

HerZindagi and OnlyMyHealth Celebrated Period Party: One-Of-A-Kind Initiative To Mark Menstrual Hygiene Day

~The event was hosted with the aim to smash taboos surrounding menstruation, promote menstrual hygiene, and encourage open conversations.~

May 26th, National: In a move towards breaking the silence around menstruation, Jagran New Media's leading Health and Lifestyle websites - Herzindagi.com and Onlymyhealth.com joined hands to host a one-of-a-kind 'Period Party'. The event was organized ahead of 'Menstrual Hygiene Day' which is observed on May 28 to highlight the importance of good menstrual hygiene management.

Through this campaign, HerZindagi and Onlymyhealth promoted an open dialogue about periods, which have long been stigmatised, to raise awareness and combat long-held taboos around menstrual hygiene. The event brought together menstruators under one roof for a #BloodyGoodTime. The Period Party campaign is a step towards smashing stigmas around menstruation and empowering menstruators, in association with experts to provide valuable information, inspire conversations, and promote menstrual health.

Associate Vice President and Head of HerZindagi & OnlyMyHealth, Megha Mamgain said, *"It is time to flip the narrative of shame around periods. 'Period Party' is our way of challenging stigmas and stereotypes and celebrating a healthy physiological function of the body. As websites catering to millions of readers across the country and the world, we acknowledge our responsibility in spreading factually and ethically correct information that will have lasting impacts in the society. Even today young girls have to drop out of schools when they start menstruating, women in our country are still ashamed of buying menstrual hygiene products, many can't afford it. And while we know that a 'Period Party' will not change the world overnight, we at-least start a conversation, a mobilization of a community geared for change."*

The event began with a welcome address by Megha Mamgain, AVP & Business Head- Health & Lifestyle, Jagran New Media, followed up with other menstruators having an open dialogue on cramps, tampons, period stains, taboos, PMS symptoms, and a lot more. An exciting lineup of games and activities like period bingo and passing the menstrual cup were organized to engage the attendees.

Menstrual hygiene experts, period educators, menstruation activists, gynaecologists, and nutritionists were in attendance at the period party among others. The guest list included names like Prachi Kaushik (Founder and Director of Vyomini Social Foundation), Dr. Anjali Kumar (MBBS, MD- Gynecologist & Obstetrician), Pooja Sehgal (Counsellor, Lotus Petal Senior Secondary School), Swati Bathwal (Public Health Dietician, Diabetes Educator), Chandani Khurana (Founder of Humari Duniya), Rudrani Chettri (Transgender Rights Activist and Founder Member, Mitr trust), Mansi Gulati (Author, Face Yoga Expert), Shabnam Khan (Menstrual Educator), Latika Joshi (Author), and Krutika (Founder and Director, Kamakhya).

A specially-curated period menu with delectable food and drinks from the venue partner House Of Migo further added flavour to the party. All the attendees went back home with a bag full of goodies from gifting partners - PeeSafe, Bevzilla, Fix My Curls, Type Beauty Inc., and Nutrizoe.

About Herzindagi.com

Herzindagi.com is a leading women-centric lifestyle website which was launched in September 2017 under the umbrella of Jagran New Media. With the aim to close the gender and digital divide with relevant content tailored for new-age Indian women, Herzindagi.com brings credible reportage and well-researched information that intrigues readers' interest. It is currently available in three languages including Hindi, English, and Tamil.

The leading lifestyle website for women intends to provide information that would help, guide, and motivate its readers. The site reaches out to a user base of 27.1 Million (comScore MMX Multi - Platform-Top 10, News/Information Publishers; February 2023). The website tops the chart as the leading women's website across 16 states as reported by comScore. In 2022, HZ-Mighty Hive Case Study won the IDMA Special Award in the 'Most Effective Use of Digital Analytics' category.

About Onlymyhealth.com

Onlymyhealth.com is a leading health and lifestyle website dedicated to bringing credible and medically-verified information. With a legacy of about 15 years, the website has consolidated its position as a top resource for reliable information on health, wellness, and alternative medicine. The segments covered include disease management, diet, fitness & weight loss, grooming, home remedies, skin and hair, Ayurveda, pregnancy & parenting. Moreover, the website brings guidance from medical professionals/experts on serious health conditions through tailored advice, tools, and communities. Onlymyhealth.com is designed to cater to people of all ages and backgrounds.

With 7.35 million users (Comscore MMX Multi - Platform-Top 10, News/Information Publishers; January - February 2023), Onlymyhealth.com is the most popular Indian health and information website. For its features and content, the website has received numerous honours and awards in recent years. Onlymyhealth.com received an award in the category of 'Best Health Awareness' at Indian Healthcare Excellence Award 2019. The platform has also received the 'Best Content in a Healthcare/Fitness Blog/Website' award at ICL 2019 - India Content Leadership Awards and Conference.