

AM Foundation launches Happy Periods Project to create awareness about menstrual hygiene among young girls

*The Project is a part of Manali Petrochemicals' CSR initiative and will initially cover over **24,000 students** across 31 government schools in Tamil Nadu*

- Happy Periods Project was conceptualized and executed in partnership with Sanitation First India and will be rolled out for the corporate members of AM International
- Initially, it will educate 24,000 students across 31 government schools of Manali and Tiruvallur on menstrual, oral, and personal health. 6,500 safe pads will be distributed to beneficiaries as a part of the programme
- The maiden 'Train the Trainer' workshop was conducted at the Happy Periods Project launch event last month

XXX June 2022: AM Foundation, the corporate social responsibility arm of Singapore-headquartered AM International Holdings Pte. Ltd (AMIH) recently launched the Happy Periods Project to educate

young girls about menstrual hygiene. It was conceptualized and executed in partnership with Sanitation First India, which provides sustainable non-sewered sanitation solutions through individual, community, school and urban and semi-urban slum projects.

AM Foundation will partner with corporate members of AM International Holdings to implement the program through their respective CSR programs. Initially, the Project is a part of the CSR initiatives of Manali Petrochemicals Ltd (MPL), India's only integrated manufacturer of polyols.

About the Happy Periods Project

Menstruation is associated with the onset of puberty among girls. However, mindsets, customs and societal biases often prevent

them from getting proper knowledge to ensure better hygiene during this crucial phase.



The Happy Periods Project aims to bridge this awareness gap. The



initiative aims to dispel the taboo and myths around menstruation among school-going students.

Commending the initiative, **Ashwin Muthiah, Chairman, AM Foundation & MPL and Founder-Chairman, AM International Holdings**, said, "Primary healthcare and sanitation, especially for women, are critical

for the holistic development of our society. The Happy Periods Project focuses on women's menstrual health, which is crucial to their well-being and family welfare. It is a positive step for preparing young girls for this important life-changing event.

I am confident that the initiative will provide scientific information and education on this subject. At AM Foundation, we are working towards enabling young girls to grow into healthy, educated, and empowered women."

The Happy Periods Project will initially educate 24,000 students on menstrual, oral and personal health across 31 government schools in the Manali and Tiruvallur areas of Chennai in Tamil Nadu. In addition, 6,500 safe pads will be distributed to beneficiaries as a part of the programme. Dental kits, comprising a toothbrush, toothpaste and soaps, will also be distributed to 3,000 children.

'Train the Trainer' programme

The Happy Periods Project recognizes that training and motivation are critical for behavioral change to be permanent and sustainable. Therefore, a 'Train the Trainer' module has been designed to propagate the programme at grassroots levels. Teachers in the participating government schools and health workers across all AM Foundation-run Primary Health Care Centres (AMPHCC) will be trained as a part of the Project. In turn, they will impart hygiene training to students across beneficiary schools.

At a broader level, the Project will be a pathway for health workers to reach the other members of the society - school students will take the project content to their houses and, thereby, to the community.

The 'Train the Trainer' workshops aim to cover topics such as:

- Understanding adolescence
- Menstruation-related myths
- Its biological & physiological aspects and the level of awareness in society
- Proper use and disposal of sanitary materials
- Importance of awareness and education on menstruation for every individual and the community

As a part of the training, AM Foundation will also distribute relevant materials to enable the trainers to connect more effectively with the community and the adolescent girls across both schools.

Last month, the maiden 'Train the Trainer' workshop was conducted at the Happy Periods Project launch event. Indhra Desilva, COO, AM Foundation, Prabhakar Rangasamy, AGM - HR, MPL, Cyprian Paulraj, GM, AM Foundation, and Padma Priya, Chief Executive, Sanitation First, graced the occasion, among other dignitaries. Participants received material to take the training further and received a certificate to mark the training's successful completion.



About AM Foundation

<https://amfoundation.net.in/>



AM Foundation is the CSR arm of AM International Holdings, Singapore. The Foundation believes in impact investing to drive positive change. Founded in 2015, it is committed to undertaking CSR activities on behalf of its member corporates and associates, including SPIC, Manali Petrochemicals Limited, Tamilnadu Petroproducts Limited, Greenstar Fertilizers Limited, Sicagen India Limited and others. It endeavours to improve public healthcare by setting up and running primary healthcare centres. It focuses on public healthcare - sanitation, nutrition, and immunisation.

About Manali Petrochemicals Limited

www.manalipetro.com:

Manali Petrochemical Limited (MPL) is a leading petrochemical manufacturer based in Chennai, India. It markets propylene glycol and polyols. Part of Singapore headquartered USD 2+ billion AM International group, MPL has one Wholly Owned Subsidiary – AMCHEM Specialty Chemicals Limited, Singapore - and two Step Down Subsidiaries (SDS) – AMCHEM Specialty Chemicals UK Limited, UK and Notedome Limited, UK.

About AM International Holdings Pte Ltd

www.aminternational.sg

AM International is a diversified multinational group of companies with a federated operating architecture. Headquartered in Singapore, millions of customers have trusted the Group's businesses for over six decades. Many AMIH companies are market leaders with footprints across South East Asia, India, and the United Kingdom. The Group's business verticals include fertilisers, supply chains, petrochemicals, infrastructure, healthcare, and green energy.

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