

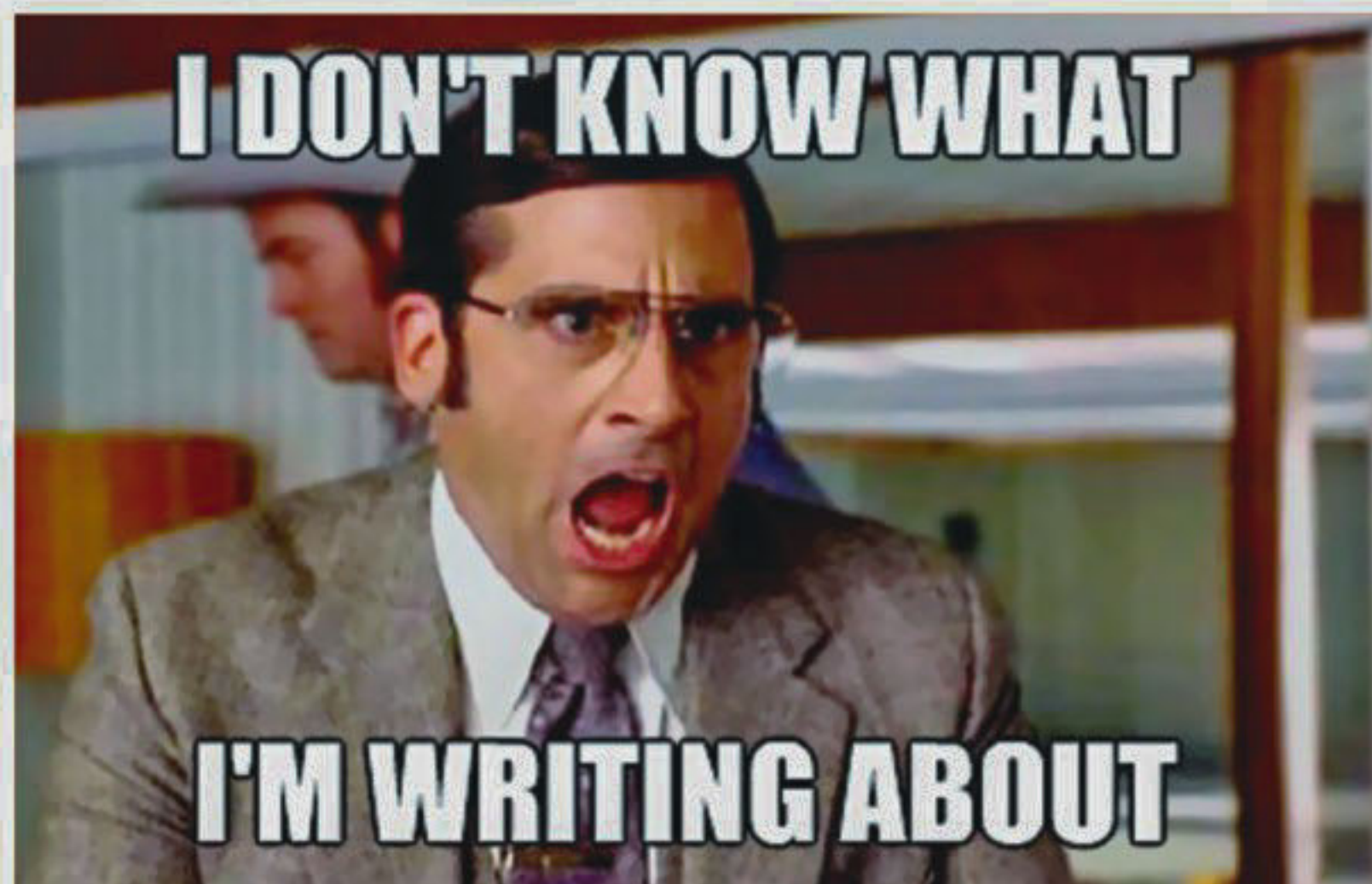
# [YOUR TITLE WILL BE HERE. Which must include "101" or "For Dummies" somewhere in it]

[THE BYLINE, I.E., YOUR NAME. GIVE YOUR REAL NAME IF YOU DON'T MIND YOUR INBOX FILLED WITH UNSOLICITED OFFERS AND QUESTIONS OF A DUBIOUS NATURE.]

[This is where you give an introduction that will say nothing about your article and will only confuse people further. Make sure you use ample redundant words because you need to fill that word count up.]

[This is the part where you actually start your article. It's always nice to start with a quote from your fictional sister. It will make the reader think you were serious enough to go out and ask people about this. Make sure the quote has at least one reference to Renée Zellweger's magical facelift (or whatever they call it these days). Readers dig that. Facelifts, I mean. Not Bridget Jones.]

[Here you need to give some background or relevant info about the stuff you are writing about. I don't mind making stuff up, but ensure that those made up stuff come



with made up sources. Don't fret. Just Google "serious sounding names" and then mix up a few of those just to be on the safe side as you credit them with your soliloquies.]

[Around this point the reader is bored and will be con-

sidering stopping. So to entertain him, insert a meme right here. There should be at least two words there that are "in" at the moment like *bae* or that other one I forget. This will definitely do the trick and keep the reader on track. ]

[After the meme, the reader's concentration is at its peak. Talk about how a "new study" says something that you totally don't understand but proves the point you are trying to make anyway. ]

[Repeat an adverb multiple times here. E.g.: *This was very very very very nice!* Adjust the number of adverbs according to your word count limit.]

[Don't be explicit. Just quietly place an ad here. No one will notice. No one cares.]

[You've just used an ad. The reader will obviously try now to look away from anything you put here. So go crazy: confess your deepest, darkest secrets. No one will laugh at you. I promise.]

[End the article with a witty punch line that you will never be able to come up with.]

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## NOOHA SABANTA MAULA

Menstruation. The word maybe a very common biological term but it's definitely in many people's lists of cringe-worthy terminology. Understandable but it doesn't explain the stigma that surrounds this important aspect of a woman's health. And for this reason, Meenu Apa isn't just another Facebook page.

"Meenu Apa" was a code name used in our mothers' generation to refer to menstruation, but the aim that Meenu Apa has come with is to break the silence and the shame surrounding this process. Meenu Apa offers a niche service that any woman during her periods needs – a little pampering and supplies to get through it. Meenu Apa's packages come with sanitary napkins, a bar of Hershey's chocolate, green tea and medicine and they are delivered straight to your doorstep.

Whether too bloated or too shy to get one's own supplies or just lazy, Meenu Apa tries to provide some love and comfort while the body is doing its work. To make the services more suitable based on the kind of process, the packages are available as LiteFlo and HeavyFlo, and the choice of sanitary napkins is left to the purchaser. The bar of chocolate caters to the odd cravings and green tea soothes the stomach. The price of the package depends on the choice of napkins, and if you want, you can register in the roster so the package is delivered every month. Changing or deciding on dates of delivery are left to the purchaser to simplify and personalise the purchase. Sounds good? It's really that simple.

Fortunately, Meenu Apa's services are currently available all over Dhaka. So, enjoy the sassy branding and show women some love while it's that time of the month.

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 Website: <http://www.meenuapa.com>