



WOMEN HYGIENE DRIVE

WHAC/ 38 /2018-19

Robin Raina Foundation VTC Center, Bawana

January 8th, 2019



It was heartbreaking to realize that in a country of 355 million menstruating women, barely 12% use sanitary pads, and more than 10% believe that this beautiful natural phenomenon is a disease! We boast of rapid technological advancements and broadening mindsets, yet our people believe that women should not be allowed to enter temples and kitchen during periods because they are 'impure.' Realizing how difficult

women of our own country face due to lack of resources and awareness.

fathom how deeply rooted this problem is Oxigen and Sahyog Foundation undertook this small yet significant moment as a CSR initiative which serves the purpose of not only spreading awareness about menstrual hygiene, but also eradicate all the myths and shatter all the taboos surrounding it!

Going ahead Oxigen & Sahyog CSR team organized its Next workshop at Robin Raina Vocational training center in Bawana Slum for girl students and Women of the Community on 8th Jan 2019. Despite being a chilly morning we could fetch a Crowd of 85women & girls. The crowd was curious to learn more about this phenomenon. Team continued its demonstration with conviction and received a really positive response. We talk about a wide range of topics during the workshop and cover everything from the biological aspects and facts to the taboos surrounding menstrual hygiene. We tried to keep the language simple and the session as interactive and fun as possible. At the end of this session, a cute girl with

beautiful eyes and a ponytail came to me and said, "Didi mere ghar pe sab uss samay mere se dur rehte hai. Hamesha lagta tha unhe galti se chu bhi liya toh ye beemari unhe lag jayegi. Aaj aapne bataya toh samjhi ki main bilkul theek hu. Thank You Didi! (Everyone in my family stays away from me during my periods. I used to feel that even if I touch them, maybe they will get my disease as well. Today I finally



understood how natural and normal this is and I have nothing to fear. Thank you!)”

In our attempt to start the conversations regarding menstruation, we followed by a lengthy interactive session in which the participants learnt the importance of addressing this issue and pledged to break the stereotypes and not fall prey to the myths and taboos.



Dreams and dedication are a powerful combination. Oxygen & Sahyog Foundation has organized more than 200 awareness sessions, taking large steps towards ensuring that menstruation hygiene is given its due importance and a truckload of diseases and infections are avoided by Indian women. We have been privileged enough to reach more than 52000 women and girls in the rural and Semi Urban Locations and We plan to reach a lot more over the coming years.

Perhaps all our country needs is the change of mindset, to break free from its traditional toxic practices so that we can really prosper.

Seema Khurana
CSR Lead & Activist