



WHAC/ 3/2019-20

Skill Development Center, DPS

May 1st,2019

WOMEN HYGIENE DRIVE

CSR team of Oxygen & Sahyog Foundation organized a half day event, to celebrate menstruation and its connection with the divine moon cycle on 1st May 2019 at Budh Vihar slum with more than 95 participants. This event aimed to break the stigma that is often associated with period. It aimed to educate females of all ages about menstruation. And create a space where people could come together to talk freely about “that time of the month”.



IT WAS AN EVENT UNLIKE ANY OTHER; FROM CHILDREN TO SENIOR CITIZENS, OPENLY DISCUSSING AND EVEN REJOICING ABOUT PERIOD POSITIVITY.

In a society like slum, where we shut down any conversation regarding this ordinary bodily function of women, it is necessary that we take measures to normalize such topics. And Oxygen CSR team acts as a groundbreaking event which is opening new spaces of conversation and subverting the age-old stigmas related to menstruation.

Breaking stigma through art and pictures was used as a powerful tool. In the process, dismantling the preconceived notions that people often hold about menstruation.

As Art can be a compelling vehicle that can bring about change in how we perceive things; it can help us to identify ourselves with matters that may otherwise seem unfamiliar to us. It can spur thinking, engagement and even action and that is what this event dedicated to menstruation aspired to achieve.

The workshop received an overwhelming response from several girls and Women who shared their experience to contribute to



this initiative. Each experience shared was unique and fearless. CSR team along with volunteers from the community tried to bring in humor in between so that participants could become comfortable talking about menstruation. “They don’t have to be scared because they bleed every month”.

During this interactive workshop session team aimed at normalizing the topic of menstruation in their own distinctive ways and at one point took on a more humorous approach where they debunked period myths, created awareness about menstrual hygiene and PMS with a touch of sarcasm.

Talking about Recyclable sanitary products,

While the event set out to challenge the stigma around menstruation, it had also taken the initiative to raise awareness of plastic in disposable menstrual products, and how we can work to minimize this by



using biodegradable and reusable sanitary products in order to protect our environment. Several hundred pads are disposed on a daily basis, just inside a single community which pollutes our environment inconceivably. Team further discussed about reusable pads which are available in a variety of designs, along with menstrual cups in order to create a

more sustainable way of managing their periods.

An event like these is momentous. Because, even though it may not solve the problems regarding menstruation overnight, it can help to change the conversation around it by ending the shame that we associate with it.

Seema Khurana
CSR Lead & Activist

