

Menstrual
Hygiene
Management Day
Report-2025

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MHM Day, or Menstrual Hygiene Management Day, observed annually on May 28th, is a crucial platform to raise awareness about the importance of good menstrual hygiene management practices. In India, this observance holds particular significance, as it aligns with the broader objectives of the Swachh Bharat Mission, a nationwide campaign initiated by the Indian government in 2014 to promote cleanliness and sanitation.

The Swachh Bharat Mission has been instrumental in addressing the taboos and stigma associated with menstruation, facilitating access to sanitary products, and promoting menstrual hygiene education across the country.

Efforts under this mission have included the construction of sanitary facilities in schools and public places, ensuring that women and girls have access to safe spaces for managing their menstrual health. By integrating menstrual hygiene into the sanitation discourse, the Swachh Bharat Mission has contributed significantly to empowering women and girls, improving health outcomes, and fostering a more inclusive approach to public health and hygiene in India.

#### **Panel Discussion on Sansad TV**



Views: 61.K Likes: 304 Comments: 13





On 28<sup>th</sup> May, 2025 a panel discussion on Menstrual Hygiene Management (MHM) was held on Sansad TV, where Smt. Swapna Devireddy, Director-SBMG from DDWS joined as a distinguished guest.

The insightful discussion delved into key aspects of MHM, highlighting the importance of promoting awareness, accessibility, and proper hygiene practices for women and girls. Scan the below QR code for more updates and watch the discussions on advancing MHM initiatives for a healthier and empowered society.

#### Discussion by MoHFW



#### #PeriodFriendlyIndia

On the occasion of World Menstrual\_Hygiene Day, Sh. Karanjit Nagambam, Director-SBMG participated in an event of MHM organised by Ministry of Health and Family Welfare, GoI at Delhi. During the workshop, he jointly released IEC materials and emphasized the importance of breaking the stigma surrounding menstruation.

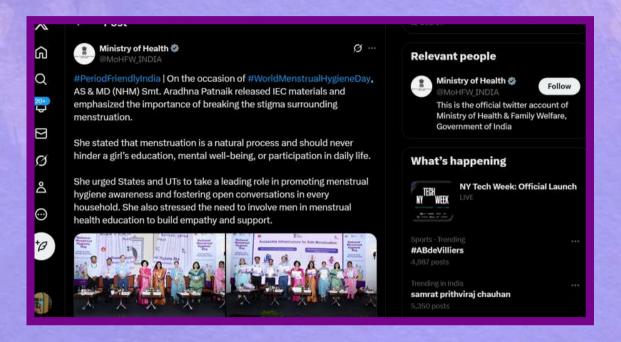
While talking on the topic, he stated that under SBMG proper management is being done at various level and States/ UTs are encouraged for solid/ liquiq waste management.

He also urged States and UTs to take a leading role in promoting menstrual hygiene awareness and fostering open conversations in every household.

#### Glimpses From MoHFW Event



#### Social Media





#### MHM Day in Jharkhand



The Swachh Bharat Mission (Grameen), and UNICEF, Jharkhand came together to organize a convergence meeting on May 28, 2025, at the Visvesvaraya Sanitation and Water Academy, Kanke.

The meeting was graced by Mission Director, SBM-G, and State Head, UNICEF Jharkhand, who chaired the session. A diverse group of stakeholders, including frontline workers, senior officials, PRI members, NGO representatives, participated in the event.

The celebration featured inspiring stories and experiences shared by various stakeholders. KGBV students showcased the impact of the Menstrual Hygiene Management (MHM) Lab initiative on girls' lives. PRI member Mukhiya shared best practices on making villages, blocks, and Gram Panchayats MHM-compliant using 15th Finance Commission funds.

Anganwadi workers (AWWs) proudly showcased their MHM corners, highlighting the benefits it brought to the community.

### MHM Day in Nagaland







MHM Day was observed in schools like Govt High School Kangtsung, Baptist Higher Secondary School Tseminyu, and Govt Middle School Phesama with active participation from students, teachers, health workers, and SHGs. Activities included awareness sessions, the launch of a Menstrual Hygiene Corner, and distribution of hygiene kits in eco-friendly packaging. Leaders encouraged students to break taboos and adopt safe, sustainable menstrual practices.

## MHM Day in Telangana





MHM Day was observed across all Gram Panchayats in Telangana through Mahila Gram Sabhas and dedicated awareness programs on menstrual hygiene. Over 30,000 women participated in these events, fostering open discussions, breaking taboos, and promoting safe menstrual hygiene practices at the grassroots level.

#### **MHM Day in Bihar**







On MHM Day, Lohiya Swachh
Bharat Mission Grameen in
Bihar launched the Red Dot
Initiative to break taboos
around menstruation and
promote safe disposal of
menstrual waste. Villages
marked dustbins and disposal
sites with red dots,
encouraging open dialogue
and community-led action to
normalise periods and ensure
dignity and hygiene for
women and girls.





## MHM Day in Assam



Assam State commemorated Menstrual Hygiene Management (MHM) Day with a series of impactful initiatives. The MHM program at Mukalmuwa village in Nalbari, supported by ISA, focused on promoting proper menstrual hygiene practices.

Moreover, efforts to ensure access to clean and safe drinking water in rural schools and colleges across Assam were underscored. Noteworthy was the MHM program held at Udalguri Girls Higher Secondary School, aimed at enhancing menstrual hygiene education and awareness among students. Above initiatives, highlights the successful implementation of MHM initiatives in Assam, emphasizing the critical role of education and access to safe water in promoting overall well-being.

## **Highlights**

#### United to Raise Awareness on Menstrual Hygiene













## **Highlights**

#### Community awards on Menstrual hygiene











## **Highlights**

#### Awareness Sessions About Menstrual Hygiene





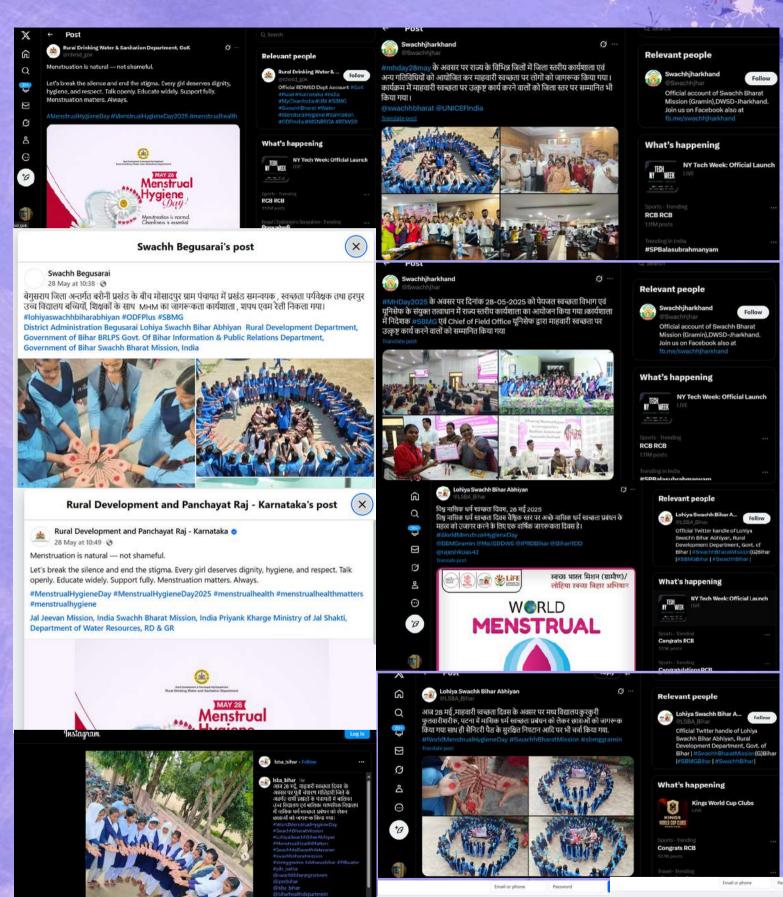








#### Social Media



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Ending Stigma and Empowering Communities

ਮਹਾਵਾਰੀ ਸਫ਼ਾਈ

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Lohiya Swachh Bihar Abhiyan 's post (X) World Menstrual Hygiene Day, 28 may 2025 विश्व मासिक धर्मे स्वनंडता दिवस पर आहुए जगरूक वर्गे, और मिलकर लोगों को भी जगरूक बनाएं। #RedDotChallenge

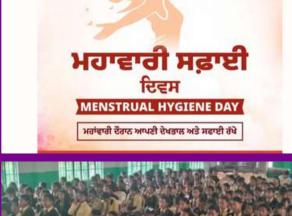
आनं 20 गई, महत्वधी स्वच्छा दिवस के अवसर पर मध्य निवासम् कृतकृती मुख्याधिकरीक, परना सम्बद्धता प्रवंधन को लेकर लाव औं को जगरू के किया गया ताम ही सीनंदरी पैठ के सुरक्षित निवास किया गया.

Lohiya Swachh Bihar Abhiyan 's post



MenstrualHygieneDay (MH Day) is observed every year on May 28 to raise awareness about the portance of good menstrual hygiene management. Together, we can build a #PeriodFrindlyWor ith focus on menstrual hygiene and enhancing WASH facilities.











MHM Day was observed at Govt High School Kangtsung with students, teachers, Anganwadi, ASHA workers, & WATSAN members of the village. A Menstrual Hygiene Corner was established in the school to promote sustained awareness and ensure access to essential hygiene materials





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28th May 2025: As a part of the ongoing World Menstrual Hygiene Day campaign under the theme "Together for a period friendly World" PHED Phek Division organized an awareness programme at Government Residential Girl hostel-Phek.#menstrualhygieneday2025 #jjm #sbmg



#VIDEO | Glimpses of 'International Menstrual Hygiene Day' celebration by #JJMAssam across the state.

#JalJeevanMission #assam #MenstrualHygieneDay

@jaljeevan\_ @diprassam @PIB\_Guwahati @ddnews\_guwahati





#### Jal Jeevan Mission Nagaland PHED @JJM\_Nagaland · May 28

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State Level Observation of Menstrual Hygiene Management Day 2025, at PM SHRI Govt High school ,New Market Kohima.Key note address by Smti Lhosikhono Zinyu State Sanitation & Hygiene consultant WSSO,PHED.The Department donated Sanitary Napkin Incenerator to the school.



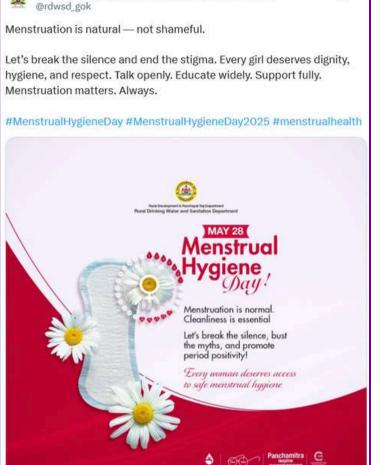


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PHED Rural Div Dimapur conducted the MHM Day at Highland Hall School at Naga United Vill, Chumoukedima. Participation in pledge taking, sensitization on the topic of the day, distribution of sanitary pads & demonstration on the usage of the menstrual waste incinerator during the pgm









#### Jal Jeevan Mission Nagaland PHED @JJM\_Nagaland

MHM Day at Baptist Hr Sec School, Tseminyu. A gathering of girls aged 9– 16 aimed to raise awareness on menstrual health & hygiene Mgm. The Deputy Chairperson of Tseminyu Town Council delivered a keynote add, encouraging students to break the silence & taboos surrounding mensturation



MHM Day observed at Govt Middle School Phesama with the girl students, lady teachers & women representatives, SHG, sensitizing them bout sanitary practices & management. Leading the way, in discouraging plastic waste. sanitary pads & goodies were given to all the attendees, in paperbag



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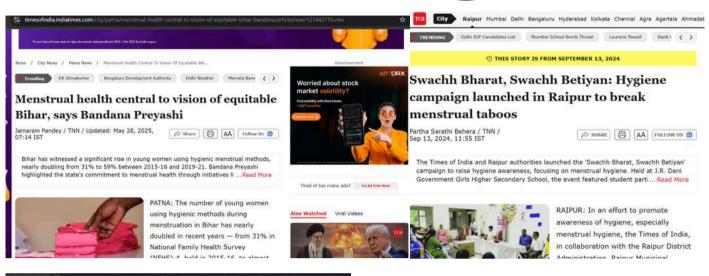
## **Media Coverage**



**Related Blogs** 

world — what the G20 can do about it

### Media Coverage



#### Swachh Bharat Inspiration: Woman From Bihar Uplifts Lakhs With Hygiene Drive





TOI City Raipur Mumbal Delhi Bengaluru Hyderabad Kolkata Chennai Agra Agartala Ahmeda

INI HUNO. Pune Helkopter Crash Neida College Shocker Gurat School Principal Suscended:



Celebrating 11 Years of Menstrual Hygiene Day: A Step Toward a Period-Friendly India





policy with rights in India







## **Media Coverage**



स्वच्छ भारत मिशन (ग्रामीण)/ लोहिया स्वच्छ बिहार अभियान





## विश्व स्वच्छता माहवारी दिवस् कार्यक्रमों की खबरें समाचार पत्रों में। विश्व महिवारी स्वस्थता दिवस पर छात्राओं को किया जागरूक



महित्व राजस्थीकरण को दिरा ने मानवरी इन्तरना को तेनार मोनीर हुम त्यारण जिनम् रहने में मानव संग पारवरी राज्यात

माहवारी के दौरान खच्छता बरतना आवश्यक : संतोष

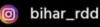






विश्व महावारी स्वच्छता दिवस पर कार्यक्रम का आयोजनः बालिकाओं में जागरूकता बढ़ाने की पहल







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