

# The Pioneer

Dated : 30.05.2024



## **BBMB Celebrates International Menstrual Hygiene Day Under Swachhta Pakhwada Campaign.**

**Chandigarh:** BBMB celebrated International Menstrual Hygiene Day on May 28, 2024, as part of its Swachhta Pakhwada campaign. International Menstrual Hygiene Day is an annual event aimed at raising awareness about the importance of good menstrual hygiene. On this occasion, reusable eco-friendly sanitary napkins were distributed to women residents of Bhaskar Colony, Sector 25, Chandigarh by the officials of Bhakra Beas Management Board.

The initiative was supported by Municipal Corporation of Chandigarh and M/s Versatile Enterprises, through its CSR project Amodini. M/s Versatile Enterprises partnered with BBMB to enhance awareness about menstrual hygiene and women's health. Mr. Arun Seth, MD of Versatile Group, launched this project in 2016 to address menstrual needs and dispel myths. Mrs. Geetanjali Seth, Compliance Coordinator at Versatile Group, educated the women of Bhaskar Colony on sanitary waste management and the importance of maintaining sanitary hygiene. Additionally, the Indian Women Network (IWN) of the Confederation of Indian Industry (CII) also supported the cause. Mrs. Ruby Ahuja, Consultant & Clinical Psychologist at CII IWN, attended the event and provided valuable insights into health issues related to sanitary hygiene. Sh. Manoj Tripathi, Chairman, BBMB, stated, "BBMB has initiated various new measures under Swachhta Pakhwada to promote cleanliness and the general well-being of the community. This event underscores BBMB's commitment to health, hygiene, and the empowerment of women in the community."

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CHANDIGARH, MAY 29

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# Royal Patiala

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**Kanwar Inder Singh/ royalpatiala.in News/ May 29,2024**

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9 Ras Navras

Arts & entertainment

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