

FEBRUARY 2021

# WO SAAT DIN



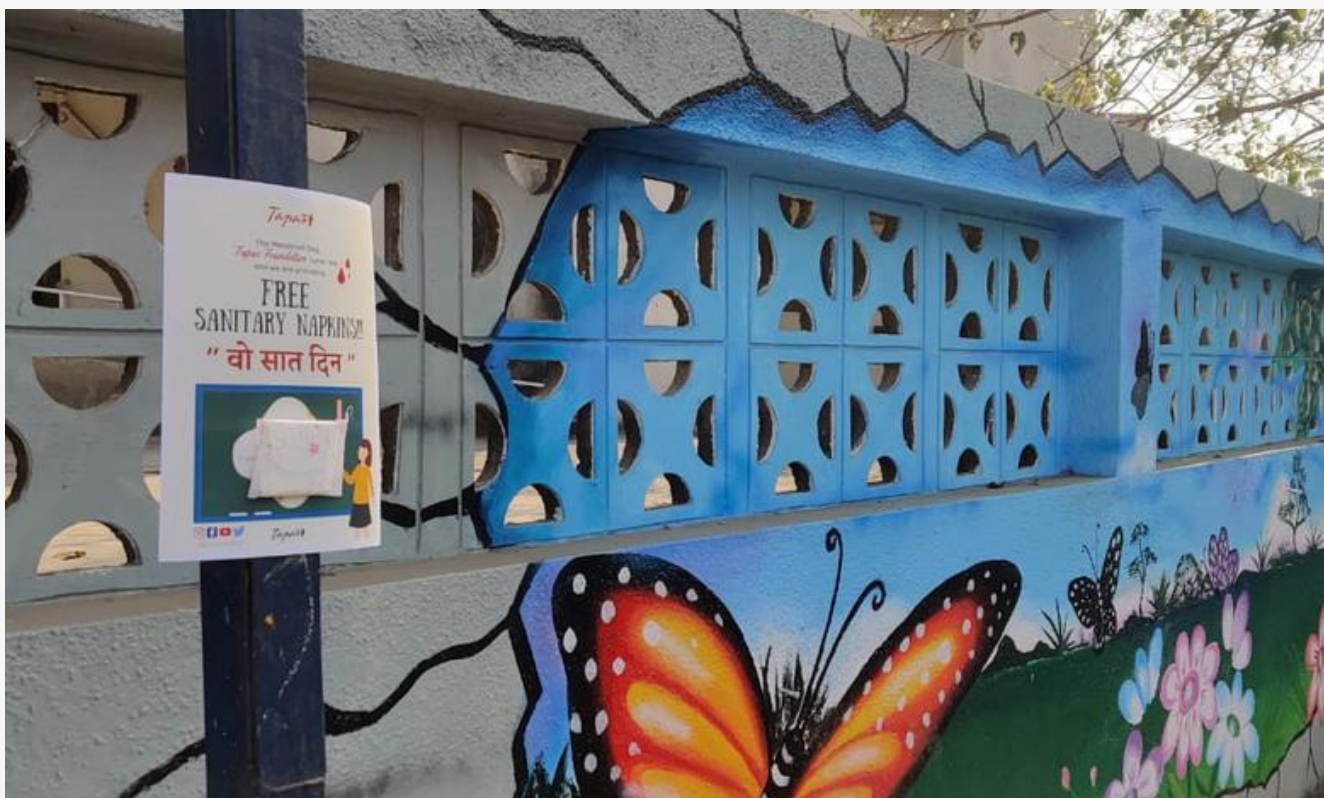
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**A TAPAS FOUNDATION CAMPAIGN**

ON MENSTRUAL HEALTH AND HYGEINE AWARENESS

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# DISCUSSING MENSTRUAL HEALTH & HYGIENE



Menstrual hygiene management (MHM) is an essential aspect of hygiene for women and adolescent girls between menarche and menopause.

Despite being an important issue concerning women and girls in the menstruating age group MHM is often overlooked in post-disaster responses. Further, there is limited evidence of menstrual hygiene management in humanitarian settings.





# OUR CAMPAIGN

## ON MENSTRUAL HEALTH & HYGIENE AWARENESS

On 5th February 2021 , Menstrual Health and Awareness Day, Team Tapas made sure to fight back the stigma surrounding mensuration.

Tapas went bold and our message was loud and clear - **#PaapNahiPaakHai**

We took the streets in 4 cities - **Delhi, Mumbai, Dehradun and Bhopal.**

24 hours, 4 cities and 1000 free sanitary pads were distributed under the campaign "Woh saat din".





In the city **Mumbai**, from **school girls to women labours and housemaids** across all religions – we made sure to reach as many people and places as we could.

Our initiative was met with big smiles and we believe that our team left a positive impact on menstrual health and hygiene.







In the second distribution drive, we reached out to the city called the queen of hills and **interacted with women workers, schoolgirls** and made sure to leave our marks at public places.



We are sure to have left an impact on menstrual health among the little queens of **Dehradun**.





In the third phase of the sanitary pad distribution drive, Team Tapas covered the city of **Bhopal** at various locations – from **residential colonies to construction sites**. We made sure to reach out and talk about menstrual health and hygiene among women and young girls.













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# OUR CAMPAIGN POSTER

*Tapas*

This Menstrual Day,  
*Tapas Foundation* turns red,  
and we are providing

**FREE  
SANITARY NAPKINS!!!**

**“ वो सात दिन ”**

We have reached our **goal**  
to give out **free pads** to local women!!!

  
TapasFoundInd

*Tapas*





## VISION

Menstrual Hygiene is vital to the empowerment and well-being of women and girls worldwide. It is about more than just access to sanitary pads and appropriate toilets - though those are important, there are still a lot of prejudice and taboos related to menstruation.

It is about ensuring women and girls live in an environment that values and supports their ability to manage their menstruation with dignity.