



BRINGING
EMPOWERMENT TO
W♀MEN



Community Awareness
Programme on _____

MENSTRUAL HYGIENE

An Outcome Report

About **GlobalHunt Foundation (GHF)**

GlobalHunt Foundation (GHF) is a section 25 not for profit company registered under the Indian Companies Act 1956. As a signatory to the United Nations Global Compact (UNGC), GHF serves as a knowledge catalyst and engages its vast corporate clientele with diverse multi stakeholders and enhances their corporate sustainable responsibility. As a strategic partner, GHF provides key research, reporting, programme design and advisory, training and capacity building, due diligence and impact assessment.

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Disclaimer:

This publication has been prepared by the 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 and Unicharm India. 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 may be quoted and referenced with proper attribution.

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Table of

CONTENTS

| | |
|--|-------|
| Note from the Director | 4 |
| Key Challenges | 7 |
| The Solution | 10-14 |
| Addressing the Community | 15-16 |
| Break your Silence | 17-18 |
| Technical Session & Menstrual Management | 19-22 |
| Community Interactions & Field Research | 23-27 |
| Observation by the Enablers | 28 |
| Research Analysis | 29 |



NOTE

from the Director, GlobalHunt Foundation

One of the most immediate and crucial challenges being faced by the Post 2015 world is the achievement of universal access to one of the most basic human rights which has been denied till date – ‘*safe and secure sanitation*’. World over women and especially young adolescent girls comprise as one of the most vulnerable groups who have been deprived of the above human rights. One of the crucial components of the overall WASH frame work is Menstrual Hygiene, it has been estimated that more than 300 million women and girls lack access to safe menstrual hygiene products. Moreover, the cultural, social and economic contexts within which women and girls reside too have immense bearings on the usage and access to safe sanitary services. This has been marked with the social cultural practices observed in many cultures and sub cultures that entails the adherence of stringent religious practices which have contributed towards generation of myths, superstitions and taboos related to menstruation. In India, the problem has been escalated as menstruation is an issue that is observed behind closed doors with lot of fear, anxiety, hesitation and most importantly shame being associated with it. As a result, women and adolescent girls have little or no knowledge on the subject, even formal education system has failed to address the issue within their respective settings. The female population in the country tend to pass on this knowledge based on their traditional behavior and practices being observed in their residential settings. Hence, due to the widespread stigma and silence attached along with menstruation, many women are susceptible or have indulged in adopting unhygienic methods and practices. Thus, it is pertinent for all responsible citizens and stakeholders to form a public, private and people alliance to address this grave issue by disseminating knowledge, information and engaging the community to directly address their challenges, issues and queries.

It is in this regard that GlobalHunt Foundation has launched an annual project series titled “**Bringing Empowerment to Women**” in partnership with Unicharm India and this year we have found another significant partner in Spark Minda. 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 both the organizations for their continued support towards the successful completion of the programme and for extending their will to upscale the same across Pan India.

Mrs. Tanu Goel
Director, GlobalHunt Foundation



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“Unicharm has always endeavored to undertake initiatives that have well addressed the issues of sanitation and hygiene for women and children all over the world. Unicharm India Pvt. Ltd has been carrying out their corporate social responsibility to address the stern issues of menstrual hygiene and management. By conducting wide scale awareness programmes related to Menstrual Hygiene, especially for the rural sections of population, the company through its brand Sofy attempts to achieve and provide safe and secure sanitation across populations.”

“The social and cultural connotation over the years on menstruation has restricted women and especially adolescent girls’ mobility in society. The universal perception on menstruation being posed as an embarrassment issue has pushed women to adopt practices that are unhygienic and unhealthy posing threats to their lives. Hence Spark Minda through the community led initiative aims to disseminate knowledge directly to the community, commencing from basic issues and nuances surrounding menstruation.”

“Lack of safe hygiene and sanitation has emerged as one of the grave challenges being faced by the post 2015 world. The denial of safe sanitation has been observed as one of the prime gender inequalities being faced by most of the women and girls. As a UNGC signatory, GHF has committed itself to advocate the Human Rights Principles along with the Women Empowerment Principles to achieve a gender neutral, egalitarian and dignified environment. With a view to create sustainable solutions it has recognized the need to advocate the issue of menstrual hygiene encompassing awareness, waste disposal and utilization of safe methods to achieve the universal women health.”

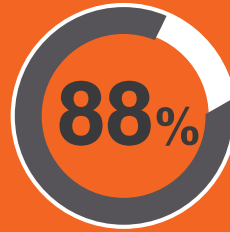
Vijay K Chaudhary
Sr. Director - Finance, HR & Export
Unicharm India

Sarika Minda
Chairperson, CSR Committee
Spark Minda Group

Sunil Goel
Director
GlobalHunt Foundation



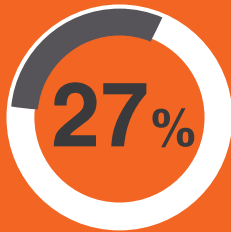
of girls in South Asia did not know that menstrual blood came from the uterus.



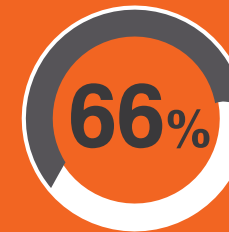
India's 355 million menstruating women have no access to sanitary pad.



Indian women think menstrual blood is dirty.



world's cervical cancer deaths are accounted in India due to poor menstrual hygiene.



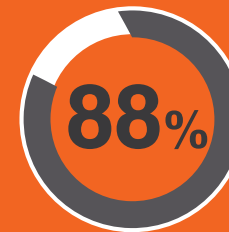
school girls do not have functioning toilet.



schoolgirls from South Asia had not heard about menstruation prior to menarche and think menstrual blood is dirty.



urban women in India living in cities still buy their pads wrapped in a brown bag or newspaper because of the shame associated with menstruation.



girls in India use reusable cloth, often washed without soap or clean water.

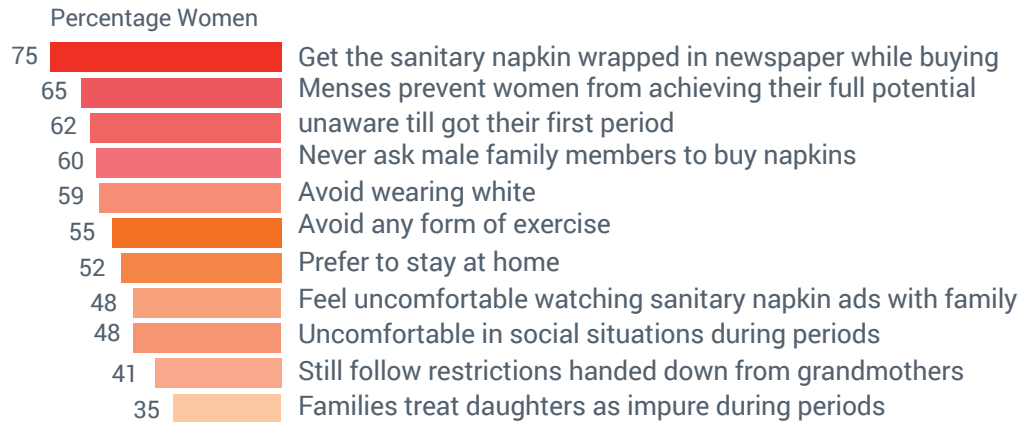
Key Challenges

- In rural India, many women and girls use unsanitary materials such as old rags, husks, dried leaves, grass, ash, sand or newspapers because they do not have access to affordable hygienic and safe products.
- The notion that all community awareness programmes needs to be done in a manner where the male members for the community needs to be in isolation.
- The knowledge pertaining to menstruation has been associated with negative stereotypes and has reinforced many stigmas, taboos, myths and superstitions.
- Majority of girls are not aware on the methods and tools for menstrual management for .eg pain management they prefer to avoid going to their work places, or schools as they do not have access to pain killers. do not have access to pain management (such as painkillers) they prefer to stay in bed and avoid physical.
- Women in India are also practicing traditional practices which have hampered the logical comprehension on menstruation, these practices are then passed on from generation to generation and remain unquestioned for e.g. not to touch pickle, water plants, wear white clothes, enter the kitchen or temple, do any exercise or even speak the word 'period' when they're having their time of the month.

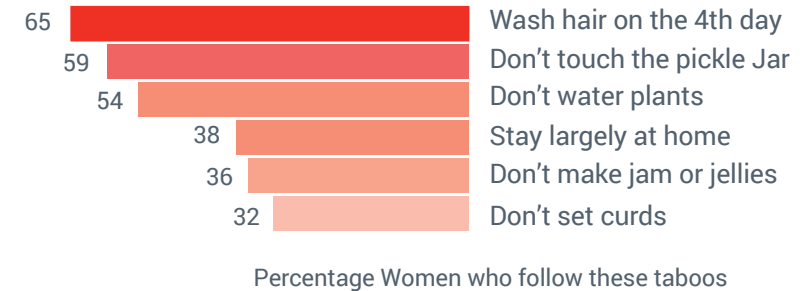


All India Scenario

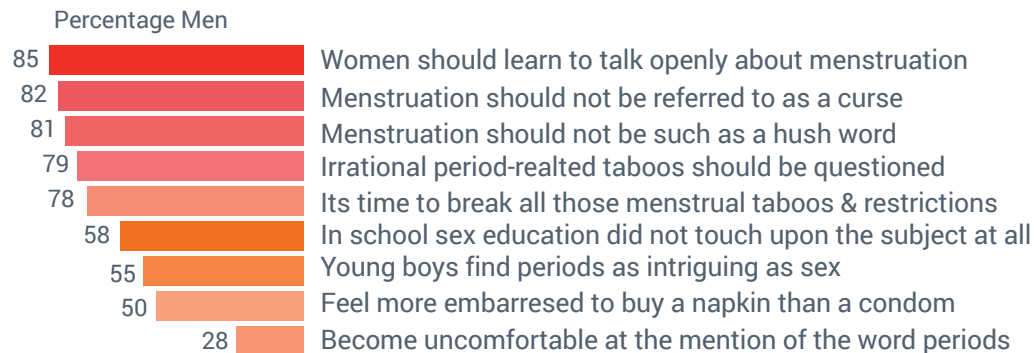
Attitude towards menstrual cycle - all India



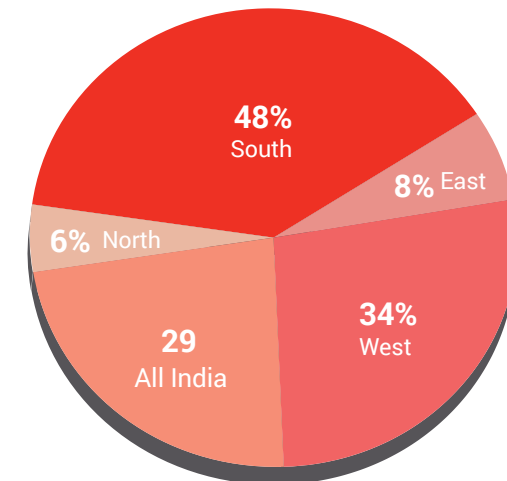
Taboos followed at an all India Level



Male attitude towards menstrual cycle



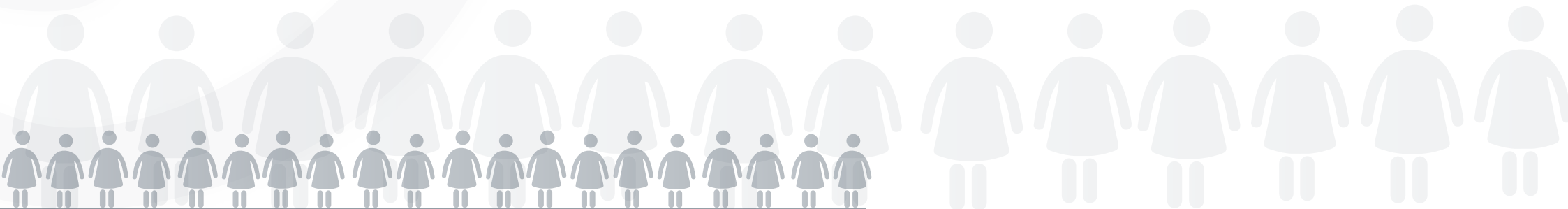
Don't sleep in the same room as a husband



Percentage Women who follow these taboos

MENSTRUATION....

- 🕒 A Human Rights Issue
- 🕒 Challenges are universal and exist in all cultural contexts
- 🕒 Issues need to involve men and young boys
- 🕒 Myths and Taboos require dissemination of education
- 🕒 Silence needs to be busted
- 🕒 Challenges and issues require open and free dialogue
- 🕒 Hygiene and Management requires accessibility of safe sanitary products and services
- 🕒 Hygiene is incomplete without adequate water and supply of sanitary materials
- 🕒 Management required thorough knowledge on safe disposal of sanitary napkins and products
- 🕒 Hygiene can only be achieved through proper information, awareness and education.



— THE SOLUTION —

BRINGING EMPOWERMENT TO WOMEN

Initiation of Community Awareness Project on
Menstrual Hygiene & Management



Overview

To mark the symbolic International Women's Day, celebrated across the globe on 8th March, key social responsibility leaders of the three organizations Spark Minda, Unicharm India and GlobalHunt Foundation decided to work directly amongst the community.

Mr. Praveen Karn, Group Head CSR Spark Minda, **Ms Anuradha Gummaluri**, CSR Unicharm India and **Ms Radhika Ralhan**, Manager Corporate Sustainability GlobalHunt Foundation brain stormed and devised the nature of the project ,addressing the issue of Menstrual Hygiene Awareness ,especially among the semi urban women of Delhi NCR. The theme was set unanimously and all the three representatives believed that the engagement process should go beyond the purview of one time activity, this awareness program will be transcended on quarterly basis with the targeted community in diverse stages.

The project titled “**Bringing Empowerment to Women : Through Menstrual Hygiene and Awareness**” invoked participation from all the above representatives of the three participating organization. The geographic zone of the targeted community y was identified as Kulesra Village situated in Uttar Pradesh placed under the broad purview of Delhi NCR region. The base was set and the community too was identified of more than 130 in number comprising of women and especially adolescent girls.



Project Partners



ASHOK MINDA GROUP



unicharm
NOLA & DOLA

Powered by Passion

Community Mobilizers

Solution Providers



GlobalHunt
FOUNDATION™
Creating Sustainable Solutions

Catalyst & Technical Partner



Powered by Passion



“In an economic social and political environment where women are achieving great success menstruation is one major area where women still needs to empower them. We still need to fight some cultural, religious taboos and an environment where sanitary pads are a luxury. To overcome these issues in India Unicharm India is working towards penetrating deep to most rural communities where menstruating women are quantified as “impure”. The aim is to impart knowledge and awareness where adequate kind of information is imparted and mind sets can be changed.”

“World over, women and adolescent girls are struggling to achieve basic access to health and sanitation. Menstrual hygiene, accessibility of sanitary products and safe practices has been realized as crucial challenges which have to be attained by the Post 2015 world. There is a need for all stakeholders of the society to channelize their energies and come forward to form key partnerships for promoting safe menstrual hygiene and management. As a responsible corporate citizen, Spark Minda has always recognized that Menstrual Hygiene constitutes a crucial component towards attaining the real empowerment of women. It has initiated this much needed community awareness program to directly engage with women, young girls by addressing their queries, issues and by imparting key knowledge, awareness on the adopting safe and secure menstrual practices.”

“Menstruation is universally discussed behind closed doors - the cultural taboos, myths surrounding menstruation has generated embarrassment and hesitation. This has adversely affected the lives of women and especially young girls to come forward and discuss the challenges, issues and problems being faced by them. The social and cultural environment has restricted their mobility and accessibility to the right kind of knowledge. As an initial step to fulfil the vacuum created by absence or little knowledge, GHF is directing its efforts to mobilize female community of Kuleshara village towards a system of menstrual sustainability i.e. awareness generation, accessibility and promoting safe menstrual management. The prime objective is to make people aware that access to safe and secure sanitation is one the key human rights which people have yet achieve along right to live with respect and dignity.”

Anuradha Gummaluri
CSR
Unicharm

Praveen Karn
Head - Group CSR
Spark Minda Limited

Radhika Ralhan
Manager Corporate Sustainability
Global Hunt Foundation

Initiation of the Project

The project was initiated with a flagship programme where more than 100 women of the Kuleshra village came together for gaining access to knowledge and awareness on the following key issues :

🕒 Menstruation

What, why and how - key causes and its effect on the body.

🕒 Menstruation Myths

Interacting with the community on diverse myths, taboos being practiced during menstrual cycle and then disseminating knowledge towards denouncing these superstitions leading to unsafe practices.

🕒 Menstruation Management

Key methods, manners utilized during the menstrual cycle.

🕒 Menstruation Hygiene

Generating awareness on the basic safe sanitary practices , safe disposal mechanisms and maintaining daily cleanliness for promoting well being.

🕒 Menstruation Challenges

Addressing the queries of the women especially adolescent girls on their first menarche, advising mothers on how to counsel their young girls on issues related to menstruation.



Target Community
Women, Adolescent Girls



Target Area
Kulesra Village, Uttar Pradesh

Addressing the Community

The issues of water, health, sanitation and hygiene are extremely pertinent in a society to achieve any form of women empowerment. Keeping this overall principle in mind, **Mr. Praveen Karn**, Group Head CSR Spark Minda commenced his interaction by extending a warm welcome to the community members. The community comprised of around 130 women belonging to the nearby peripheries of the village who showcased their active participation at the venue of the program - Aakarshan Centre of Spark Minda. Mr. Karn's opening remarks were extremely imperative for the women, as they were already aware of the Minda Group's diverse CSR initiatives. Also, most of the CSR projects were designed and have been implemented with an overarching women centric approach in mind. The Aakarshan Centre proved to be one of the most appropriate venue for implementation of the project as it is already a hub and has impacted the lives of the villagers by imparting key projects on skill training, education and health related projects directly in the village and for its people. Mr. Karn emphasized the need and the overall objective of the program to the community. He also encouraged that each and every participating woman should come forward to any of the organizational representatives for any issues related to menstrual management. He also stated that the issue of maternal health is of prime importance and is required to be taken seriously with immediate effect. Mothers need to take care of themselves as only then they will be able to both physically and emotionally support their family and especially children. And menstrual management is one of the prime health concerns that affect a woman right from the moment she has gained her puberty.

Therefore, menstrual hygiene, adoption of safe practices and enhancing knowledge on the issue is the first step to achieve holistic systems of women's health. The awareness project was designed wherein each partner has brought with itself a set of expertise such as comprehending community health extended by Spark Minda, menstrual hygiene products were disseminated by Unicharm India and awareness on the menstrual issues was generated by GlobalHunt Foundation. The conflux of all the three key partners has paved the way for a new beginning and the very nature of the association has set an exemplary example for others to come forward in partnerships to implement sustainability oriented projects for the society.



Mr. Karn's presence proved extremely useful for the successful commencement of the project. To have a male member of a society discussing and empathizing on women health issues, strengthens, the notions of gender equality and encourages other male members to develop a better understanding so as to foster a healthier social environment.



Break your Silence

Menstruation entails diverse social cultural and economic contexts, it is often observed as an issue associated with complete silence and devoid of any discussion. In some cultures women are supposed to not use the word “menstruation” even when they are going through their monthly cycle. **Ms Radhika Ralhan**, *Manager Corporate Sustainability, GHF* in her interaction with the community members stated the need to break the long silence, hesitation and in turn to speak on the issue of menstruation. She stressed the need that this should be first initiated at our homes where mothers and daughters need to openly discuss the issues related to menstruation. A special focus extended by Ms Ralhan was on the young adolescent girls and she encouraged them to come forward and openly communicate about their apprehensions, queries and share their problems with their mothers, school teachers, medical practitioners on the subject of puberty. She further advocated to the members present of the community to utilize the opportunity of this community awareness program, which will be beneficial to address the challenges that the women of this semi urban village has been facing over time.

Imparting awareness and education is the primordial step for any issue to be mitigated within and by the members of the society. As a sociologist, Ms Ralhan well comprehended this aspect and made the community comfortable and at ease, so as to build a positive rapport between the enablers and the targeted community. The community awareness program is also viewed as breaking of the ice between the insiders and outsiders, through a shared dialogue being initiated among a group of members. Ms Radhika Ralhan addressed on the general hygiene and health measures which occupy a place of extreme importance in the overall systematic framework of a woman’s health and well being. While reiterating the concept of women’s health, she stated that women themselves tend to ignore their health by avoiding regular bodily checkups from a sound medicinal practitioner. This has led to adverse health hazards for many women who have been married off at an early age, pregnant in early years and are unable to impart right kind of information to their daughters as these young mothers are themselves unaware of their own bodily and other related changes.



The issues of social and cultural taboos, myths associated with menstruation has created an environment of restrictions for women and young girls. Ms Radhika Ralhan encouraged women to break their silence and openly discuss on menstruation issues which will eventually lead all of us to achieve a successful menstrual management.



Technical Session & Menstrual Management

In any discourse of women's health, menstrual hygiene and its management occupies a very significant place. Yet the pragmatics is different as sanitation matters pertaining to women in most society is seen with a derisory outlook. Moreover, due to the associated strong stigmas which are extremely difficult to shackle, a huge hurdle occurs towards dealing with menstrual management. The approach to menstrual management is often ignored and women are often seen as being negligent towards their own well being especially during their menstrual cycles. As a result women are susceptible towards unsafe, unhygienic sanitary practices and management, more so the social cultural contexts have made women and young girls perceive menstruation as a burden and treat it as an unnatural activity. The above observances have lead large sections of female population to hold strong views on menstruation and treating it with varied contexts such as being unnatural, problem, curse, burden etc and subsequently is followed by their coming generations too. The observance of these views are so stringent that it affects their physical and cognitive adaptability towards key issues pertaining towards menstruation and eventually they tend to develop a behavior of anxiety, fear and that of apprehension towards any issue related to menstruation. Thus, placed with huge hurdles of pre menstrual syndrome coupled with refraining themselves for adopting practices which are medically beneficial for the overall hygiene management of a woman.

Therefore to instill an overall framework of general hygiene and menstrual management, expert such as **Ms. Anuradha Gummaluri**, CSR Unicharm India conducted a technical session with an objective to commence the impartment of scientific and biological knowledge on menstruation to the villagers for enhancing their objective comprehension on the issue. The technical session was conducted through the support of **Ms. Swarcha Devgan**, CSR Executive Unicharm India for the community members present during the program. The overall objective of this technical session is to generate awareness among the women so as to develop key understandings and equipping themselves both mentally and physically towards dealing with the issue of general hygiene, sanitation and menstrual management

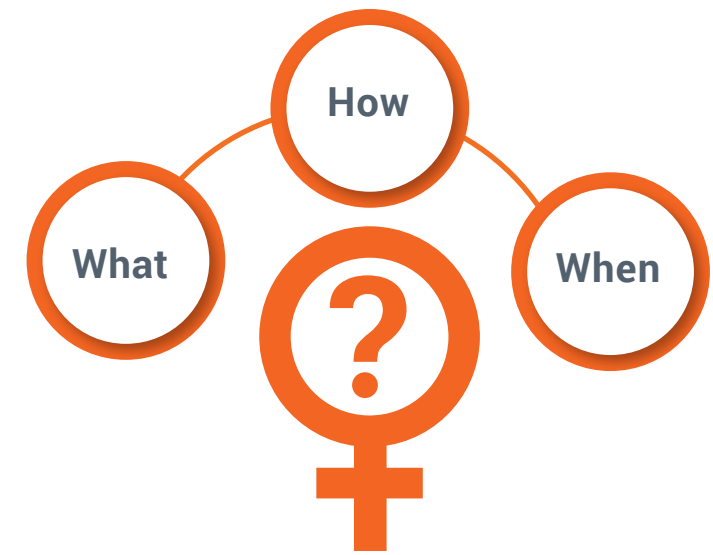


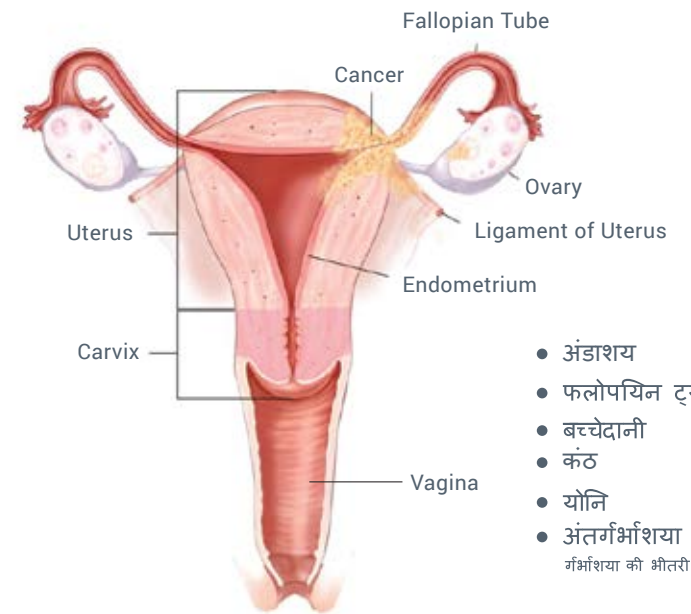
Through a cross interactive methodology Ms. Anuradha initiated a dialogue with the community in order to assess their existing knowledge on menstruation. She stated that the program is significant for each one of us to know accurate and objective information on menstruation hygiene. The learnings from this session by the participating members will generate wide awareness and sensitization to other members of their village.

Process of Menstruation

The significance of technical session was realized by both the technical experts from Unicharm and the members of the community as they were sensitized on the fact that unhygienic management will lead to diverse kinds of reproductive and urinary tract infections. The adolescent girls and especially those approaching their first menarche are most susceptible to the above infections. The session commenced on the basic understanding on what is menstruation and the advent of puberty among young girls. Through the support of audio and visual presentations, the experts showcased the advent of menarche and its direct relation with the physiological developments taking place within the female body. It is in this respect that the overall menstrual cycle was showcased depicting the development of egg and the emergence of membrane linings commencing from the internal uterus and then preparing the body towards the formation of a fertilized egg. The young girls were specially imparted with the knowledge that their body is being prepared for reproduction and since the egg does not meet the sperm, the thick blood membrane of blood development alongside the uterus begins to shed and leads to the emergence of a period. Hence, the blood flowing during these specific days are termed as period or menstruation.

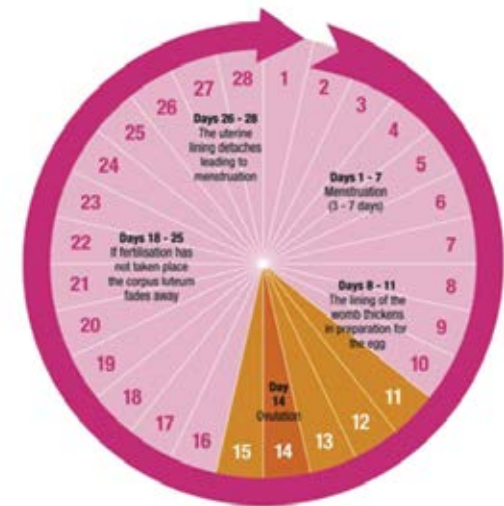
The overall ovulation and post ovulation process was deliberated in the local Indian language Hindi and the presentation was also showcased with the similar instruction tool so as to ensure better communication with the community. The entire ovulation process was discussed through the depiction of a detailed menstrual chart and the entire 28 days were duly showcased to the women members. Apart from depicting the above procedure the experts made the women aware on the fact that it is due to the above hormonal changes in the body that many suffer from pre-menstrual tension (PMS) such as breast tenderness, bloating, lethargy, depression and irritability at this stage. One of the key issues discussed among the community was the advent of menstruation between the age of 10 and 13 years. Also as each and every body type is different, hence they will face different menstrual cycles, flow of periods and the menarche will also remain varied depending upon the body type. The experts encouraged young girls to talk to their parents, teachers on any queries related to menstruation specifically instructed mothers to prepare their daughter before the arrival of menstruation.





- अंडाशय
- फलोपयिन ट्यूब
- बच्चेदानी
- कंठ
- योनि
- अंतर्गर्भाशया कला
- गर्भाशया की भीतरी परत

Female Reproductive Organ



Menstruation Cycle



Community Interaction & Field Research

The women empowerment programme entailed two vital components constituting a special significance in the overall flow of operations for the day. The women population participating in the program were divided in two separate groups as the first component of the program was focused on generating Menstrual Hygiene and Awareness and the second component was focused on Technical Menstrual Management.

The participating women were divided into two groups and the above components were addressed through key sessions on awareness and technical know how which were duly undertaken by the Unicharm and GlobalHunt Foundation respectively. Also, both these sessions were being conducted simultaneously to ensure attentiveness and mobility of the members from the group.

Menstrual Hygiene and Awareness Session

Through a focused group discussion with the women and young girls of Kulesra village, the first component of the programme was initiated by **Ms Radhika Ralhan**, *Manager Corporate Sustainability GHF*. The program was duly supported by **Ms Neha Bahri**, *Executive, Group Communication, Spark Minda*, **Ms Mehak Kaushik**, *Research Associate GHF* and **Ms Amita Toppo**, *Trainer, Aakarshan, Spark Minda*. The discussions fulfilled diverse objectives for the above enablers, it led them to conduct the need assessment of the community, but also made them aware on the capacity of awareness, information held by the group of menstrual hygiene and related issues. As participant observers the above representatives comprehended the diverse form of practices, daily habits, routines undertaken by the women during their menstrual cycles. They also encouraged young girls present in the group to speak on the inhibitions, challenges and any other issue that they face during their menstrual period. By citing their own personal experiences, the enablers achieved their larger objective as the community to a good extent completely opened up on their perspectives, views on menstruation.



Issues Addressed in the Community Session

DIETARY INTAKE

The community was oriented towards understanding the holistic overview of women's health which is directly concerned with the dietary intake and supplementary nutritional requirements. Many women enquired on the possible diet, nutrition and the types of food which are to be consumed to achieve a healthy and nutritional diet. It was observed that many women were unaware to incorporate a protein rich and an iron rich diet in their daily food intake. The enablers discussed the importance of nutrition, healthy lifestyle and increase food items with Calcium, Iron and Proteins. It was observed that the women were unaware of the correlation between nutrition intake and menstruation, especially the young adolescent girls. The enablers discussed with them on the importance of a balanced diet with lots of fresh fruits and vegetables-rich calcium diet (milk and mil products) so as to reduce the symptoms of pre menstrual anxiety, strengthens the bone structure, iron (green leafy vegetables, guava, jamun etc) has an effect on the flow of their periods, as it reduces the possibility of anemia and the protein rich diet to be consumed in the form of pulses, soya beans, sprouts fish and eggs which will aid towards their overall well being. Many community members were unaware of the sources of the above kinds of nutrients hence the enablers also imparted knowledge on the types of fruits, vegetables which contain the above nutrients required for an overall healthy body.



HEALTH & LIFESTYLE

Key emphasis was also extended towards the observance of daily practices, women were told that they should bathe at least once in a day's time. During menstrual cycles warm water bath will reduce the pain, body aches which many women suffer during menstruation, and will also bring freshness to the mind too. Although some form of body odor during menstrual cycle is natural but bathing and regular washing and regular changing of napkins aids towards reducing the odor being noticeable.



MIND & BODY

A standard relaxation approach needs to be adopted which should include a space for consistent sleep in order to control fatigue and tiredness. A regularized schedule coupled with doing daily chores, mild exercises especially brisk walking are extremely helpful for women to counter pain, insomnia. By adopting a consistent relaxation program with mild exercises, yoga before the onset of periods and on the first few days aids towards the relaxation of nerves, muscles and ensures regular blood supply to the pelvic area, thus strengthening the internal system of the body.



BURSTING THE MYTHS & TABOOS

During the interactions with the women of the Kuleshra village, the universal observations of menstrual myths, superstitions and practices were observed too. The enablers addressed key issues that touching pickle, or avoiding certain kinds of foods due to customary beliefs are mere myths which have been passed on to them through generations. The practice of avoidance and observance should be based on rational and logic which can only be achieved if they have awareness, dialogue and information through the right kind of sources such as doctors, medical practitioners, teachers etc. The enablers addressed the diverse kinds of stigmas associated with menstruation including restrictions on mobility, avoiding some places to visits, touching certain food items etc. A particular focus was set on the mothers and their respective daughters as they were counseled together so that all the inhibitions, queries of the daughters are addressed and simultaneously their mothers are being counseled on avoiding the above practices. In some cases it was observed that schools and peer group played an important role in shaping the outlook of the adolescent girls as they were far more informed, educated and spoke confidently of their problems and issues pertaining to menstruation.



CONSULT THE DOCTOR

A tendency was observed among most of the women that they usually avoid seeing a doctor and as a result, resort to various forms of self medication, visiting quacks and other irregular medical practitioners who may not be formally recognized. This poses extreme vulnerability to unsafe and dire consequences, hence the women were counseled on visiting a certified gynecologist, general medical physician in case of irregular periods, primary and secondary dysmenorrhoea. They were also women who approached the enablers that after the intake of birth control mechanisms they are witnessing heavy and irregular flow of periods. It is for these very diverse form of cases that the enablers counseled them to visit the nearby certified gynecologist on immediate basis.

Measures for Menstrual Hygiene & Sanitation

The experts highlighted the importance of safe sanitary practices commencing from washing the genital area with water after each use and also after urination. The sanitary napkins needs to be changed regularly after 4 to 5 hours to avoid any leakage, odor and infections.

Menstrual Management

Key instructions towards menstrual management were also extended such as to always carry a set of spare napkins for change when visiting out. This will ensure better mobility and will even maintain key sanitary procedures even when one is travelling. Given the Indian climate which is largely tropical it is wise to wear clothes and undergarments made of cotton or natural fibers especially during menstruation. Cotton undergarments should be preferred as they are better absorbent of moisture and heat and thus ensures no bacterial infections. Special emphasis should be given to skin care as one should keep the areas between the legs dry to avoid chaffing of the skin.



Observation by the Enablers

Most Women were.....



- Prohibited to kitchen and religious places during their menstrual cycles.
- Avoiding certain food such as pickle gets spoilt once touched by a women during her period.
- Unaware on the nutrition intake or do not believe that good diet can aid in menstrual management.
- Suffering from heavy, irregular periods and yet have not visited any gynecologists or doctor.
- Evasive towards medical aid and are often discouraged by their families or due to economic and social reasons.
- Curious on receiving information related to menstruation and other gynecological aids.
- Requested the enablers to set up a special camp dedicated to women, old women and young girls.

Most Young Girls were.....



- Anxious and hesitant to share their feelings associate with menstruation.
- Unaware on the concept of menstruation and related issues.
- Lacking knowledge on management of PMS.
- Found to usually share their issues, queries with their mothers.
- Had very low dietary intake and were unaware on the diet that should be undertaken by them during their menstrual cycle.
- Of the opinion that they should avoid all forms of exercise and to go outside their house during menstruation.

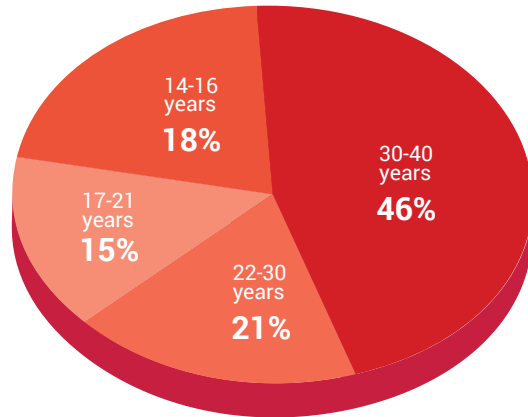


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EMPOWERMENT TO
WOMEN

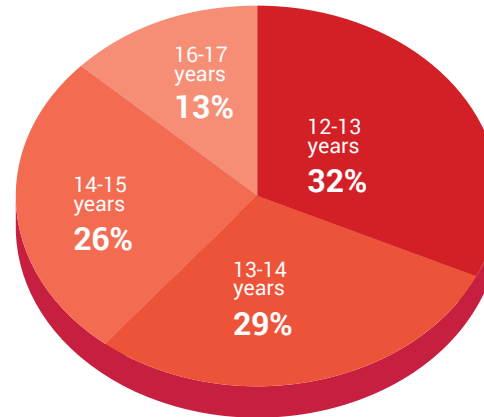


Research Analysis

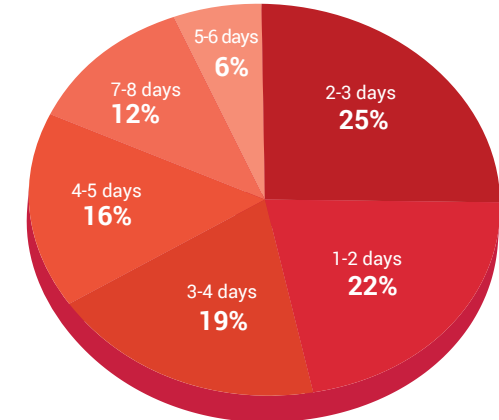
Age Break-up



On Set of 1st Menarche

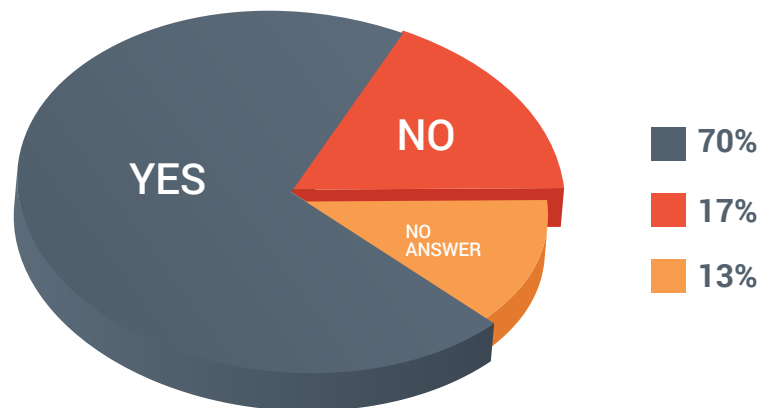


Duration of Periods

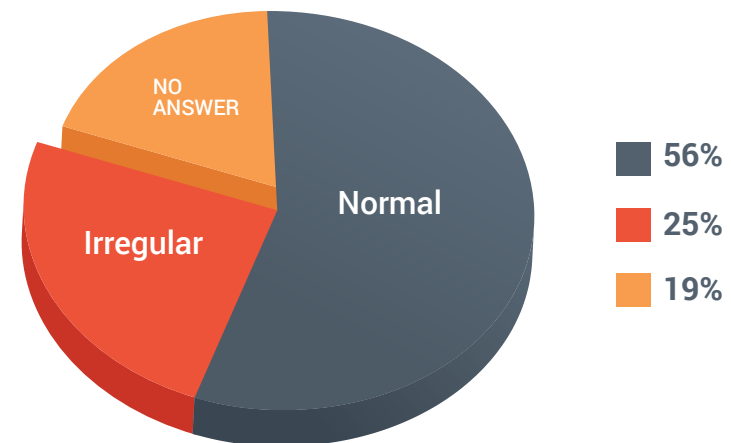


GHF conducted an ethnographic study was conducted in the Kuleshra village to observe the menstrual behavior, hygiene and knowledge of the community on the issue. Some of the excerpts of the research has been showcased in the report. The research tools used were questionnaires focused group discussion and interviews of the women in the village.

Prior Information about Menstruation before Onset



Frequency of Periods





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