



**CREATING AWARENESS ON MENSTRUAL HYGIENE PRACTICES IN KERALA:
PROGRAMS AND PRACTICES THROUGH STRATEGIC MOVEMENT FROM SMKC
(SUSTAINABLE MENSTRUATION KERALA COLLECTIVE)**

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ABSTRACT

Purpose

-The purpose of this paper to show that how the strategic movement taken by SMKC (Sustainable Menstruation Kerala Collective) developed in Kerala for creating awareness hygiene practices during menstrual cycle of women. It will be role model for all other NGO's or other firms who can also do and lead cleanliness India with regards to waste produces from a menstrual phase of women.

Design/ Methodology/ Approach

- The research is based on secondary data. Researcher collected the information from newspapers and reported information.

Findings

- The paper shows how SMKC ((Sustainable Menstruation Kerala Collective) taken up initiative of waste management produces during menstrual cycle which has not been earlier in Kerala

Practical Implications

- The paper has a practical implication for all other firms/ NGO's/ Organizations in terms of their apprehension with menstrual waste management practices and there by lead 'Cleanliness State' or 'Cleanliness India'

Originality/ Value

- The paper's worth is in enlargement model of SMKC (Sustainable Menstruation Kerala Collective), a strategic initiative from Kerala, a south Indian State

Key Words: SMKC (Sustainable Menstruation Kerala Collective), Menstrual Hygiene, Waste management, Cleanliness State