



**YOUNGISTAAN
FOUNDATION.ORG**
Transforming Lives

Menstrual Hygiene Month

CAMPAIGN REPORT
MAY 2023

CAMPAIGN PARTNERS

WASH United, Menstrual Hygiene Day, Menstrual Health Alliance India, Telangana State Innovation Cell (TSIC)

Campaign Overview



In May 2023, Youngistaan Foundation's Gender & Health Program organized the **2nd Edition of the Menstrual Hygiene Month campaign, "Break the Silence Around Periods,"** to address the stigma and challenges faced by millions of girls and women due to menstruation.

The campaign focused on breaking the silence, encouraging open discussions, and reducing the stigma around periods. By educating and raising awareness among women and girls about menstrual health, it empowered them to manage their periods confidently and maintain good hygiene. This approach helped support personal empowerment while also contributing to broader social change by normalizing conversations about menstruation, reducing taboos, and promoting gender equality.

Key partners were Menstrual Hygiene Day, WASH United, Menstrual Health Alliance India, Telangana State Innovation Cell (TSIC) and the community organizations were Naari Women Wellness Program and The Ladki Project were instrumental in making the campaign a success. This initiative raised awareness and supported national and global efforts for gender equality and women's empowerment.

Key Activities

The campaign featured on-ground awareness activities and online live sessions, including World Menstrual Hygiene Day celebrations, public demonstrations in various cities, and Instagram Live sessions with influential figures. These efforts helped challenge period taboos and contributed to potential policy changes supporting safe menstruation.

Menstrual Hygiene Day Awareness

Partnered with the Health Department of Telangana to engage women through storytelling and educational awareness sessions on menstrual health in schools

Break the Silence Around Periods Event

Held in Hyderabad, featuring young artists' performances and an open mic event to promote menstrual health awareness.

Awareness Campaigns

Conducted public demonstrations, using placards, pledges, and events in multiple cities in the nation to raise awareness about menstrual health and hygiene.

Instagram Live Sessions

Hosted live sessions with influential individuals, reaching a large audience to discuss menstrual health issues and break period taboos.

Menstrual Hygiene Day Awareness



We started with some engaging storytelling to really connect with our audience. We shared personal stories about the challenges many of us face due to a lack of menstrual knowledge.

These stories were engaging and showed them how important it is to understand menstrual health, creating a space where everyone felt comfortable discussing their own experiences.

Next, we had in-depth discussions about menstruation. We wanted to make sure everyone understood that menstruation is a natural and healthy part of life. We broke down the physiological aspects in simple terms, making the process clear and helping everyone feel more informed and confident about their bodies.

We also talked about tracking menstrual cycles. By sharing easy methods for keeping track, we aimed to empower women with the knowledge to better understand and manage their periods. It was all about giving everyone practical tools to anticipate their needs and take control of their menstrual health.

Impact



LOCATION

3 Child Care Institutions
and 1 Healthcare Facility



PARTNERSHIP

Health Department of
Telangana

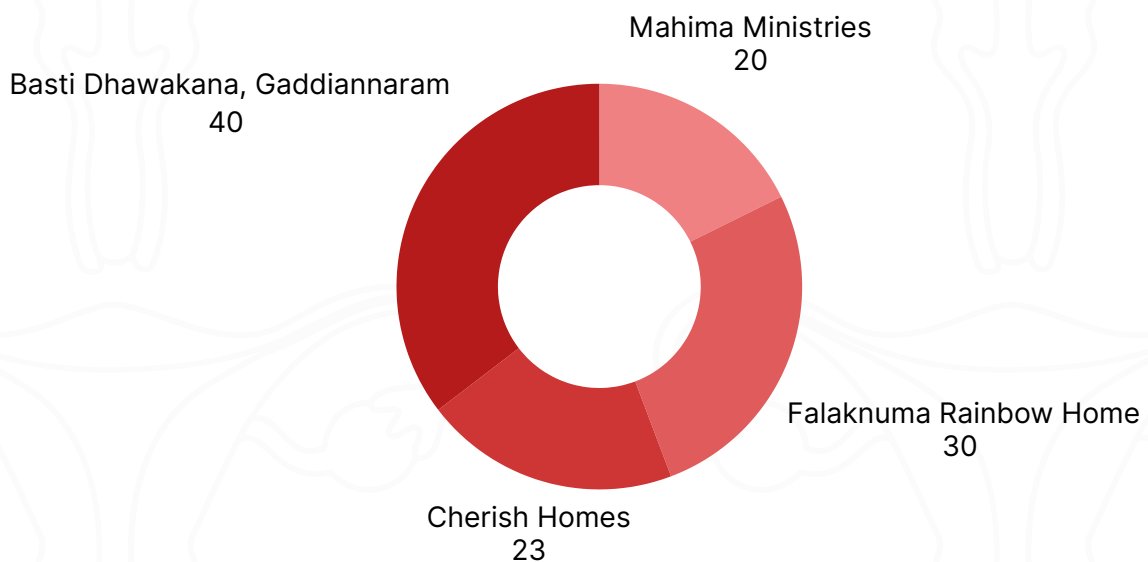


BENEFICIARIES REACHED

113+ girls and women

Beneficiaries Reached

The Menstrual Hygiene Day Awareness sessions **reached 113 beneficiaries across 4 locations**. This outreach provided critical menstrual health education and support, improving hygiene and breaking stigmas in these communities.



Break the Silence Around Periods Event



The “Break the Silence Around Periods” event in Hyderabad drew over 200+ attendees and featured performances by 20 talented young artists.

The open mic session included a diverse range of performances such as storytelling, poetry, stand-up comedy, and live music, all centered around menstruation, menstrual health, and breaking the stigma associated with periods. This event provided a platform for young artists to express their thoughts and experiences, creating a sense of community and shared purpose.

The event aimed to bring awareness to the importance of safe menstruation practices and encouraged open discussions.

By bringing together a large audience and diverse voices, the event successfully raised awareness about menstrual health and empowered women to speak openly about their experiences. The outcome was a resounding success, with significant community participation and engagement, reinforcing our commitment to ending period stigma and making a meaningful difference together.



Impact



BENEFICIARIES REACHED

200+ people attended



PERFORMANCE TYPES

Storytelling, Poetry, Stand-up
Comedy, Live Music



PERFORMERS

20 young artists



AWARENESS RAISED

Better understanding of menstrual health and reduced stigma, with active community participation to end period stigma.

Awareness Campaigns



Our goal was to challenge stigmas directly and engage the public, encouraging individuals on the streets to rethink their beliefs and become more open to discussing menstruation without shame.

In 2023, we raised awareness about menstrual hygiene in cities like Hyderabad, Delhi, Ahmedabad, and Vijayawada. Our goal was to end the silence surrounding menstruation by involving young minds in public demonstrations.

Volunteers held placards to spark curiosity and start discussions about menstrual health, challenging old beliefs and encouraging open conversations.



Martyr's Memorial, Hyderabad



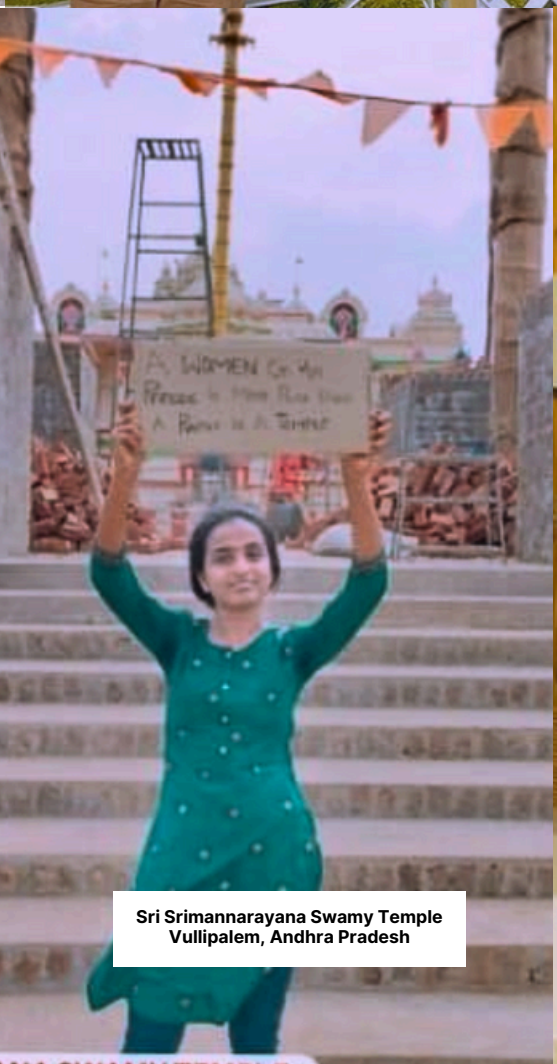
Adam's Foundation, Ooty



Connaught Place, New Delhi



Golconda Fort, Hyderabad



Sri Srimannarayana Swamy Temple Vullipalem, Andhra Pradesh



Vellore Institute of Techno

Instagram Live Sessions

OFFICIAL PARTNER
Menstrual Hygiene Unit

MHAI
Menstrual Health Action

TSIC

Igniting Change

YOUNGISTAAN
FOUNDATION.ORG
Transparency Done

MHDAY2023 Campaign To Highlight Menstrual Health Supporters across the Globe

ANJU ARORA
President,
Naari, Women Wellness Initiative

Y. ARUN DANIEL KUMAR
Founder & Director,
Youngistaan Foundation

BHANU KALLAKURI
Founder,
Red Express Hygiene

NIHARIKA SHARMA
Co-founder,
Paint It Red

SHEEZANA RASOOL
Founder
Agaz International

PURVI TANWANI
Co-founder & Director
Anahat For Change Foundation,
West Bengal

PRATIMA SHARMA
Founder of Creative Institute
Nepal (CIN)

SUNANYA GUTHIKONDA
Founder, The Ladki Project,
Atlanta, USA

KARAN BABBAR
Assistant Professor, Jindal Global
Business School & Research
Advisor, Pandemic Periods

KHUSHBU JOSHI
Director,
Shooga Foundation, Ladakh

DR SNEHA ROOH
Founder Of Orikalankini,
Palliative Physician & Somatic,
Arts based therapist

LAVANYA GUDELLI
Founder,
Be The Change

RAJASI KULKARNI DIWAKAR
Menstrual Health Trainer

Dr ANUJA SANKHE
Founder
Bolo P for Periods

KAVYA
Menstrual Therapist
Founder, Eco Feminist
Research Foundation

RADHIKA CHABRIA
Founder,
Shakti Social Enterprise

ARUN KUMAR
Director & CEO,
Elemantra Enterprises Pvt.Ltd.,

RENEE GRACE
Founder/CEO,
Dignity Drive Foundation

POONAM SHARMA
Co-Founder
Dignity Drive Foundation

AARUSHI
Youth period equality advocate
(New York) Founder, The Red
Padding Project

NELSON DEB
Social Entrepreneur & Founder,
The Eco Hub, Assam

@Youngistaan_Foundation
Head to the REELS Section to hear all inspiring
stories of these speakers

Menstrual Champions,
Volunteers of Youngistaan
Foundation

AISHWARYA
Strategy Alliance & Implementation Lead,
Project Baala

JESS STRAT
Data Systems Manager,
Days For Girls, USA

Menstrual Hygiene Month 2023

In celebration of Menstrual Hygiene Month, we conducted 24 live sessions on our social media platforms, Instagram and X (formerly Twitter), and shared on Facebook, focused on menstrual hygiene.

These sessions brought forth inspiring stories from individuals across the country who are making a real difference in menstrual health awareness and tackling period taboos. The stories showed us both personal and community impacts. The sessions also included interactive Q&A segments, allowing viewers to ask questions and engage directly with the speakers, helping to build a better understanding of menstrual health issues. By leveraging the wide reach of social media, these sessions amplified our message and connected with a large, diverse audience. The live sessions were highly successful, reaching over 50,000 viewers and expanding the impact of our menstrual health awareness efforts. Feel free to watch the videos below to hear from the guests who joined our campaign and share their insights.



ARUN DANIEL YELLAMATY

Founder & Director of Youngistaan Foundation

Arun highlights the crucial role that men play in the dialogue surrounding menstruation. He firmly believes that menstruation is no longer solely a women's issue and shares impactful stories to showcase how he has made a significant difference by raising awareness about periods.



ANJU ARORA

President - Naari, Womens Wellness Initiative

She shared that many women feel like they're going backward when using cloth pads but urged the shift, noting that one disposable napkin lasts 400-500 years, advocating for cloth pads and menstrual cups.



KARAN BABBAR

Assistant Professor - Research Advisor, Pandemic Periods

He says "If you want to break a taboo, start talking about it first". He also shares about creating an inclusive space of all individuals who menstruate, and the importance of puberty education.



SUNANYA GUTHIKONDA

High School Student - Founder, The Ladki Project

She shows the importance of safe menstrual health for all menstruates and encourages individuals to take charge of their own well-being and not let others undermine their self-worth. "No one can make you feel inferior without your consent!" Sunanya



BHANU KALLAKURI

Founder, Red Express Hygiene

Bhanu has a heartfelt message for all the amazing mothers out there this Mother's Day. Click the video above to watch.



PRATIMA SHARMA

Founder of Creative Institute Nepal (CIN)

MEN IN MENOPAUSE - Pratima shares her stories of how she made women aware of Menopausal symptoms in Nepal.



KHUSHBU JOSHI

Director, Shoqpa Foundation, Ladakh

"I went to Ladakh to volunteer and soon started my own organization after realizing the lack of menstrual health awareness among adolescent girls in Kargil," says Khushbu Joshi, sharing her journey as a menstrual advocate.



NIHARIKA SHARMA

Co-Founder, Paint it Red

Niharika points out that it's not just the role of NGOs or government organizations to address menstrual health—it's up to all of us to start normalizing periods and caring for each other.



ARUN KUMAR

Director & CEO, Eleantra Enterprises Pvt. Ltd., Menstrual Waste Management

"My team consists of my wife and me. Through years of research, I have learned that the quality of incinerators manufactured can be improved. Therefore, I left my job at a corporate company and used Design thinking principles to innovate the incinerators through Eleantra" says Arun Kumar.



NELSON DEB

Social Entrepreneur & Founder, The Eco Hub, Assam

"Pad Man" from Assam shares his story of distributing low-cost sanitary napkins, customised disposable sanitary napkins with wings, bio-degradable sanitary napkins and cloth pads for women and girls in Assam.



MENSTRUAL CHAMPIONS

Youngistaan Volunteers Stories

Volunteers of the Youngistaan Foundation share their personal experiences and stories that motivate them to continue to raise awareness on menstrual health and hygiene. Kudos to their efforts + many other volunteers who are committed to working on grassroots effortlessly every weekend.



RADHIKA CHABRIA

Founder, Shakti Social Enterprise

Radhika highlights how one can be a Bloody Buddy in peoples lives by educating women around us about periods and menstrual health. She shares how the women she works with have been very open about accepting of the concept of menstrual cups.



RAJASI KULKARNI

Menstrual Health Trainer

"Accept the way you are and be kind to yourself," says Rajasi, while encouraging the normalization of topics like menstrual health.



AISHWARYA

Strategy Alliance and Implementation Lead, Project Baala

"Open communication, access to safe menstrual products, and collaborations are the way forward for the Menstrual Hygiene Management community," says Aishwarya.



KAVYA

Menstrual Therapist, Founder - Eco Feminist Research Foundation

Kavya talks about 'Aviva Method training - a natural healing method for female reproductive health disorders. Watch the video by clicking above to hear how this method is different from yoga.



RENÉE GRACE & POONAM SHARMA

Founder/CEO, Dignity Drive Foundation Co-Founder, Dignity Drive Foundation

Dignity Drive Foundation Founder Renée Grace shares, 'I have two boys, and I taught them about menstruation. If I can do it, so can you—normalize periods with boys.' Co-founder Poonam Sharma adds, 'Love yourself and journal your emotions when you're feeling low, whether during your period or on any day.'



PURVI TANWANI

Co-Founder & Director, Anahat for Change Foundation, West Bengal

“Accept the way you are and be kind to yourself,” says Rajasi, while encouraging the normalization of topics like menstrual health.



AARUSHI

Youth period equity advocate (New York), Founder, The Red Padding Project

“Building trust is key when meeting a community for the first time—without it, awareness sessions can’t begin. Understanding your audience and offering a range of period products for them to choose from ensures they find what’s most comfortable,” shares Aarushi during the live chat.



LAVANYA GUDELLI

Founder - Be the Change, Hyderabad

An engineering student took the initiative to engage with communities and raise awareness about menstrual health. In the process, they founded an organization called ‘Be The Change,’ encouraging other young people to advocate for menstrual health and safe menstrual products in Hyderabad City.



JESS STRAIL

Data Systems Manager, Days for Girls, USA

“Don’t focus on the scale of your impact; empowering just one person on menstrual health is just as valuable,” shares Jess, while discussing the global impact of their organization and the 3 key steps to creating a ‘Period Positive Workplace.’



SHEEZANA RASOOL

Founder, Agaaz International

Sheezana shares some heartwarming stories of women in Jammu and Kashmir who lack awareness about managing periods. Her journey as a young menstrual champion is truly unique.



VOLUNTEERS

from Youngistaan Foundation

Youngistaan Foundation volunteers share their experiences of leading sessions with young girls. StriyAH Biodegradable Sanitary Pads shares their journey of creating eco-friendly pads.



DR. SNEHA ROOH

Founder of Orikalankini, Palliative Physician & Somatic, Arts based Therapist

Dr. Sneha has a unique approach to introducing menstrual products through different perspectives. She shares several methods she uses to raise awareness about menstrual health.



DR. ANUJA SANKHE

Founder, Bolo P for Periods

“All our awareness sessions are cost-effective, and we keep our conversations natural with children and women by sharing our first-period experiences,” says Anuja Sankhe, who started an organization with her brother in 2020.

Impact



24 LIVE SESSIONS

conducted on social media platforms (Instagram, X and Facebook).



OVER 50,000 + VIEWERS

reached through these sessions.



INTERACTIVE Q&A

was included, allowing direct engagement with the speakers.



GLOBAL REACH

People from around the world saw how individuals made a big impact on menstrual health awareness, bringing positive change locally and globally.

Testimonials



Beneficiary at Basti Dhawakana, Gaddiannaram

“My daughter got her first period 3 months ago. She never tells me anything about how she feels... All of you taught her so many things that I couldn't and I feel grateful for that.”

Intermediate Student at Falaknuma Rainbow Home

“Blood coming out seemed very abnormal and I was worried that I got cancer and am possibly going to die... I told the elders about my first period on my 4th day.”

Campaign Impact

Improved Hygiene Practices

Young women and girls are now correctly using sanitary products and maintaining better hygiene during their menstrual cycles.

Better Health Management

Women and girls are effectively managing period symptoms through tracking, diet, and exercise.

Open Discussions

Communities have started openly discussing menstrual health, breaking the silence and reducing stigma.

Changing Attitudes

Women and young girls are now correctly using sanitary products and maintaining better hygiene during their menstrual cycles.

Increased Community Support

Support grew as more people, including men and boys, were informed and now they advocate for menstrual health.

Empowerment

Women and girls are gaining confidence and understanding that menstruation is natural and normal.

In the News



Activists Raise Menstrual Awareness at Famous Spots in Hyderabad

Source: **Telangana Today** (May 28, 2023)

Telangana Today reported on activists visiting famous locations in Hyderabad to raise awareness about menstrual health. Supported by Youngistaan Foundation, the event focused on breaking menstrual taboos, educating the public, and encouraging open conversations about periods.

Read the full article [here](#).



Youngistaan Foundation Celebrates Menstrual Hygiene Day

Source: **The CSR Journal** (May 22, 2023)

The CSR Journal covered an article on Youngistaan Foundation's celebration of Menstrual Hygiene Day, highlighting their efforts to raise awareness and break menstrual taboos. The foundation's initiatives focus on empowering women and girls through education, access to safe menstrual products, and community outreach.

Read the full article [here](#).



Women Create Menstrual Hygiene Awareness at Charminar and Secretariat

Source: **Siasat** (May 28, 2023)

Siasat covered an article on the menstrual hygiene awareness event in Hyderabad, where women gathered at Charminar and the Secretariat to spread awareness about menstrual health. The initiative, supported by Youngistaan Foundation, aimed to educate the public and break the stigma around menstruation by engaging with the local community.

Read the full article [here](#).



Youngistaan Foundation on World Menstrual Hygiene Day

Source: **Deccan Chronicle** (May 28, 2023)

Deccan Chronicle featured an article on Youngistaan Foundation's efforts for the World Menstrual Hygiene Day, highlighting their initiatives to raise awareness, break stigma, and provide education and access to safe menstrual products.

Read the full article [here](#).

Sustainable Development Goals Advanced



SDG 3

GOOD HEALTH AND WELL-BEING

The campaign promoted menstrual health and hygiene practices, contributing to overall well-being. By providing education on managing menstrual health, **it reduced health risks associated with poor menstrual hygiene.**



SDG 4

QUALITY EDUCATION

Women and girls were **educated on menstrual health, giving them the knowledge to make informed decisions.** The campaign also addressed menstrual stigma, helping to **reduce challenges at school that often arise due to menstruation.**



SDG 5

GENDER EQUALITY

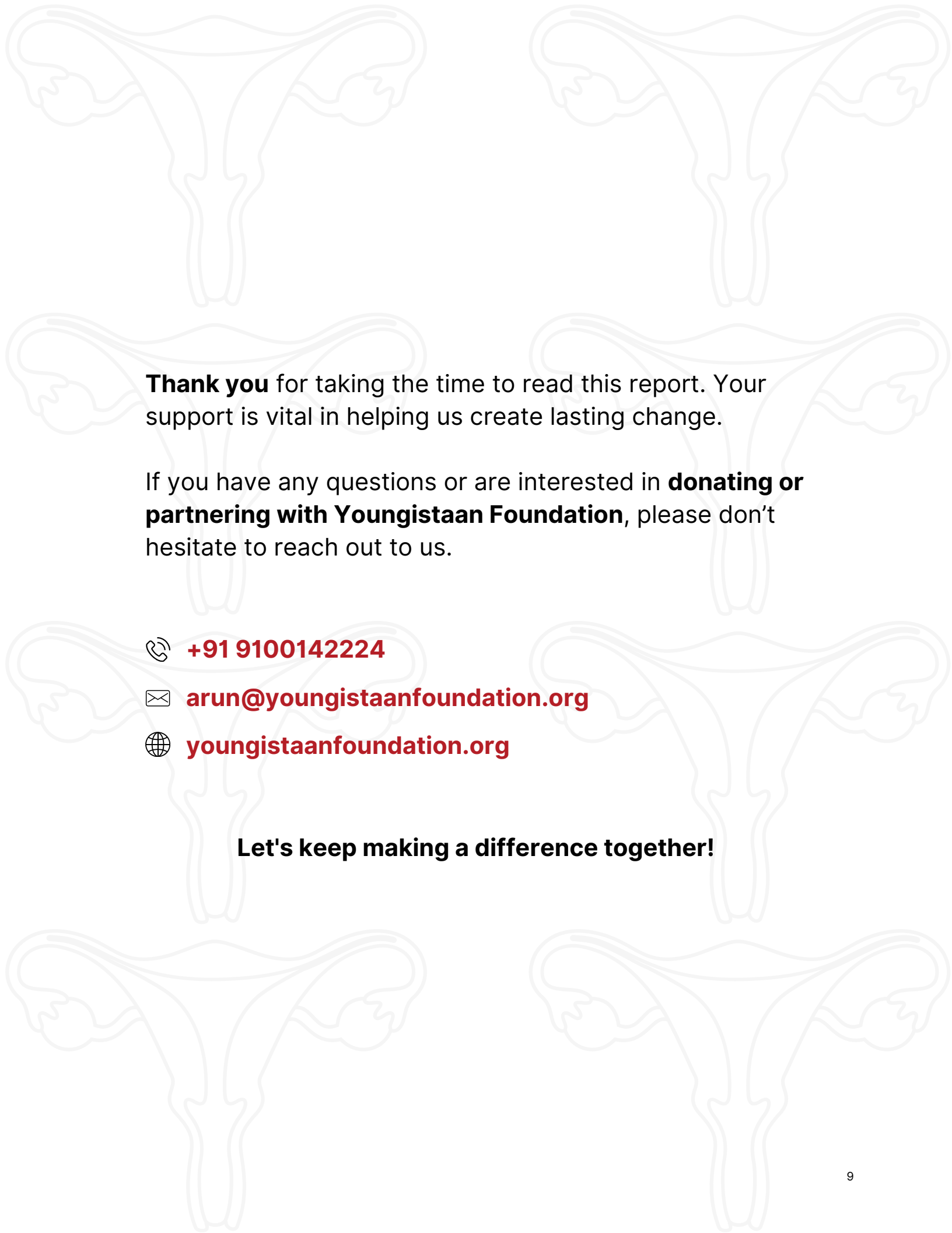
The campaign **empowered women and girls by breaking menstrual taboos and promoting gender equality.** It created a space for women to **share their experiences and challenges,** encouraging understanding and support



SDG 6

CLEAN WATER & SANITATION

The campaign highlights the **importance of hygiene practices and proper menstrual product disposal,** contributing to **cleaner environments.** It also advocated **for access to sanitary facilities and products** for all women and girls.



Thank you for taking the time to read this report. Your support is vital in helping us create lasting change.

If you have any questions or are interested in **donating or partnering with Youngistaan Foundation**, please don't hesitate to reach out to us.

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Let's keep making a difference together!