



MENSTRUAL HYGIENE AWARENESS CAMPAIGN

A Tapas Foundation campaign, in
collaboration with Unicharm.

Tapas



THE PROBLEMS

01

Lack of Knowledge and services

Every month, 1.8 billion people across the world menstruate. Millions of these girls, women, transgender men and non-binary persons are unable to manage their menstrual cycle in a dignified, healthy way.

Social Taboos

Gender inequality, discriminatory social norms, cultural taboos, poverty and lack of basic services like toilets and sanitary products can all cause menstrual health and hygiene needs to go unmet.

Need for reform

Menstrual Hygiene and Menstrual health awareness is vital to the empowerment and well-being of women and girls worldwide.





ABOUT OUR PROJECT



Tapas Foundation partnered with Unicharm for a CSR project that aimed to normalise the talk that revolves around periods and the the taboos attached to it. With the support of India is Us, Tapas distributed 1500 Unicharm sanitary pads to the women in the areas of Delhi and Ghaziabad.

THE SOLUTIONS

03

Phase 1 - Ghaziabad

On Sunday, 7th November 2021, TAPAS distributed 500 UNICHARM sanitary pads to the women in the areas of Ghaziabad and educated, surveyed as well as interviewed them about the importance of using different menstrual tools like sanitary pads, tampons and menstrual cups as well. The drive was a successful initiative that changed the perspective and the negative outlook of a lot of people of our country.

Phase 2 - Delhi

The second phase of the campaign took place on 12th November'2021 wherein Tapas foundation with the support of India is us and unicharm organised a sanitary pad distribution drive in the areas of Cannaught Place, Delhi.

Over 1000 sanitary pads were distributed to the women living in areas of CP and they were made aware about the benefits of maintaining their menstrual hygiene and about the importance of different sanitary tools.



Phase 3 - Delhi

The third phase of our campaign took place on 16th November'2021 where Tapas foundation organised a sanitary pad distribution drive in the areas of Jhandewalan basti, delhi. We distributed over 500 sanitary pads and educated the people of the basti about the benefits of maintaining their menstrual hygiene and about the importance of different sanitary tools.















VISION



Tapas believes in breaking the stigmas attached to menstruation and its allied issues and has been working diligently to achieve its aim.