

# **Global South Coalition for Dignified Menstruation (GSCDM)**

## ***Strategic Plan 2026–2029***

### **EXECUTIVE SUMMARY**

This Strategic Plan for 2026–2029 outlines GSCDM’s priorities and actions to promote dignified menstruation worldwide. Rooted in a powerful vision and mission, the plan focuses on internal capacity building, global advocacy, strategic partnerships, and sustainability. Developed through a participatory process, including a member workshop held on April 19–20, 2025, in Kathmandu, Nepal, it integrates a comprehensive SWOT analysis and reflects the collective voice of the coalition.

### **VISION (V)**

Menstruators of all identities live with dignity throughout their life cycle, free from stigma, discrimination and structural oppressions

### **MISSION (M)**

1. Foster critical dialogue and collective action to deconstruct patriarchy through research, education, policy advocacy and networking / intersectional collaborations
2. Dismantle system barriers and social norms that perpetuate menstrual inequality and exclusion
3. Promote access to human rights, justice and critical resources/essential services to enable dignified menstruation
4. Build Global Solidarity and collective power to advance dignity centered menstrual movements

### **CORE VALUES**

#### **1. Feminist and Decolonial Justice**

We challenge patriarchy, colonization, casteism, racism and all other systems of oppression that stigmatize menstruation. We believe dignified menstruation is political and that dismantling structural violence is essential for dignity

#### **2. Human Rights and Reproductive Justice**

We uphold dignified menstruation as a fundamental human right and promote reproductive justice through a focus on autonomy, equity, and access.

#### **3. Non-Discrimination and Social Inclusion**

We embrace the diversity of menstruators across gender, caste, class, age, and ability, and commit to inclusive practices that center the most marginalized.

#### **4. Survivor-Centered and Life Cycle Approach**

We address menstruation as a life-cycle issue, starting from childhood through old age, understanding its intersections with trauma, violence, and justice.

## **5. Collective Power and Global Solidarity**

We believe change is rooted in collective organizing, South-South alliances, and cross-border movement-building. We work in solidarity with feminist, climate, disability, and Indigenous justice movements across the world.

## **6. Accountability and Transparency**

We are accountable to the communities we serve and the principles we uphold. We strive for transparency in our actions, partnerships, and resource use—upholding ethical and feminist leadership.

## **7. Learning and Adaptation**

We commit to continuous learning, critical reflection, and adapting to the changing political, cultural, and ecological realities. We welcome critique, uphold humility, and strive to evolve as a living movement.

## **FEMINIST PRINCIPLES**

### **1. Menstruators (Women, Girls, and Non-Binary Individuals) at the Center in All Their Diversity**

Menstruators are active agents of change, playing a vital role in building their capacity to claim rights, participate in decision-making spaces, and transform their lives and communities. This is achieved through the application of the *Miteri* approach—founded on mutual love and respect beyond blood relations and kinship.

### **2. Shifting from Hygiene to Dignity: Promoting Dignified Menstruation**

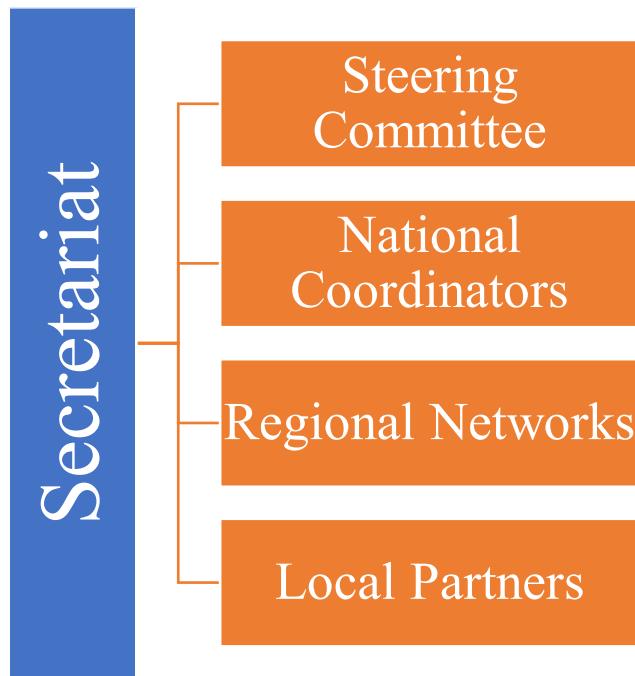
A human rights-based lens must be applied to understand the lived experiences of menstruators, including gender-based violence. This perspective helps craft context-specific strategies that acknowledge the gravity and scale of menstrual discrimination. It encourages a critical rethinking of power dynamics and patriarchal systems that impact menstruators throughout their life cycle.

### **3. Transforming Menstrual Norms**

Discriminatory perceptions and practices around menstruation shape not only menstrual norms but also broader socio-economic and political norms. Addressing these norms is essential to tackling the root causes of inequality. This involves transforming harmful menstrual norms, challenging unequal power relations, and confronting patriarchy to promote justice and equity.

## SCOPE OF THE MENSTRUAL MOVEMENT

The Global South Coalition for Dignified Menstruation operates as a decentralized, feminist coalition rooted in South-South solidarity. It works across multiple levels to advance its vision through collective leadership and shared actions:



### 1. GSCDM Secretariat

The coordinating body responsible for day-to-day operations, internal communication, documentation, and global visibility. Currently hosted in Nepal.

### 2. Steering Committee

The governing and strategic advisory body, composed of feminist leaders from across regions, providing direction, accountability, and movement alignment.

### 3. Regional Networks

Coalition members organized by region (e.g., South Asia, East Africa, Latin America) that coordinate cross border campaigns, capacity building and localized advocacy.

### 4. National Coordinators (NCs)

Country level focal points who anchor GSCDM's presence, partnerships, and activities within national movements and coalitions.

## 5. Local Partners

Grassroots organizations, young feminist organizations, survivor networks, and community based actors working at provincial, district, or city levels, translating dignity into lived realities.

## Thematic Pillars: Framework for Change

To operationalize our vision and mission, GSCDM has structured this strategic plan around four interlinked **Thematic Pillars**. These pillars reflect the core domains of transformation required to advance dignified menstruation as a decolonial, feminist, and justice-centered movement.

Each pillar is grounded in GSCDM's core values and strategic choices, and is designed to address the interconnected barriers normative, structural, institutional, and organizational that shape menstrual injustice.

The pillars serve as the strategic framework to guide our work from 2026 to 2029. Under each, we outline:

- A **Strategic Direction** that articulates the overarching change we seek
- Specific **Strategic Objectives** (SOs) that define measurable targets for progress
- A set of **priority actions** linked to clear roles and timelines

Together, these pillars form a holistic roadmap for building knowledge, shifting power, transforming systems, and strengthening GSCDM as a global South-led coalition.

### PILLAR 1: Transforming Norms & Knowledge

#### **Strategic Direction:**

Reframe menstruation as a site of dignity, not shame, by disrupting patriarchal and colonial narratives through feminist research, inclusive education, and narrative power.

#### **Goal:**

Shift harmful societal norms and reshape public narratives around menstruation through research, education, and advocacy

#### **Strategic Objectives:**

**SO1.1:** Promote inclusive education and culturally grounded campaigns on dignified menstruation

**SO1.2:** Develop research and evidence to inform global discourse

**SO1.3:** Counter stigma and misrepresentation in media

#### **Activities:**

Issue / Focus	Priority Actions	Lead	Support	Timeline
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Holistic Approach & Global Relevance	Develop global case studies showcasing DM's cultural/social impact	Secretariat, SCM	Research Team	2026–2027
Enhancement/ Misrepresentation in media	Develop media response toolkit; engage influencers	Secretariat	Comms Officers, NCs	Jul-26
Media Visibility	Organize international media fellowships	SCM	Communication Officers	Annual
Opportunities/ Competition with MHM narratives	Conduct advocacy sessions to distinguish DM from MHM	SCM	National Coordinators	2026–2027

## PILLAR 2: Law, Policy & Systems Change

### **Strategic Direction:**

Institutionalize dignified menstruation as a human rights imperative by integrating it into legal, policy, and service delivery systems across national, regional, and global levels.

### **Goal:**

Institutionalize dignified menstruation through legal recognition, policy reform, curriculum integration, and system-level change.

### **Strategic Objectives:**

**SO2.1:** Integrate dignified menstruation into national education systems

**SO2.2:** Engage UN and policy stakeholders with tailored tools

**SO2.3:** Build cross-sectoral alliances to amplify impact

### **Activities:**

Issue / Focus	Action	Lead	Support	Timeline
Curriculum Integration	Develop and pilot DM modules for academic institutions	SCM, Secretariat	Education Partners	2027–2028
UN Agency Partnerships	Identify/pitch DM toolkits to UN agencies	SCM	Secretariat	June–Aug 2027

Cross-sectoral Collaboration	Develop joint projects with SRHR and climate justice orgs	SCM	Advocacy Team	2026–2028
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## ■ PILLAR 3: Building Movement Power

### Strategic Direction:

Strengthen the collective voice and organizing power of menstruators and allies through transnational solidarity, survivor-led activism, and grassroots-to-global mobilization.

### Goal:

Strengthen GSCDM's collective power, visibility, and resilience through engagement, partnerships, and organizing.

### Strategic Objectives:

**SO3.1:** Sustain member engagement and participation

**SO3.2:** Build a vibrant, connected global network

**SO3.3:** Enhance engagement with donors and external stakeholders

### Activities:

Issue / Focus	Action	Lead	Support	Timeline
Strong Global Network	Create a contact map; maintain regular updates	Secretariat	National Coordinators	Quarterly
Strengthening Communication among members	Monthly newsletter and coordination calls	Secretariat, SCM	Volunteers	Monthly
Resting/Inactive Members	Survey, follow-up calls, and reactivation strategy	SCM, Secretariat	National Coordinators	May–July 2026
Reflection with Donor Agencies/ Donor Hesitation	Donor briefings with success stories & impact reports	SCM, Secretariat	Fundraising Leads	Twice Yearly

## ■ PILLAR 4: Internal Strengthening & Sustainability

### Strategic Direction:

Build a resilient, feminist, and accountable coalition through legal recognition, inclusive leadership, sustainable resourcing, and care-centered governance.

**Goal:**

Build a sustainable, well-governed, and accountable coalition rooted in feminist principles and care.

**Strategic Objectives:**

**SO4.1:** Formalize legal status and governance

**SO4.2:** Improve volunteer support and leadership rotation

**SO4.3:** Build internal capacity for fundraising and sustainability

**Activities:**

Issue / Focus	Action	Lead	Support	Timeline
Unclear Legal Status	Explore/initiate registration (incl. outside Nepal)	SCM	Secretariat	2026–2027
Burnout/ Transition & Volunteerism	Rotate leadership; modest honoraria for key roles	SCM	Finance Committee	2026–2029
Capacity Building	Annual online/offline trainings for all members Members are encouraged to explore independent Capacity building opportunities	SCM	National Coordinators	Annually
Online Funding Platforms	Assign fundraising team; apply for grants monthly	SCM	Finance & Admin Volunteers	Monthly

**STRATEGIC ACTION PLAN 2026-2029**

Goal	Strategic Objectives	Issue / Area of Focus	Proposed Action	Who Leads?[1]	Supporting Role	Timeline
<b>PILLAR 1: Transforming Norms &amp; Knowledge</b>						

<p>Shift harmful societal norms and reshape public narratives around menstruation through research, education, and advocacy.</p>	<p><b>SO1.1:</b> Promote inclusive education and culturally grounded campaigns on dignified menstruation</p>	<p>Holistic Approach &amp; Global Relevance</p>	<p>Develop global case studies showcasing DM's cultural and social impact</p>	<p>Secretariat, SCM</p>	<p>Research Team</p>	<p>2026–2027</p>
	<p><b>SO1.2:</b> Develop research and evidence to inform global discourse</p>	<p>Enhancement/ Misrepresentation in media</p>	<p>Develop a media response toolkit for members and jointly work with media professionals, including social media influencers</p>	<p>Secretariat</p>	<p>Communication Officers/NC</p>	<p>July 2026</p>
		<p>Media Visibility</p>	<p>Organize international media fellowships to promote DM storytelling</p>	<p>SCM</p>	<p>Communication Officers</p>	<p>Annual</p>
	<p><b>SO1.3:</b> Counter stigma and misrepresentation in media</p>	<p>Competition/ Opportunities with MHM Narratives</p>	<p>Conduct advocacy sessions to distinguish DM from MHM</p>	<p>SCM</p>	<p>National Coordinators</p>	<p>2026–2027</p>

## PILLAR 2: Law, Policy & Systems Change

Institutionalize dignified menstruation through legal recognition, policy reform, curriculum integration, and system-level change.	<b>SO2.1:</b> Integrate dignified menstruation into national education systems	Curriculum Integration	Develop and pilot DM modules for academic institutions, NC to coordinate with the respective institutions in their countries	SCM, Secretariat	Education Partners	2027–2028
	<b>SO2.2:</b> Engage UN and policy stakeholders with tailored tools	UN agency partnerships	Identify and pitch tailored DM toolkits to 2 UN agencies	SCM	Secretariat	June–August 2027
	<b>SO2.3:</b> Build cross-sectoral alliances to amplify impact	Cross-Sectoral Collaboration	Develop joint projects with SRHR and climate justice organizations	SCM	Advocacy Team	2026–2028

### PILLAR 3: Building Movement Power

Strengthen GSCDM's collective power, visibility, and	<b>SO3.1:</b> Sustain member engagement and participation	Strong global network	Create a contact map and maintain regular updates	Secretariat	National Coordinators	Quarterly
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resilience through engagement, partnerships, and organizing.		Strengthening communication among members	Continue monthly member newsletter and coordination calls, and SCM to submit their update with the secretary at least one week before the deadline of the newsletter	Secretariat /SCM	Volunteers	Monthly
	<b>SO3.2:</b> Build a vibrant, connected global network	Resting members	Conduct a member engagement survey; follow-up reactivation calls, set the guidelines on how to identify inactive members	SCM, Secretariat	National Coordinators	May–July 2026
	<b>SO3.3:</b> Enhance engagement with donors and external stakeholders	Reflection with Donor Agencies	Hold donor briefings with success stories and impact reports	SCM, Secretariat	Fundraising Leads	Twice Yearly

## PILLAR 4: Internal Strengthening & Sustainability

Build a sustainable, well-governed, and accountable coalition rooted in feminist	<b>SO4.1:</b> Formalize legal status and governance	Clear Legal Status	Explore and initiate legal registration or flexible legal options for	SCM	Secretariat	2026–2027
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principles and care.			registration, option to be explored for registration outside Nepal			
	<b>SO4.2: Improve volunteer support and leadership rotation</b>	Burnout /Transition & Volunteerism	Rotate leadership tasks; initiate modest honoraria for key roles	SCM	Finance Committee	2026–2029
	<b>SO4.3: Build internal capacity for fundraising and sustainability</b>	Capacity Building	<p>Deliver annual online/offline training for all members each year for capacity building.</p> <p>Members are also encouraged to explore independent capacity-building opportunities</p>	SCM	National Coordinators	Annually
		Online Funding Platforms	Assign a fundraising team to monitor and apply for grants monthly	SCM	Finance & Admin Volunteers	Monthly

## Key Actors and Implementation Roles

To ensure effective and coordinated execution of this strategic plan, GSCDM has established a decentralized, feminist-informed implementation structure. Responsibilities are shared across the Secretariat, Steering Committee Members (SCMs), National Coordinators (NCs), and local partners.

Name	Role	Country / Region
Dr. Radha Paudel	Founder, GSCDM	Nepal
Erfaan Hussein Babak	SCM	Pakistan
Amber Luminario	SCM	Philippines
Aniedi Etim	SCM	Nigeria
Inthumathy Hariharathamothran	SCM	Sri Lanka
Mili Adhikari	SCM	North America
Secretariat Office	Coordination & Support	Nepal

## Implementation Notes

**Progress Review:** Conducted quarterly to assess implementation progress across all four pillars.

**Responsibility Distribution:** SCMs lead regional activities and thematic priorities; the Secretariat ensures logistical support, coordination, and global-level visibility.

**Newsletter Updates:** Strategic progress and lessons learned are included in GSCDM's quarterly newsletters.

**Annual Review:** Strategic objectives and timelines are revisited annually to allow for realignment, based on evolving movement needs and contextual realities.

## Annual Internal Activities

Activity	Frequency	Purpose
Annual General Meeting (AGM)	Once annually	Strategic review, reflection, and planning with all coalition members

Activity	Frequency	Purpose
Monthly Coalition Meetings	Held on the 28th of each month	Coordination, peer learning, updates on regional/national efforts

## **Monitoring, Evaluation & Learning (MEL) Framework:**

### **Purpose:**

This MEL framework is designed to track progress, evaluate impact, and promote adaptive learning within GSCDM's four thematic pillars. It centers feminist, decolonial, and participatory approaches to monitoring, ensuring that accountability is both upward (to donors and partners) and downward (to communities and menstruators).