

**MISSION FOR ELIMINATION OF POVERTY IN MUNICIPAL AREAS**

MA & UD DEPARTMENT, GOVERNMENT OF TELANGANA

O/o Mission Director  
MEPMA,  
Telangana State

CIRCULAR

Cir. Roc.No. 2123 /MEPMA- NUHM/MAST /2/2017

Dated: 24/05/2023

Sub:-MEPMA-UNICEF –Celebrations of Menstrual Hygiene Day ( MH-Day) on 28<sup>th</sup> May -2023 by following the one Month celebrations by 28<sup>th</sup> June 2023 in all the ULBs –Certain instructions issued -Reg

Ref:- Lr.No HFO/WASH/AP/2023/073 Dt 19-05-2023 of Chief of Field Office UNICEF Banjara Hills

\*\*\*

The attention of all the Project Directors ,PDs/DMCs MEPMA are invited to the ref.cited wherein the Chief of Field Office , UNICEF has stated that to raise the awareness about menstrual hygiene , break the silence and eliminate stigma surrounding menstruation, Menstrual Hygiene Day ( MH Day) is observed globally on 28<sup>th</sup> of May every year .

2 Further, requested to facilitate a state and district levels to participate in the MH Day week/month-long program and report the events and activities using the google sheet <https://formlink.mwater.co/#/8c4ae312b5ad4d35ae023e3318b5dc91/cfedad0ecf04cc9a30b07a2f41e1a53?branding=mwater>.

3. As a part of Community based Health interventions ( MAS activities ) & Swachh Bharat Mission it is decided **to conduct the special TLF Meeting on MH Day 28<sup>th</sup> May 2023 in all the ULBs** by inviting the line department of municipal, health & WCD with Adolescent girls and promote on awareness on Menstrual Hygiene as well as the safe disposal of sanitary napkins by creating the importance on sanitary Napkin incinerators and also establishment of entrepreneurs on sanitary napkins ( Cloth made ) by SHG members .

4. Therefore, while enclosing a copy of the ref.cited, all the PDs,PD/DMCs are hereby requested to take necessary action on celebrations of MD-Day/week/month on 28<sup>th</sup> May 2023 by following one month programme covering in all the SHG/SLF/TLF monthly meetings of May & June 2023 and provide the IEC materials of MH Day in all the SHG/SLF/TLF meetings and upload the group activities on MH Day in the above link.

( This has approval of the Mission Director ,MEPMA )

G Nalini

Padmavathi

ADDITIONAL MISSION DIRECTOR

Encl: Ref Cited

To

The Addl.Commissioner,UCD GHMC

All the Project Directors /DMCs MEPMA

All the AC, LBs ( Except Mulugu & Hyderabad Districts)

All the Collectors & District Magistrates (Except Mulugu & Hyderabad Districts)

Copy submitted to the Special Chief secretary to Government , MA & UD Department

T.S., Hyderabad for information.

Signed by G Nalini

Padmavathi

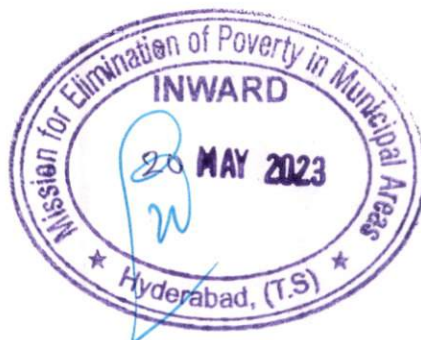
Date: 24-05-2023 12:07:56

Reason: Approved

United Nations Children's Fund | UNICEF Field Office for Andhra Pradesh, Karnataka and Telangana  
317/A, MLA Colony, Road No. 12, Banjara Hills, Hyderabad, Telangana - 500 034 India  
Telephone: +91 40 35164271, 35164272, 23540239 | hyderabad@unicef.org | http://unicef.in/Andhra-Pradesh

HFO/WASH/AP/2023/073  
19 May 2023

**Smt A. Santhi Kumari, IAS**  
**Chief Secretary to Government**  
**Government of Telangana**  
Telangana State Secretariat  
Tank bund, Basheer Bagh Near NTR  
Gardens, Opposite Lumbini Park,  
Telangana 500022  
Phone: 040-23452620, 23455340  
Fax: 040-23453700  
E-mail: cs@telangana.gov.in



*Smt. Santhi Kumari*

*Smt. N. K.*  
Dear Smt Kumari,

### Request for Celebration of Menstrual Hygiene Day/Week/Month

Greetings from UNICEF!

Menstrual hygiene is crucial for the health and well-being of girls and women. It contributes to achieving various Sustainable Development Goals (SDGs), including Goals 3, 4, 5, 6, 8, and 12. Unfortunately, many girls and women worldwide lack access to menstrual hygiene knowledge, facilities, and products. They face challenges related to clean water, sanitation, and affordable menstrual products, and disposal of menstrual waste. Cultural barriers and stigmas worsen these issues, leading to social exclusion and limited education about menstrual health.

Menstrual Hygiene Day (MH Day) is observed globally on 28th of May every year. Its purpose is to raise awareness about menstrual hygiene, break the silence, and eliminate stigma surrounding menstruation. The theme, hashtag and other details of MH day 2023 are as follows:

**Theme** : Making menstruation a normal fact of life by 2030. The overarching goal is to build a world where no one is held back because they menstruate by 2030.

**Hashtag** : #MHDay2023  
#WeAreCommitted to raise awareness on ending period stigma, period poverty, period education for all, and period-friendly toilets for all.

**Social channels** : Please tag the MH Day social channels @menstrualhygieneday (Facebook, Instagram) and @mhd28may (Twitter) to amplify the message.

MH Day presents an opportunity for the state government to integrate Menstrual Hygiene Management into its existing programs. It also helps in showcasing the state's commitment to break taboos, eradicate stigma, raising awareness, and enhancing access to menstrual products, as well as period-friendly water and sanitation facilities. UNICEF sincerely seeks your support in organizing MH Day and a Week/month-long program following the same.

To facilitate the celebration, we have provided resources and suggested activities at this link: <https://menstrualhygieneday.org/materials/materials2023>. Moreover, UNICEF has compiled a guidance note along with a list of suggestive activities for MH Day celebration in the state which is available at this link :

United Nations Children's Fund | UNICEF Field Office for Andhra Pradesh, Karnataka and Telangana  
 317/A, MLA Colony, Road No. 12, Banjara Hills, Hyderabad, Telangana - 500 034 India  
 Telephone: +91 40 35164271, 35164272, 23540239 | [hyderabad@unicef.org](mailto:hyderabad@unicef.org) | <http://unicef.in/Andhra-Pradesh>

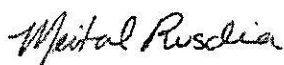
[https://drive.google.com/file/d/1Wp3T7mJtzJaAwblkSTEWHBEnYGUIQ\\_cP/view?usp=share\\_link](https://drive.google.com/file/d/1Wp3T7mJtzJaAwblkSTEWHBEnYGUIQ_cP/view?usp=share_link). We also provided tailored posters and videos on Menstrual Hygiene Management, readily shareable on various social media platforms. Access the materials through this link: <https://bit.ly/3MjGT2t>.

We request you to instruct concerned officials at the state and district levels to partake in the MH Day Week/month-long program and report the events and activities using the following Google sheet: <https://formlink.mwater.co/#/8c4ae312b5ad4d35ae023e3318b5dc91/cfcedad0ecf04cc9a30b07a2f41e1a53?branding=mwater>.

For any necessary technical support, following UNICEF team members may be reached:

1. Mr. Venkatesh Aralikatty, WASH Specialist (OIC) Email: [varalikatty@unicef.org](mailto:varalikatty@unicef.org),
2. Ms. G. Phanimala, WASH consultant, (Mobile: 90305 77111; Email: [phanigorantla555@gmail.com](mailto:phanigorantla555@gmail.com))
3. Mr. Kulandai Raj, SBC Consultant WASH & DRR, UNICEF Hyderabad; (Mobile: 97406 22225; email: [kraj0304@gmail.com](mailto:kraj0304@gmail.com))
4. Mr. Venkatesh Gade, state WASH consultant, (Mobile: 98497 22127; Email: [venkat824@gmail.com](mailto:venkat824@gmail.com))

Yours sincerely,



**Meital Rusdia**

Chief of Field Office

UNICEF Field Office for Andhra Pradesh, Karnataka and Telangana

Encl: Guidance notes on Menstrual Hygiene Day and suggestive activities to be undertaken by the department for MH Day

cc: The Principal Secretary, Dept. of Panchayat Raj & Rural Development, GoTS Email: [spics\\_pr@telangana.gov.in](mailto:spics_pr@telangana.gov.in);

The Secretary, Dept. of School Education, GoTS Email: [spics-edu@telangana.gov.in](mailto:spics-edu@telangana.gov.in);

The Principal Secretary, Dept. of Health, Medical & Family Welfare, GoTS Email: [prlsecy\\_hmfw@telangana.gov.in](mailto:prlsecy_hmfw@telangana.gov.in);

The Special Secretary & Commissioner, Dept. of Women Development & Child Welfare, GoTS Email: [secy-wcdsc@telangana.gov.in](mailto:secy-wcdsc@telangana.gov.in);

The Secretary, Dept. of Tribal Welfare, GoTS Email: [secretary\\_tw@telangana.gov.in](mailto:secretary_tw@telangana.gov.in);

The Commissioner, Dept. of Panchayat Raj & Rural Development, GoTS Email: [cpr-rd@telangana.gov.in](mailto:cpr-rd@telangana.gov.in);

The Commissioner, Dept. of Information and Public Relations, GoTS Email: [commissioner.iprts@gmail.com](mailto:commissioner.iprts@gmail.com);

The Project Director, SSBM (G) & Commissioner, Dept. of Panchayat Raj & Rural Development, GoTS Email: [pd\\_ssbmg@telangana.gov.in](mailto:pd_ssbmg@telangana.gov.in); [pdssbmg.telangana@gmail.com](mailto:pdssbmg.telangana@gmail.com);

The Chief Executive Officer (FAC), Society for Elimination of Rural Poverty, Dept. of Rural Development, GoTS Email: [ceo\\_serp\\_prd@telangana.gov.in](mailto:ceo_serp_prd@telangana.gov.in);

United Nations Children's Fund | UNICEF Field Office for Andhra Pradesh, Karnataka and Telangana  
 317/A, MLA Colony, Road No. 12, Banjara Hills, Hyderabad, Telangana - 500 034 India  
 Telephone: +91 40 35164271, 35164272, 23540239 | [hyderabad@unicef.org](mailto:hyderabad@unicef.org) | <http://unicef.in/Andhra-Pradesh>

The Commissioner, Dept. of Health, Medical and Family Welfare, GoTS Email: [md-nhm-chfw@telangana.gov.in](mailto:md-nhm-chfw@telangana.gov.in); [peshichfwts@gmail.com](mailto:peshichfwts@gmail.com);

The Commissioner and Director, Dept. of Municipal Administration, GoTS Email: [cdma-telangana@telangana.gov.in](mailto:cdma-telangana@telangana.gov.in);

The Mission Director, Mission for Elimination of Poverty in Municipal Areas, Dept. of Municipal Administration & Urban Development, GoTS Email: [mdmepma.ts@gmail.com](mailto:mdmepma.ts@gmail.com);

The Commissioner & Director, Dept. of School Education, GoTS Email: [dir-dsets@telangana.gov.in](mailto:dir-dsets@telangana.gov.in); [tq.cdse@gmail.com](mailto:tq.cdse@gmail.com);

The Commissioner, Dept. of Tribal Welfare. GoTS Email: [ctwtgs@gmail.com](mailto:ctwtgs@gmail.com); [ctwtgspeshi@gmail.com](mailto:ctwtgspeshi@gmail.com);

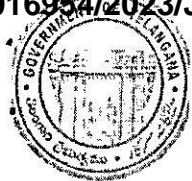
The Secretary, Telangana Social Welfare Residential Educational Institutions Society (TSWREI), Dept. of Social Welfare, GoTS Email: [secy@swrs.telangana.gov.in](mailto:secy@swrs.telangana.gov.in);

The Director, Dept. of Women Development & Child Development, GoTS E-mail: [comm-wdcw@telangana.gov.in](mailto:comm-wdcw@telangana.gov.in);

All District Collectors, Government of Telangana



# 2016954/2023/JA TPG **GUIDANCE NOTE ON MENSTRUAL HYGIENE DAY** **TELANGANA**



unicef  
for every child



## Introduction

Menstrual Hygiene Day (MHD) is a global initiative that aims to raise awareness about menstrual hygiene management and challenge the societal taboos surrounding menstruation. It has been celebrated on May 28th every year since 2013. MH Day serves as a global advocacy platform to promote good menstrual health and hygiene (MHH) for all women and girls, bringing together government agencies, non-profits, individuals, the private sector, and the media. Its overarching goal is to create a world where menstruation does not hold anyone back by 2030, aligning its efforts with the timelines of the Sustainable Development Goals (SDGs). However, many women and girls still face stigma and discrimination due to menstruation, also the lack of facilities and supportive environment for Menstrual Hygiene Management (MHM). Therefore, addressing this issue and prioritizing menstrual health and hygiene is essential.

### Theme of Menstrual Hygiene Day 2023:

**Making menstruation a normal fact of life by 2030.**

### Goal of Menstrual Hygiene Day 2023:

**To build a world where no one is held back because they menstruate by 2030.**

### UNICEF's commitment to Menstrual Hygiene Management (MHM):

UNICEF is engaged in furthering the MHM agenda in line with its overall commitment to promoting gender equality and women's health. UNICEF has been working to ensure that MHM gets due attention in policies and programs by providing technical support to governments, and partnerships with other organizations. UNICEF plays a significant role in the celebration of Menstrual Hygiene Day worldwide, including in India. The Government of India has been actively championing Menstrual Hygiene Management (MHM) by advocating for initiatives that combat menstrual stigma and foster healthy menstrual hygiene practices. This commitment to MHM is also reflected in the state of Telangana.

### Objectives of Menstrual Hygiene Day:

- **Awareness:** on menstrual products, education about Menstruation and period friendly sanitation facilities.
- **Prevention:** Break the taboos and end the stigma surrounding menstruation.
- **Activities:** Break the silence, change the negative social norms around MHM.

### Importance of celebration of Menstrual Hygiene Day for the state:

Menstrual Hygiene Day provides a significant platform for breaking the silence, raising awareness, and challenging negative social norms associated with menstrual hygiene management. The state can use this opportunity to raise awareness effectively among stakeholders about the critical importance of Menstrual Hygiene Management. It should also harness this day to catalyze, inspire, and drive impactful actions across various stakeholder groups. This guidance note provides ideas for celebrating MH Day and promoting menstrual hygiene.

## Suggestive Activities for Observing Menstrual Hygiene day

To observe MH Day effectively, it is recommended to organize programs or events at different levels, including state, district, mandals, institutions, and communities, and to ensure widespread awareness and visibility on the issue. Here are some suggested activities for observing MH Day:

- Encourage all relevant departments, such as Health, Education, Women and Child Welfare, PR&RD, and allied institutions like KSRLP, to actively observe MH Day and prioritize MHM.
- Encourage education and research institutions to integrate MHM into their curriculum and actively support research related to MHM topics.
- Encourage state and district officials to share influential messages about MHM through media channels and conduct a robust social media campaign.
- Initiate IEC campaign on MHM, starting from May 28th, which includes the widespread distribution of informative materials like posters and pamphlets.
- Organize public talks, lectures, seminars, and discussions at the state and district levels on May 28th to effectively raise awareness about MHM.
- Use main hashtags (#MHD2023 and #WeAreCommitted) and thematic hashtags (#End Period Stigma; #End Period Poverty; #Period Education for All; #Period friendly Toilets for an all) to be used in all the posts, tweets, TikTok's and stories. This will help in sharing the content and highlight the specific areas of work.
- Arrange sensitization meetings for institutions, community-based organizations (CBOs), and Panchayati Raj Institutions (PRIs) to increase awareness and understanding of MHM.
- Conduct consultation meetings with key stakeholders at the state and district levels to gather input and insights for effective MHM implementation.
- Assess the current MHM status in the state, identify gaps, and prioritize policies and programs through rapid studies to ensure targeted and impactful actions.
- Develop a comprehensive implementation plan for MHM at the state/district level, securing the necessary funding to support its execution.
- Conduct education, awareness, sensitization, and capacity building activities for girls, women, sector players, and service providers to enhance understanding and support for MHM.
- Ensure access to essential WASH services, menstrual products, and proper disposal mechanisms to ensure quality service delivery for MHM.
- Document evidence and lessons learned from successful MHM initiatives to guide best practices and inform future programs.
- Foster convergence and coordination among different ministries, departments, and schemes to promote a holistic approach to MHM.
- To amplify the message, tag the MH Day social channels @menstrualhygieneday (Facebook, Instagram) and @mhday28may (Twitter).

All concerned departments of the state, in particular, Commissionerate of Health Family Welfare, School Education, Department of Women Development & Child Welfare, Panchayat Raj & Rural Development, and allied institutions like Society for Elimination of Rural Poverty (SERP) and Mission for Elimination Of Poverty In Municipal Areas (MEPMA) should take initiatives to celebrate Menstrual Hygiene Day to fulfill the commitments of MH Day. Besides observing the MH Day on May 28, the departments may plan a month-long program on Menstrual Hygiene Management.



ఋతుక్రమ సమయంలో వాడే ఉత్పత్తులు, వాటిని పారవేసే పద్ధతి



### మళ్ళీ ఉపయోగించగలిగే కాటన్ పాడ్

### ఒక్కసారే ఉపయోగించగలిగే సానిటరీ పాడ్స్



పాడ్ తయారీకి శుభ్రమైన కాటన్ గుడ్డముక్కని ఉపయోగించండి



ఒకసారి ఉపయోగించిన తరువాత నబ్బతో శుభ్రంగా ఉతికి, ఆరవేయాలి



నెలసరిలో ఉపయోగించిన గుడ్డలను, లోదుస్తులను ఎప్పుడూ ఎండలో ఆరనివ్వాలి



కొన్నిసార్లు ఉపయోగించిన తరువాత, పాత గుడ్డలను పారవేసి శుభ్రమైన కొత్త గుడ్డలను ఉపయోగించాలి



పాతగుడ్డలను పారవేసేటప్పుడు, కవర్ లో కట్టి చెత్తకుండీలో వేయాలి. లేదా ఇన్సినరేటర్ లో కాల్చివేయండి



సానిటరీ పాడ్స్ దాదాపు అన్ని దుకాణాల్లో దొరుకుతాయి



సానిటరీ పాడ్స్ ప్రతి 4-6 గంటలకి ఒకసారి, లేదా మీకు బాగా తడిగా అనిపించినప్పుడల్లా మార్చుకోవాలి



మీరు సానిటరీ పాడ్ మార్చుకున్నప్పుడల్లా నబ్బతో చేతులు శుభ్రంగా కడుక్కోవాలి



ఉపయోగించిన సానిటరీ పాడ్స్ ను పొలాల్లో, ఇంటి సైతం మీద పారేయకండి. మరుగుదొడ్లలో వేసి ఫ్లష్ చేయకండి



వాడిన సానిటరీ పాడ్ ని బాగ్తగా పేపర్ లో చుట్టి, చెత్తకుండీలో పారేయాలి. లేదా ఇన్సినరేటర్ లో కాల్చివేయండి

#EndPeriodPoverty



CRU COMMUNICATION RESOURCE UNIT  
A JOINT INITIATIVE OF NIRDPR & UNICEF

CEE  
Centre for Environment Education

unicef  
for every child