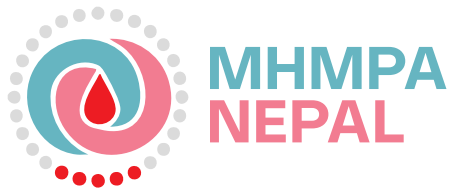


Menstrual Health and Hygiene Management Partners' Alliance

#MenstruationMatters #ItsTimeForAction



Annual NEWSLETTER

JANUARY, 2025

Welcome to the Menstrual Health and Hygiene Management Partners' Alliance (MHMPA) First Annual Newsletter!

► About MHMPA

Menstrual Health and Hygiene Management Partners' Alliance (MHMPA) Nepal is a membership-based Alliance with membership of UN, bilateral agencies, I/NGOs, civil societies, media, private sector, researchers, academicians, national celebrities and other individuals interested and active in the field of menstruation. MHMPA works on Menstruation Policy Advocacy, Education, Awareness, and Behavior Change, Menstrual Materials, Research and Knowledge Management, Menstruation-Friendly Facilities and Services and Menopause.

It also positions itself as an advisory network for the Government of Nepal and helps in facilitating knowledge management for decision-making at national and sub national levels. The Alliance is an informal, loose network with no membership charges. Anyone working in menstruation and related area is eligible to become a member.

► Our Vision

A country where menstruation is embraced as a normal, natural part of life and practiced safely by everyone, every day.

► Our Mission

MHMPA is determined to extend collaboration with government stakeholders, non-government organisations and private partners through evidence-based policy advocacy, by providing learning resources and technical assistance to create an enabling environment for safe menstruation practices.

► Our Goals

- ▶ Strengthen coordination mechanism among various sectors- education, health, gender, water, sanitation, and hygiene (WASH) and human rights to effectively address issues/agenda of life-cycle menstruation.
- ▶ Empower communities (duty bearers and right holders) to promote safer and environment friendly menstruation practices.
- ▶ Improve overall knowledge on various aspects of menstruation.
- ▶ National and sub-national level menstruation in place.
- ▶ Establish a sustainable knowledge sharing platform.
- ▶ Include menstruation topics in school curriculum/ textbook/education materials.

► Strategic Objectives

- ▶ **Leadership and Coordination:**
 - Build and strengthen national institutions and mechanism at national and sub-national levels for safer and environment friendly menstruation.
 - Advocate for menstruation to become a national agenda for achieving Sustainable Development Goals (SDGs) and for ensuring human rights.
- ▶ **Action:** Accelerate and sustain the implementation of coordinated and integrated menstruation initiatives
- ▶ **Learning:** Facilitate learning, share knowledge and generate evidence on MHM/MHH.

► Strategic Thematic Areas of MHMPA 2025-2030

- Menstruation Policy Advocacy
- Education, Awareness, and Behavior Change
- Menstrual Materials
- Research and Knowledge Management
- Menstruation-Friendly Facilities and Services
- Menopause.

► Steering Committee Organisation: 2023/2025

- Beyond Beijing Committee (BBC)
- Days for Girls Nepal (DfG)
- GIZ
- Good Neighbors International (GNI)
- Karnali Integrated Rural Development and Research Center (KIRDARC)
- Nepal Water for Health (NEWAH)
- Plan International Nepal
- Sustainable WASH for All (SUSWA)
- Visible Impact (VI)
- WaterAid Nepal (WAN)



► Consultation on Menstruation issues of LGBTQIA+, Person with Disability and Youth

MHMPA's Secretariat Office, BBC Nepal organised a consultation with support from GIZ Nepal and Plan International Nepal to identify and capture comprehensive issues around menstruation of the LGBTQIA+ community, persons with disabilities, and youth. Discussions focused on specific challenges faced by them, their needs and preferences regarding menstrual products, impact on their daily lives, and recommendations for policymakers to reduce stigma and ensure dignified menstruation. [Read More](#)

The video highlighting this consultation workshop was launched during Menstrual Hygiene (MH) Day. To watch the video bites [April, 2024](#) [Click Here](#)



► Highlights from January to December 2024

- | | |
|--|---|
| ► Policy Brief Consultation and Policy Dialogue | ► Annual Report |
| ► MHM Songs Promotions | ► Research Study |
| ► Consultation with LGBTQIA+, Persons with Disabilities, and Youth | ► Media Coverage Report |
| ► Awareness Campaign | ► Menopause Toolkit Workshop |
| ► Celebration of Menstrual Hygiene Day | ► Flood Relief Initiative |
| ► Launch of MHH Singer Alliance | ► MHH Singer Alliance Workshop |
| ► Goodwill Ambassador Digital Profile | ► Policy Dialogue on Human Rights Approach to MHH |
| ► National Consultative Workshop for MHH | ► MHMPA Brochure |

► Consultation on Policy Brief on MHM in Nepal

MHMPA's Secretariat Office, Beyond Beijing Committee (BBC) Nepal, organised a consultation with support from GIZ Nepal to develop a "Policy Brief on Menstrual Health Management in Nepal". Participants from various sectors, including I/NGOs, freelancers, bilateral organisation, media, and youth joined to discuss existing policies, menstrual health strategies, menstrual materials, initiatives, and policy recommendations. The consultation resulted in a comprehensive policy brief as an outcome document.

[March, 2024](#) [Read More](#)



► Leveraging Social Media through Reel

National Goodwill Ambassador Ms. Rekha Joshi created an educational reel about MHM, focusing on reusable sanitary pads as an eco-friendly option. The awareness campaign aims to tackle stigma and misinformation which has reached over 4,000 engagements and 34 shares. To watch the reel please [Click Here](#) [April, 2024](#)

► Illustrative Post

To highlight the depth of menstruation-related issues and raise awareness about MH Day, five illustrative posts were shared across various social media platforms. These posts aimed to educate and engage the audience on important aspects of menstrual health. The campaign successfully reached over 800 people, spreading the message about menstrual hygiene and its significance. [May, 2024](#)



► Boosting Songs

The songs "Para Para Chhu" and "Khulera Kura Garau" were actively promoted on social media platforms through two rounds of targeted boosting. As a result, Para Parachu garnered nearly 4 million & Khulera Kura Garau nearly 1 million raising awareness about menstrual health and hygiene. Both songs conveyed the important message that by openly discussing the problem, we can collectively find solutions and work towards eliminating harmful practices. It has served as a powerful advocacy tool, drawing attention to the need for change and sparking conversations about menstruation, gender equality, and human rights.

[March and April, 2024](#)

► Understanding and Promoting Menstrual Health and Hygiene



MHM Advocacy Officer, Prapti Gautam participated as a panelist on “Understanding and Promoting Menstrual Health and Hygiene” at an event organised by the Youth Committee Members of BBC at Mahendra Ratna Campus. The panel discussion aimed to educate and raise awareness about menstrual health and hygiene among college students. **May, 2024**

► Press Meet

MHMPA's Secretariat Office, BBC Nepal organised a Press Meet with support from Right Here Right Now (RHRN) Nepal. By engaging the media early on through a well-organised press meet, the MHMPA Secretariat effectively set the stage for the MH Day. This strategic move ensured widespread visibility, public engagement, and collective action towards creating a more period-friendly world.

May, 2024 [Read More](#)



► Menstrual Hygiene (MH) Day

MHMPA, with support from its member, organised MH Day 2024. It brought together diverse voices to destigmatise menstruation and advocate for right to manage menstrual health with dignity and access to resources. This year's theme, “Together for a #PeriodFriendlyWorld,” united development partners, agencies, I/NGOs, civil society, educational institutions, private sector, healthcare providers, community leaders and media to celebrate and promote menstrual health equity.

May, 2024 [Read More](#)



► Launch of MHH Singer Alliance

MHH Singer Alliance was launched on MH Day with the vision of uniting influential voices from the music and artistic communities to spark a ripple effect of awareness and action for dignified menstruation. Approximately 20 singers joined the alliance, marking the beginning of an initiative that aims to grow its membership over time. By leveraging artistic expression, the alliance seeks to raise awareness, challenge stigma, and dismantle prejudices surrounding menstruation.

May, 2024



► Policy Dialogue

Following the development of a policy brief through a comprehensive desk review and consultation in March, a policy dialogue was organised as part of the MH Day event, with support from GIZ Nepal. This dialogue provided a platform for stakeholders to discuss key insights and recommendations, fostering collaborative efforts toward improved menstrual hygiene policies. **May, 2024**

► Digital Profile Development: National MHM Goodwill Ambassador

With support from the Finland Embassy, MHMPA developed a comprehensive digital profile for Ms. Rekha Joshi, who serves as the National Goodwill Ambassador for the year 2023/2025. This strategic initiative aims to leverage her social media presence across platforms to advance multiple objectives: reducing menstruation-related taboos, promoting informed choices about eco-friendly and health-conscious menstrual products, expanding access to menstruation-friendly WASH facilities, and advocating for dignified menstruation for all. The digital profile served as a powerful tool for national and international fundraising efforts to support these crucial causes. The video was released on MH Day.

May, 2024 [Click Here](#)



► The National Consultative Workshop for MHH

WaterAid Nepal, in collaboration with the National Planning Commission (NPC) and MHMPA, convened a National Consultative Workshop for MHH, bringing together stakeholders from government, UN agencies, I/NGOs, academic institutions, and key actors from Education, Gender and Social Inclusion, Health, and Water, Sanitation, and Hygiene (WASH). This workshop aim was to identify priority indicators and opportunities to integrate into national monitoring systems, including the 16th Five-Year Plan and Multiple Indicator Cluster Survey (MICS). Moving forward, the Ministry of Water Supply, along with other ministries and the NPC, will work on implementing the identified indicators in the national plan, focusing on securing budget allocations and strengthening multi-sectoral coordination to enhance MHH initiatives nationwide. **May, 2024**



▶ Effectiveness of Social Media Advocacy Campaign on Menstrual Health and Hygiene led by Keki Adhikari

The research study titled “Effectiveness of Social Media Advocacy Campaign on Menstrual Health and Hygiene led by Keki Adhikari” was conducted by the MHMPA Secretariat Office, BBC Nepal with support from GIZ Nepal. This study evaluated the impact of a digital advocacy campaign designed to raise awareness and encourage positive behavioral changes related to menstrual health in Nepal. Led by renowned actor Keki Adhikari, the campaign strategically used social media platforms—Facebook, Instagram, and Twitter—to share educational content on menstrual hygiene, aiming to reach diverse audiences and foster greater understanding and acceptance of menstrual health topics across Nepal.

June, 2024

▶ Menopause Storytelling Workshop

GIZ-Support to the Gender Equality and Social Inclusion Strategy (S2GESI) project, in collaboration with the MHMPA, hosted a “Stakeholder Engagement Workshop on Validating Menopause Toolkit for the Workplace.” The event aimed to raise awareness, facilitate meaningful dialogue, and promote supportive workplace environment for women experiencing menopause. As a result of the workshop, a comprehensive “Menopause Toolkit for the Workplace” will be developed, with a digital version made available on the MHMPA website for future reference. **October 2024**



▶ Annual Report 2023

The annual report, was developed and published in the Knowledge Hub Section, which offers a detailed and comprehensive overview of the diverse activities and programs successfully implemented by MHMPA during the 2023 calendar year. **May, 2024**

[Read More](#)

▶ Media Coverage Report 2023

Since 2021, MHMPA has been publishing an annual Media Coverage Report to advocate for stronger media prioritisation of menstrual health and hygiene, a critical yet often overlooked issue. This report serves two primary purposes: (1) to identify gaps in current media coverage and provide strategic recommendations to enhance awareness within the media sector, and (2) to offer evidence-based insights for policy advocacy.

June, 2024 [Read More](#)

▶ MHH Singer Alliance Workshop: Foundation Building and Orientation

The MHMPA Secretariat Office, BBC Nepal, in collaboration with Plan International Nepal, organised the first ever MHH Singer Alliance Workshop under the theme “Understanding MHH and Establishing Baselines.” This event aimed to empower the Singer Alliance by deepening their understanding of menstrual health and hygiene, promoting gender equity, and enhancing strategic content creation skills. The workshop fostered collaboration and strengthened the Alliance’s capacity to amplify social media outreach, ensuring greater impact in advocating for menstrual health. The initiative was conducted in coordination with National Goodwill Ambassador Rekha Joshi, further enriching the collective efforts to drive meaningful change.

December, 2024



▶ Policy dialogue session on “Human Rights Approach to Menstrual Health and Hygiene (MHH)”

MHMPA Secretariat Office, BBC Nepal, with support from Plan International Nepal, organised the policy dialogue session on “Human Rights Approach to Menstrual Health and Hygiene (MHH)”. The event brought together diverse participants, including representatives from I/NGOs, MHH activists and advocates, healthcare professionals, menstruators, and community advocates.

The session featured two keynote presentations: Ms. Roshani Devi Karki, Undersecretary at the Ministry of Health and Population, who shared policy insights from a government perspective, and Ms. Shristi Kafle, Co-creator of ‘Period Kaa Kura,’ who provided evidence-based insights from a media perspective.

A dynamic panel discussion followed, featuring the keynote speakers alongside Ms. Smarika Pokhrel from Plan International Nepal’s Youth Advisory Council, fostering rich dialogue on integrating human rights into MHH policies and practices. The session highlighted the need for collaborative efforts to advance menstrual health and ensure dignity and equity for all.

December, 2024



▶ Pad Donation for Menstruators Affected by Flood and Landslide

The MHMPA Secretariat Office, BBC Nepal donated 17 boxes, totaling 800 menstrual pads, to Hami Nepal and the Kathmandu Flood Relief Organisation to support menstruators affected by recent floods and landslides. This initiative aimed to provide essential menstrual products to those impacted by the crisis, ensuring that their health and hygiene needs were met during this challenging time. **November 2024**



▶ Awareness Reel for International Dignified Menstruation Day, 2024

National Goodwill Ambassador, Ms. Rekha Joshi, created a compelling awareness reel for International Dignified Menstruation Day, themed “Upholding Dignified Menstruation: Fundamental to Sexual and Reproductive Health and Rights.” Uploaded on Facebook, the reel resonated deeply with audiences, garnering over 1.1K+ views, 92+ comments, and 20+ shares. It sparked meaningful conversations about menstrual health, dignity, and rights, significantly advancing awareness and advocacy efforts.

December 2024 [Click Here](#)

► Development of first brochure of MHMPA

For the first time, MHMPA has developed its own brochure with support from Plan International Nepal. This aims to raise awareness and enhance understanding among stakeholders and the general public about MHMPA's work. The brochure serves as a key communication tool, highlighting the organisation's objectives, vision, mission, and goals.

December 2024 [Read More](#)

► Steering and Members Meeting

MHMPA has been consistently fostering governance, transparency, and accountability by organising monthly steering meetings. Additionally, every 2-3 months, member meetings are being held to actively engage stakeholders in meaningful discussions on ongoing and upcoming MHM initiatives, ensuring collaborative decision-making and collective ownership.

► News Coverage of MHMPA Events

- Maitri News - Press Meet MH Day
- Case Story of Singer from MHH Singer Alliance
- Maitri News- Cycle Rally
- Bravo Khabar- Cycle Rally
- Himalaya TV- MH Day Event
- Maitri News- MH Day Event
- News Off- MH Day Event
- Samachardesk.com- MH Day Event
- Thaha Khabar- MH Day Event
- Kantipur- MH Day Event
- Maitri News- Policy Dialogue Event
- Jana Kura- Policy Dialogue Event
- Tokha Live- Policy Dialogue Event

UPCOMING EVENTS

Menstrual Health and Hygiene Management Partners' Alliance

UPCOMING
EVENTS

Policy Dialogue
on Gender Based
Violence & MHM

UPCOMING
EVENTS

Social Media
Campaign

UPCOMING
EVENTS

Publication of
Annual Country
Status on MHM

UPCOMING
EVENTS

Publication of MHMPA
Annual Report 2024

UPCOMING
EVENTS

Publication of
Media Report 2024

UPCOMING
EVENTS

MH Day
Celebration

Member of

Global Menstrual Collective (GMC)



Global
Menstrual
Collective



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Until we are all equal



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