

## WOMEN HYGIENE DRIVE

**WHAC/15/2019-20**

**Village Bhaktawarpur, Noida**

**July 17<sup>th</sup>, 2019**



Breaking The Wheel Of Poor Menstrual Hygiene, Oxygen CSR Project 'Women Hygiene awareness' reaches Gail no 1 Bhaktawarpur sec 127 Noida Rural Area on 17th July 2019 afternoon to ensure that women and girls can manage their periods in a way that is not only healthy, but that enables their full participation in school, work, and other activities.

When it first hits an adolescent girl, she goes through a number of psychological adjustments.

Menstruation is a word that is still insidiously clasped in the claws of stigmas and taboos. In a time like this, when there should be proper guidance and education about the same, the girls are instead subjected to a number of social prejudices, hurled with misinformation and many severely lack the means of proper sanitation to manage their periods.

Through prior discussion with the local Ngo who has just adopted this village and invited Oxygen & Sahyog Foundation team For the session, we were aware about the peculiar crisis among the rural girls; they lacked access to better personal management during the specific days of their lives. Team investigated the causes and came up with a solution that can take to them to next level i.e not only counsel them but also going beyond this. We took an initiative to eradicate the ill practices by educating

them and providing them with sanitary pads to manage their menstrual hygiene. Ensuring proper hygiene during menses and eating right was the key to ease the pain the women go through. Spokesperson from Oxigen explained in detail about the special thrust on menstrual hygiene. As many as 120 women and girls participated in the awareness programme, where free distribution of sanitary napkins to all the participants was also done.



During the session we observed that adolescent girls were using used clothes during their periods because they were fed with the notion that sanitary pads lead to infertility. While discussing the problems faced during periods many women, mostly the young adolescent girls came up with different ailments, in most of the cases It was menstrual hygiene problems, Reproductive tract infection was the dominant disease that the girls were infected with because of using worn out, used clothes.

We tried to find out the probables behind the barriers. We tried to ask them the reasons for not using Sanitary pad and found two main reasons for why these adolescent girls stay away from the sanitary pads during their periods: 1. lack of awareness and 2. Economic conditions.

“Most of the girls were influenced by their mothers; I found that the latter counsel those not to use the sanitary pads as these lead to infertility”. “Apart from the wrong and misleading counseling, social taboo plays a very important part. If they had some issues, they never share it with others, sometimes not even with their Mothers or Sisters.



“Since it is a project in social marketing to enhance the use of sanitary pads among the adolescent girls,” We carefully analyzed and identified an entrepreneur who will provide the sanitary pads on subsidized rates to the girls in village so that these girls can start using it. But social acceptance will still be a major challenge. Would the girls accept the sanitary pads and start using it or not, is something we are unsure about. With our fingers crossed, we have started the project and hope the response will be positive. But the real tension that still continues is that we have yet to manage answers for is “if this is the state of the girls living in the village close to NCR city, what will be the state of awareness about personal hygiene of girls living in the periphery”.

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