

Awareness Activity Report on Menstrual Hygiene Day



#PeriodFriendlyWorld

Promoting Dignity, Health, and Equality for All

SULABH-IIHH E-IACP RESOURCE PARTNER

**Sponsored by
MINISTRY OF ENVIRONMENT, FOREST & CLIMATE CHANGE
GOVERNMENT OF INDIA**

History of Menstrual Hygiene Day

Break the Silence, Embrace the Cycle – For a Healthier, Equal, and Sustainable Tomorrow!

Menstrual Hygiene Day (MH Day) is observed globally on May 28 each year to raise awareness and combat the stigma surrounding menstruation. This day provides a crucial platform for advocating menstrual health and hygiene (MHH) for women, girls, and all people who menstruate. The date, May 28, is symbolic: “28” represents the average length of the menstrual cycle in days, and “May” being the 5th month reflects the average number of days menstruation lasts.

The initiative was launched in 2014 by the German non-profit organization WASH United, which focuses on water, sanitation, and hygiene. Since its inception, MH Day has evolved into a global movement involving governments, NGOs, UN agencies, educational institutions, and individuals. The core aim is to create a world where no one is held back because they menstruate—where periods are not a source of shame, and everyone has access to menstrual products, education, and supportive infrastructure.

Menstrual Hygiene Day draws attention to a wide range of issues—from lack of access to sanitary products and menstrual education, to social taboos and inadequate sanitation facilities. Over the years, it has been marked by campaigns, educational programs, art and storytelling initiatives, community dialogues, and policy advocacy efforts across more than 100 countries.

Each year, MH Day adopts a specific theme to guide global engagement. These themes focus on breaking period stigma, improving education, and increasing investment in menstrual health infrastructure. The campaign unites partners with a common voice to demand menstrual equity and dignity for all.

By spotlighting menstrual hygiene as a fundamental human right and public health issue, Menstrual Hygiene Day has contributed significantly to shifting cultural norms, shaping policy reforms, and empowering millions worldwide to talk periods openly and proudly.

*"Red is not taboo,
— it's strength."*



Sulabh-IIHH EIACP RP Marks Menstrual Hygiene Day with Pan-India Awareness and Empowerment Activities



To mark Menstrual Hygiene Day 2025, Sulabh-IIHH EIACP, in collaboration with Sulabh International, conducted impactful **awareness drives across Dwarka, Mundka, and Mahavir Enclave in Delhi**. These programs aimed to break societal taboos surrounding menstruation, promote proper menstrual hygiene management (MHM), and ensure dignity and well-being for all who menstruate. **Nearly 200 participants**, including adolescent girls, boys, and women, actively took part, making it a meaningful community effort.

Each session highlighted the significance of hygienic practices, use of safe and sustainable menstrual products, and the need for inclusive conversations. Dr. Arunima Chauhan led the campaigns, addressing myths and stigma while emphasizing menstrual hygiene as a health and human rights issue. She advocated for better access to products and education, especially in underserved communities.

The events created a safe space for open dialogue, allowing participants to share personal stories that added emotional depth and relatability.

To further engage young minds, an online **Poem Writing Competition** has been launched to inspire creative expressions on menstruation. Open to all age groups, it encourages participants to voice their thoughts through poetry. Selected poems will be featured on Sulabh's platforms to amplify awareness and break silence through art.

Additionally, an online **Pan-India Survey on Menstrual Hygiene** was conducted to assess knowledge, practices, and challenges across different regions. The findings will help shape targeted strategies to improve menstrual health education and policy.

Together, these efforts reflect Sulabh-IIHH EIACP RP's commitment to menstrual equity, empowerment, and awareness—moving towards a future where menstruation is understood, accepted, and supported.

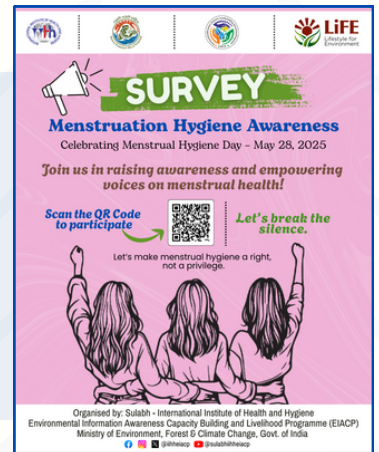
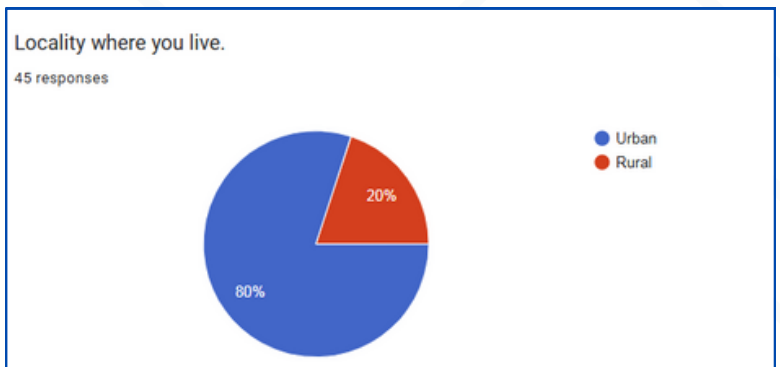
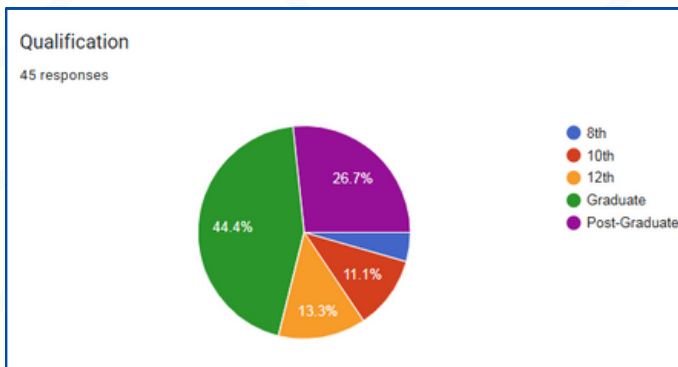
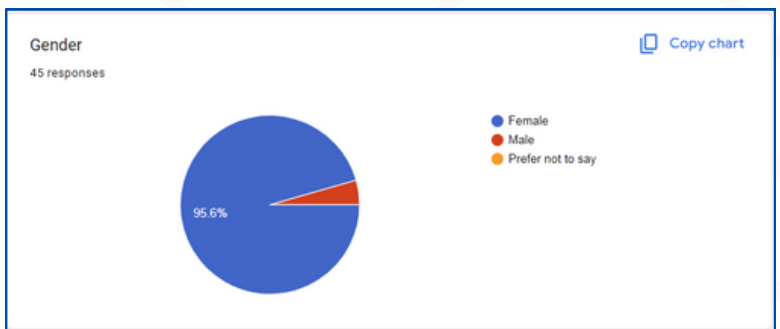
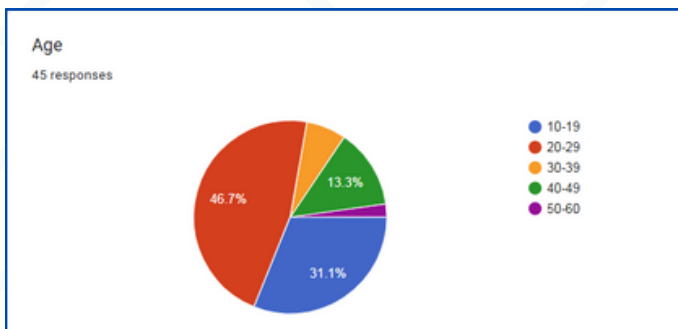
Glimpses of Activities

On Menstrual Hygiene Day, 28th May 2025, Sulabh-IIHH EIACP RP, in collaboration with Sulabh International, organized awareness activities in Dwarka, Mundka, and Mahavir Enclave, New Delhi, to promote menstrual hygiene and gender equality.

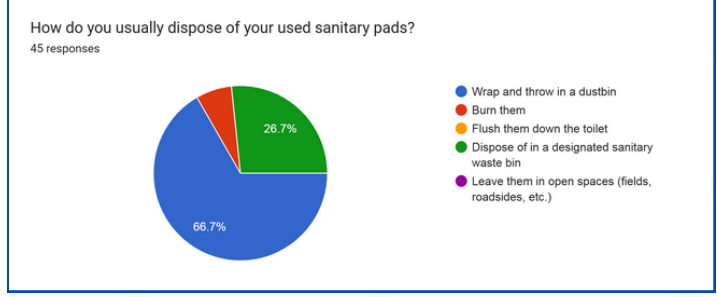
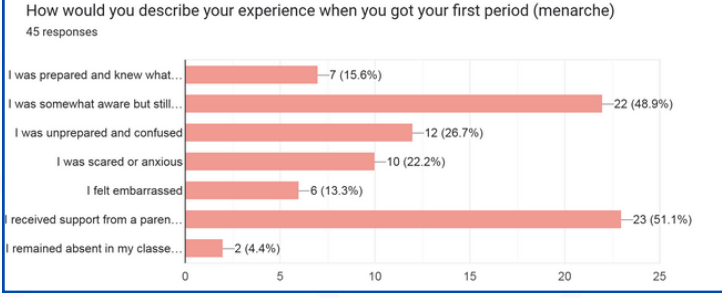
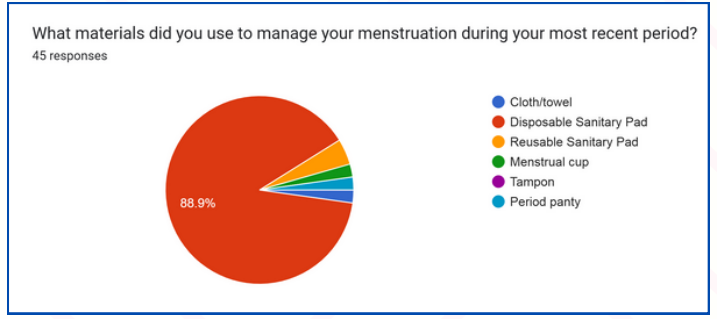
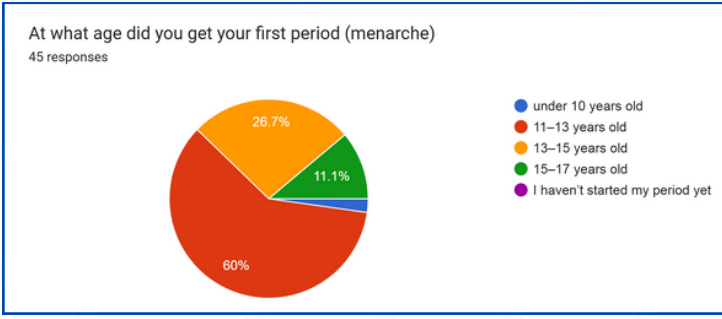
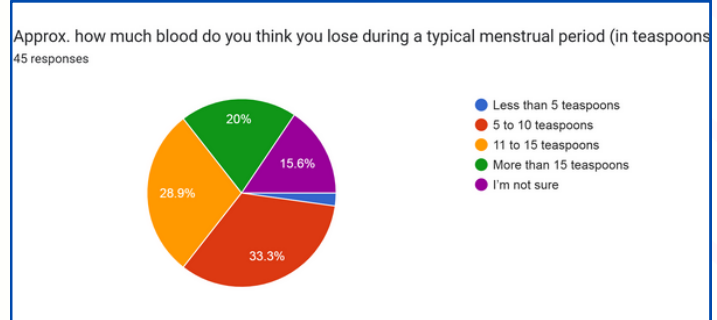
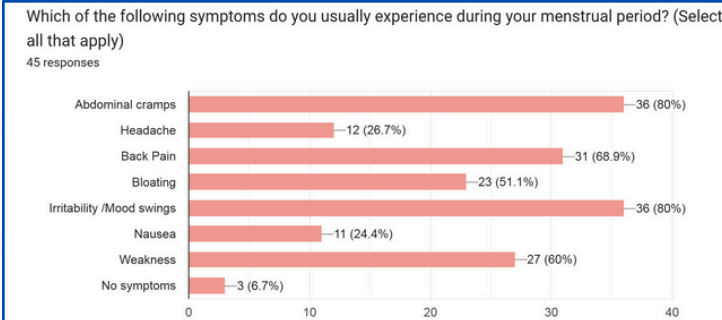
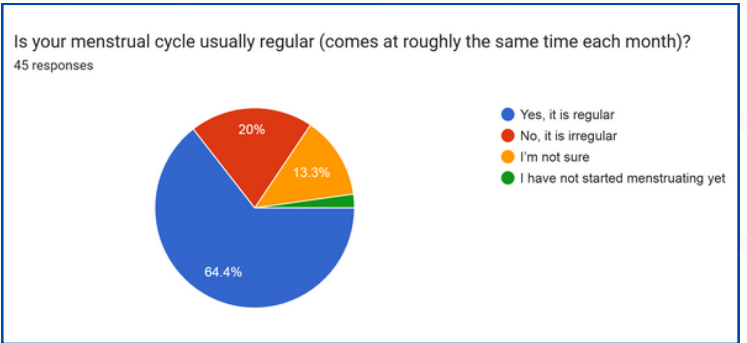
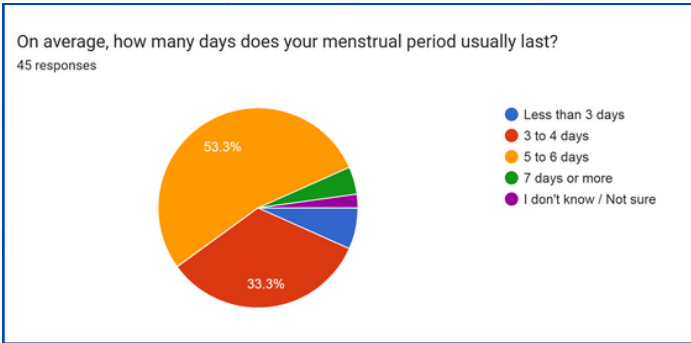
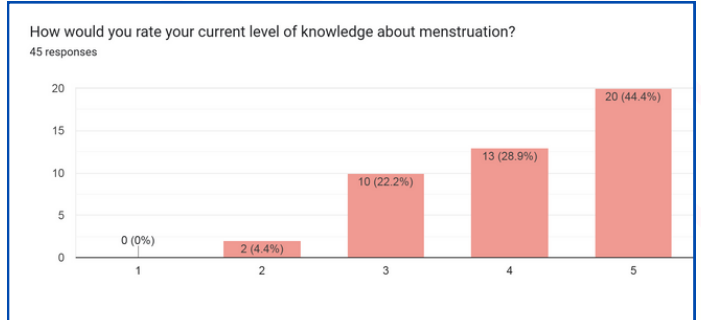
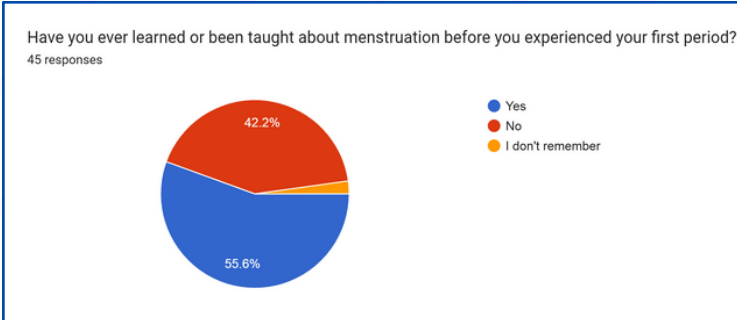
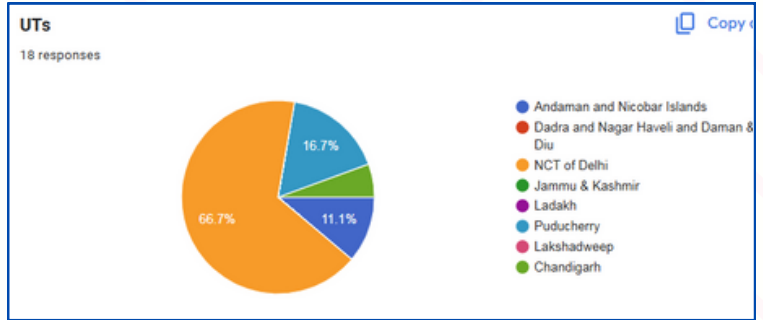
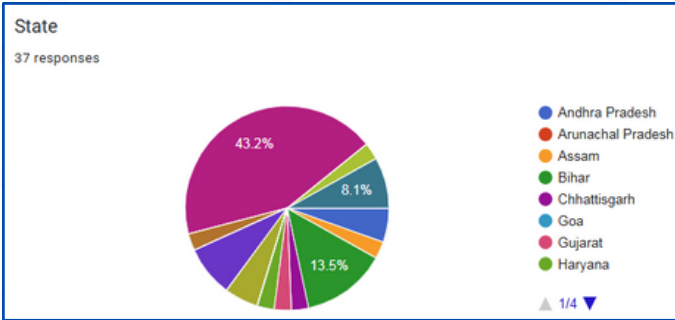


Menstrual Hygiene Awareness Survey 2025

Survey on Menstrual Hygiene was conducted to assess awareness levels, practices, and challenges faced by menstruating individuals across diverse regions. The findings will help to plan future strategies aimed at improving menstrual health education and breaking taboos at the grassroots level.

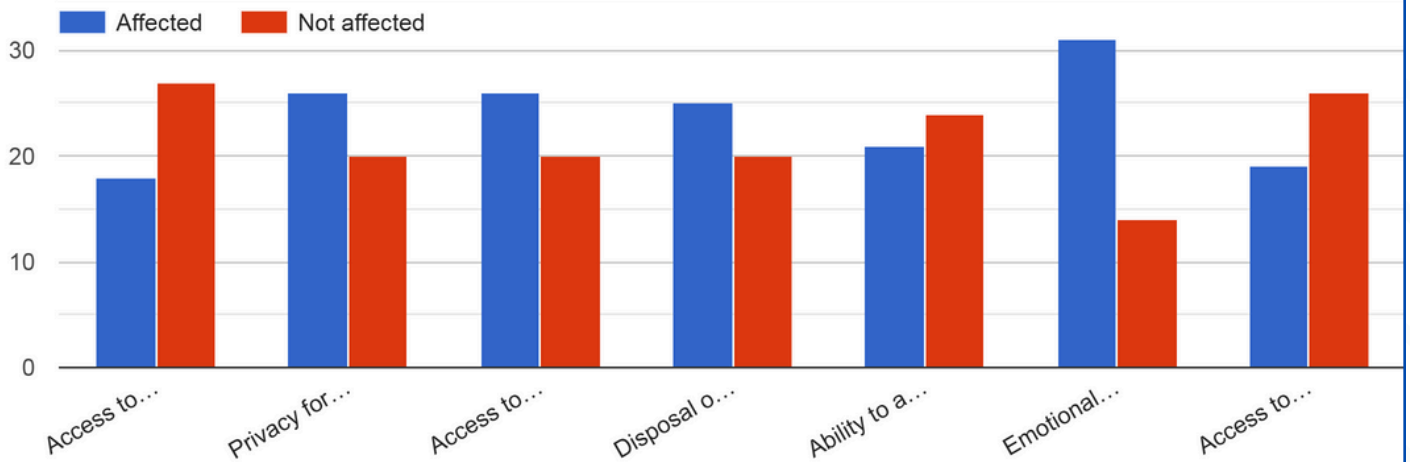



Report on Menstrual Hygiene Day - 2025

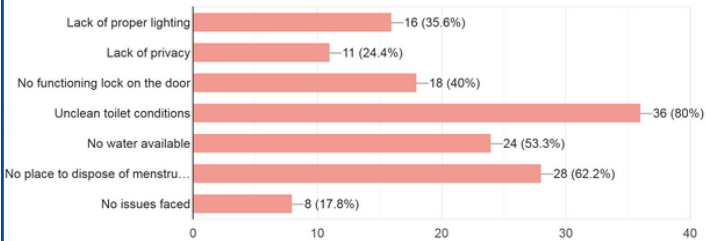


Report on Menstrual Hygiene Day - 2025

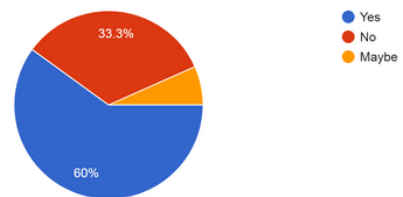
During times of crisis or limited access to resources, which of the following aspects of your menstrual hygiene are most affected?



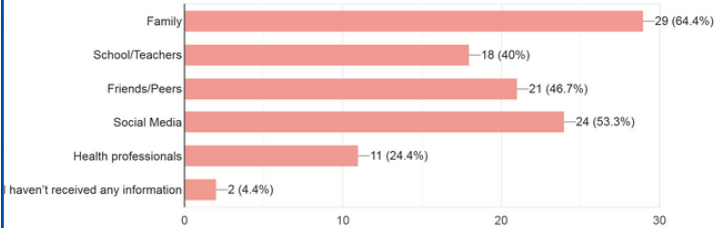
Do you face any of the following issues when using public or private toilets during menstruation?
45 responses



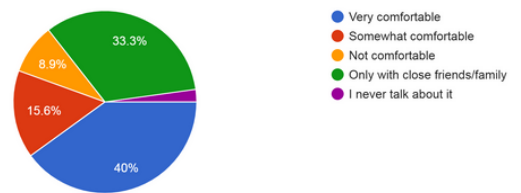
Are you aware of biodegradable menstrual products?
45 responses



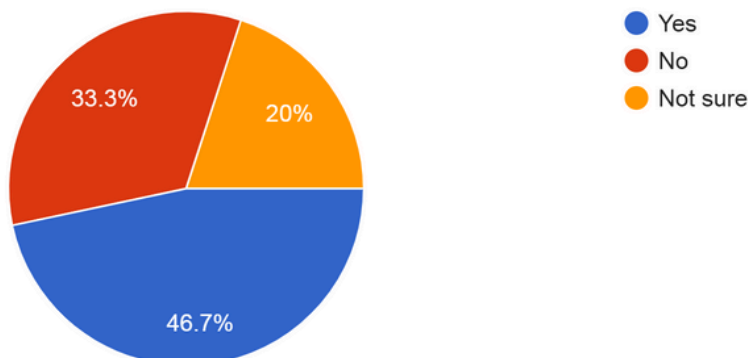
Where do you usually get information about menstruation?
45 responses



How comfortable do you feel discussing menstruation with others?
45 responses



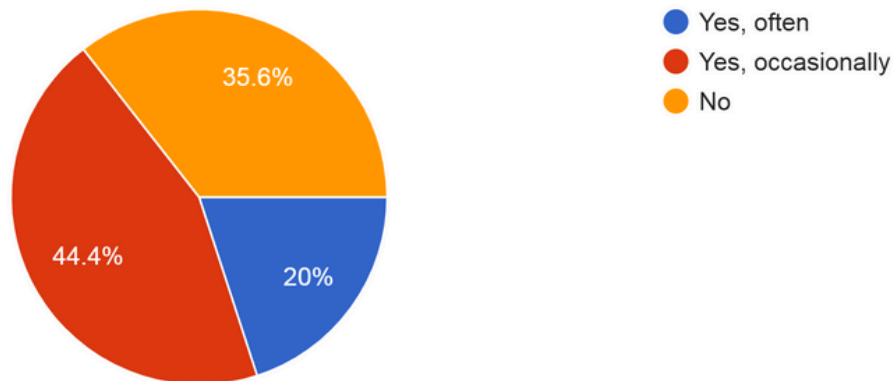
Do you think menstruation is still considered a taboo in your community or household?
45 responses



Report on Menstrual Hygiene Day - 2025

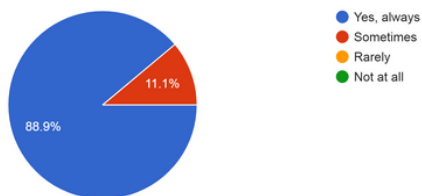
Have you ever missed school, work, or other activities due to your period?

45 responses



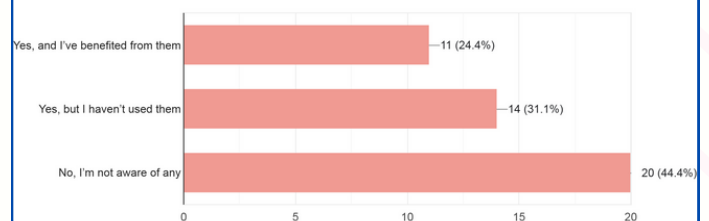
Are menstrual hygiene products (pads, cups, tampons, etc.) easily available in your area?

45 responses



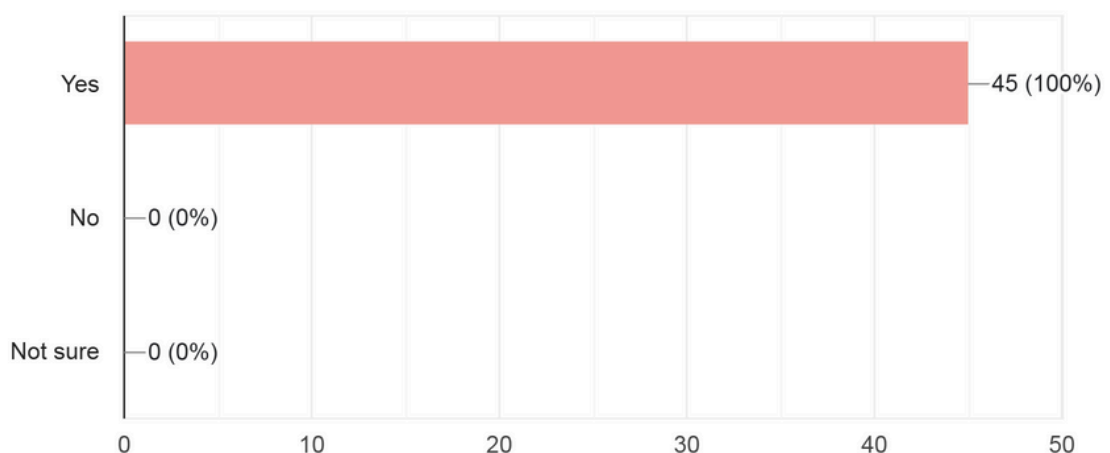
Are you aware of government or NGO schemes providing free or subsidized menstrual products?

45 responses



Do you think boys and men should be educated about menstruation and menstrual hygiene?

45 responses



feedback of Survey

Always use biodegradable products for clean environment.

- Priya Puja

Teach boys how to take care of girls or women during these days.

- Jayalakshmi M

It should be included in the school syllabus for students.

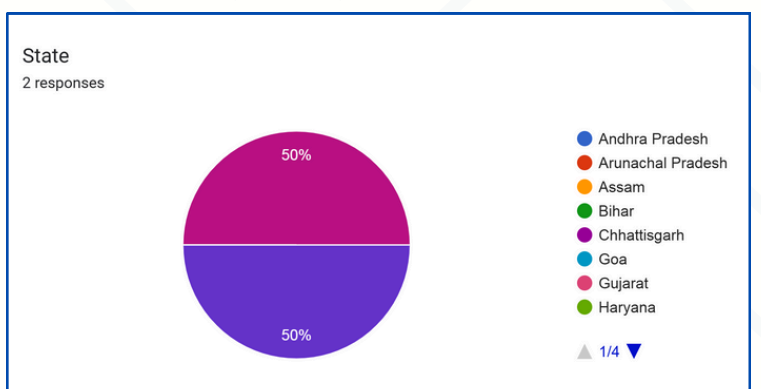
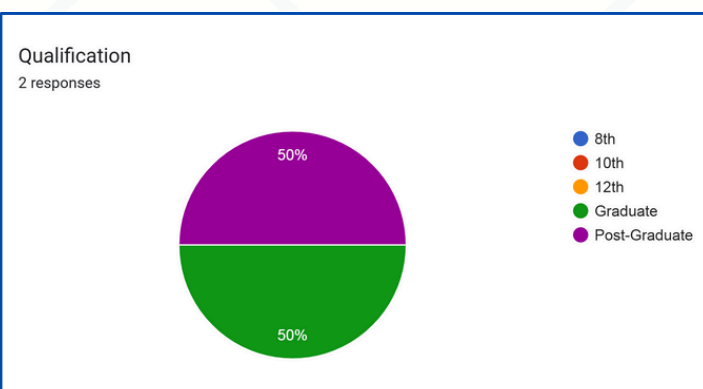
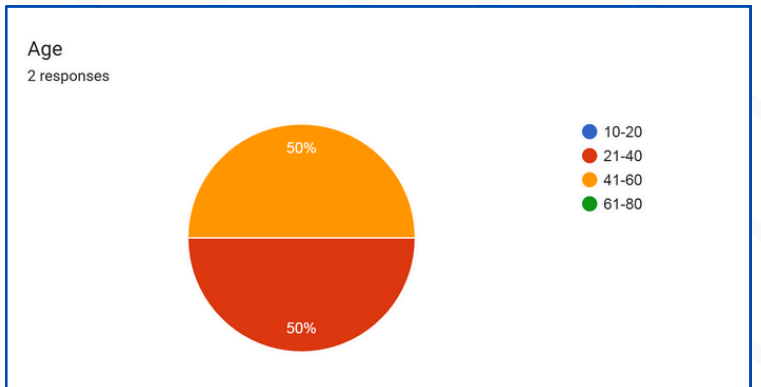
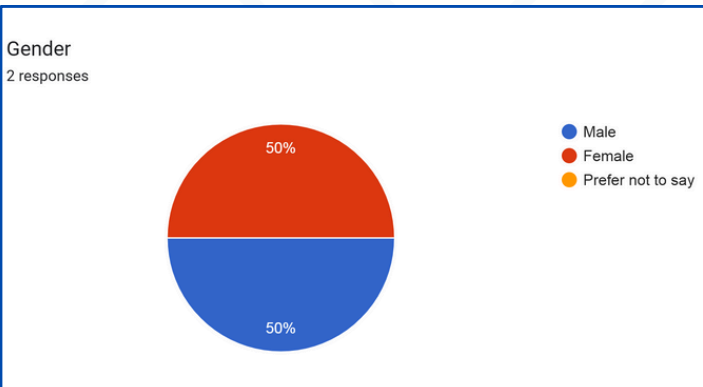
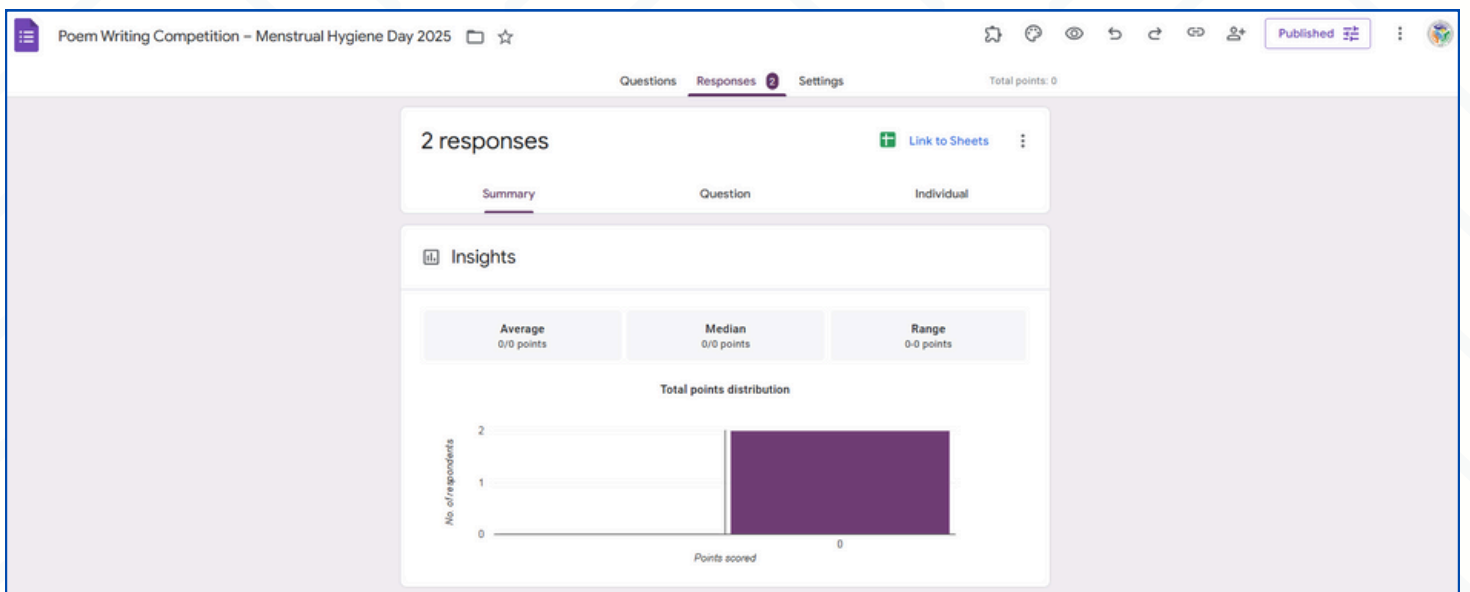
- Sneha Baraiya

Access to pads, clean restrooms, and awareness is essential for menstrual hygiene.

- Katyayani Chugh

Poem Writing Competition on Menstrual Hygiene Day 2025

To mark Menstrual Hygiene Day 2025, a Poem Writing Competition was organized to raise awareness and break the silence around menstruation. Students creatively expressed their thoughts on menstrual health, dignity, and the need to end stigma through powerful and thoughtful poetry. The event encouraged open dialogue, empathy, and a deeper understanding of menstrual hygiene among youth.



Poems on Menstrual Hygiene

From Stigma to Strength – Let Your Words Flow

*They silenced your truth with a
whisper of shame,
Wrapped you in silence, erased
your name.
But deep in the shadows, your
spirit grew loud,
A voice forged in silence, unbowed
and proud.*

*Let your words pour like
rivers in rain,
Washing away every scar,
every pain.*

*Each syllable strong, each
sentence bold,
Your story is power, your
truth is gold.*

*No label can bind you, no
judgement define—
You're more than their limits,
your light will shine.
From stigma to strength, you
rise and you glow,
So break every silence—let
your words flow.*

~ Kapil Raj

Fly High

*Day and night,
I fly high
Up in the sky,
Towards the space.*

*Day and night,
I fly high
Up in the air
Toward the clouds.*

*Day and night,
I fly high
Up in the dream
Towards the success.*

*Day and night,
I fly high
Up in the dark,
Toward the light.*

~ Reena Dhoka

Awareness Posters on Menstrual Hygiene Day 2025

What does a period-friendly world look like?

In a period-friendly world, we have made progress across 5 key areas of menstrual health and hygiene:

- Period education**
Everyone is educated about menstruation from an early age. It provides girls with the practical and biological knowledge they need and helps to address fears and shame.
- Menstrual health services**
Menstrual health services are available to everyone. These include access to trained medical staff and self-care practices and pain relief methods.
- Access to period products**
Everyone has access to and can afford quality period products of their choice. Access to menstrual products is fundamental for women's and girls' health and dignity.
- Period-friendly social environment**
Menstruation is accepted as a normal fact of life and is no longer stigmatized. The social environment is positive and respectful in relation to the menstrual cycle.
- Period-friendly toilets**
Everyone has access to period-friendly toilets that are accessible, clean, and equipped with disposal options, water, and soap.

Let's build a period-friendly world - together!

Sulabh - International Institute of Health and Hygiene
Environmental Sanitation Awareness Capacity Building and Livelihood Programme (ESACP)
Ministry of Environment, Forest & Climate Change, Govt. of India

Menstrual Hygiene Day, 2025
May 28, 2025

Let's make every toilet period-friendly, every girl confident.

Follow us: | www.sulabhenviis.nic.in

**Let's raise our voices to demand better access
to menstrual products and education
for all women and girls.
Together, we can make a difference!**



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