

# 3<sup>rd</sup> MENSTRUAL HYGIENE MANAGEMENT CONFERENCE - cum - AWARDS 2024

**Menstrual Hygiene for  
Healthier Tomorrow: Innovation, Impact  
& Sustainability**

Tuesday, 28<sup>th</sup> May 2024, New Delhi

**MENSTRUAL HYGIENE DAY**



**Menstrual hygiene**, despite being a fundamental aspect of women's health, remains taboo in many cultures, leading to detrimental effects on women and girls. The myths and misconceptions surrounding menstruation hinder access to accurate information and essential resources, thereby causing various health issues, including infections and reproductive complications, social bias, and limiting educational and economic opportunities.

The effectiveness of **Menstrual Hygiene Management (MHM)** continues to be an area that receives insufficient attention. The National Family Health Survey (NFHS-5) indicates that around 22.7% of women in India do not use hygienic methods for menstrual protection. Lack of access to menstrual hygiene facilities contributes to school absenteeism among girls, with around 23% dropping out of school after reaching puberty. To address the same, The Ministry of Health and Family Welfare, Government of India has been running a scheme for promotion of menstrual hygiene among adolescent girls in the age group of 10-19 year in rural areas.

However, amidst these challenges, there's a growing recognition of the need for innovative and impactful solutions to address menstrual hygiene effectively.

On Menstrual Hygiene Day, to discuss and recognize the best practices in MHM, ASSOCHAM is organizing its **3rd Menstrual Hygiene Management Conference-cum-Awards 2024 – “Menstrual Hygiene for Healthier Tomorrow: Innovation, Impact & Sustainability”** on Tuesday, 28th May 2024 in New Delhi.

The platform will also recognize the best practices in the MHM with respect to impact, innovation, and sustainability and felicitate them with awards.



## Key Points of Discussion:



Latest Innovations in Menstrual Hygiene Management (MHM)



Insights on the Impact of MHM on various aspects of life



Explore sustainable approaches to menstrual hygiene management



Role of government policies and programs in promoting menstrual hygiene and ensuring access to menstrual hygiene products and facilities.



Discussion on Importance of education and awareness-raising efforts in breaking taboos



Need for comprehensive menstrual health education and services.



Deliberate on partnerships to leverage resources and expertise to address menstrual hygiene challenges



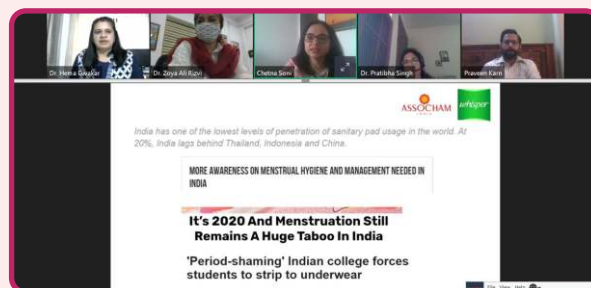
Discuss methodologies for monitoring and evaluating MHM programs and interventions



Celebrate individuals, organizations, and initiatives that have made significant contributions towards MHM



Highlight Best Practices across levels







## Award Categories:



Most Innovative Product in Menstrual Hygiene

Most Innovative Media Campaign for Awareness in Menstrual Hygiene

MHM Champion of the Year (Individual at Organisation Level)

Maximum Impact by a CSR Initiative in Menstrual Hygiene Implementing Agency/NGO

Maximum Impact by a CSR Initiative in Menstrual Hygiene - Corporate/PSUs

Award Nomination Fees: ₹20,000 + Taxes

Nomination Last Date: 10th May 2024

Stall at the Venue: ₹20,000 + Taxes

## Partnership Opportunities

Platinum Partner ₹4 Lakhs	Gold Partner ₹3 Lakhs	Silver Partner ₹2 Lakhs	Delegate Kit Partner (Exclusive) ₹1 Lakh	Lanyard Partner (Exclusive) ₹1 Lakh	Supporting Partner ₹75,000
Speaker Opportunity in the Inaugural Session	Speaker Opportunity in the Inaugural Session	Speaker Opportunity in Special Session	Logo at event page on ASSOCHAM website	Only company and ASSOCHAM logo to be printed on the lanyard	Logo at event page on ASSOCHAM website
Speaker Opportunity in Special Session	Logo at event page on ASSOCHAM website	Logo at event page on ASSOCHAM website	Only company and ASSOCHAM logo to be printed on the Delegate Kit	Logo in the Event Mailers	Branding on Social Media Platforms
Logo at event page on ASSOCHAM website	Branding on Social Media Platforms	Branding on Social Media Platforms	Logo on backdrop and Thank You panel at the venue	Logo at event page on ASSOCHAM website	Logo on backdrop and Thank You panel at the venue
Branding on Social Media Platforms	Logo on backdrop and Thank You panel at the venue	Logo on backdrop and Thank You panel at the venue	Logo in the Event Mailers	Branding on Social Media Platforms	Logo in the Event Mailers
Logo on backdrop and Thank You panel at the venue	Logo in the Event Mailers	Logo in the Event Mailers	6 delegate passes complementary	Logo on backdrop and Thank You panel at the venue	4 delegate passes complementary
Logo in the Event Mailers	Social Media Message/Byte	Social Media Message/Byte		4 delegate passes complementary	
Social Media Message/Byte	Corporate Video during the break	1 standee at the Venue			
Corporate Video during the break	Complimentary Stall (2mx2m)	7 delegate passes complementary			
Complimentary Stall (2mx2m)	2 standees at the Venue				
3 standees at the Venue	10 delegate passes complementary				
12 delegate passes complementary					

For any further information, please contact

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