



ASHOK MINDA GROUP

Foundation



GlobalHunt
FOUNDATION™
Creating Sustainable Solutions

Women Empowerment Programme

An initiative towards sensitizing women
on menstrual hygiene.

PROGRAMME REPORT 2016-17

About **Spark Minda Foundation, Ashok Minda Group**

Spark Minda, Ashok Minda Group has been involved in overall social & environmental development initiatives since decades. Through its Foundation the company is promoting the legacy of corporate citizenship of People, Planet and Profit by undertaking various community and environment based initiatives.

Website: csr.minda.co.in

About **GlobalHunt Foundation (GHF)**

GlobalHunt Foundation (GHF) is primarily a CSR research and consulting organization, it has been established as a section 8 not for profit company registered under the Indian Companies Act, 1956. GHF provides key services on research, reporting programme designing, advisory, training and due diligence for its pan India clients comprising of leading corporate, civil society organizations, government institutions and academia.

Website: www.globalhuntfoundation.org

Disclaimer:

This publication has been prepared by GlobalHunt Foundation comprising a team of researchers and consultants. The publication showcases the outcome of the proceedings of the recently concluded CSR Project in partnership with Spark Minda Foundation. The publication is meant for knowledge dissemination purposes only, GlobalHunt Foundation does not endorse any individual/ company/or companies mentioned in the report. The material in this publication is quoted and referenced with proper attribution.

Copyright@2016-17

Table of Contents

Foreword	05
Executive Summary	06
About the Project	07
Project Partners	08
Project Timeline	09
Project Methodology	10
Key Aspects of Menstruation	11
Demographic Profile	12
Session Overview (Uttar Pradesh)	14-16
Session Overview (Maharashtra)	18-22
Session Overview (Uttarakhand)	24-27
Session Overview (Tamil Nadu)	29-32
Baseline Survey	34-38
Session Overview (Phase -II)	40-41
Creating Entrepreneurs	42-44
Project Impact	45-47
Community Feedback	48
Annexure	49-53
Project Team Message	54

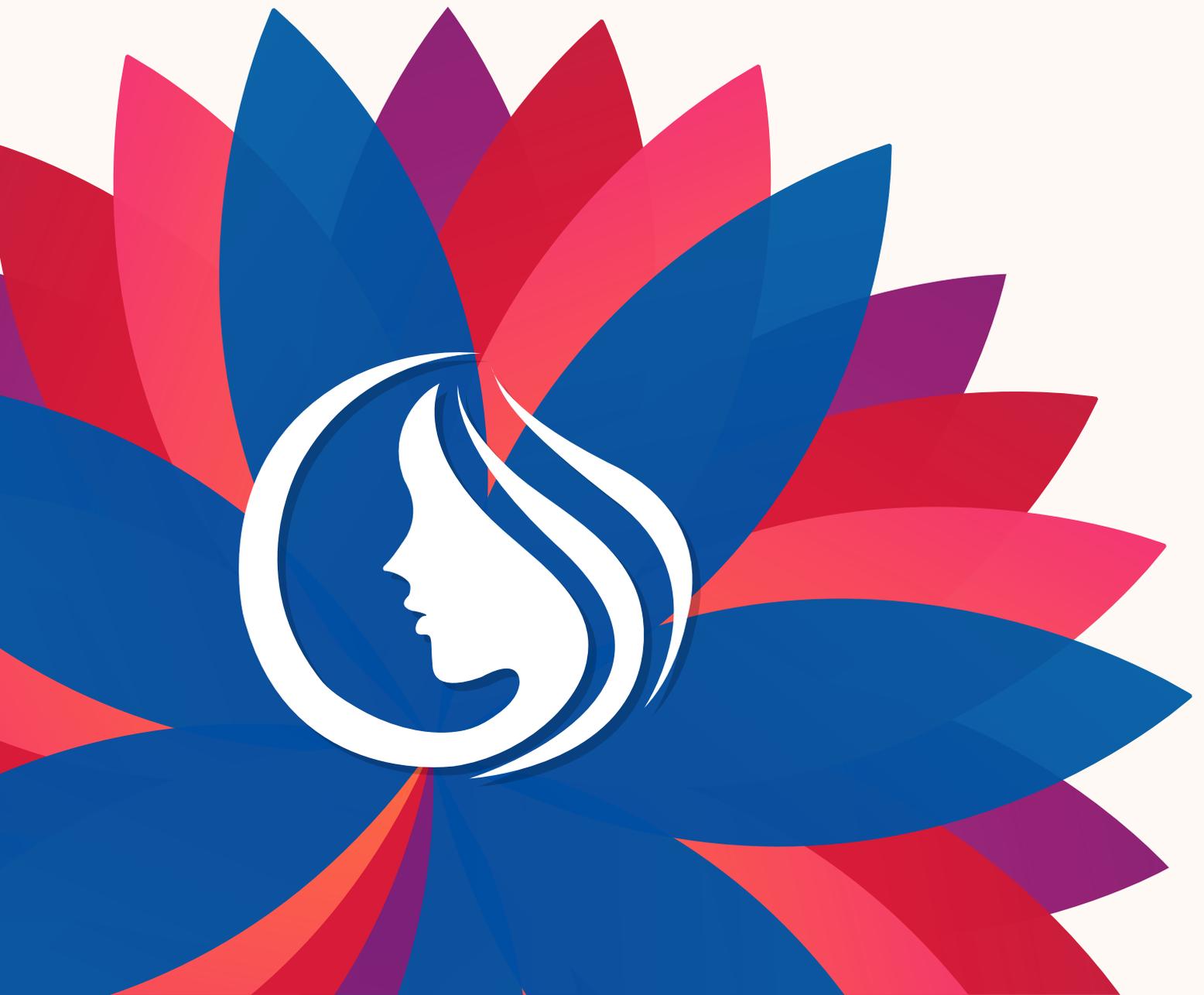
Acknowledgement

We would like to extend a special thanks to our project partners
GlobalHunt Foundation, Jatan Sansthan & Unicharm India Pvt Ltd
for implementing the project.

All the enthusiastic trainers for taking our programme objectives within
the community so seamlessly.

Spark Minda Foundation regional teams who became our strong support
for mobilization and implementation of the project.

Also, a big thanks to the community for being patient with us and
understanding our project goals.



Foreword

Spark Minda Foundation



Spark Minda Foundation has been directing its efforts to enhance the existing capacities of the communities with whom it is working, whether through its initiative in *Skill Development, Education, Health Sanitation, Environment, women empowerment* or project on *people with disability*. The company aims to answer issues that are relevant for any individual, family and community.

As a company through our CSR strategy, we try to understand what is the community level challenges and whether these challenge need to be addressed through big or small interventions. Some of our major interventions include *Aakarshan* (skill development) program, project *Saksham* (Care for Person with Disability), *Water Harvesting project, Tihar & Yerwada jail project* (economic stability to the jail inmates) among others. While under the smaller initiatives, we have introduced series of health camps, environmental programs and educational series on several social and economic issues to improve the overall knowledge.

Under this diverse umbrella, we have recently initiated Women Empowerment series on menstrual hygiene. The project entails building complete understanding not only on the subject but also mobilizing community towards usage of safe menstrual products. Today there is a need to change the mindset of community towards seeing safe sanitary products as a necessity than luxury. It is essential to make them understand that menstruation is a regular process and like any other necessity of safe sanitary products is a basic necessity of every women.

There is a requisite to promote not just knowledge on menstruation but also products that can ensure maintenance of hygiene level during menstruation. Through our partners; **GlobalHunt Foundation, Unicharm India Pvt Ltd & Jatan Sansthan** we hope that we are able to at least initiate some safe practices among the community.

I am pleased to share the outcome report which gives an idea about the project in an detailed manner. Lastly, I would like to extend a warm thank you to my Spark Minda Foundation CSR implementation team, **GlobalHunt Foundation, Jatan Sansthan** and **Unicharm India Pvt Ltd** for designing and executing the project.

Ms. Sarika Minda
Chairperson
Spark Minda Foundation

Executive Summary

GlobalHunt Foundation



Whenever we discuss the issue of women empowerment, we generally talk about giving them equal access in the areas of education and economic sector. Accessibility of women in these two key sectors are defined to determine the gender gaps in the society. With time, although we have realized that women have critical role in accelerating growth but violence against them still exist in huge forms globally. Gender Equality apart from education and economic inclusion still remains a significant challenge. From time to time we hear cases of violence and abuse against women that turn out to be grave violations of Human Rights posing back the question to us “Whether we have achieved women empowerment in complete terms?”

Similarly unawareness among women about their own body and the negligence towards learning about their body, particularly about menstruation is one such issue that we are still struggling to overcome. Across the globe, menstruation is a taboo that needs no biological explanation to the newly achieved puberty girls. It is considered to be a “*natural process*” for every girl which requires no explanation and a condition which is “*god-given*”. The degree of unawareness is so extreme in the community that it is commonly associated with many unnatural proceedings. The knowledge gained on the subject is mostly through traditional knowledge passed on from generations, which is very cultural and regional specific giving menstruation an approach linked with myths, superstitions, taboos and stigmas.

But in the emerging times menstruation is gaining importance and stakeholders such as government bodies, civil society organization and recently many corporates are launching key CSR programmes to address the issue. Hence, **GlobalHunt Foundation** as a CSR partner for **Spark Minda Foundation**, implemented the ‘WE’ programme to sensitize the semi-rural women community of Greater Noida, Rudrapur, Kanchipuram & Rajagurunagar. Through the project we wanted to disseminate knowledge, information and engage the community to directly understand their challenges and queries on menstruation.

As a UNGC signatory, we have committed ourselves to the guiding principles of Human Rights and UN Partnerships for All mandate and hence, I would like to thank our partner organizations for their continued support towards the successful completion of the programme.

Ms. Tanu Goel

Director

GlobalHunt Foundation

About the project

Women Empowerment 'WE' Project-Bringing Empowerment to Women is a social initiative by Spark Minda Foundation to promote safe menstrual knowledge among the local community. As a responsible citizen Spark Minda Foundation at all its company's manufacturing sites is undertaking community development initiatives. Whether its about Skill Development, Education or Health, Spark Minda through the Foundation is promoting inclusive growth among the community. Moreover from time to time the centre also undertakes series of community sensitization programmes so as to enhance the existing capacities of the communities over social and economic issues.

In this respect the subject menstruation was selected because the local community being addressed by the Spark Minda Foundation belongs to tribal, informal and rural section of the economy where *education, health & hygiene* status is really low. Given that menstruation is directly related to these three parameters therefore imparting imperative knowledge on menstruation was essential. Moreover previous health statistics further revealed that most of the women were prone to vaginal diseases due to lack of hygiene practiced during their menstrual cycle.

Hence, to promote a comprehensive understanding on menstruation the 'WE' project was formulated that focused on talking about menstruation as a biological process co-relating with the reproductive cycle and making women familiar with their own body parts. Also, making them realize that menstruation as a monthly process require usage of products to ensure safe management. Spark Minda Foundation in order to carry out the project mandate enrolled GlobalHunt Foundation, to undertake research study so as to understand what is the existing practices & beliefs within the community are and Unicharm India Pvt Ltd & Jatan Sansthan to undertake the learning and capacity building.

The project was divided in two phases where in Phase-I existing community practices were understood through research study. With this a detailed understanding on a woman's body, how a child transits to puberty, what is the biological understanding of menstruation. The community specific understanding was discussed in details to bring out the rationale of menstruation. While in Phase-II the emphasis was on making women equipped in managing their menstruation through menstrual products, whether cloth or pad. Phase II also emphasized on accessing the behavioural changes adopted by the community after conclusion of Phase I.

Programme Objectives:

- *To aware the semi rural, underprivileged and rural women on the various body parts of women and their functions.*
- *To sensitize women on the biological process of menstruation.*
- *To break their shyness on health which they think unimportant.*
- *To establish Aakarshan (vocational training centre run by Spark Minda Foundation) among the nearby community as a centre for empowerment and knowledge source.*
- *Through Aakarshan the nearby community can be uplifted from the existing social and economic status.*





PROJECT PARTNERS

& their Roles



ASHOK MINDA GROUP

Foundation

- Project Sponsor
- Community Mobilizer



GlobalHunt
FOUNDATION™
Creating Sustainable Solutions

- Project Facilitator
- Project Research & Reporting Partner



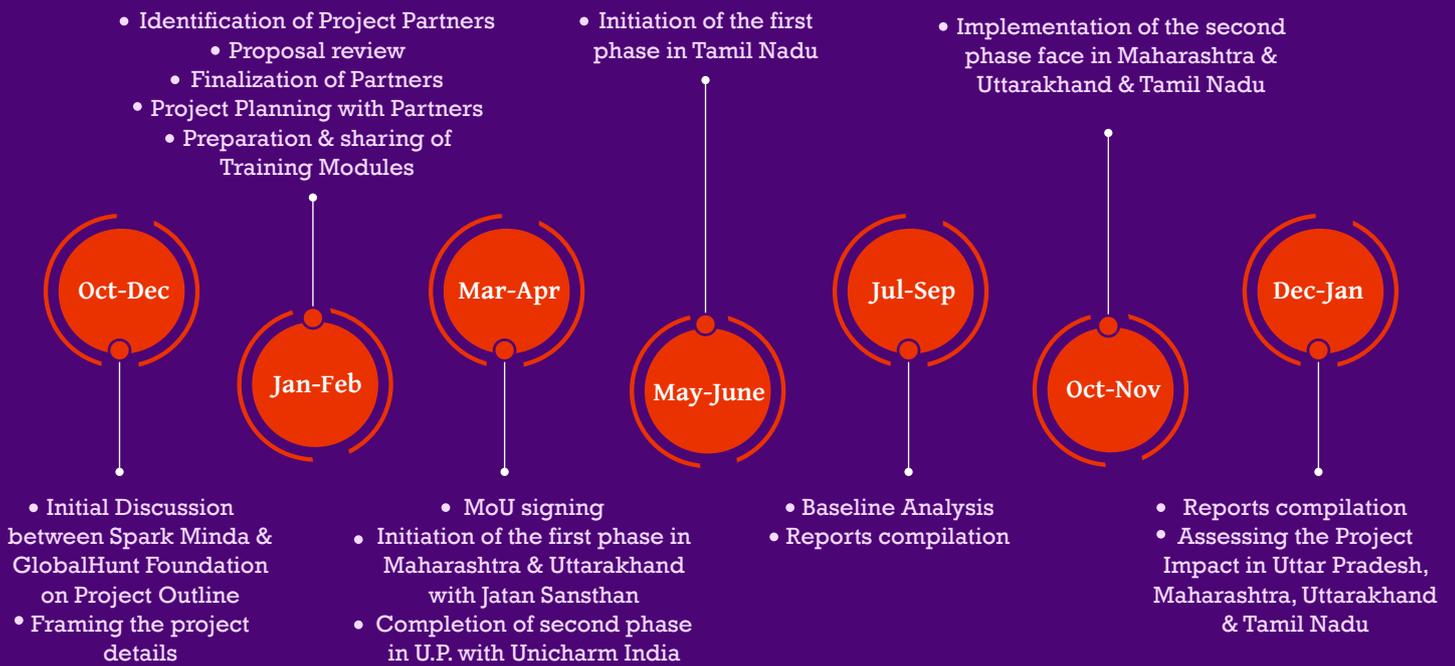
- Technical Partner for Rudrapur, Donde & Pillaipakkam



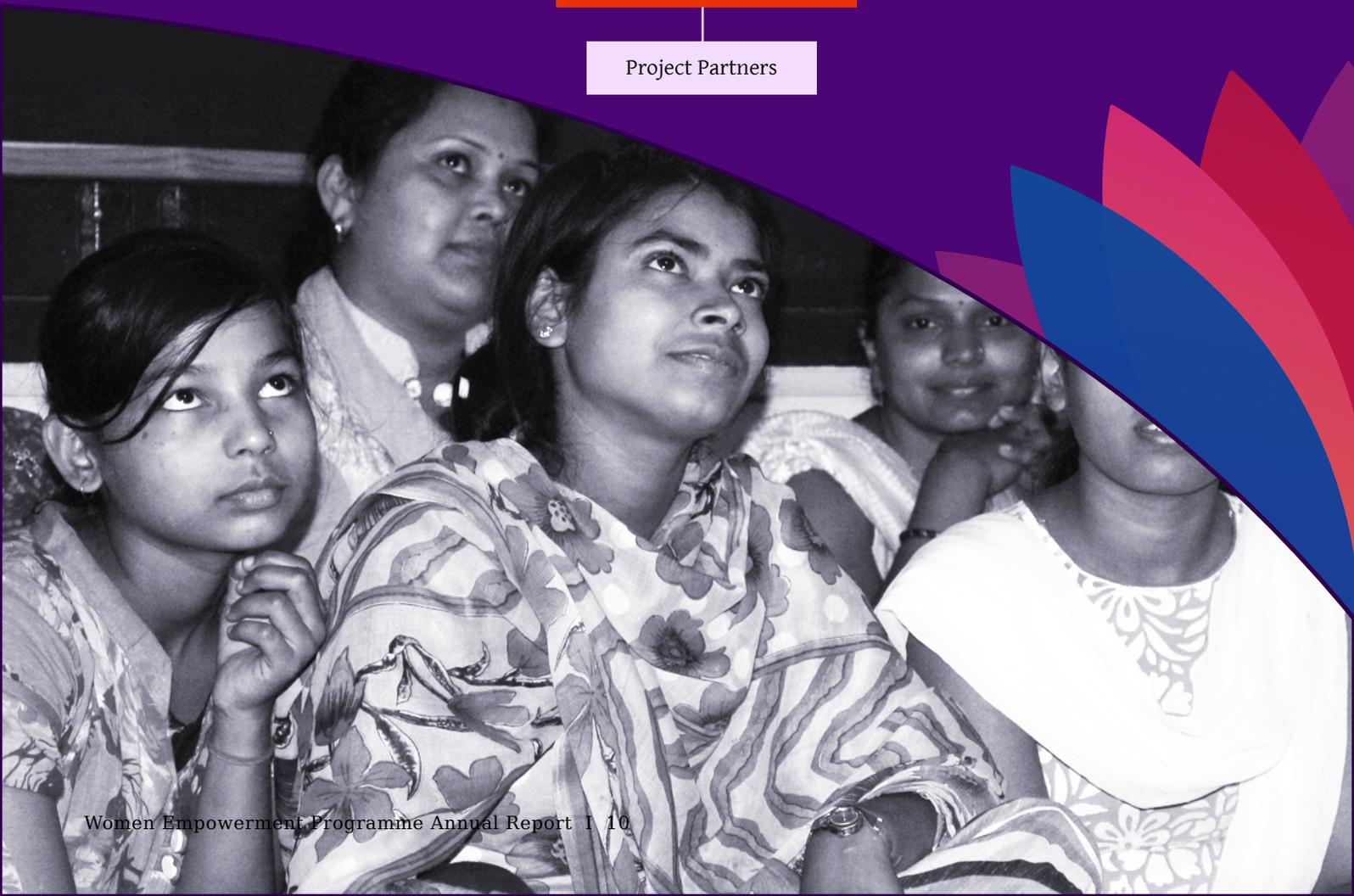
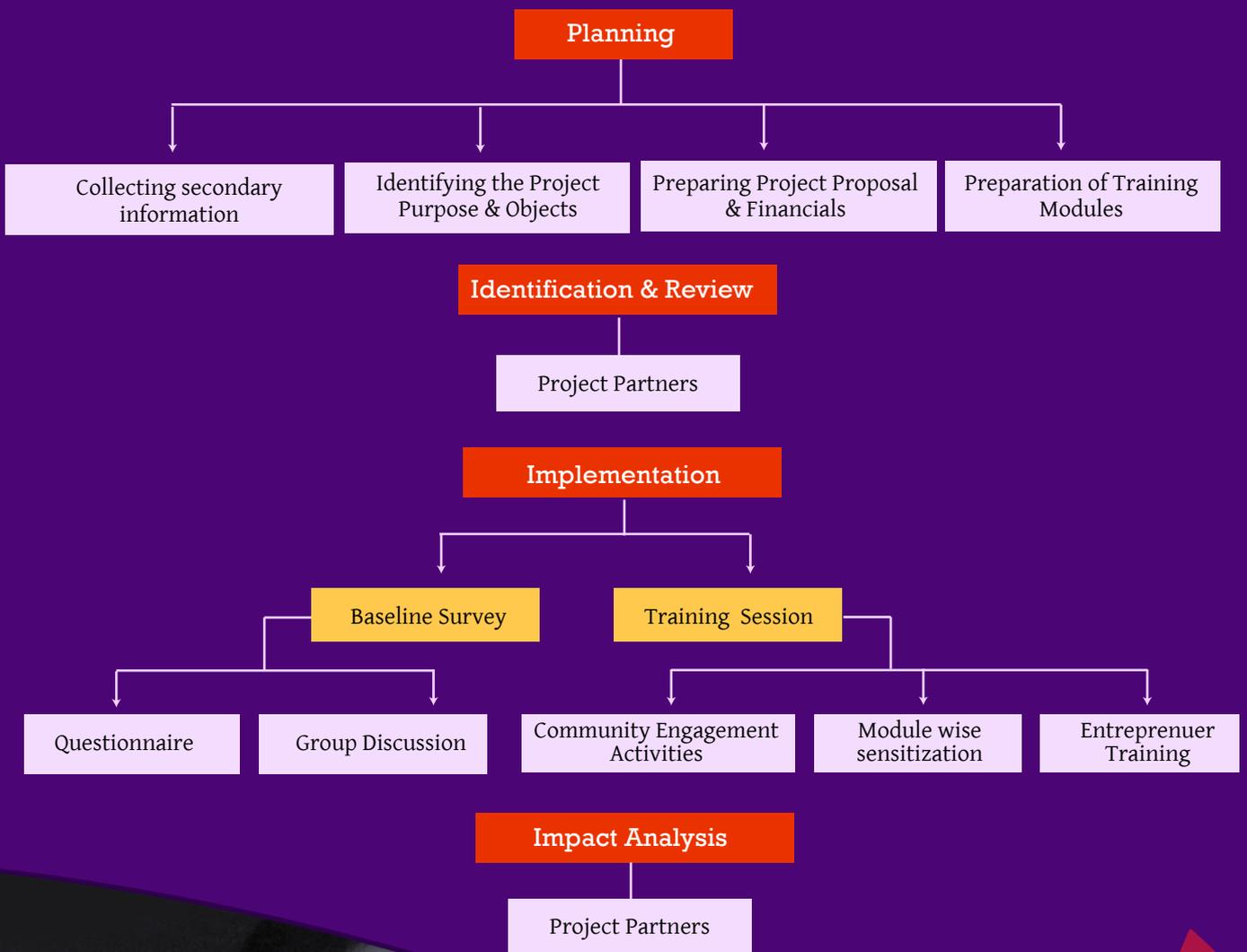
unicharm
NOLA & DOLA

- Training Partner for Kulesra

PROJECT TIMELINE



PROJECT METHODOLOGY



KEY ASPECTS OF MENSTRUATION

What is Menstruation?

Menstruation is a natural process of the reproductive cycle where every month a girl or woman witness loss of blood from vagina. Menstruation is related with female reproductive system.

How is it related with Female Reproductive System?

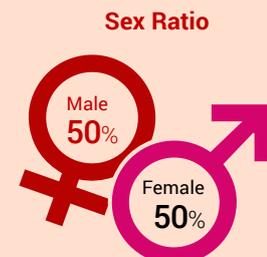
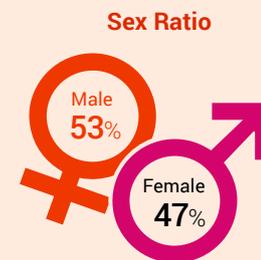
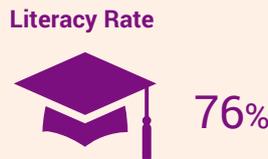
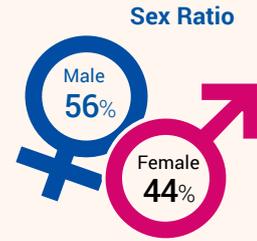
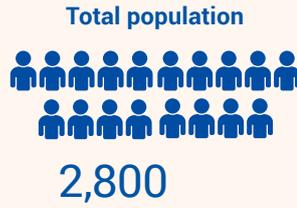
Every month reproductive egg is released from the ovary which moves towards uterus through the fallopian tube. Tissue and blood start to line the wall of the uterus for fertilization. As till the time the egg is not fertilized by the male sperm it is shed through the vagina along with the blood. The bleeding is usually witnessed for two to seven days.

Menstrual Cycle

Menstrual Cycle is usually referred to as number of day gaps from one menstruation to another. The menstrual cycle is usually around 28 days but at times can also range from 21 to 35 days.



Demographic Profile



*Sources census data

SESSION OVERVIEW

Kulesra village
Greater Noida, Uttar Pradesh



“As a student of Aakarshan computer training centre when I got to know that a community session was being organized on the issue of menstruation I knew that this session was something that all my, peer community and female family members should attend. My friends and I personally went to our neighbourhood female members and requested them to attend the session. Women, of our community are mostly busy with their household chores and don't have access to any kind of knowledge”.

Session Overview



Ms. Anuradha Gummulari and **Ms. Swarcha Devgan** the CSR Team of *Unicharm India Pvt Ltd.* conducted the session by using a two-way interactive methodology to assess the existing knowledge of the community on menstruation. The approach was to first let the community share their comprehension and inhibitions regarding the issue so that the team can gauge the gaps in their understanding and what focal points can be concentrated on to carry forward the session in the community. Participants understanding on menstruation was quite bleak when it came to understanding the concept as a biological process. They mostly understood menstruation to be a 'god-given gift' so as to ensure that in future a woman will be able to bear a child. Beyond this notion the participants didn't had any biological knowledge on the issue.

The Unicharm team realized that the health especially women's own health was not a subject of discussion in their private lives. The community opined that unless and until they feel anything serious is being felt in their body they prefer not going for health check-ups and with menstruation the same attitude was observed. In cases, where women were witnessing irregular periods they preferred going to regular physicians than gynecologist. Also, some of the participants shared that they felt irritation and rashes near and in their vagina during menstruation cycle and discharge of thick white water on normal days.

Hence, the session given by the Unicharm Team provided a thorough in-depth understanding on the subject. At the first level, they explained the 'Puberty' phase where the body undergoes certain mental and physical changes. The changes witnessed in the bodily parts are associated with the private parts of the body, hence, the community usually develop shame and shyness towards discussing the same in public. Therefore it is important to understand puberty as it marks the initiation of menstruation.

With the explanation of puberty, the team moved further to explain the process of menstruation. They explained that how menstruation is a natural process of a female reproductive system where every month blood is released from uterus to vagina. Many of the participants shared that as the blood is released from vagina therefore they consider the menstruation blood to be impure and are embarrassed to talk about the same in public. Moreover it was found that inadequate knowledge further engages women to judge menstruation on the parameters of purity & impurity.



The society tend to comprehend menstruation as an impure stage which is defined by social and cultural taboos, myths and restrictions. Hence, by imparting understanding on the biological process of menstruation the Unicharm Team sensitized the community to comprehend menstruation as a natural process bound to happen with every women.



Moving further, the Unicharm Team also discussed on the diverse social myths existing in the community with respect to menstruation. They provided logical explanations to the myths which the community followed during their menstruation days. Also, the team understood how does the community disposes off sanitary products and even explained what is the correct process of using and disposing sanitary products.

The team explained the problems that are associated with using both cloth and pad such as uterus infection, cyst, vaginal infection etc. They made the community aware as to how significant it is to maintain hygiene during menstruation where body and the vagina should be kept clean to avoid any kind of infections. They shared mechanisms through which both sanitary pad and cloth using women can maintain hygiene.

Next they spoke on the healthy and nutritious diet to maintain during menstruation. The community had certain perceptions on food intake during menstruating days such as avoidance of food that are on a higher end of cold and hot and milk based products. However, the team suggested to maintain a nutritious diet comprising of vitamins, carbohydrates, iron, calcium & minerals to be healthy during menstruating days.

After a detailed discussion on the food and nutrition component of menstruation the question of diverse myths, stigmas and taboos was asked from the community. Most of the community agreed that inability to speak on the issue is deeply associated with diverse religious restrcitions. Almost everywhere in every culture and society certain kind of stigmas and social exclusion are followed by women and girls during menstruation. In our target region, the women community observed certain restrictions during their menstruation days which tend to limit their social mobility in the society and affected their daily routine.

The basic notion among community prevailed that menstruation blood is impure as it comes out from the vagina. Thus, being an impure blood certain daily routine practices should be monitored to avoid forwarding the impurity to other household items and family members. To provide them adequate knowledge and overcome such beliefs the last sessions of the capacity building discussed such beliefs with the community and the team provided their logical explanations to negate the myths cited by the community.



SESSIONS

OVERVIEW

Donde Village
Pune, Maharashtra

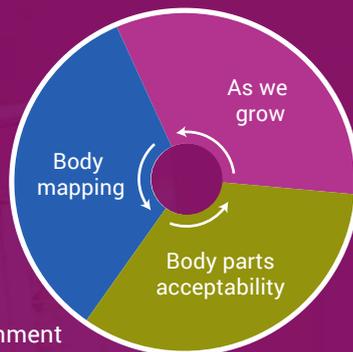


“When the Aakarshan centre teacher told me that a training will be held on menstruation my first reaction was what will we talk on menstruation?.....we don't know anything about menstruation....We don't need to talk menstruation in public.....but after attending the session I have realized that menstruation requires discussion and knowledge and as a women it is our right to know what menstruation is all about.”.

SESSION ONE: CHANGES DURING PUBERTY STAGE

Components

- As we grow
- Body mapping
- Body parts acceptability



COMPONENT I- AS WE GROW

Group Activity 1

Activity: Local song singing

Objective: To create friendly environment

Time: 5 minutes

Technical Session 1

- **Title:** Changes Identification
- **Objective:** To discuss various bodily and psychological changes a girl undergoes as she grows into a woman
- **Time:** 10 minutes
- **Training tools:** Chart paper and sketch pen
- **Training methodology:** Group discussion

› Four to five groups comprising of six to seven females were created. After this they were told to write down the different physical and psychological changes they felt while growing on two different sections of the chart paper.

Outcome

The women were able to write down the major changes they felt:



Physical

- Breasts enhancement
- Hair growth on private parts & arm pits
- Height and weight increase
- Facial hair growth
- Facial pimples
- Change in voice

Psychological

- Don't feel like listening to elders
- Increase in anger and irritation
- Feel like talking to friends especially boys
- Aspiration to look better than others
- Don't feel like doing house related work or studying

In the same manner women were also asked to map the difference between male and female while they are growing up. Some of the changes mentioned by the community was:-

Female >>

- Breasts enhancement
- Hair growth on private parts & arm pits
- Height and weight increase
- Facial hair growth
- Facial pimples
- Change in voice



<< Male

- Increase in height & weight
- Gender growth
- Moustache and beard growth
- Voice change
- Creation of laryngeal prominence (Adams apple)
- Hair growth in private parts & armpits

Components II- Body Mapping

Technical Session 2

- **Title:** Body drawing
- **Objective:** To help women openly talk about their body
- **Time:** 30-40 minutes
- **Training tools:** A4 paper sheets and sketch pen
- **Training methodology:** Individual activity

Each member present was given a paper and asked to fold the paper equally in order to make it like a card. The following sketches were asked to be prepared

- *Kishori (lady) with clothes and ornaments.*
- *The back look of Kishori on the second page.*
- *Kishori without any clothes and ornaments.*
- *The back look of Kishori without any clothes and ornaments.*

Challenges faced: majority of the community present resisted themselves to draw a naked layout of a female body. But when guided and communicated in a fun way the women were able to overcome shyness and embarrassment.



Outcome: After hesitation the women were able to sketch the basic body structure of Kishori



Outcome: Women were hesitant to touch their body parts after seeing the trainers doing the same they followed

« Group Activity 1

- **Activity:** Different body parts touching
- **Objective:** To break the hesitation of women towards their own body
- **Time:** 5 minutes
- **Methodology:**
 - *All the members present were asked to stand in a group forming a circle.*
 - *Once the circle is formed the trainer had to announce different body parts and the community had to touch the named body parts.*
 - *Initially body parts that are easy to touch were named such as head, eyes, nose, elbows, ears, knees and toes then parts such as hips, breasts and vagina were taken.*

Group Activity 2 »

- **Activity:** Different body parts drawing
- **Objective:** To break further the hesitation of women towards their own body
- **Time:** 20-25 minutes
- **Methodology**
 - *A long sheet made of 4 attached chart papers was made. The chart paper was laid down on the ground.*
 - *A girl/women was asked to lie down on the paper.*
 - *After this two women were asked to draw the sketch of the body.*
 - *On the outline women were asked to draw different body parts.*



Outcome: Women began by drawing parts such as toes, nails, hair, elbows, knees, heart, liver, kidney but when promoted they drew breasts, vagina etc.

SESSION TWO: WHAT, WHY & HOW OF MENSTRUATION

Component I- Menstruation cycle calendar

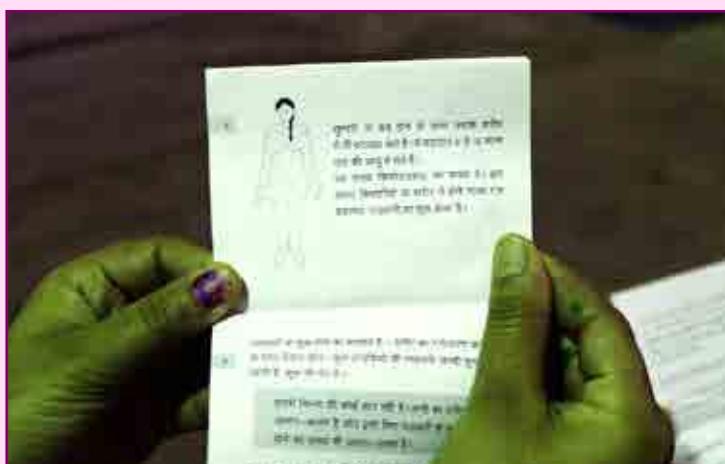
- **Title:** Understand your menstruation
- **Objective:** To develop understanding on menstruation
- **Time:** 30 minutes
- **Training tools:** *seedhi sachi baat* (knowledge booklet) & *kavad* (menstruation wheel)
- **Training methodology:**
Women were distributed *kavad* and *seedhi saachi baat*
 - > *Moon-cycle calendar was explained*
 - > *Menstruation cycle calendar was explained*



Outcome: Building menstruation as a normal natural process among females through moon-cycle calendar

Component II- What & how of menstruation

- **Title:** What is menstruation flow
- **Objective:** To explain menstruation cycle
- **Time:** 30 minutes
- **Training tools:** *seedhi sachi baat* (knowledge booklet) & *kavad* (moon cycle calendar) and *body apron*
- **Training methodology**
The trainers wore apron having different pockets reflecting the cycle of menstruation
 - > *The monthly releasing of eggs from ovary*
 - > *The transition of eggs from ovary to uterus through fallopian tube*
 - > *Development of blood layer around the uterus*
 - > *Breaking down of eggs*
 - > *Passage of eggs and blood, out from the body through vagina*



Outcome: Explaining the biological process of menstruation

Component III-Ask your question

- **Title:** What is the answer
- **Objective:** To address community questions towards
- **Time:** 15-20 minutes
- **Training Tools:** paper slips, pencils
- **Training methodology:**
Each individual was given a paper slip and pencil. Then they were asked to write their questions. Some of the key questions addressed were:
 - > *Why menstruation dates change*
 - > *If menstruation flow is irregular is it a serious problem*
 - > *What is the correct starting age of menstruation*
 - > *Why body ache especially stomach pain happen during menstruation*
 - > *What kind of food should be taken during menstruation*
- **Seedhi Sacchi Baat** - A pocket booklet designed to answer all questions adolescents and women regarding menstrual in a comic format.
- **Mahawari Chakka** - A creative communication tool for conveying information on menstrual facts.
- **Jaise Jaise Hum Badte hai** - A foldable interactive book for information on reproductive health.



SESSION THREE: MENSTRUATION-SOCIO-CULTURAL PRACTICES

Component I- Why menstrual hygiene is important

- **Title:** Menstrual hygiene
- **Objective:** To develop understanding on the hygiene practices during menstruation
- **Time:** 30 minutes
- **Training tools:** *sanitary pads, tampons, menstrual cups, cloth*

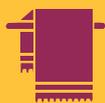
Training methodology:

- *Menstrual products used by women were understood.*
- *Trainers gave a brief understanding on the usage and disposal of both cloth & pad.*
- *Then the community was explained on the hygiene practices to adopt during menstruation and what should be cloth and sanitary pad usage practices.*



Outcome: Disseminating knowledge on the hygiene practices adopted during menstruation

Cloth



- Only cotton cloth should be used.
- If a cloth is being used for the first time then before use it should be washed properly.
- Should not be used more than 4 to 6 hours.
- After usage it should be washed with soap and running water.
- Should be sun dried.
- The cloth should be kept at a place where there are low chances of being infected from insects.

Sanitary Pad



- Should be used not more than 5 to 6 hours.
- Using the same pad for 12 to 24 hours can lead to serious vaginal infection.
- Post usage the pad should be disposed off in a dustbin.
- It should not be burnt or landfill or flushed out.

Hygiene practices to be followed

- Changing sanitary products after every 4 to 6 hours.
- Taking bath everyday.
- Changing clothes everyday.
- Eating nutritious foods.
- Disposing the products safely.



Component II- Myths and taboos around menstruation

- **Title:** Cultural taboos discussion
- **Objective:** To develop critical thinking around the various myths and taboos surrounding menstruation
- **Time:** 30 minutes
- **Training tools:** *Group discussion*

Training methodology:

- *A discussion based on the cultural practices was initiated.*
- *During trainings on such sensitive issues it is always important that the trainer is not provocative/negative but is constructive encouraging women to critically and logically question these socio-cultural practices. They may not be in a position to break every practice but such discussions will help them question such practices and may also have a lasting impact on the next generations in the families.*



SESSION FOUR: MENSTRUATION-CULTURAL PRACTICES

Cultural Don'ts	Myths followed
Going to religious places	Menstruation blood is impure.
Eating warm food	Increases blood flow.
Touching pickle	Destroys the pickle. As menstruation blood is impure therefore her touch is impure.
Touching certain kind of plants	Impure touch destroys plants for e.g. Tulsi (worshipped plant). But this taboos has been adjusted as per women's suitability. Where during agricultural seasons women work as seasonal farmers and even during menstruation they visit farm to earn wages.
Taking head bath	Decreases blood flow.
Cooking food	As the food cooked becomes impure. However here also women living in nuclear family do not abide to this myth as they don't have any alternative source who will cook food for family who do not abide to this myth. While women living in joint family follow this practice.
Living in a scheduled space	A menstruating women through her touch can impure things. As stated earlier women living in nuclear family do not undertake such practice as she performs all the household daily tasks herself. While in joint family this is a common practice.
Burning or landfill of sanitary product (cloth or pad)	Menstruation blood is prone to witchcrafts and attraction of evil spirits. Therefore to safeguard the blood from any misuse the product used during menstruation is either burnt or land filled.

Outcome

It was found that all the myths surrounding menstruation was related to the menstruation blood which was seen impure. The reason being impure was its source of coming out from the body. Therefore the outcome of the last session was to break the knowledge in respect to menstruation blood.

- Here again the entire biological process pertaining to how eggs till the time are converted into baby are released out from body through menstruation blood. Also once a female becomes pregnant the menstruation blood becomes the main source of nutrition and protection cover for the baby. Therefore menstruation blood is not dirty or impure but is 'life giving'.

Component II- Lets plan menstruation

- **Title:** Preparing your own menstruation bracelet
- **Objective:** To manage and keep oneself aware about their menstruation cycles
- **Time:** 10 minutes
- **Training tools:** pearls (red and white) and nylon thread

Training methodology:

Each woman was given pearls and nylon thread

- *The red pearls on the bracelet represented the number of days of the menstruation cycle for e.g. if in a month a woman menstruate for 6 days then total 6 red pearls will be added.*
- *While the remaining white pearls will be added in a count of the remaining days of the month for e.g. if a women menstruate for 6 days then the white pearls will be of a count of 25 representing remaining 25 days of the month.*



Outcome: Preparing women to manage their menstruation

SESSIONS OVERVIEW

Rudrapur, Uttarakhand

“Both the levels of training have been an experience gaining process where we as women have become more comfortable about our own body. Where phase one made us comfortable with our own body the second phase taught us how to make reusable sanitary pads out of cloth”.

Session One- Body Mapping

The first and the foremost topic discussed with the women was body identification. Women are still very hesitant to discuss about their own body this prevents them from understanding various psychical and psychological changes. Given that menstruation is a process related to a woman's body hence in order to initiate any kind of mobilization its essential to make woman identify their own body.

Objectives: To break the shyness of a woman towards their body parts.



Activity One

The community was divided into groups where each group was comprised of 6 to 7 members. Each Group was asked to list down the physical and psychological changes they feel while growing up. Some of the major changes mentioned were breasts enhancement, hair growth on body parts, increase in height & weight, change in voice etc. while the psychological changes mentioned were increase in anger, more inclination towards boy friends, aspiration to look better than others and the feeling of not studying etc

Activity Two

After the first activity the next activity was to identify the difference between a male and female body witness while growing up. Some of the major differences highlighted for women were breasts enhancement, facial hair growth, pimples, change in voice etc. while for men they said that change in voice, facial hair growth, hair growth on armpits & other body parts and development of apple throat.

Activity Three

Each woman was given a A4 sheet and was asked to fold in a form of a card. On each side of the card the women were asked to draw a female body both back & front posture with & without clothes.

Activity Four

The next activity undertaken was body touching where the trainer announced different body parts ranging from ear, eyes, head, hair, lips, breasts, hip, stomach & vagina etc. The women were required to touch that specific part.

Activity Five

On a chart paper a body layout of woman was prepared and every woman participating was asked to draw female body parts. After much hesitation women were able to draw the body parts.



Outcome: : The activities were an important aspect of introducing women to their own body and breaking the embarrassment related with their own body.

Session Two: Knowing your Menstruation

After creating a connection of women with their own body the next session was on making the community aware about menstruation. Menstruation as a subject has been an issue of taboo and cultural silence. This has created a very poor understanding among the women, worldwide and further to this women are not able to pass on the correct education to young adolescent girls. Thereby creating a sense of shyness, embarrassment and hesitation towards the subject. Therefore it is essential to mobilize the women on the issue of menstrual hygiene management.

Objectives: to develop biological understanding of women on menstruation

Activity One

The trainers wore apron having the diagram of a woman's uterus. The process of menstruation was explained through the diagram. The purpose was to aware women on how & why ovaries releases eggs. The eggs travel from the fallopian tube to the uterus. Then a layer of blood is created inside the uterus to protect the eggs. This layer of blood starts getting thick and if no male egg is received by the uterus then the existing eggs breaks down. The broken eggs and layered blood is released by the body in the form of menstruation.

Activity Two

Menstruation cycle was explained in relation to the moon cycle through 'Mahavari Chakra', a communication tool for explaining the 4 weeks cycle of menstruation. The chakra explained how the menstruation follows a monthly calendar. In the first week ovaries releases eggs, while in the second week the eggs travel through the fallopian tube to the uterus. The blood layer in the uterus starts getting thick in the third week and finally in the fourth week when no male egg is received by the uterus then the eggs and the blood comes out through menstruation in the fourth week.

Activity Three

The next topic of discussion for the community was menstrual hygiene management. The trainers sensitized the community on maintaining hygiene depending both on the usage of cloth and sanitary pads.



Cloth



- Only cotton cloth should be used.
- If a cloth is being used for the first time then before use it should be washed and should not be used more than 4 to 6 hours.
- After usage it should be washed with soap and running water.
- Should be sun dried.

Sanitary Pad



- Should be used for not more than 5 to 6 hours.
- Using the same pad for 12 to 24 hours can lead to serious vaginal infection.
- Post usage the pad should be disposed off in a dustbin.
- It should not be burnt, landfill or flushed.

Outcome: Majority of the women were unaware why menstruation happens every month and from where the menstrual blood is coming. Moreover the knowledge on usage and disposal of sanitary products was not correct. Hence the session was able to create biological understanding of menstruation.

Session Three - Cultural Taboos

Carrying forward the discussion the next session majorly talked and mobilized the community towards cultural taboos. Lack of knowledge have added several cultural myths and practices that limit their accessibility in society in respect to education, health, sanitation and workforce participation etc

Activity One

In continuation of the previous session the trainers sensitized women towards the basic hygiene that need to be followed during the menstruation. Some of the points highlighted during the training were; changing sanitary products after every 4 to 6 hours, taking bath everyday, changing clothes everyday, eating nutritious foods and disposing the products safely.

Activity Two

The next activity undertaken was the group discussion on cultural taboos. Here the women were asked to discuss the various taboos they follow during the menstrual cycle and some of the points highlighted by them were as such:-



Cultural Don'ts	Myths followed
Going to religious places	Menstruation blood is impure.
Eating warm food	Increases blood flow.
Touching pickle	Destroys the pickle. As menstruation blood is impure.
Touching certain kind of plants	Impure touch destroys plants for e.g. Tulsi (worshipped plant). But this taboos has been adjusted as per women's suitability. Where during agricultural seasons women work as seasonal farmers and even during menstruation they visit farm to earn wages.
Taking head bath	Decreases blood flow.
Cooking food	As the food cooked becomes impure. However here also women living in nuclear family who do not abide to this myth as they don't have any alternative source who will cook food for them and their family. While women living in joint family follow this practice.
Living in a scheduled space	A menstruating women through her touch can impure things. As stated earlier women living in nuclear family do not undertake such practice as she performs all the household daily tasks herself. While in joint family this is a common practice.
Burning or landfill of sanitary product (cloth or pad)	Menstruation blood is prone to witchcrafts and attraction of evil spirits. Therefore to safeguard the blood from any misuse the product used during menstruation is either burnt or land filled.

Activity Three

Once the women had spoken about the set of taboos they follow during menstruation. The next step was to clear out all the misconception related to menstruation. Hence it was explained that menstrual blood is understood as impure because the source from where it is coming out is taken as dirty or impure. Also women as a source of reproduction have added further limitation on the way women practice their life during menstruation. The lack of promotion on biological understanding has been a further addition to the situation.

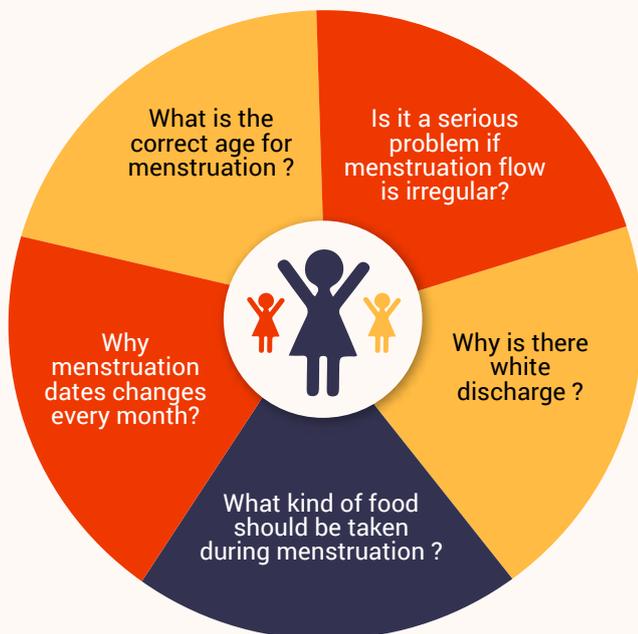
Therefore in the training, the process of menstruation was again explained, where the co-relation between the role of menstruation blood with a woman's pregnancy was explained.

Activity Four

The next activity planned for the session was bracelet making. Women were given red & white pearls and nylon thread to prepare a bracelet. The red pearls marked the number of days of menstruation while the white ones represented the normal days in a woman's life. This will help in maintaining the menstrual calendar so as to keep a track of the menstrual days.

Activity Five

The last session of the day was the Q&A session where women were given a slip of paper and pen to write down any kind of question they have in their mind in respect to menstruation. The women were told not to write down their names but just the questions. Some of the major questions asked by the community were :-



The answer of each question was given however in addition to that **"Seedhi Saachi Baat"** (a booklet containing all the details about menstruation) was also provided.



Outcome: By discussing cultural taboos women were able to talk about various practices that is adopted by them during menstruation. Moreover here it was found that women having different socio-cultural background have given up or adopted as per their suitability.

SESSIONS

OVERVIEW

Pillaipakkam Village,
Chennai, Tamil Nadu



"We have been using cloth pad but had no idea that they can be stitched by us also. Now by practicing more on pad making at home I think we will be able to manage our menstruation more cost effectively".



Session for women community

To begin the session the trainer first tried to comprehend the mindset of community with respect to menstruation by understanding their initial experiences of menstruation. They were asked about their reaction, the knowledge which they got from their mothers, the social taboos they were made to practiced and now their own behavior when they daughters get their menarche.

Mostly said that during their initial periods they were made to live in a separate room, they were not allowed to sit on the cot when others were sitting, they were restricted to one single corner of the house and were allowed to move only after third day when they had taken head bath. However a contrast was seen here, where women belonging to poor economic background were following less restrictions on the social and public mobility as they were serving crucial agricultural labourers for the community. But now as the time has changed the young girls are not made to follow such strict restrictions.

Coming to basic understanding on menstruation the ladies said that they had no idea why menstruation was happening but knew it was related to child birth. To map their understanding the trainer showed them the picture of uterus and asked them to name its parts. The community ladies were amazed to see the picture of uterus as initially, they thought it was some kind of organ present in an animal body or was the structure of shoulders and lungs and even the school teachers present were not able to completely name the parts of the uterus.

Similarly, about menstruation they only knew that blood comes out from the vagina every month and had no idea why it comes every month.

Hence, the trainer explained the community about what is a uterus and how does it works as an reproductive organ. The trainer explained the role of each part in the entire reproductive cycle through the moon cycle chart as they community women knew that the menstrual cycle was of 28 days.

With a detailed discussion on the process of menstruation general health and hygiene practices were also discussed. Most of the community shared that open defecation is usually practiced as most of the houses still do not have individual toilets. The community informed that reproductive tract infections (RTI) and urinary tract infections (UTI) was a common problem among ladies and girls as they were not maintaining cleanliness such as regular cleaning of vagina with water. Also, they shared that girls suffer from white discharge problem which is also related with uncleanliness.

The project trainer advised the community on daily cleanliness practices and explained how RTI and UTI can affect the uterus and lead to major health problems. She suggested them to maintain cleanliness even if they are using any sanitary product such as cloth and pad. With the session the community members asked questions from the trainer with respect to food, hygiene, cycle, in case of any problems during menstruation days etc.

Sessions Outline - One & Two



Subject Covered: Understanding Puberty

Session Technique: Group Activity

Session Overview

Five to six group comprising of eight to nine girls were created where they were asked to write down their change in feelings and in body as they are growing up. The girls in the groups were given 10 minutes to mention the changes which is related with their mental and physical growth. The groups after 10 minutes came one by one to share their understanding with the other groups. Overall the groups highlighted the following points:

Physical	Psychological
<ul style="list-style-type: none"> • Growth of breasts & hair on armpits & private parts • Tendency to develop pimples • Tendency to become lazy • Increase in height and weight 	<ul style="list-style-type: none"> • Interest to talk with boys and spend time with them • Day dreaming • Interest to watch love movies or read love stories • Interest to stay alone and go out alone with friends



Subject Covered: Underlining Difference between Males & Females

Session Technique: Group Activity

Session Overview

Five to six group comprising of eight to nine girls was created where they were asked to write down their differences that come at family or community level where the parents, the relatives, the neighbours, friends, the people start differentiating between them and the boys. They were asked to map these differences:

Male	Female
<ul style="list-style-type: none"> • Boys can go out alone. • Boys can apply perfume • Boys can wear anything • Boys are allowed to go out whenever they want 	<ul style="list-style-type: none"> • Girls are restricted to go out alone • Girls are not allowed to do makeup or apply any beauty product • Girls are put with restrictions when it comes to wearing cloths • Girls are made to stay more at home and do household work

Sessions Outline - Three & Four



Subject Covered: Understanding your own body

Session Technique: Group Activity

Session Overview

To overcome the hesitance of the girls towards their own body different sets of individual and group exercises were conducted so as to make them speak about their own body.

Exercise One

In the first exercise each girls was given a A4 size paper and sketch pen to draw a girl named “Kishori”. They were asked to fold paper in four halves where on the first page they drew girl with clothes, on the second page they were asked to draw a girl from the back, on the third page they were asked to draw a girl skeleton and on the last page they were asked to draw a girl without any clothes. During the exercise the trainers noticed that shyness was persistent among them.

Exercise Two

The second exercise was oriented towards taking them closer to their body parts where one girl was asked to lie on a human size chartpaper and other girls drew the human outline. With the completion of the human body outline each girl was asked to mark and write the different body parts in a woman body. The girls although marked parts such as face, ears, knees, elbows, fingers, ankle easily but were not gathering courage to mark parts such as vagina, breasts, thighs etc. only after trainer encouragement they marked those body parts.



Sessions Outline - Five & Six



Subject Covered: What, Why & How of Menstruation

Session Technique: Body Apron

Session Overview

With overcoming their hesitation towards their body parts the girls were explained the process of menstruation. At the first place through body apron they were showed a diagrammatic picture of Uterus to give a better understanding. Then in detail the entire biological process was explained wherein every month the egg is passed through ovaries to the uterus, with the coming of egg in the uterus the slide walls of the uterus tend to become thick with formulation of blood layer and as the egg is passed out of the body the blood layer also comes out of body. The session was completed with a Q & A session where girls were given the opportunity to ask questions that till now were left unanswered and needed better understanding.



Subject Covered: Menstrual Hygiene Management

Session Technique: Focused Group Discussion (FDG)

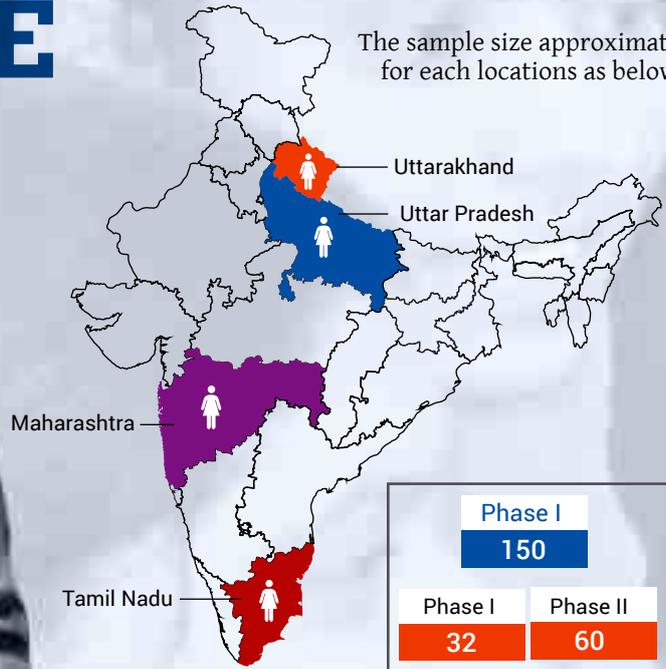
Session Overview

In continuation of the previous session, the menstrual hygiene management session was conducted where they were briefed about the different type of management products such as cloth, sanitary pads, tampons etc. The trainer explained both the advantages and disadvantages, usage and disposal of menstrual management products. Moreover, major emphasis of the session was given on the hygiene practiced during menstruation such as regular cleaning, timely change of sanitary products.

BASELINE SURVEY

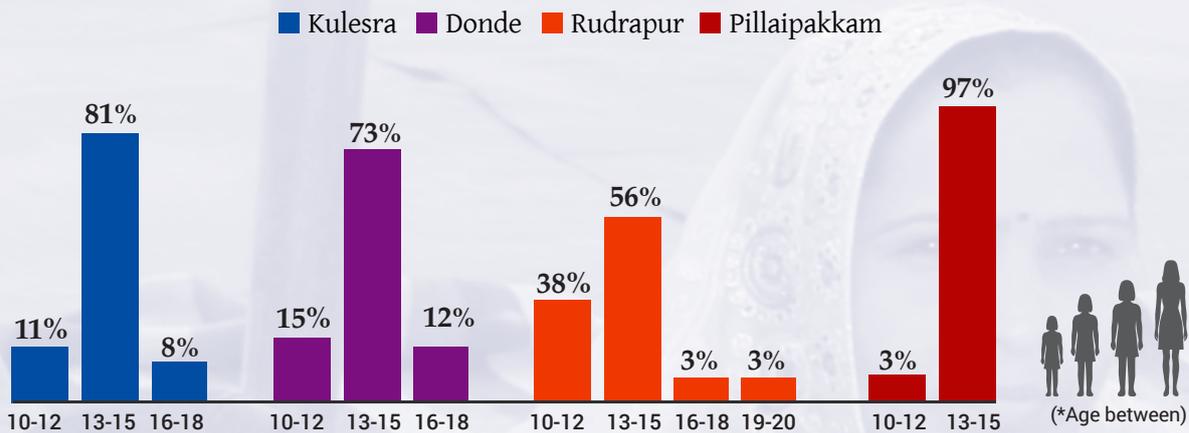


The sample size approximately for each locations as below:

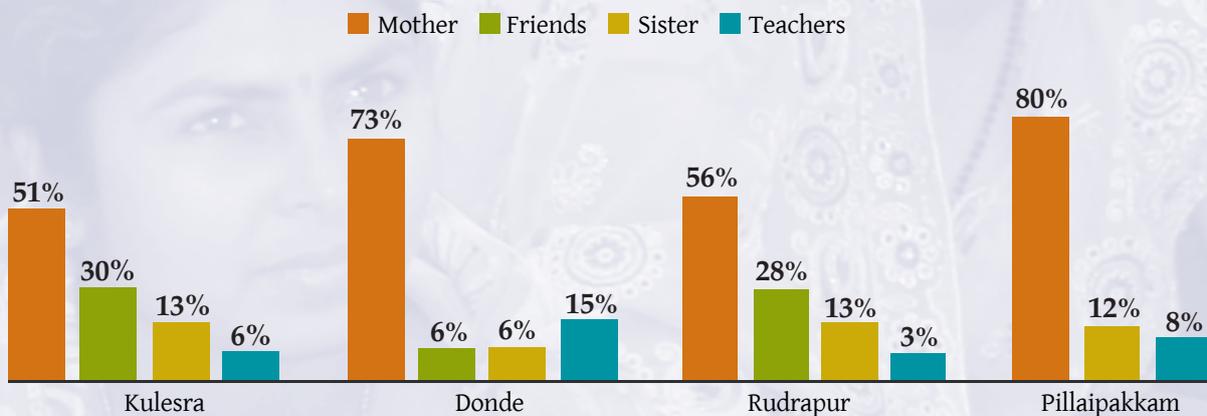


Phase I	
150	
Phase I	Phase II
32	60
Phase I	Phase II
85	75
Phase I	Phase II
63	50

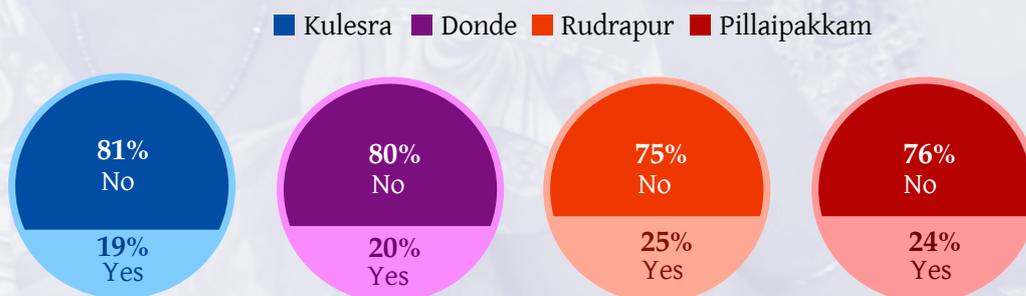
Age in which menstruation occurred



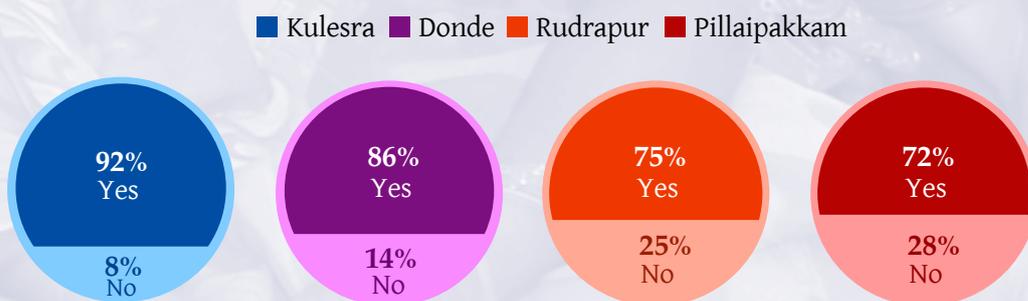
From whom did you get to know about menstruation



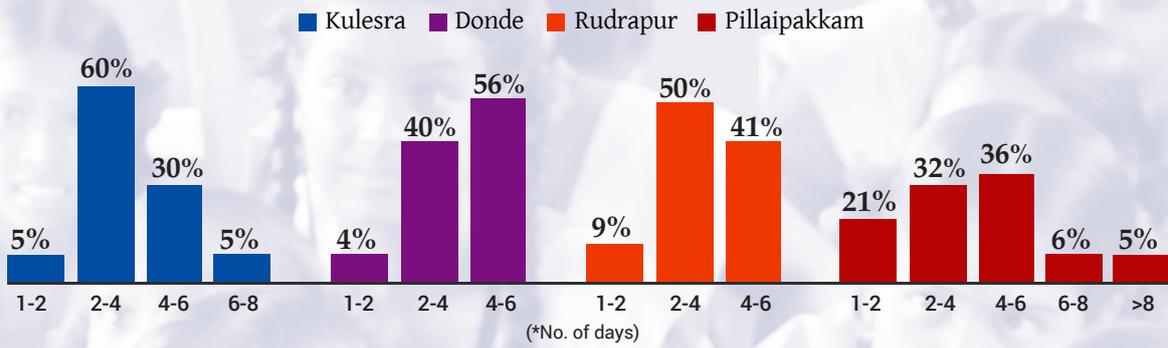
Did you had any prior information about menstruation



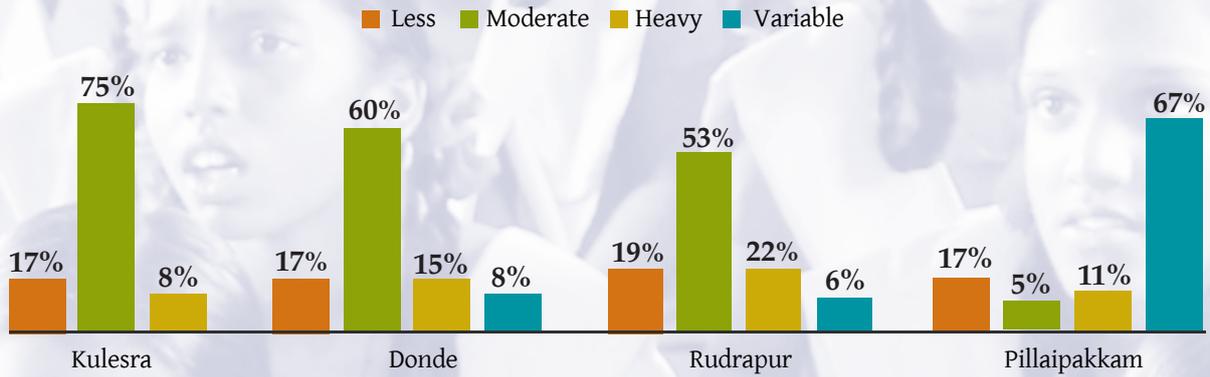
Do you have regular periods



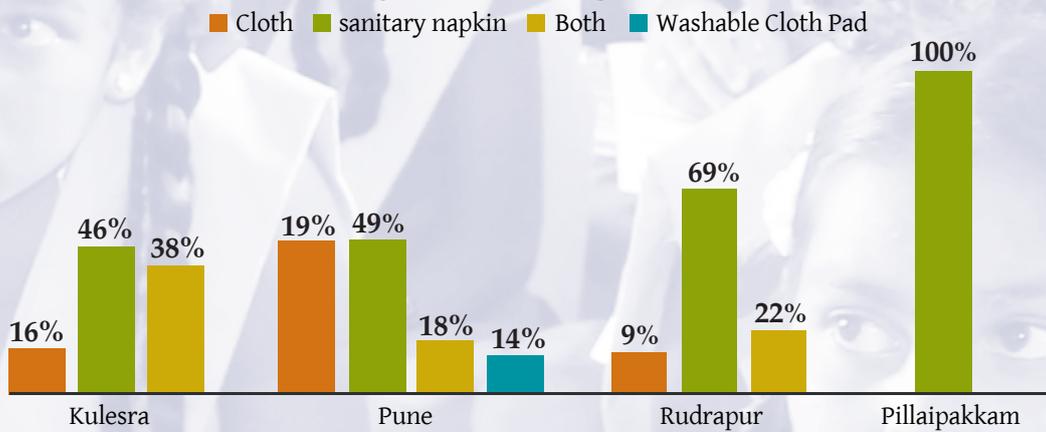
Number of days of your menstruation



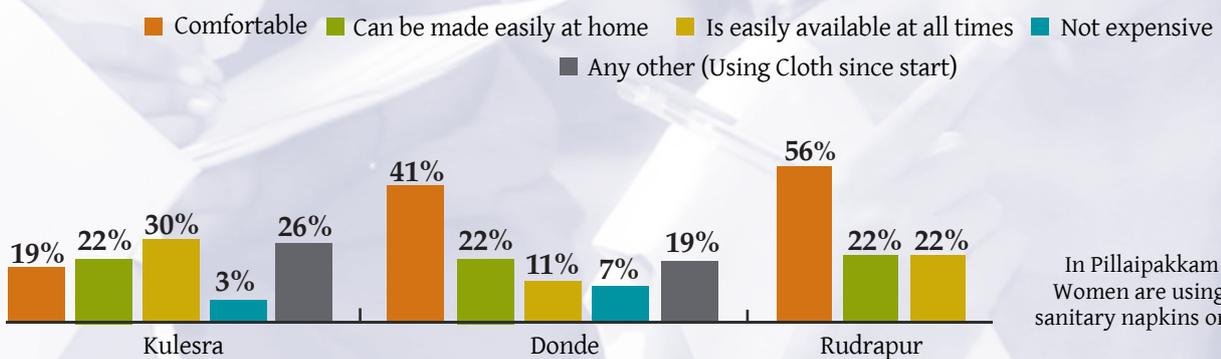
How is your menstruation flow



What do you use during menstruation

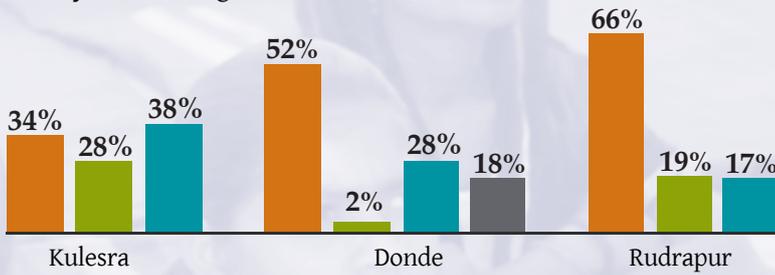


Why do you use cloth



Why don't you use sanitary napkins

- Sanitary pads are expensive
- Sanitary pads are not available every time
- No facilities to dispose off sanitary pad
- Any other (Using Cloth since start)



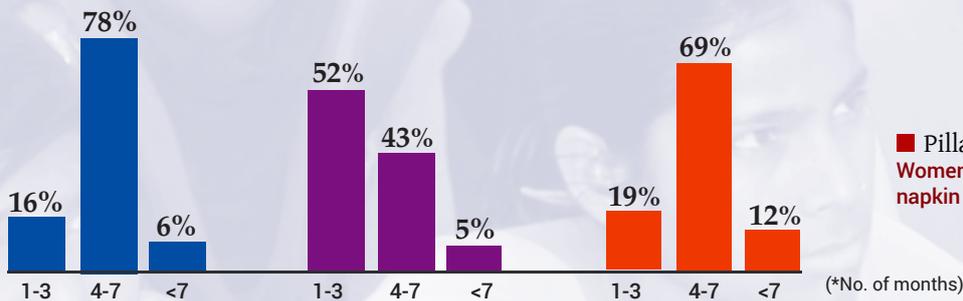
Do you use the same cloth during every menstruation

- Kulesra
- Donde
- Rudrapur



How many months do you use the same cloth

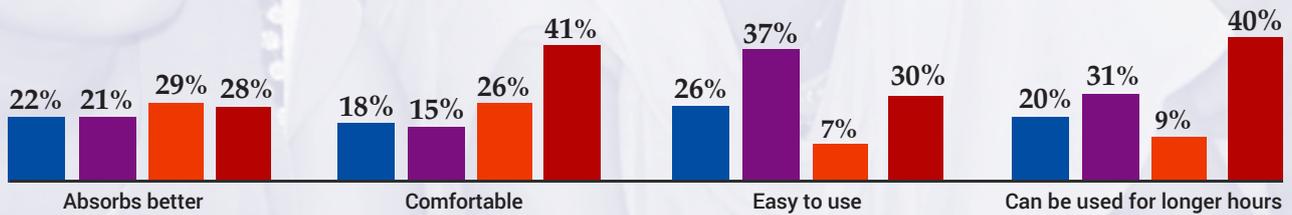
- Kulesra
- Pune
- Rudrapur



Pillaipakkam
Women are using sanitary napkin instead of cloth

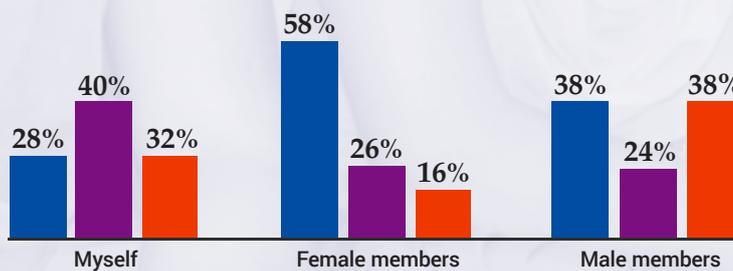
Why do you use sanitary pads

- Kulesra
- Donde
- Rudrapur
- Pillaipakkam



Who buys sanitary pads for you

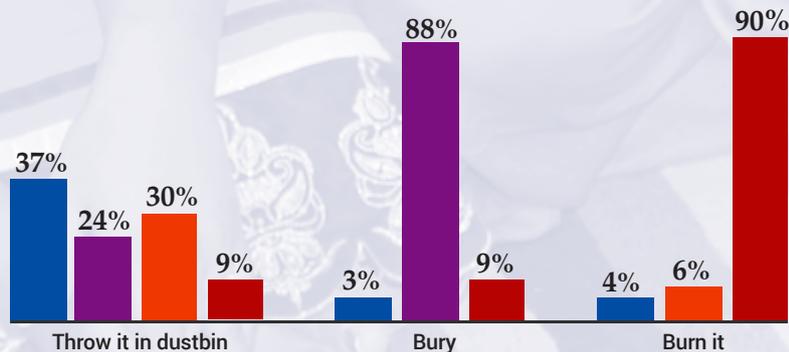
- Kulesra
- Donde
- Rudrapur



Pillaipakkam
Sanitary pads provided under Govt Scheme

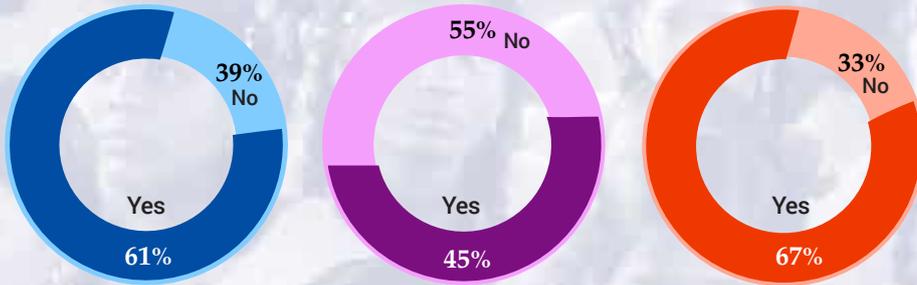
How do you dispose off sanitary pads/cloth

- Kulesra
- Donde
- Rudrapur
- Pillaipakkam



Do you feel ashamed while buying sanitary pads from male shopkeepers

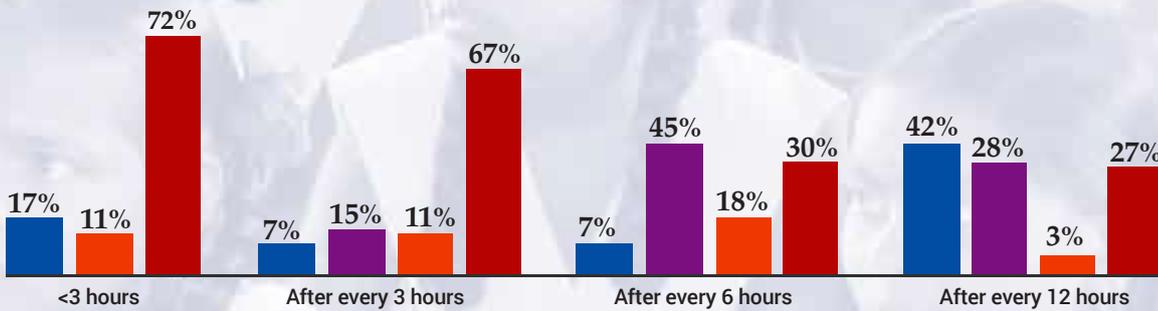
■ Kulesra ■ Donde ■ Rudrapur ■ Pillaipakkam



■ In Pillaipakkam sanitary pads provided under Govt Scheme.

After how many hours you change cloth/sanitary pads

■ Kulesra ■ Donde ■ Rudrapur ■ Pillaipakkam



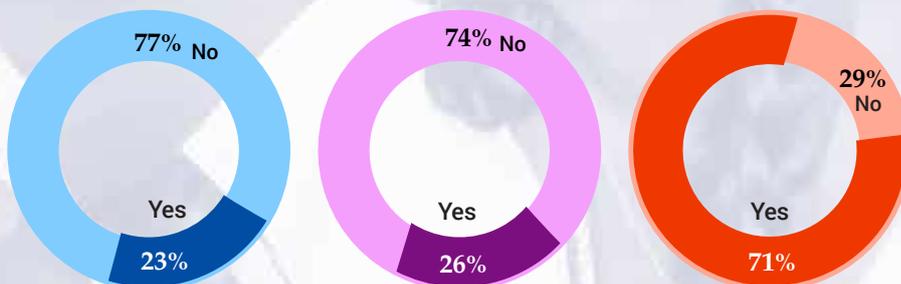
Do you know that sanitary pads should be changed 3 to 4 times

■ Kulesra ■ Donde ■ Rudrapur ■ Pillaipakkam



Do you know that cloth should not be used more than 2 to 3 times

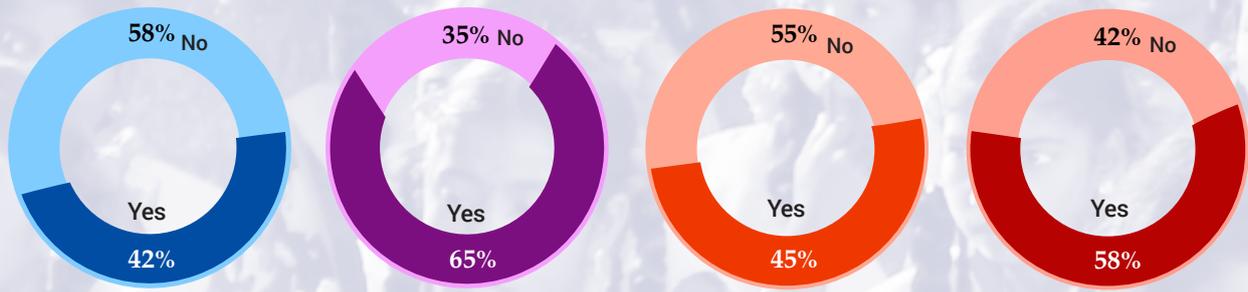
■ Kulesra ■ Donde ■ Rudrapur



■ Pillaipakkam
All the women participating in the session were using sanitary napkin instead of cloth

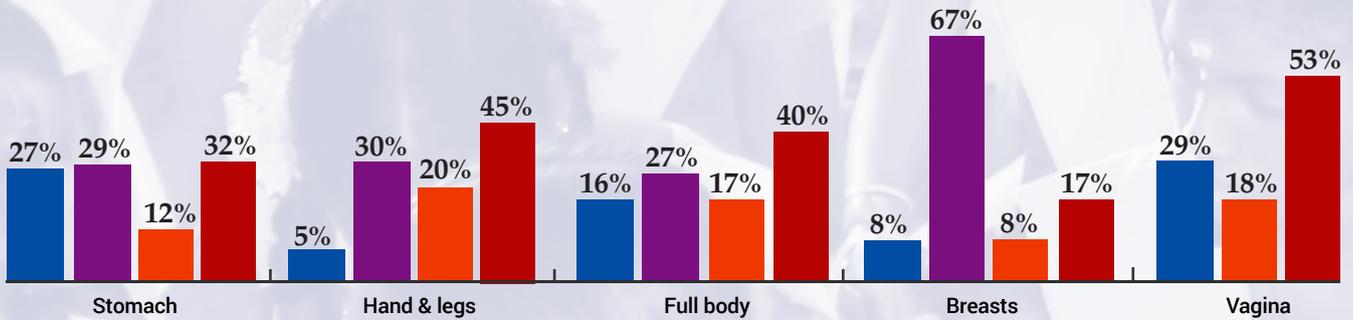
Do you feel pain during menstruation

■ Kulesra ■ Donde ■ Rudrapur ■ Pillaipakkam



Where do you feel pain

■ Kulesra ■ Donde ■ Rudrapur ■ Pillaipakkam



Social taboos followed

■ Kulesra ■ Donde ■ Rudrapur ■ Pillaipakkam





PHASE-II

SESSIONS OVERVIEW

Kulesra, Rudrapur, Donde & Pillaipakkam

Session Overview

The second phase of training purely focused on understanding the diverse products available in the market and assessing such products on the parameters of health, hygiene, economic & environmental cost, maintenance & disposal and overall sustainability. The training session was divided into three parts where in the first 45 mins of the session a brief recap was made of the previous session i.e. the Phase-I session where women were sensitized about their body, their body parts, the puberty phase, the difference between a male and a female body, the behavioural difference between a male and female, introduction to menstruation, the biological process of menstruation, menstrual cycle, social and cultural taboos etc.

With a final discussion on menstruation the trainers moved on to the diverse menstrual products available in the markets for menstrual management. In the Indian context, as sanitary pads and washable cloth is the most common form of sanitary products available. The trainers asked the community to explain their usage method, disposal methods, the pros and cons of the products and the comfort level of both the products. In respect to the usage of sanitary products there was a mixed practice. Women while at home preferably used cloth and when they travel they used sanitary pads. In respect to adolescent girls they used sanitary pads. However the major issue they face is disposal as majority of them were disposing sanitary pads at running sewage.



To build the capacities of women on making washable cloth sanitary pad a 90 mins stitching session was imparted to the women using pad shape and size cutouts, cloth materials, stitching material such as needle, thread, scissors, touch buttons, chalk etc. To ensure that each women understood and learn adequately a small kit was provided. The community the community was divided into 5 groups comprising of 7-8 ladies. Each group was provided with stitching material such as three types of cloth (three types of cloth differentiate on thickness level), touch buttons, scissor, needles, chalk, pad shape and size cut outs etc.



Session Overview

Three trainers and project team was present during the session to teach and help the participants in learning. For better learning purposes, a sample cloth pad and a pictorial guide inside the kit was provided. The trainers taught step wise stitching of cloth pad to women starting from equal cutting, measurements to maintain, stitching the parts together and putting touch buttons to complete the final product.



The community showed keen interest while learning stitching however, wanted more time and practice to bring neatness in their final product. Also, during the session the community was informed about the washing, disposing the cloth pad and other relevant information to keep in mind while using cloth pad.





“At Aakarshan I am learning stitching and this is the first time that I have got the opportunity to learn how to stitch sanitary pads. The stitching session has been a learning point as now women can use cloth in a form of sanitary pads effectively”.

CREATING ENTREPRENEURS

The last session of the project comprised of mobilization towards becoming women entrepreneurs.

Once the women had understood the process of making cloth sanitary pads the next step was to create the availability of sanitary napkins (as disposal of plastic pads is difficult and cloth is not comfortable to use). The session was initiated by a discussion as to how women can form a group and through common pooling of resources can enter in a process of sanitary pad making and further sell them. Here the concept of SHGs and its functionality was introduced.

To explain the entire process in details the trainers explained how the community who are interested to further sell the eco-friendly napkins should first excel their stitching skills as the community will only buy the product when the product is of good quality. Secondly they should act as change agents and disseminate the crucial knowledge on menstruation which is also very essential for the wider community to understand.

During the discussion women showed major concern as to who can be the potential market for their products, hence it was explained that the women can get in touch with the nearby factory workers, village community and nearby village market, anganwadi centers, school centers & shopkeepers for market linkages. In the concluding remarks it was stated that women should take menstruation as a normal course in their life and rather than defining it with taboos and cultural values.



It is important to understand that each woman during her life phase has to undergo this biological process and this should not be taken as a limitation.

The reaction of women about forming SHG's in each location is given below:

Rudrapur

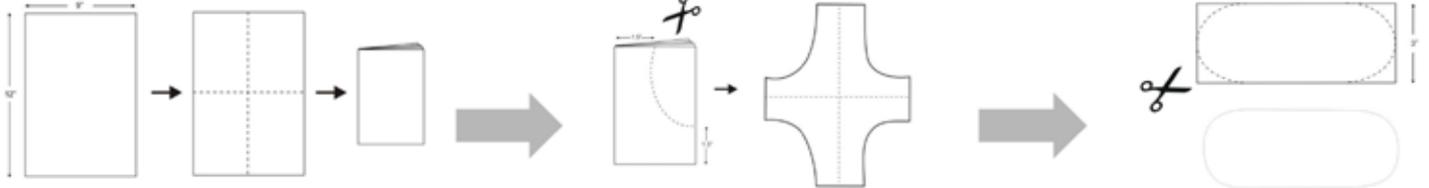
In Rudrapur most of the community were housewives and in their due course have never been active in any collective economic activity. Most of the women present for the session had no idea about SHG's and its working modality. But few women were part of SHG in the respective villages when they were unmarried. So the trainers asked the interested participants to form a group improve their pad quality through regular stitching, decide on a common price for selling and initially to begin, test the selling process in their local neighbourhood. With time they will be able to increase their market and can earn better returns.

Donde

In Pune as most of the participants were part agricultural workers they knew about SHG's formation and working. They themselves were part of specific SHG's and were earning monthly as a SHG member. However, for selling cloth sanitary pads they were required to discuss the same with their other SHG members and teach them how to stitch. They shared that selling cloth sanitary pad can be a good option as in nearby villages and communities' washable cloth pad was preferred among women. A similar kind of product was also available in nearby general shops. So if they start this kind of activity then it has chances of bring good returns to the SHG's

Pillaipakkam

In Chennai almost every participant was part of one SHG or the other and wanted to expand their scope of areas. Though they liked the idea of selling cloth sanitary pad but shared that water availability was a huge concern in the area. Thus, most of the community preferred one time usage of pad. So they had doubts regarding the success of the product in their area. But they also shared that they can get in touch with other members of the SHGs who are living in other villages and areas where there is no such concern and can implement the activity with them. For that however, they required certain amount of time to share the idea with their other members. In the mean time they can improve their stitching skills.



12 इंच लम्बे और 09 इंच चौड़े दो कपड़े (एक सफ़ेद सूती और दूसरा प्रिंटेड सूती) लीजिये और उन्हें चित्र में दिखाए अनुसार दो बार फोल्ड कीजिये, फोल्ड करने के बाद ये चार-चार परत के हो जायेंगे.

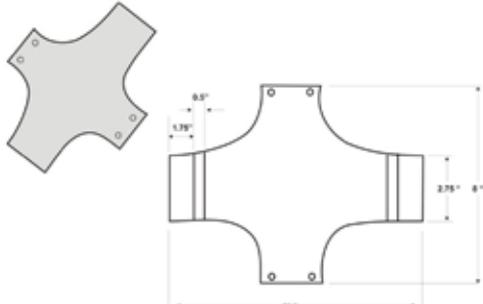
चारों हिस्से जिस ओर से खुले हैं, वहाँ लेढ़ (1.5) इंच छोड़कर चित्र में दिखाए अनुसार अर्धचंद्राकार काटेंगे. खुलने पर यह चित्र में दिखाए गए डिजाइन जैसा दिखने लगेगा. दोनों कपड़ों को इसी प्रकार काटेंगे.

11 इंच चौड़ा और 12 इंच लम्बा एक केशमेट सूती सफ़ेद कपड़ा और लीजिये और उसे तम्बवत चार परत फोल्ड कर लीजिये. अब उसके दोनों कोने वाले हिस्से चित्रानुसार गोलाई में काट लीजिये.

आइये, पैड बनाएं.

ऐसे करें कटिंग ...

... और सिलाई



आखिरी क्रम में चित्रानुसार दो टच बटन पैड के बिना पट्टी (लेस) वाले हिस्सों पर लगायेंगे.

लीजिये हमारा पैड अब तैयार है.

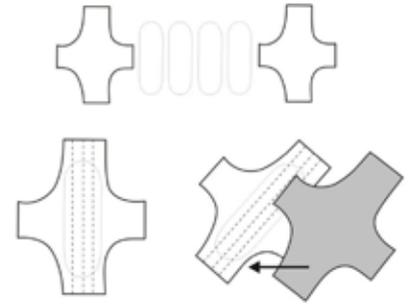
प्रिंटेड कपड़े की बची हुई कतरन में से दो सीधी लम्बी पट्टी (लेस) सिलेंगे, जो कम से कम आधा इंच चौड़ी हो .

इन्हें उल्टा करके सफ़ेद कपड़े के दोनों तरफ पीने दो इंच (1.75 इंच) जगह छोड़कर किनारे से सिल लेंगे. इस प्रकार यह लेस बीच में से खुली रहेगी.

अब प्रिंटेड कपड़े की कटिंग को सफ़ेद के ऊपर रखकर तीन तरफ से सिल लेंगे.

खुले मुंह की तरफ से सीधा करके उसे भी बंद कर देंगे.

अब पहले वाले सफ़ेद कपड़े की कटिंग के साथ दूसरे वाले सूती कपड़े को बीच में रखकर तीन सीधी लम्बी सिलाई कीजिये, ताकि चार परत वाला दूसरा कपड़ा फिक्स हो जाये.



पैड बनाने के लिए जरूरी सामान :

- सूती सफ़ेद कपड़ा (साइज़ 15 इंच x 11 इंच)
- प्रिंटेड सूती कपड़ा (साइज़ 15 इंच x 11 इंच)
- सूती सूती कपड़ा केशमेट (साइज़ 12 इंच x 11 इंच)
- 01 सुई (09 नंबर)
- 01 कैंची
- 02 टच बटन (स्टील वाले)
- सफ़ेद धागा सिलाई के लिए
- चाक
- 01 फीता
- 01 सफ़ेद रुमाल या नेपकिन

पैड बनाते समय ध्यान रखें:

- केवल सूती कपड़े का ही प्रयोग करें.
- नया कपड़ा सिलने से पहले पानी में भिगो लें और सुखा लें.
- कपड़े को एकदम किनारी से नहीं सिलें, इस से उसके फटने या सिलाई निकलने का अदेशा रहता है.
- अन्दर लगी पट्टी (लेस) को पीछे लेकर आप उगेर पैड को सामान्य दिनों में या ज्यादा सफ़ेद पानी आने पर भी प्रयोग कर सकती हैं.
- सिलाई करते समय टांका पास पास लें ताकि सिलाई मज़बूत रहे.
- टच बटन को लगते समय इसके दोनों हिस्सों की जगह का ठीक से मिलान कर लें.
- उगेर पैड सिलाई से सम्बंधित किसी भी प्रकार की अन्य जानकारी के लिए सम्पर्क करें: 9672760344

माहवारी के दिनों में रखें अपना ख़ास ख़्याल :

- माहवारी के दिनों में रोज़ नहाए.
- शरीर एवं योनि की सफ़ाई का पूरा ख़्याल रखें.
- माहवारी के दौरान प्रयोग किये जाने वाले कपड़ा या उगेर पैड को किसी और को प्रयोग के लिए नहीं दें.
- दोबारा कपड़ा या उगेर पैड लगाने से पहले योनि को अच्छी तरह से साफ़ कर लें.
- कपड़ा बदलने के बाद हाथ साबुन से धोयें.
- उगेर पैड या कपड़े को साबुन तथा ठंडे/साधारण पानी से अच्छी तरह से धोने के बाद खुली धूप में सुखाएं.
- उगेर पैड या कपड़े को बाहर नहीं रखकर अन्य कपड़ों के साथ ही रखें. बाहर पत्थरों या अँधेरी नमी वाली जगह पर न रखें.
- हर तरह की सब्जियां खाएं और भरपूर नींद लें.
- बर्दाश्त से बाहर दर्द होने पर डॉक्टर की सलाह अवश्य लें.
- माहवारी से सम्बंधित अन्य जानकारी लेने या हमारे इस अभियान से जुड़ने के लिए संपर्क करें: 9772333391

सुरक्षित माहवारी अभियान, जतन संस्थान तथा विकल्प डिजाइन (डिजाइन स्टुडियो) द्वारा युवाओं, किशोर-किशोरियों, महिलाओं तथा समाज को प्रजनन स्वास्थ्य और माहवारी जैसे संवेदनशील मुद्दे पर जागरूक करने के लिए चलाया गया एक कार्यक्रम है. उगेर का अर्थ मेवाड़ी भाषा में "नयी शुरुआत करना" है. इस कार्यक्रम में प्रजनन स्वास्थ्य और माहवारी के मुद्दे पर समाज में सदियों से बनी चुप्पी को तोड़ना तथा महिलाओं के स्वास्थ्य से जुड़े मुद्दों पर जागरूकता बनाना है.

संपर्क करें: जतन संस्थान, 05, तिरुपति विहार, सेलीब्रेशन मॉल के सामने, देवेन्द्र धाम के पास, भुवाणा, उदयपुर (राजस्थान)

email: uger@jatansanstan.org

web: www.jatansanstan.org



PROJECT IMPACT

• The Situation Before

During the initial intervention the baseline study and the training session highlighted that menstruation was a close issue for the community. They didn't prefer talking about the issue in their daily lives and lacked any formal knowledge which they can share to their daughters. Mothers continued to be the main source of information who themselves were unequipped to share what actually menstruation was in reality. It is only when a girl starts menstruating she was told what menstruation is; along with which came certain social and cultural restrictions. Almost all the women said that they were unprepared for their first menarche and cried when they saw blood coming out from their vagina. Also, during knowledge exercises many of the females felt shy and ashamed to even name their body parts. They refrained from conducting exercises which required them to name or draw their body parts.

When the community was shown the image of reproductive organ they were absolutely clueless about it and found difficult to believe that it was part of their body. They had never undergone ultrasound or any other medical check-up specifically with menstruation as they never felt the need for the same. Even in case of any problem such as irregular periods or heavy flow they would preferred going for some remedies than going to a doctor.

In terms of hygiene practices almost all the communities in all the location practiced a unilinear format where they used single cloth or pad for more than 8-12 hours in a day. Women mostly preferred using cloth only once, however in cases where it was used more than once then 3-4 months was the average time. Women in their early 30's and mid 40's preferred using cloth as they had used it since their early days and girls in their early teens and late 20's preferred using sanitary.

When it came to social and cultural taboos almost every community had their own defined practices for the menstruation days. In almost every community taking head bath, going to temple, touching pickle, touching scared plants etc. was forbidden. In food practices also, certain restriction was followed where they believed that certain kind of food determines the menstruation flow.

In large the knowledge on menstruation was more guided by social, cultural and religious principles where the women preferred avoiding the issue in their family structure.



• The Situation Today

To map the impact of the project within the communities an end line assessment study was carried out within the women who attended both the first and second phase of the training. The impact has been measured on the following factors:

How well is she aware

The first factor that was taken into consideration was how well the women were aware about menstruation. This parameter required them to at least be confident enough when they share the process of menstruation with their kids or other female members. Most of the participants said that after the session they shared the process of menstruation with their neighbors and kids. Now easily they can explain what menstruation is with the other members. However, they still felt shy to talk openly about their body parts.

How well is she prepared

With the stigmas attached with the issue, preparation for menstruation has always been negligible. Most of the women and girls have followed practices that restrict their movement in society. With the session most of the women shared that now they know about the age and the signs to keep in mind when a girl is reaching her menstruation age. So that they can further aware their girls on the issue. Also, they shared that as of now they have not completely abandoned the religious taboos however, have changed their mindset towards hygiene and eating practices.

Self Confidence and Menstruation

The main result desired from the project was not just empowering the women on the knowledge but also creating self-confidence among them with respect to the issue. Psychologically the project empowered them by enhancing their knowledge on menstruation and breaking the several myths and traditional connotations which they held in their mind or practiced during menstruation.

Creating Entrepreneurs

Another aspect which the project focused was on creating Self Help Groups on cloth pad production for the women who cannot afford sanitary pads. This aspect required training women on cloth pad stitching and tailoring through which the women could start an economic activity of selling affordable washable cloth pad. Women in all the location liked the idea of setting up a business on selling pads and shared that first they will bring neatness in their product and then can start the production.

Women created

Did you attend the previous session?



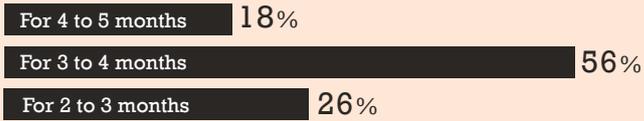
If yes, then what have you learnt from the session



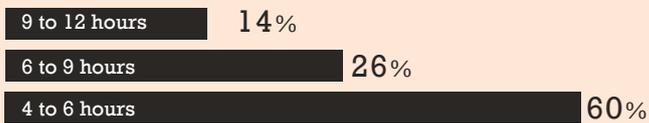
Have you made anyone aware about this subject



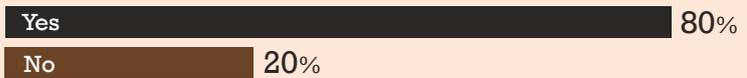
How many times should a cloth be use more than 6 months



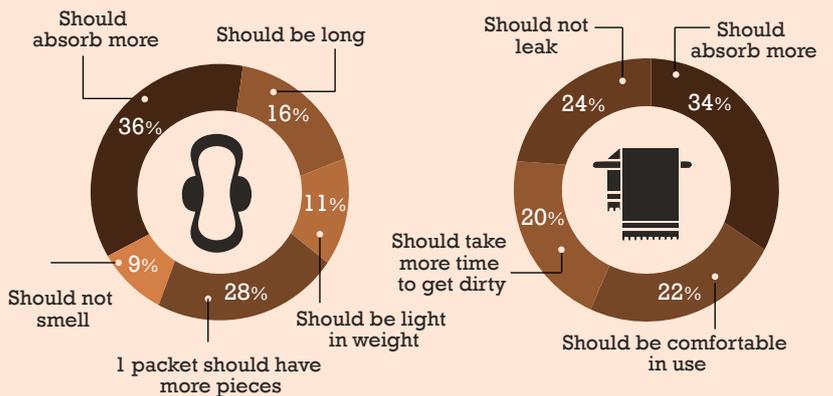
After how many hours should a pad be changed



Would you like to indulge in any kind of economic activity based on the learning of stitching sanitary pad



Given a chance what improvement will you like to bring in sanitary products



Community Feedback

“Any kind of education is always a gain for an individual. Menstruation as a subject was never a topic of discussion. However by educating us on the subject we feel empowered”.

Maya Sudhir

“Getting an opportunity to earn makes me happy. The session not only provided key understanding on menstruation but also opened a way for us to become economically independent. Thank you Spark Minda”.

Rajkumari

“In school whenever teacher talks about female body parts, we always laugh. But after attending the session i have realized that we dont need to laugh rather accept menstruation as a normal biological process”.

Kamlavati

“The training session has taught me how to maintain basic hygiene during menstruation”.

Neha Sarkar

“During menstruation we avoid and restrict our daughters to follow their daily routine and practice certain taboos. The session has changed this mindset”.

Sunita Singh





MENSTRUATION SURVEY



(1) General Information			
1.1	Name:	1.2	Age:
1.3	Religion: Hindu <input type="checkbox"/> Muslim <input type="checkbox"/> Christian <input type="checkbox"/> Sikh <input type="checkbox"/>	1.4	Occupation:
1.5	Educational Qualification: Primary <input type="checkbox"/> Secondary <input type="checkbox"/> Higher Secondary <input type="checkbox"/> College <input type="checkbox"/>		
1.6	Marital Status: Unmarried <input type="checkbox"/> Married <input type="checkbox"/>	1.7	Family Type: <input type="checkbox"/> Joint Family <input type="checkbox"/> Nuclear Family
1.8	No. of members in family:	1.9	No. of female members in family:
1.10	Family Income: <1000 <input type="checkbox"/> 1001-4000 <input type="checkbox"/> 4001-8000 <input type="checkbox"/> 8001-12000 <input type="checkbox"/> >12001 <input type="checkbox"/> Don't Know <input type="checkbox"/>		
1.10	Diet: Vegetarian <input type="checkbox"/> Non Vegetarian <input type="checkbox"/>		
(2) Information on Menstruation			
2.1	Age in which first menstruation occurred: 10-12 <input type="checkbox"/> 13-15 <input type="checkbox"/> 16-18 <input type="checkbox"/> 19-20 <input type="checkbox"/> After <input type="checkbox"/>		
2.2	From whom did you got to know about menstruation: Mother <input type="checkbox"/> Sister <input type="checkbox"/> Friends <input type="checkbox"/> Teacher <input type="checkbox"/>		
2.3	Did you had any information about menstruation before you started mensutrating: Yes <input type="checkbox"/> No <input type="checkbox"/>		
2.4	Number of days of your menstruation: No menstruation <input type="checkbox"/> 1-2 <input type="checkbox"/> 2-4 <input type="checkbox"/> 4-6 <input type="checkbox"/> 6-8 <input type="checkbox"/> >8 <input type="checkbox"/>		
2.5	Do you have regular periods: Yes <input type="checkbox"/> No <input type="checkbox"/>		
2.6	How is your menstruation flow: Less <input type="checkbox"/> Moderate <input type="checkbox"/> Heavy <input type="checkbox"/> Variable <input type="checkbox"/>		
(3) Information on using sanitary products			
3.1	What do you use during menstruation: Cloth <input type="checkbox"/> Sanitary Pad <input type="checkbox"/> Both <input type="checkbox"/> Nothing <input type="checkbox"/>		
3.1.1	*If you use cloth then provide the following details:		
3.1.1.1	Why do you use cloth:	Comfortable <input type="checkbox"/> Can be easily made at home <input type="checkbox"/> Is easily available at all times <input type="checkbox"/>	
		Can be easily disposed <input type="checkbox"/> Not expensive <input type="checkbox"/> Any other, please specify :	
3.1.1.2	Why don't you use Sanitary Pad:	Expensive <input type="checkbox"/> Not available everytime <input type="checkbox"/> No facilities to dispose off sanitary pad <input type="checkbox"/>	
		Pad is not available in market <input type="checkbox"/> Any other, please specify :	
3.1.1.3	Do you reuse the same cloth in next menstruation cycle as well: Yes <input type="checkbox"/> No <input type="checkbox"/>		
3.1.1.4	If yes, for how much time do you reuse the same cloth: 1-3 times <input type="checkbox"/> 4-7 times <input type="checkbox"/> >7 times <input type="checkbox"/>		
3.1.1.5	Do you wash the cloth after every use: Yes <input type="checkbox"/> No <input type="checkbox"/>		
3.1.1.6	Do you wash and soak the dirty cloth separately: Yes <input type="checkbox"/> No <input type="checkbox"/>		
3.1.1.7	Do you let the clean cloth dry in sun and fresh air: Yes <input type="checkbox"/> No <input type="checkbox"/>		
3.1.1.8	Does your used cloth is also used by other female members of your family: Yes <input type="checkbox"/> No <input type="checkbox"/>		
3.1.1.9	When do you use cloth:	When at Home <input type="checkbox"/> When no male members are present <input type="checkbox"/> When not able to buy pads <input type="checkbox"/>	
		When pads are not available at home <input type="checkbox"/> When there is no one to get pad from market <input type="checkbox"/>	
Any other, please specify :			
3.1.2	*If you use sanitary pad then provide the following details:		
3.1.2.1	Why do you use Sanitary:	Absorbs Better <input type="checkbox"/> Comfortable <input type="checkbox"/> Easy to use <input type="checkbox"/> Can be used for long hours <input type="checkbox"/>	
		Can be easily disposed <input type="checkbox"/> Any other, please specify:	
3.1.2.2	Which brand do you use:	3.1.2.3	Place for buying sanitary pad:
3.1.2.4	Price per Packet:		
3.1.2.5	Is sanitary pad easily available in market: Yes <input type="checkbox"/> No <input type="checkbox"/>		
3.1.2.6	Who buys sanitary pad for you: Myself <input type="checkbox"/> Female Members <input type="checkbox"/> Male Members <input type="checkbox"/>		

MENSTRUATION SURVEY



3.1.2.7	How do you dispose sanitary pad:	Throw it in dustbain <input type="checkbox"/> Burn It <input type="checkbox"/> Bury <input type="checkbox"/>
		Any other, please specify:
3.1.2.8	Do you feel ashamed while buying sanitary pads from male shopkeepers: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>	
3.1.2.9	Are they any financial problem for purchasing sanitary pad: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>	
3.1.2.10	Duration of changing pads: <3 hrs <input type="checkbox"/> After every 3 hrs <input type="checkbox"/> After every 6 hrs <input type="checkbox"/> After every 12 hrs <input type="checkbox"/> In 24 hours <input type="checkbox"/>	
(4) Health & Hygiene Information		
4.1	When do you use Sanitary Pad:	When go out <input type="checkbox"/> During family functions/festivals <input type="checkbox"/> When male members are present
		Any other, please specify:
4.2	Do you everyday take bath with soap: Yes <input type="checkbox"/> No <input type="checkbox"/>	
4.3	Do you everyday take bath during menstruation:	Yes <input type="checkbox"/> No <input type="checkbox"/> If no, then why:
4.4	Do you wash hands wih soap: Before Changing <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> After Changing <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>	
4.5	Do you know that cloth should only be used for 2-3 months: Yes <input type="checkbox"/> No <input type="checkbox"/>	
4.6	Do you know that your menstruation cloth should not be used by other female members of your family & friends: Yes <input type="checkbox"/> No <input type="checkbox"/>	
4.7	Do you know that after every use cloth should be washed with soap and soaked in sun: Yes <input type="checkbox"/> No <input type="checkbox"/>	
4.8	Do you know that a sanitary pad should be changed 3-4 times in a day: Yes <input type="checkbox"/> No <input type="checkbox"/>	
4.9	Is clean water always sufficiently available to wash yourself? Yes <input type="checkbox"/> No <input type="checkbox"/>	
4.10	If No, then how do you manage ?	
(5) Menstruation Information		
5.1	Do you feel pain or have cramps during menstruation: Yes <input type="checkbox"/> No <input type="checkbox"/>	
5.2	Where all do you feel pain:	Stomach <input type="checkbox"/> Headache <input type="checkbox"/> Pain in hands & legs <input type="checkbox"/> Full body ache <input type="checkbox"/>
		Pain in breasts <input type="checkbox"/> Pain in vagina <input type="checkbox"/> Any other, please specify:
5.3	For menstruation pain what do you:	Go to doctor <input type="checkbox"/> Apply any home made remedy <input type="checkbox"/> Take rest at home or work less <input type="checkbox"/>
		Take pain killers <input type="checkbox"/> Don't tell anyone <input type="checkbox"/>
	Any other, please specify:	
5.4	Social Taboos faced:	Cant go to religious place <input type="checkbox"/> Live in separate room <input type="checkbox"/> Eat & Sleep Separately <input type="checkbox"/>
		Avoid cooking <input type="checkbox"/> Avoid taking head bath <input type="checkbox"/> Can't touch pickle <input type="checkbox"/>
	Any other, please specify:	
(6) Your Feedbacks on the Sessions		
6.1	What did you liked about the session:	
6.1	What did you learn from the session	

Location :

MENSTRUATION SURVEY



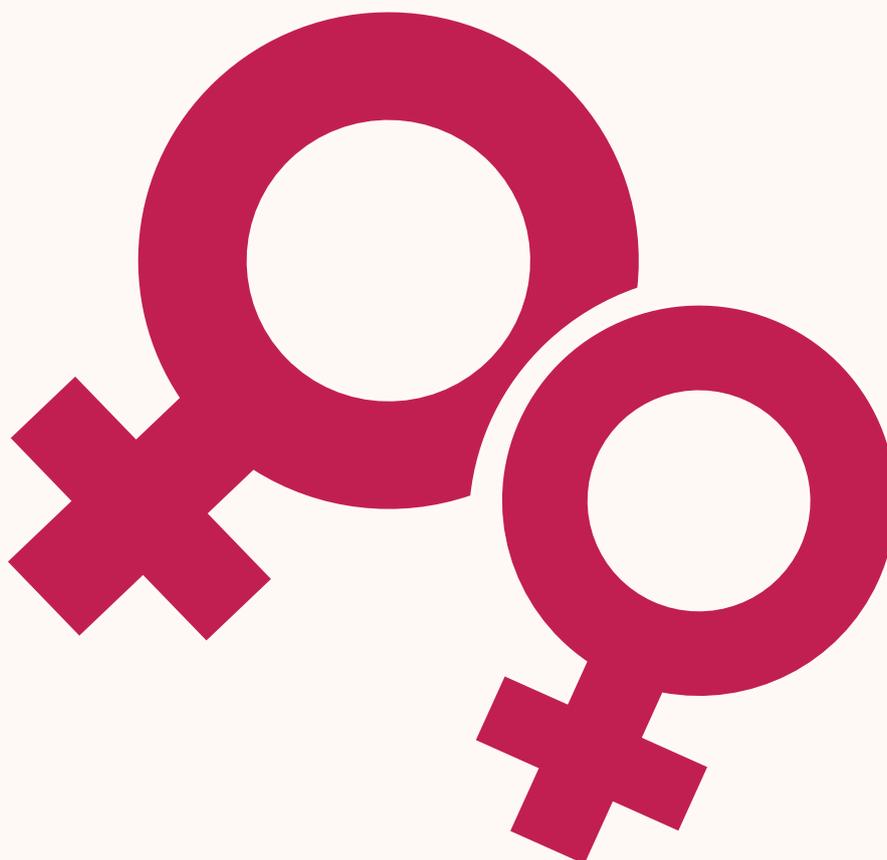
(1) General Information सामान्य जानकारी								
1.1	Name:				1.2	Age:		
1.3	Religion: Hindu <input type="checkbox"/> Muslim <input type="checkbox"/> Christian <input type="checkbox"/> Sikh			Any other, please specify				
	Educational Qualification: Primary <input type="checkbox"/> Secondary <input type="checkbox"/> Higher Secondary <input type="checkbox"/> College <input type="checkbox"/>							
	Any other, please specify							
(2) Session Overview								
2.1	Did you attended the previous session			Yes		No		
2.2	If yes, then what did you learned from the session							
2.3	Can you now explain to other person about what is menstruation			Yes		No		
2.4	If yes, then can you tell what is the biological process of menstruation							
2.5	Do you still feel shy to speak about menstruation and your body parts			Yes		No		
2.6	Can you explain the menstrual calendar (here the reference of bracelet making activity can be given)			Yes		No		
2.7	If yes, then please explain							
2.8	Have you visited the doctor for check-up after the training session			Yes		No		
2.9	Have you changed your mind regarding certain social taboos to be followed during menstruation					Yes		No
3.0	if yes what are they	I have started touching plants	I have started touching pickle	I have started taking head bath	I have started cooking during my menstrual days	I have started taking all kinds of foods during my menstruation		
(4) Menstrual Hygiene								
4.1	What are you using during your menstruation		Cloth		Sanitary napkin		Washable cloth pad	
4.2	Have you changed your product usage after attending the training sessions				Yes		No	
4.3	for cloth users							
4.4.1	Can you tell how many times a cloth should be used during menstruation		for 2-3 months	for 3-4 months	for 4-5 months	more than 6 months		
4.4.2	Are you aware that the cloth used during menstruation should not be kept in a space that has no air and light				Yes		No	
4.4.3	After washing are you letting the cloth dry in sunlight and fresh air				Yes		No	
4.4	If you are using sanitary pad then have you started using the pad after attending the training session			No I was using sanitary pad before attending the training session		Yes I have started using sanitary pads after attending the session		
4.5	for sanitary pad users							
4.5.1	if you have converted from cloth to sanitary pads. Do you felt any change or benefit ?				Yes		No	
4.5.2	if yes can you explain the benefit or change you have felt	there is no fear of stain or leakage	I can work more	I feel comfortable	I can use pad for longer hours than cloth	Any other, please specify		

MENSTRUATION SURVEY



4.5.3	Can you tell how many hours a sanitary pad should be changed		3 to 5 hours	6 to 9 hours	9 to 12 hours	12 to 24 hours	
4.5.4	What is the correct form of disposing a sanitary pad		Burn it	throw it in a open land	Bury it	wrap the pad in a paper and throw it in a dustbin	
(5) Product Usage Overview							
5.1	If you were given an opportunity to improve the Menstrual Products then what changes will you bring						
5.1.1	Sanitary Pads	Should be Long	Should be light in weight	One packet should have more pieces	Should not smell after usage	Should absorb more	Any other, please specify
5.1.2	Cloth	Should not leak	Should absorb more	Should be comfortable in use	Should take more time to get dirty	Should cause less irritation	Any other, please specify
5.2	Do you have idea on how to stich a pad from cloth			Yes		No	
5.3	Given a chance would you like to learn how to make cloth sanitary pads						
5.4	Would you like to indulge in any kind of economic activity based on your learning of sanitary pad making				Yes		No
5.5	How would you rate the training session on menstrual hygiene		between 1 to 4	between 4 to 7	between 7 to 9	between 10 to 10	

Location:-



PROJECT TEAM MESSAGE



M.K. Pajan
CSR committee member
Spark Minda Ashok Minda Group

Spark Minda has always worked towards betterment of society since its starting. With our experience we have been able to develop a strategic CSR & Sustainability approach to plan our community interventions. The WE programme in its own way is meant to bridge the gaps of menstruation an issue which is highly prevailed by traditional customs, practices, religious taboos and social stigmas. The project is overcoming these concerns among the women community of our factory locations.



Praveen Karn
Head-Group CSR
Spark Minda Ashok Minda Group

As a corporate citizen it is Spark Minda's responsibility to introduce initiatives that enhance existing knowledge of the community through our Aakarshan centre. From time to time at Aakarshan we are imparting awareness on crucial yet imperative issues. The subject menstruation is a taboo that holds serious impact on a woman's life. Hence given the relevancy of the subject we feel that the topic needs not just sensitization and focused discussion to bring change of practices. Rather an entire system pertaining to menstrual knowledge, hygiene and management should be addressed.



Sunil Goel
Director
GlobalHunt Foundation

GHF as an CSR Consulting organization is committed to promote sustainable principles among the society through partnership with diverse stakeholders. WE programme is one such programme where a close collaboration between Spark Minda, community and civil society organizations is seen for promoting safe menstrual practices within the women community. The project not only involves enhancement of knowledge about menstruation but also involves the sustainability component where the women are also trained to produce cloth pads for better menstrual management.



Dr. Pradip Kr. Sarmah
Advisor
GlobalHunt Foundation

Empowerment & Education are always seen as one connotation when we speak of Women Empowerment. Educating women and girls both formally and informally have been a major initiative and strategy when it comes to women empowerment. The Indian women still lacks basic knowledge on their rights and gender disparities that exist in the social and economic sphere. Menstruation is one such area where women knowledge is severely lacking where they tend to perceive it in more religious terms. Hence, through our WE programme we are covering diverse geographies and spreading awareness on the issue



Smriti Kedia
Project Head
Jatan Sansthan

Jatan Sansthan as an organization is not only focused towards sensitizing women community on the basics of menstruation but promotes safe menstrual products that are sustainable in nature. Our objective is to aware women in the issue and widespread management product that is economical in nature, environmentally safe and sustainable. Through our training sessions we are sensitizing to be empowered where they can produce their one pads and be self reliant.



Anuradha Gummulari
CSR
Unicharm India Pvt. Ltd.

Most of the women covered during the training belonged to migrant and informal communities that usually follow menstrual practices that are unhygienic. Moreover their understanding on the subject is vague as the educational and health index is relatively low. Therefore its very essential to reach and impart knowledge to these communities and make them equipped with their own body. The purpose is not just to make them equipped about menstruation but to make a woman comfortable with her body. By involving understanding starting from bodily changes, biological process and the diverse methods to manage the menstrual hygiene effectively we are able to provide the very basic yet essential information to a woman.

Project Team

Spark Minda

Ashok Minda Group

Sarika Minda
Chairperson

M.K. Pajan
Advisor

Praveen Karn
Head-Group CSR

Pallavi Hatwal
Executive-CSR

Team Uttrakhand

Meenakshi Singh

Savita Devi

Gaurav Mahtolia

Raju Kumar Singh

Team Uttar Pradesh

Hirendra Srivastava

Shraddha

Ruby Kacchap

Team Maharashtra

Manjushree Bhagwat

Abhijeet Bhalerao

Nilesh Pawle

Team Tamilnadu

Tamil Selvi

A Balakrishnan

Karthika

GlobalHunt Foundation

Tanu Goel
Director

Sunil Goel
Director

Dr. Pradip Kumar Sarmah
Advisor

Mehak Kaushik
Programme Coordinator

Megha Kaushik
Programme Coordinator

Firoz Alam
Graphics Designer

Unicharm India Pvt. Ltd.

Vijay K Chaudhary
Sr. Director - Finance, HR & Export

Anuradha Gummaluri
CSR

Swarcha Devgan
CSR Executive

Jatan Sansthan

Lakshmi Murthy
President

Dr. Kailash Brijwasi
Executive Director

Smriti Kedia
Project Head

Om Prakash
Lead Trainer

Technical Training Partner:



Content written & designed by:



Published by : GlobalHunt Foundation Office
Contact : corporate@globalhuntfoundation.org

Photo Credit © GlobalHunt Foundation