ASSOCHAM Menstrual Hygiene Excellence Awards 2024
MOST INNOVATIVE MEDIA CAMPAIGN FOR AWARENESS IN MENSTRUAL HYGIENE

PROFORMA FOR ENTRY

Note: Please maintain the word limit of up to 300 words for all the questions. Information/data need to mention in the below form as of 31st March 2024

1	**Name of the Organisation**
2	**Sector of Organisation**
3	**Title of the Media Campaign that you want to nominate.**
4	**Describe the Campaign and mention the Campaign Partner(s), if any.**
5	**What was the goal of your media campaign in promoting menstrual hygiene awareness?**
6	**Describe your thought process behind the campaign.**
7	**Can you describe the target audience(s) for your campaign and how it was tailored to effectively reach and engage them?**
8	**What was the medium/platform(s) where this campaign was run and what was the duration? Describe the innovative strategies that your campaign utilized to deliver its message?**
10	**How did your campaign leverage storytelling or narrative techniques to resonate with its audience and break stigma surrounding menstruation?**
11	**How did your campaign measure its success and impact? Please provide any relevant metrics or indicators of effectiveness.**
12	**How did your campaign ensure inclusivity and cultural sensitivity in its messaging?**

13	Demonstrate any long-term effects of your campaign on changing attitudes, behaviors, or policies related to menstrual hygiene?
14	Please share the link(s)/image(s)/screenshot(s) of the campaign

Submitted by:

Name & designation:	
Signature	
Email id & contact no	
Address	

Please send your entries along with your authorized signature at below-mentioned the address latest by 10th May 2024.

Sandeep Kumar Jain
Director & Head CSR
ASSOCHAM, 4th Floor, YMCA Cultural Centre and Library Building
01 Jai Singh Road, New Delhi – 110001
Mobile No. : 9873256686   Email : sandeep.jain@assocham.com