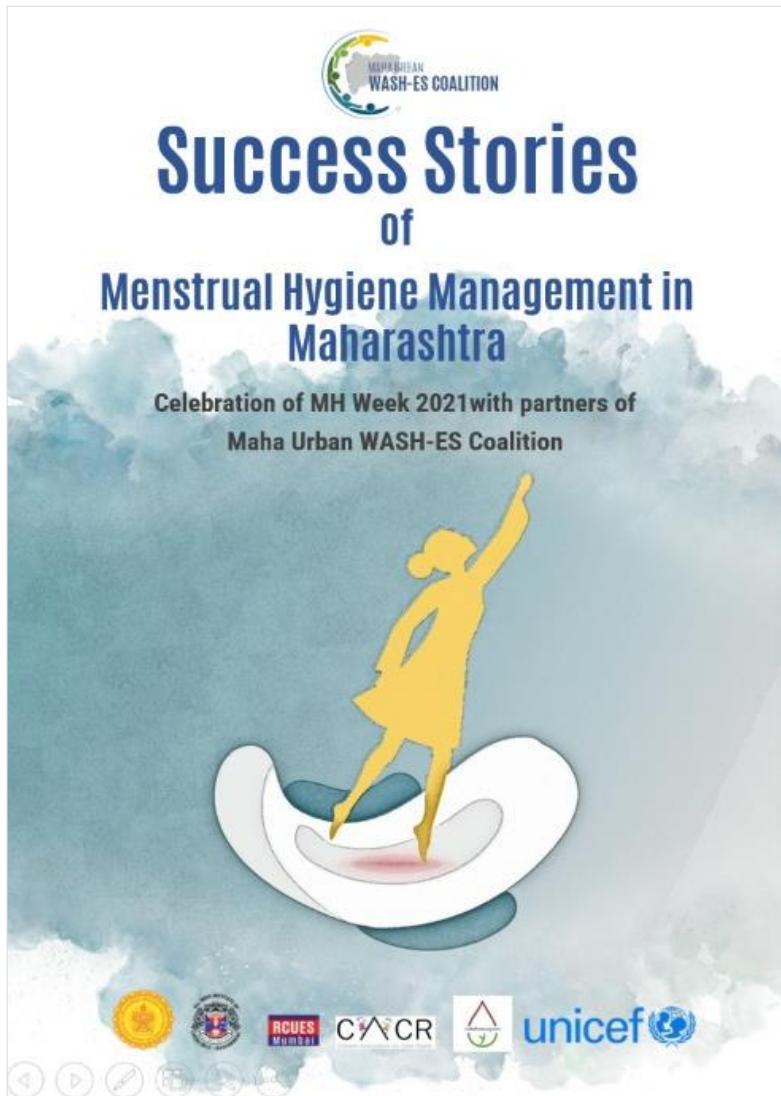
Inspiring Success Stories, often leading to upscaling of good practices within the community through cross-learning were documented in the form of an E-Flipbook

Need of the Activity

- Documenting success stories within the state provides a ready reference for future initiatives in MHM.
- Such stories also give inspiration to other community members to take up actions and initiatives in their respective communities/ organizations.

Target Audience

Success stories from schools in urban and rural Maharashtra were documented with support from Department of Education. This book will be helpful for educational institutions to undertake initiatives in their respective schools for MHM.



Success and Estimated Reach

The Flipbook is made digital in both Marathi and English versions for dissemination among **2500 urban and rural educators** within Maharashtra through the Department of Education. The English version will be shared among educators beyond Maharashtra for wider outreach.

Online Training for Sanitation Workers of Greater Mumbai on 22nd May 2021

Webinar conducted for awareness among Sanitation Workers on MHM, given their vulnerability and high risk work environment

Need of the Session

- Creating awareness about safe MHM practices among Sanitation Workers.
- Enabling a platform for breaking the silence on Periods and dispelling myths about MHM.

Target Audience

All Sanitation Workers (Safai Karmacharis) employed by Municipal Corporation of Greater Mumbai (MCGM).

Event Highlights

- The training started with a welcome speech by Mr. Nitin Wadhwani from CACR.
- A presentation on MHM practices and initiatives was made by Ms. Aparna Kulkarni Gowande from UNICEF Maharashtra, Ms. Deane De Menzes from RING and Mr. Nitin Wadhwani from CACR.
- Importance of segregation of sanitary waste at source and safe handling of menstrual waste and maintenance of hygienic environment was highlighted.
- Various myths regarding Menstrual Hygiene were dispelled. The attendees participated in the #RedDotChallenge.
- The attendees were trained on adequate diet and rest requirements of menstruating women.
- The Sanitation Workers were urged to get vaccinated. Myths regarding vaccination and menstruation were also dispelled.
- Ms. Nidhi Sarna, NISH Enterprise, engaged the attendees in an online exercise training focused on physical and mental wellbeing during periods.
- Vote of Thanks and appreciation was given by Mr Swapnil Suradkar, MCGM and Mr. Anand Ghodke, UNICEF, Maharashtra.



Access on YouTube:-
<https://www.youtube.com/watch?v=msJGtKbKHya>

Success and Estimated Reach

The webinar was attended by **1500 individuals** including Sanitation Workers of MCGM and the teams from UNICEF, Maharashtra, RCUES of AIILSG, Mumbai, RING and CACR. Live telecast on YouTube further garnered more than **250 views**.

State Level Webinar for Teachers on COVID-19 & MHM on 28th May 2021

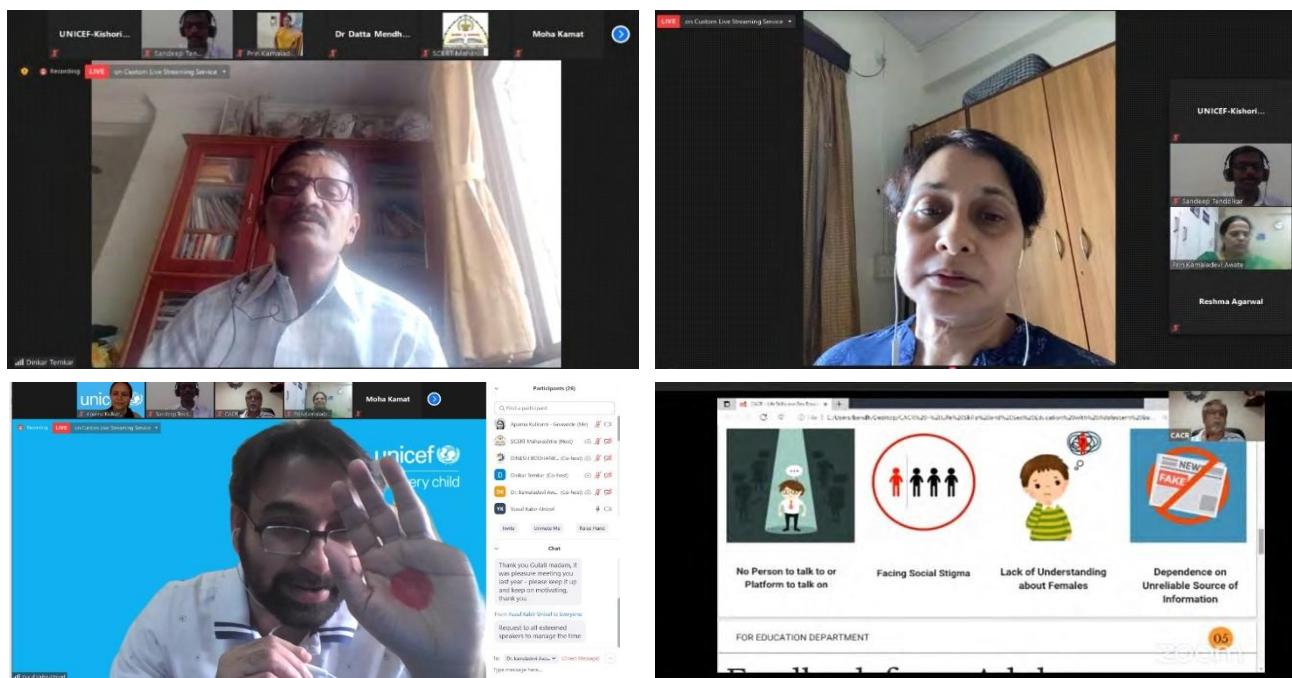
Webinar conducted for teachers who play a central role in behaviour change among adolescents through various initiatives in schools

Need of the Session

- Mobilizing school teachers and principals to initiate MHM dialogues among school students.
- Enabling a platform for breaking the silence on Periods and dispelling myths about MHM.

Event Highlights

- The Webinar was hosted as a cross-learning format where field experts shared their ideas and experiences by State Council Of Educational Research and Training (SCERT), Maharashtra, Department of Education, UNICEF, Maharashtra, and CACR.
- A welcome speech was given by Mr. Sandeep Tendolkar, UNICEF, Maharashtra.
- The main speakers in the webinar were
 - Dr. Kamaladevi Awate, Dy. Director of SCERT (Equity Cell), Pune
 - Shri Dinkar Temkar, Director of SCERT, Pune.
 - Ms. Reshma Agarwal, Education Specialist, UNICEF, Maharashtra
 - Smt. Vandana Krishna, Additional Chief Secretary, School Education and Sport Department, Govt. of Maharashtra
 - Mr. Nitin Wadhwani, CACR
 - Ms. Aparna Kulkarni Gowande, UNICEF, Maharashtra
- The attendees were urged to think beyond provision of sanitary pads to girls in schools and focus more on changing perception of menstruation among male students.
- Ideas on behaviour change and social perception among the parents of students were also discussed.



Access on YouTube:-

<https://www.youtube.com/watch?v=-dlfTYP8XAA&t=4733s>

Target Audience

School teachers and principals of all State Government schools (Urban and Rural)

Success and Estimated Reach

4500 individuals participated in the webinar. Live telecast on YouTube further garnered **46,670 views** making this activity one of the most successful events.

E-dialogue with Elected Representatives (ERs) of Greater Mumbai on 28th May 2021

Webinar conducted for Elected Representatives given their indispensable role in bringing change at the local level in cities through ward level initiatives

Need of the Session

- Creating awareness among ERs on their potential contributions.
- Establishing dialogue between ERs to spread the message of MHM.

Target Audience

All Elected Representatives of the Municipal Corporation of Greater Mumbai

Event Highlights

- The session was initiated with an introduction by Ms. Utkarsha Kavadi, Director of RCUES of AIILSG, Mumbai.
- Ms. Rajeshwari Chandrasekar, Chief of Field Office, UNICEF, Maharashtra gave the welcome speech.
- The event was focused on generating ideas for MHM Friendly Wards and eventually MHM Friendly Mumbai.
- Keynote speech was given by the Mayor of Mumbai, Smt. Kishori Pednekar who stressed on the need of MHM implementation at local level and encouraged the Elected Representatives to participate in the dialogue.
- A presentation on MHM practices and initiatives was made by Ms. Aparna Kulkarni Gowande from UNICEF, Maharashtra, Ms. Deane De Menzes from RING and Mr. Nitin Wadhwani from CACR culminating in a #RedDotChallenge among the attendees.
- The session also witnessed an enthusiastic discussion among the Elected Representatives where several ideas for MHM implementation were exchanged.

Menstrual Hygiene Day
"COVID 19 and Menstrual Hygiene Management"
Webinar for Elected Representatives of MCGM, Mumbai
28th May 2021 | 1.30 PM to 3.00 PM



Smt. Sheetal Mhatre Dr. Shubha Raul



माझी Mumbai, आपली B... · 28 May · Today, on the occasion of #WorldMenstrualHygieneDay, BMC organized a webinar for the people's representatives of Mumbai in collaboration with NGOs.

@mayor_mumbai Kishori Kishor Pednekar spoke on importance of menstrual hygiene and gave guidance.



CMO Maharashtra and 8 others

13 41 294

Access on YouTube:-
<https://www.youtube.com/watch?v=j-lo3uU9wU>

Success and Estimated Reach

The webinar was attended by **44 Elected Representatives of MCGM** and the teams from UNICEF Maharashtra, RCUES of AIILSG, Mumbai, RING and CACR. Live telecast on YouTube further garnered **45 views**. Proceedings of the webinar were shared on social media. The webinar was also tweeted by the Mayor of Mumbai as an appreciation.

Webinar on COVID-19 and MHM with Pradeshik Vidya Pradhikaran and (DIET) Amaravati on 28th May 2021

District level webinar conducted with Educational Institutions in Amravati as they play a huge role in empowering girls and young women in terms of awareness and making institutions Periods Friendly.

Need of the Session

- Initiating cross-learning at District Level among educators on MHM Good Practices.

Target Audience

Teaching and non-teaching staffs of educational institutions in Amravati

Event Highlights

- The event started with a welcome speech by Ms. Deepali Babulkar, JCI Amaravati Golden.
- Keynote speech was given by Smt. Varsha More, RAA, Amravati highlighting the progress made in Maharashtra on MHM friendly educational institutions.
- Keynote speech by Ms. Aparna Kulkarni Gowande, UNICEF, Maharashtra highlighted the health impacts of misinformed use of sanitary products and poor hygiene practices due lack of awareness among menstruating women.
- Importance of vaccination was also discussed. Myths on vaccination and menstruation were dispelled.
- Ms. Anjali Deo, Headmistress of Manibai Gujarati High School highlighted the success of PINK Rest Room in her keynote speech. Upscaling opportunities for the PINK Rest Room was also discussed since it goes beyond provision of sanitary pads with holistic approach for addressing menstruation in school.
- Shri Milind Kubade, Principal, DIET Amaravati talked about role of schools in grass-root implementation of behaviour change on MHM.
- Vote of Thanks was given by Mr. Deepak Chandure, Teacher at Z.P. Amravati which culminated with the #RedDotChallenge



Access on YouTube:-
[कोविड लसिकरण व मासिक पाळी व्यवस्थापन - YouTube](https://www.youtube.com/watch?v=KJLsXzIwvqU)

Success and Estimated Reach

The webinar was attended by **500 participants** from the Amravati District along with teams from Regional Academic Authority, DIET Amaravati, and UNICEF, Maharashtra.

Webinar on COVID-19 and MHM with Vidyarthee Gunavatta Manch, Nagpur on 2nd June 2021

Webinar conducted for women and girls for awareness and breaking social stigma around menstruation and addressing the importance of menstrual hygiene

Need of the Session

- Addressing misinformation and stigma which leads to female dropout from school and workforce.
- Conveying importance of menstrual hygiene facilities

Event Highlights

- The webinar was conducted by Savitri Fatima Sanskruti Sangini and the Vidyarthee Gunavatta Manch of Nagpur.
- Mrs. Ujwala Ukey from Vidyarthee Gunavatta Manch, Nagpur moderated the webinar.
- The welcome speech was given by Ms. Madhuri Selokar from Savitri Fatima Sanskruti Sangini where she highlighted the vision of empowerment for women and children.
- Chief guest speakers in the session were Ms Aparna Kulkarni Gowande and Dr. Shailaja Gaikwad from UNICEF Maharashtra. Mr. Mahadev Nimkar, Mr. Devrav Chouhan, and Sheetal Dudhe from Vidyarthee Gunavatta Manch also presided over the session.
- Ms. Aparna Kulkarni Gowande spoke on mental health impacts of social stigma around menstruation and urged the attendees to propagate the importance of viewing menstruation as a biological boon.
- Dr. Shailaja Gaikwad highlighted the importance of hygiene practices, different types of absorbents and how to use them.
- Participants were enthusiastic in discussing different issues they face during periods.
- Vote of thanks was given by Ms. Nita Bokade from Savitri Fatima Sanskruti Sangini.

Target Audience

Women and girls who are members of Savitri Fatima Sanskruti Sangini organisations. The webinar was conducted at a local level in Nagpur.



Success and Estimated Reach

The webinar was attended by **240 individuals**. The session was telecast live on YouTube fetching **790 views** and was also featured in various newspapers.

Webinar on COVID-19 and MHM for Health Department of MCGM

On 2nd, 3rd, 4th June 2021

Webinar conducted for Health Workers and frontline warriors for responsible propagation of information on Healthcare among citizens during a pandemic.

Need of the Session

- Equipping health workers with correct facts on MHM practices and its relation to COVID-19 precautions and Vaccination.
- Dispelling myths regarding Menstruation and COVID-19.

Event Highlights

- Each sessions of the webinar started with a keynote speech by the AHO of MCGM, Shri Omprakash Valleppawar and .
- Importance of breaking the silence regarding menstrual health and the health impacts of misinformation was the focus of the webinars.
- The health workers were trained on how to address menstrual health issues in the community.
- Alternative sustainable Menstrual Hygiene products and their use were discussed in all the sessions.
- The importance of vaccination were highlighted through the webinars and the attendees were urged to dispel misinformation regarding COVID-19 vaccination and its relation to menstruation.
- The importance of visiting a Gynaecologist for menstrual health anomalies was also stressed upon in all the sessions of the webinar.
- The attendees also participated in the #RedDotChallenge in all the 3 sessions as a symbol of pledge to MHM Day.

Target Audience

Health Workers of Municipal Corporation of Greater Mumbai from different administrative zones were invited on 3 separate sessions.



Access on YouTube:-

<https://www.youtube.com/watch?v=lhnVhdhMf84>

<https://www.youtube.com/watch?v=YpvgzgMxNQk>

Success and Estimated Reach

The 3 sessions were attended by more than **500 participants**. The sessions were telecast live on YouTube which further garnered over **160 views**.

E-dialogue with Elected Representatives of Nashik and Nagpur on 4th June 2021

Webinar conducted for Elected Representatives given their indispensable role in bringing change at the local level in cities through ward level initiatives

Need of the Session

- Creating awareness among ERs on their potential contributions.
- Establishing dialogue between ERs to spread the message of MH.

Target Audience

Elected Representatives of the Nashik Municipal Corporation and Nagpur Municipal Corporation

Event Highlights

- The session was initiated with an introduction by Ms. Utkarsha Kavadi, Director of RCUES, AIILSG Mumbai highlighting the importance of MHM facilities in a city.
- Mr. Yusuf Kabir, UNICEF, Maharashtra gave the welcome speech stressing on preventing disruption of MHM services during pandemic.
- The Mayor of Nashik, Shri Satish Kulkarni extended his support to the implementation of MHM at local level in his address and encouraged the attending Elected Representatives to participate in the dialogue.
- A presentation on MHM practices and initiatives was made by Ms. Aparna Kulkarni Gowande from UNICEF Maharashtra, Ms. Deane De Menzes from RING and Mr. Nitin Wadhwani from CACR culminating in a #RedDotChallenge among the attendees.
- The session also witnessed an enthusiastic discussion among the Elected Representatives where several ideas for MHM implementation were exchanged.



Success and Estimated Reach

The webinar was attended by **33 individuals including Elected Representatives of Nashik and Nagpur** and the teams from UNICEF Maharashtra, RCUES of AIILSG, Mumbai, RING and CACR. Proceedings of the webinar were shared on social media.

Webinar on COVID-19 and MHM for Department of Education and DIET Jalgaon on 4th June 2021

Teachers and Parents have the responsibility to impart the right information and support young girls during menstruation.

Need of the Session

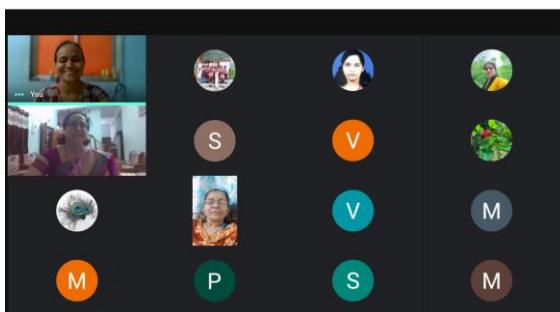
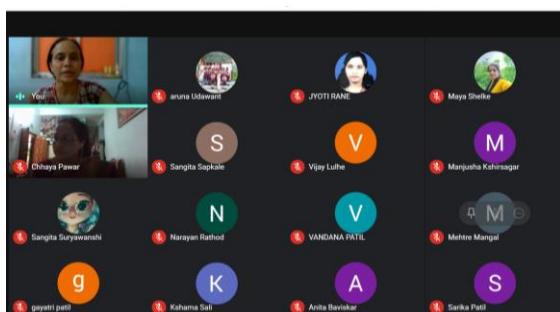
- Several girls remain unaware of menstruation until their menarche leading to trauma and eventual stigma.
- Lack of reliable counsel leads young girls to use sanitary products in harmful ways.

Event Highlights

- The webinar was hosted by Bharatratna Dr. APJ Abdul Kalam Pustak Bhishi Samuha with the help of the Education Department and UNICEF, Maharashtra.
- The chief speakers in the event were Ms. Aparna Kulkarni- Gowande from UNICEF, Maharashtra and Ms. Vaishali Vispute from Nidhi Foundation.
- Discussion on need for dispelling taboos around menstruation and the role of parents and teachers in breaking the silence was the focus of the webinar.
- Attendees were encouraged to speak to girls about menstruation before they experience menarche to reduce their trauma and build confidence.
- Proper use and disposal guidelines for various menstrual hygiene products were also discussed.

Target Audience

School teachers and parents of district level school in Pachora and Jalgaon were invited in the webinar.



Success and Estimated Reach

The Webinar was attended by **70 individuals** including teams from the Education Department, DIET Jalgaon and UNICEF, Maharashtra.

Webinar on COVID-19 and MHM for DIET, Education Department, Gadchiroli on 5th June 2021

District level webinar conducted with District officials and Educators in Gadchiroli as they play a huge role in empowering women and making institutions Periods Friendly.

Need of the Session

- Initiating a dialogue for exchange of knowledge and experience at District Level among educators on MHM Good Practices.
- Addressing misinformation and mismanagement of menstruation among rural and tribal communities

Target Audience

District officials and local level educators in the districts of Gadchiroli and Chandrapur.

Event Highlights

- The session was lead by Mrs Sunandatai Khorgade of SEARCH (Society For Education and Research in Community Health). In her talk she emphasized that menstruation is normal and highlighted the need to end discriminatory practices towards menstruating women and girls. She also stressed on adoption of clean and hygienic absorbents.
- Ms. Aparna Kulkarni- Gowande from UNICEF, Maharashtra in her talk stressed on the importance of cleanliness and good nutrition during menstruation along with the issue of mental health of girls entering puberty who lack prior knowledge about the biological process.
- Menopause related menstrual health issues were also discussed during the question and answer session.
- The speakers also advised caution over blindly following advertisements and stressed on consulting medical professional before adoption of any absorbent.
- The webinar witnessed enthusiastic participation among officials.



Success and Estimated Reach

145 rural and urban officials attended the webinar. Live telecast on YouTube further garnered more than **2000 views**.

Webinar on COVID-19 and MHM for SIR Foundation, DIET, Education Department, Latur on 5th June 2021

Teachers and Parents have the responsibility to impart the right information and support young girls during menstruation.

Need of the Session

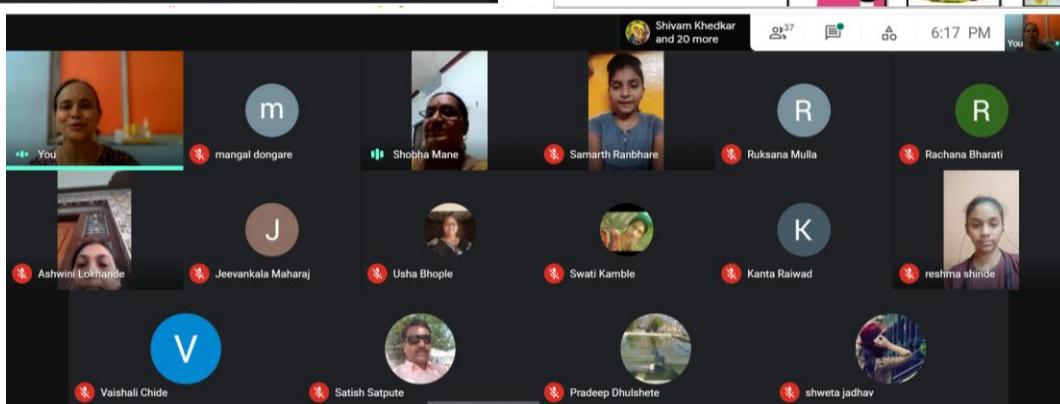
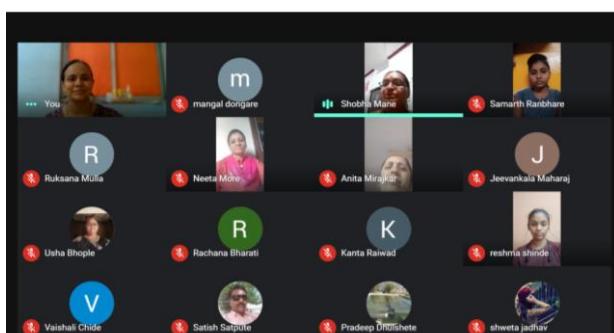
- Several girls remain unaware of menstruation until their menarche leading to trauma and eventual stigma.
- Lack of reliable counsel leads young girls to use sanitary products in harmful ways.

Event Highlights

- Webinar was conducted by SIR foundation under the guidance of SCERT and Education Department of Latur.
- Ms. Sudha Patil, Teacher and Master Trainer of MHM, Education Department was the chief spokesperson for the webinar. She shared her experience of publishing a book on red dot and how it plays on the issue of menstruation written by her has been a successful tool for awareness.
- Ms. Aparna Kulkarni- Gowande from UNICEF, Maharashtra and Ms. Annapurna Gangney from Education Department were also present for the webinar.
- Ms. Aparna Kulkarni - Gowande highlighted the need of attention towards mental and menstrual health in view of COVID-19 pandemic.
- The need for dispelling taboos and stigma by involving teachers and students in awareness activities were also discussed.

Target Audience

School teachers and parents of district level school in Latur were invited in the webinar.



Success and Estimated Reach

The Webinar was attended by **55 individuals** including teams from Education department, DIET Latur, UNICEF, Maharashtra and SIR Foundation.

Partner Testimonials



Poor menstrual health continues to be a cause of concern undermining the educational opportunities, health, and overall social status of women and girls around the world. A world without period poverty and stigma is possible. But to achieve our joint goal of SDG by 2030, we cannot wait for the COVID-19 pandemic to end.

Today, we can pledge to start Red Dot Campaign leading up to Menstrual Hygiene Day to bring together voices from across the sectors to advocate for menstruation. This is a great opportunity to convert each Ward MHM friendly for adolescent girls and menstruating women. This is also an opportune time to sensitize men of our society to compassionate on this issue which is silent and surrounded by myths, taboos and misconceptions and often linked with child marriage.

MHM is beyond supply of sanitary napkins, setting up incinerators or vending machines, but it involves a 'Jan Andolan' involving entire sectors of the society and make it a success. It is not about celebrating only one day each year, but making present generation and future generations to be supportive and understanding especially amidst a pandemic when the topic itself is taboo and access to hygiene products limited. It is our honor and privilege to be a part of an ensemble delegation of organizations working towards period poverty free and stigma free Maharashtra.

Ms. Rajeshwari Chandrasekar, Chief, Field Office, UNICEF Maharashtra

The Maharashtra Urban WASH-ES Coalition (Maha-UWES-C) is a platform for stakeholders to engage and collaborate in the WASH & Environmental Sanitation sectors while strengthening capacities and skills of local governments and communities. Menstrual Hygiene Management being an integral part of both WASH and ES, the Secretariat of Maha-UWES-C is glad to contribute to the MH Week 2021. Since local governments are pivotal in implementation of various WASH initiatives, emphasize was also on establishing dialogue on MHM with elected representatives and municipal staff of municipal corporations of Maharashtra. This effort may be replicated in other cities for wider reach and impact. The experience of exchanging various ideas with the local governments has enriched us with new future opportunities.

Ms. Utkarsha Kavadi, Director, Secretariat, MAHA-UWES Coalition at RCUES of AIILSG Mumbai



**RCUES
Mumbai**

Partner Testimonials

Overall a great MH Week wherein sessions for Elected Representatives, women Safai Karamacharis and MCGM health department CHVs, ASHAs, and ANMs were conducted and we highly appreciate the efforts of team UNICEF, AIIISG, and NGO partner RING in conducting sessions during the entire week.



What made it even more important and interesting for CACR was the opportunity given for sharing our experience and suggestions on our pilot project for adolescent boys in municipal schools and stressing the importance of having boys and men included in the program for better impact and getting them sensitized on this issue. We take this opportunity to mention that conducting awareness sessions is the first important step and more sustained efforts will be required by many partners to get these initiatives converted into behavior change. CACR has been and committed to doing its bit in this regard.

Mr. Nitin Wadhwani, Director, Citizens Association for Child Rights (CACR)

MH Week is a reminder that menstrual rights are human rights and we need to support menstruators in our country with the correct information about their bodies, safe access to period products, and also hygienic disposal options. We need more discussions with various stakeholders- public, private and individuals to make this a reality!



Ms. Deane de Menezes, Founder and Director, Red is the new Green (RING Sustainable Development Foundation)

