

A Report on Menstrual Hygiene Management
Organized by Women Empowerment Cell
on
12 December 2024



MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(UGC-AUTONOMOUS INSTITUTION)
Madanapalle - 517325, Annamayya Dist., Andhra Pradesh, India

Awareness Program
on
"Menstrual Hygiene Management"
Organized by
Women Empowerment Cell

Date : 12/12/2024 Time : 2.00 PM - 3.30 PM Venue : Seminar Hall - A

Resource Persons
Ananth .M **Jayasree .K**
Femi9-Menstrual Hygiene Educators & Entrepreneurs

Chief Patron: Dr. N. Vijaya Bhaskar Choudary
Patron: Mrs. Keerthi Nadella
Program Chair: Dr. C. Yuvraj
Chief Coordinator: Dr. S. Shamma Priya
Coordinator: Ms. S. Kavi Priya

www.mits.ac.in



Submitted by: Ms. S. Kavi Priya, Assistant Professor, Department of ECE.

Venue: Seminar Hall -A

Mode of Conduct: Offline

Conducted for: II Year - MCA Students

Objective: To bring awareness on Menstrual Hygiene Management among girl students of MCA.

Introduction: On the 12th December 2024, MCA students from Madanapalle Institute of Technology and Science attended the awareness program on Menstrual Hygiene and Management. **Mr. Ananth Kumar** and **Mrs. Jayasree** from **Femi9 – Happy Day Everyday** were the guests.

Overview of the Program:

Mr. Ananth Kumar, Entrepreneur and Mrs. Jayasree, nurse working in Pediatrics, PES, Kuppam are actively involved in bringing awareness in Andhra Pradesh about the issues faced by female and alternate measure to resolve the issues keeping in mind not harming environment.

Menstrual Hygiene Management (MHM):

- Mr. Ananth Kumar provided insights into the practices, challenges resources related to menstruation and menstrual products with a focus on ensuring access to safe, hygienic and dignified practices for individuals menstruate.
- He emphasized the importance of managing menstruation in a clean, safe and private manner.
- The primary goal is to ensure that individuals, especially in marginalized or rural communities have access to proper menstrual hygiene solutions, information and sanitation facilities.

Global and Regional Statistics

- **Prevalence of Menstrual Stigma:** Mr. Ananth showed the statistics about cultural taboos, myths, and stigma around menstruation affect individuals' ability to manage it hygienically with world record data relating to cancer and India is leading in it.
- **Access to Sanitary Products:** Mr. Ananth Kumar spoke about the products available in the market, affordability and accessibility of menstrual products such as sanitary pads, tampons, menstrual cups and how their product differs from that.
- **Education and Awareness:** Mrs. Jayashree spoke about menstrual health, hygiene practices and available products and the issues they face in their lifespan.

Awareness Program on Menstrual Hygiene Management Organized at MITS



Madanapalle (TMMNews): The Women Empowerment Cell of Madanapalle Institute of Technology & Science (MITS) organized an Awareness Program on Menstrual Hygiene Management on campus. Ananth M and Jayashree K, a Menstrual Hygiene teacher and entrepreneur from FEMI 9, Chennai, participated as the Chief Guest and Resource Person for the event. Speaking at the program, Ananth high-

lighted the objective of the session, emphasizing the importance of menstrual hygiene, breaking the stigma surrounding menstruation, and encouraging healthy practices. Jayashree K addressed critical issues such as the biological aspects of menstruation, the necessity of maintaining hygiene during menstruation, and effective management techniques for ensuring physical and mental well-being. She ex-

plained that menstruation, which begins at puberty, requires careful hygiene practices to prevent health complications. She noted that in many households, this topic is not discussed until a girl experiences her first period, which can lead to confusion and challenges in maintaining proper hygiene. Jayashree emphasized that adopting clean and sustainable practices benefits not only individuals but also the community and the environ-

ment. The program witnessed active participation from students, who engaged in discussions and clarified their doubts. Vice Principal Dr. Kamal Basha, Coordinator Dr. Shanmuga Priya, and faculty members Kavi Priya and Krishna Veni were present at the event, supporting the initiative. The program successfully educated students about menstrual health and encouraged them to promote awareness within their communities.

Key Challenges:

Lack of Awareness: In many regions, there is limited understanding of menstrual health and hygiene management.

- **Cultural Barriers:** Many communities still face cultural taboos or stigma related to menstruation which prevents open discussions and the provision of adequate support.
- **Product Accessibility:** Barriers like high costs, insufficient supply chains, or lack of local availability of menstrual hygiene products.
- **Inadequate Sanitation Facilities:** In schools, workplaces or rural areas, lack of private, clean and safe spaces to change or dispose of menstrual products.
- **Environmental Concerns:** Challenges related to the environmental impact of disposable menstrual products and the lack of eco-friendly alternatives in some areas.

Recommendations and Solutions

- **Awareness Campaigns:** Mr. Ananth Kumar and Mrs. Jayashree insisted on advising the students and conducting educational programs to increase awareness about menstruation, hygiene practices and dispelling myths.
- **Access to Menstrual Products:** Recommendations to ensure that sanitary products are safe, biodegradable, affordable and available especially in underserved areas. He insisted on identifying the root cause of using different sanitary napkins and how they are manufactured and harmful effects of the products.
- **Improved Sanitation:** Better infrastructure for menstrual hygiene, including clean, private toilets and disposal facilities in public spaces and schools.
- **Sustainable Alternatives:** He also explained about how Femi9 is helping people to have balanced hormones and safe to the environment. As it is made up of Aloe vera and vegetable oil, surgical mask and using cotton.
- He also added the reason for its cost as its imported from Germany and he gave a detailed explanation about the product materials used and from where they source it.
- They gave a demo session with one of the leading products with Femi 9 and also about the cancer-causing agents involved in the manufacturing of those products and how Femi 9 is different from that and how this increases the fertility rate, improving the hormonal balance and not causing any type of cancer which is one of the highest reasons in India for people facing issues with cervical cancer.
- The advantages of using Femi9 brand in many ways such as
 - * Improves the hygiene
 - * Avoids cancer (cervical cancer, ovarian cancer – related to female).
 - * Increase in fertility rate (WHO have identified the chemicals used in manufacturing the products causing this issue)
 - * Keeping the hormones in balance and making the menstrual time as good one instead of feeling anxiety and stressed.

They also insisted on how government and NGO organization can help for menstrual hygiene management resources and support for brands to supply and manufacture in India to help women during their menstruation.

మిట్స్ కళాశాలలో రుతుక్రమ పరిశుభ్రతపై అవగాహన సదస్సు



శ్రీకెలు హాజరయ్యారు. ఈ సందర్భంగా ఆనంట్ మాట్లాడుతూ ఋతు పరిశుభ్రత యొక్క ప్రాముఖ్యత గురించి అవగాహన కల్పించడం మరియు దానితో సంబంధం ఉన్న కళంకాన్ని తొలగించడం, ఆరోగ్య కరుమైన పద్ధతులను ప్రోత్సహించడం వంటి వాటిపై అవగాహన కల్పించడమే లక్ష్యం. ఈ కార్యక్రమాన్ని నిర్వహిస్తున్నట్లు ఆనంట్ అన్నారు. జయశ్రీ మాట్లాడుతూ ఋతుప్రావం యొక్క జీవనంబంధమైన అంశాలు, రుతుక్రమం సమయంలో పరిశుభ్రత యొక్క ప్రాముఖ్యత మరియు కారీరక, మానసిక శ్రేయస్సును నిర్ధారించడానికి దానిని సమర్థవంతంగా నిర్వహించే మార్గాలు వంటి క్షిప్రమైన అంశాలను విద్యార్థినిలతో చర్చించారు. అమ్మాయిలు వయసులోకి వచ్చాక మొదలయ్యే రుతుప్రావం కొన్ని సంవత్సరాలపాటు వారికోసే ఉంటుంది. నెలకోసారి వచ్చే ఈ సమయంలో కచ్చితమైన జాగ్రత్తలు, పరిశుభ్రతని పాటించాలి. ఇది తెలియక చాలా మంది అమ్మాయిలు లేనిపోని సమస్యలని తెచ్చుకుంటున్నారు. మన దేశంలో చాలా మంది పుహికలు తమ ఆదవీల్లకి వీరియస్సే స్టాల్స్ అయ్యేవరకూ ఈ విషయం గురించి చెప్పారు. రీంకో ఆ సమయం వచ్చాక ఎలా శుభ్రంగా ఉంచాలో తెలియక ఆడవీల్లలు ఇబ్బందులు పడుతున్నారు. రీంకో కొన్ని సమస్యలు కూడా వస్తున్నాయి. ఈ సమయంలో మీరు ఎంత పరిశుభ్రంగా ఉంటే మీకు, మీ చుట్టూ ఉన్న వ్యక్తులకు మధ్యవరబానికి కూడా అంత మందిదని ఆమె అన్నారు. ఈ కార్యక్రమంలో విద్యార్థులు మరుగ్గా పాల్గొని, చర్చల్లో పాల్గొని సజ్జెక్టుపై తమ సందేహాలను నివృత్తి చేసుకున్నారు. కార్యక్రమంలో వైస్ ప్రెసిడెంట్ డాక్టర్ కమల్ అషా, కో-ఆర్డినేటర్ డాక్టర్ వజ్రాగ ప్రియా, కవిప్రియ, కృష్ణ వేణీ తదితరులు పాల్గొన్నారు.



మదనపల్లె, డిసెంబర్ 12 (కురక్షేత్రం ప్రతినిధి): ఆంగళు సమీపంలోని మదనపల్లె ఇన్స్టిట్యూట్ ఆఫ్ టెక్నాలజీ ఆండ్ సైన్స్ (మిట్స్ కళాశాల)లో విద్యార్థులకు రుతుక్రమ పరిశుభ్రత నిర్వహణపై కలకాలలోని మహిళా సానిటారీ సెల్ వారు అవగాహన కార్యక్రమాన్ని నిర్వహించారు. ఈ కార్యక్రమానికి ముఖ్య అతిథి మరియు చిరసోదరు పర్సన్ గా చెన్నైలోని ఫెమి 9 - ఋతుసంబంధ పరిశుభ్రత అధ్యాపకులు మరియు వ్యాపారవేత్తలు అయిన ఆనంట్, ఎం మరియు జయ

- **Successful Initiatives:** They Highlighted successful menstrual hygiene programs they have conducted in 4 regions in Andhra Pradesh for various organizations and governments that have improved access to products and facilities and also getting the product from manufactures instead of local stores.
- **Community-based Approaches:** They are actively involved in educating and supporting others in their menstrual hygiene management through providing an awareness among hospitals and schools and colleges.
- They have been awarded for their work from AP government and they also have a world record of it.

Conclusion:

The event is concluded with felicitation by Vice Principal – Administration – Dr. Kamal Basha and Dr. S. Shanmuga Priya thanked the guests for their presence and bringing awareness among the students to use right product to save them from life threatening diseases with practical demo.

We thank the management, Principal, Vice Principals, Public Relations Officers, MCA HoD, ECE HoD, Women Empowerment cell committee members and students for conducting this event.