



TAMIL NADU CORPORATION FOR DEVELOPMENT OF WOMEN LTD.,

(A GOVERNMENT OF TAMIL NADU UNDERTAKING)

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Proceedings of the Chief Executive Officer, TNSRLM

Present: Tmt. Shreya P Singh, I.A.S.,

Roc. No.121/P&C-3/2023

Dated: 16.04.2025

Sub: TNCDW - TNSRLM - Partnership & Convergence - Announcement made by the Hon'ble Minister of Youth Welfare and Sports Development on the floor of the Legislative Assembly on 28.03.2025 - Awareness to School & College students on Menstrual Hygiene Management at a cost of Rs.1.31 Crore - E.O. issued - Reg.

Ref: 1. Annual Action Plan 2025-26
2. Announcement No.16 made by the Hon'ble Minister of Youth and Sports Development on the Floor of the Legislative Assembly on 28.03.2025

Order:

Tamil Nadu State Rural Livelihoods Mission is taking systematic efforts to create awareness on Mental Hygiene Management among the adolescent girls and SHG women since 2022-23. Food, Nutrition, Health and WASH (FNHW) intended to invest in a 'lifecycle approach' for achieving SDGs (Sustainable Development Goals) in Health, Nutrition, Hygiene and sanitation, focusing on the various phases of an individual's life, and specifically target poor households and vulnerable segments of the population (such as adolescent girls, pregnant women and children under two years of age). An 18-module manual and guidebooks has been developed and distributed to the Resource Persons at District, Block and Panchayat levels, field functionaries, CBOs and other stakeholders, which encompasses with the significance of food and nutrition, intake of balanced & diversified food, Anemia, 1000-day window care, pre and post-natal care, 10 food groups, Nutri garden, Wash and usage of toilet, Menstrual Hygiene Management (MHM), Solid Waste Management,

nutrition while affected by non-communicable diseases, Social Behavioural change, etc.

Over the last 3 years, a solid foundation has been laid through continuous awareness generation at the grass-root level consistently to improve the nutritional status of lactating mothers, elderly and malnourished children through Community Based Organisations (CBOs). It creates behavioural changes among the Self Help Group members for consuming diverse diet to accomplish Anemia and Malnutrition free Tamil Nadu.

- To create awareness on health and nutrition in convergence with other line departments
- Identifying Anemic girls/women and pregnant women in order to diagnose and give health care
- During the year 2024-25, 1.60 lakh GPPs, 2.31 lakh Animators & Representatives of SHGs and 188 BLGF have been trained on various FNHW interventions
- Food festival were conducted in 12525 Village Panchayats, 388 Blocks and 37 Districts to promote Millet based / traditional rice varieties and ensure diet diversity for women/Children where the SHG members displayed various millet based foods to create awareness among the community.
- In order to create awareness on FNHW, 10 types of posters like food pyramid, importance to intake of at least 5 from the 10 food groups, diet diversity, Menstrual Hygiene, etc., have been printed and distributed and FNHW Campaign 1.0 has been conducted across 12525 Gram Panchayats in 388 Blocks of 37 Districts across the State.
- In order to create awareness on menstrual hygiene among the community, sessions have been conducted to 7 lakh adolescent girls of 14480 schools, 2280 colleges and 3.61 lakh SHG members with the trained District and Block Resource Persons.

In order to necessitate and localise the significance of consuming nutritious foods and to reduce Anemia among the people, Food, Nutrition, Health and WASH (FNHW), Awareness Campaign has been conducted at panchayat/block/district level in the year 2024-25 for the benefit of rural women and adolescent girls across 12,525 village panchayats in 388 Blocks and the FNHW Awareness Campaigns will also be continued in the year 2025-2026.

Menstrual Hygiene Management Programme (MHM) has been implemented to create awareness among SHG women in 388 Blocks and Schools & College girls and to take precautionary action on issues related to Menstrual Health Management and Cervical cancer etc. Further, MHM Councils and MHM Knowledge Centres were formed to facilitate creating awareness on a continuous basis among the Adolescent Girls, and SHG Women through various programmes and competitions conducted for the benefit of the children/women. Further, a training manual titled '**Nirangal**' has been developed exclusively for Menstrual Hygiene Management which deals with sex, gender, Adolescence, reproductive health, menstruation & menstruation cycles, various myths, beliefs, obstacles, physical and physiological changes, MHM for various stages of life and various places, safe disposal, involving male in MHM, formation of MHM Council & Knowledge centres, etc.

Menstrual Health and Hygiene is essential to the well-being and empowerment of women and adolescent girls. To effectively manage their menstruation, girls and women require access to water, sanitation and hygiene facilities, affordable and appropriate menstrual hygiene materials, information on good practices, and a supportive environment where they can manage menstruation without embarrassment or stigma.

"Women and adolescent girls are using a clean menstrual management material to absorb or collect menstrual blood, that can be changed in privacy as often as necessary, using soap and water for washing

the body as required, and having access to safe and convenient facilities to dispose off used menstrual management materials. They understand the basic facts linked to the menstrual cycle and how to manage it with dignity and without discomfort or fear."

The multi-dimensional issues that menstruators face require multi-sectoral interventions and to tackle the intersecting issues of inadequate sanitary facilities, lack of information and knowledge, lack of access to affordable and quality menstrual hygiene products, and the stigma and social norms associated with menstruation.

The challenges that menstruating girls, women, and other menstruators face encompass more than a basic lack of supplies or infrastructure. While menstruation is a normal and healthy part of life for most women and girls, in many societies, the experience of menstruators continues to be constrained by cultural taboos and discriminatory social norms. The resulting lack of information about menstruation leads to unhygienic and unhealthy menstrual practices and creates misconceptions and negative attitudes, which motivate, among others, shaming, bullying, and even gender-based violence. For generations of girls and women, poor menstrual health and hygiene is exacerbating social and economic inequalities, negatively impacting their education, health, safety, and human development. MHM is mandated to increase awareness among adolescent girls on menstrual hygiene, build self-esteem, and empower girls for greater socialisation, to increase access to and use of high quality sanitary napkins by adolescent girls in rural areas and to ensure safe disposal of sanitary napkins in an environment friendly manner.

When girls and women have access to safe and affordable sanitary materials to manage their menstruation, they decrease their risk of infections. This can have cascading effects on overall sexual and reproductive health, including reducing teenage pregnancy, maternal outcomes, and fertility. Poor menstrual hygiene, however, can pose serious health risks, like reproductive and urinary tract infections which can result

in future infertility and birth complications. It may also lead to sexually transmitted infections, bacterial vaginosis and cervical cancer. Neglecting to wash hands after changing menstrual products can spread infections, such as hepatitis B and thrush.

- Use hand gloves or plastic sheet while handling stained materials
- Infected materials should be soaked in chlorine solution (one part of chlorine with 9 times of water) for 20 minutes or soap foam.
- Wash the infected clothes with soap by wearing hand gloves / plastic sheet.
- uncleaned clothes should be dried in sun light and the soaked water should be disposed safely in dug pits by pouring water.
- Remove the hand gloves and plastic sheets from your hand.
- Clean hands thoroughly with soap and water
- Personal hygiene is very important especially during menstruation.
- Sanitary pads should be used during menstruation and safe disposal of Sanitary Napkin pads

Further, due to culture and custom, the women and adolescent girls are not available to clean themselves or take bath during menstruation which leads to discomfort, stress and anxiety. Due to lack of toilet, water and sanitation facilities, most of the Women and Adolescent girls are managing their menstruation in open areas. Shyness about menstruation also results in stress and unable to discuss with the family members.

In the reference 2nd cited, Hon'ble Deputy Chief Minister / Hon'ble Minister of Youth and Sports Development has announced on the Floor of the Tamil Nadu Legislative Assembly as "16. சுய உதவிக்குழு உறுப்பினர்களின் குடும்பங்களில் உள்ள பள்ளிகள் மற்றும் கல்லூரிகளில் பயிலும் 20 இலட்சம் மாணவியருக்கு மாதவிடாய் சுகாதார மேலாண்மை குறித்த விழிப்புணர்வு பயிற்சி 1.31 கோடி ரூபாய் மதிப்பீட்டில் அளிக்கப்படும். மாதவிடாய் சுகாதார மேலாண்மை குறித்த தேவையான புரிதல்களையும்,

தொடர்புடைய சுகாதார பிரச்சனைகள் குறித்த விழிப்பிணர்வையும், வளர் இளம் பெண்கள் மற்றும் மாணவிகளிடையே ஏற்படுத்த சய உதவிக்குழு உறுப்பினர்களின் குடும்பங்களில் உள்ள பள்ளிகள் மற்றும் கல்லூரிகளில் பயிலும் 20 இலட்சம் மாணவியருக்கு, நடப்பாண்டில் 1.31 கோடி ரூபாய் மதிப்பீட்டில் மாதவிடாய் சுகாதார மேலாண்மை பயிற்சி அளிக்கப்படும்..."

Menstrual Hygiene Management awareness have been done widely by the Social Welfare and Women Empowerment Department, UNICEF, etc., in schools and colleges. During the last three years, sessions have been conducted on Menstrual Hygiene Management under Food, Nutrition, Health and WASH (FNHW) component of TNSRLM to 7 lakh adolescent girls of 14480 schools, 2280 colleges and 3.61 lakh SHG members with the trained District and Block Resource Persons.

But it is imperative to educate the whole family including male members to make them aware about Menstrual Hygiene Management and to make them understand the problems and feelings of the female members of their family.

In order to create awareness on Menstrual Hygiene Management among the adolescent and youth aged between 15 to 25 years (both boys and girls), it is proposed in the references 1st cited that 10,000 sessions should be conducted in all Schools covering a minimum of 100 boys and girls in a batch by the trained Block Resource Persons at a total cost of Rs. 70 lakhs. Likewise, 5,000 sessions will be conducted in all Colleges covering 150 boys and girls in a batch by the trained District Resource Persons at a total cost of Rs. 50 lakhs. The sessions shall be conducted in Private / Aided schools and Self Financing, Aided Colleges including Polytechnics, ITIs and Engineering Colleges apart from Government Schools and Colleges. Further, competitions shall be conducted in the School and College boys and girls at the District level with a total cost of Rs. 11 lakhs. During this year, it is proposed to create

awareness among 20 lakh students across the State on 22 topics of Menstrual Hygiene Management with a total outlay of Rs. 1.31 Crore.

The Project Directors are instructed to follow the guidelines given below regarding conduct of Awareness sessions on Menstrual Hygiene Management in Colleges and Schools.

Guidelines for conducting sessions in Colleges:

- The Schedule for the conduct of sessions should be prepared by the APO (P&C) in coordination with the District Resource Person.
- The schedule should be uploaded in the Mathikalam' and monitored on a regular basis by the BCs and BMMs concerned.
- The Zonal APOs should monitor and ensure attendance and quality of the sessions.
- Weekly report on the number of sessions conducted and number of students attended in each session should be sent to HO.
- Request for payment of honorarium to DRPs towards conduct of sessions in colleges should be sent to TNVRC duly certified by the Project Director concerned.
- Documentation should be done for each session with feedback from students along with photographs.

Guidelines for conducting sessions in Schools:

- The Schedule for the conduct of sessions should be prepared by the APO (P&C) in coordination with the District Resource Person and Block Resource Persons.
- The schedule should be uploaded in the Mathikalam' and monitored on a regular basis by the BCs and BMMs concerned.
- The Zonal APOs should monitor and ensure attendance and quality of the sessions.
- Weekly report on the number of sessions conducted and number of students attended in each session should be sent to HO.

- Therefore, the Project Directors are hereby directed to get approval from the District Collectors for conduct of the programme and to instruct the Assistant Project Officer (P&C) along with the District Resource Person to draw schedule which shall be duly entered in the 'Mathikalam portal' and complete the awareness training on Menstrual Hygiene Management at all levels as per the timeline given by MD, TNCDW. The Project Directors are also directed to instruct the Nodal Assistant Project Officers and Block Mission Management Units to monitor and ensure the quality and timely completion of the training and submit report to H.O. on a weekly basis on the number of students attended in each session.

Sd/-
Chief Executive Officer
TNSRLM

G. Muthu Menal 16/4/25
Addl. Chief Executive Officer (SISD)
TNSRLM

S. Sarf
16/4/25