

PROJECT MADVOCATION

Menstrual Health and Hygiene Advocacy in the Rural Schools of Western Uttar Pradesh India through Street Plays

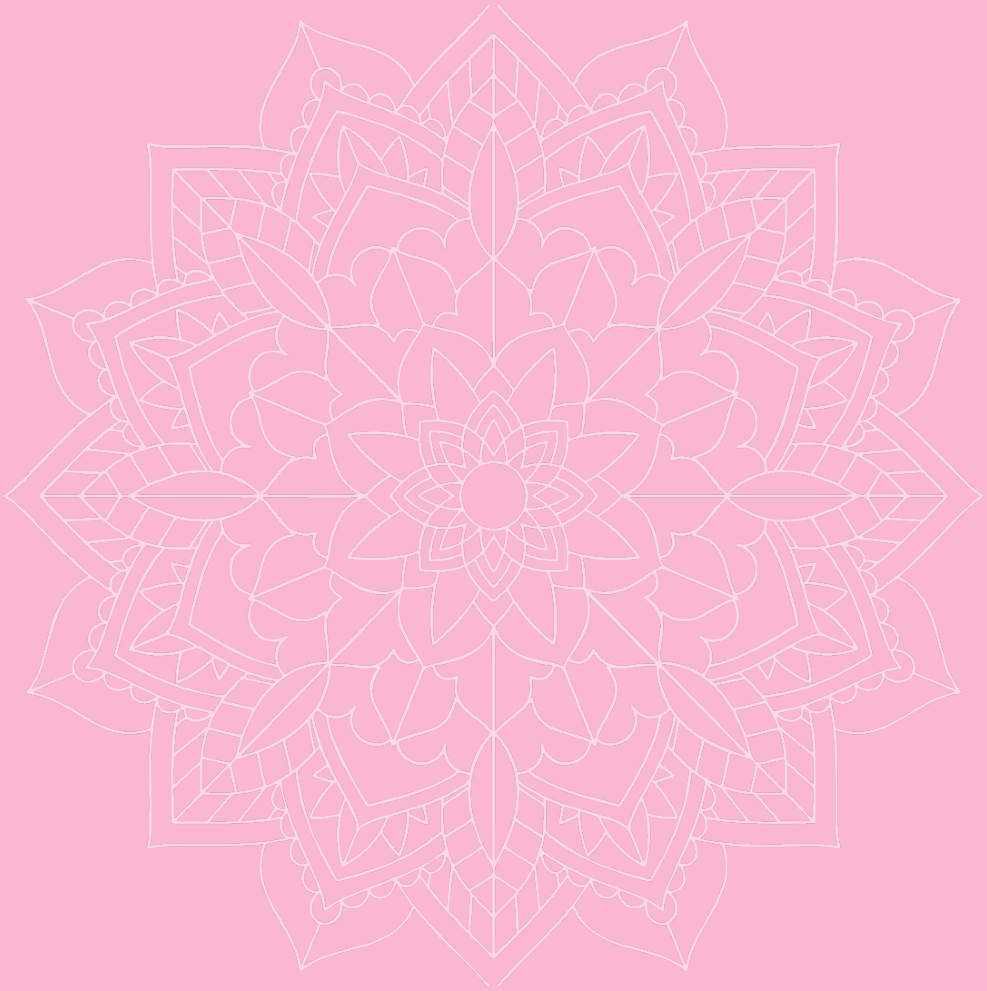
PROJECT CASE STUDY

June 2024

PINKISHE Foundation

CAF America

P&G whisper



This publication was developed by Pinkishe Foundation in collaboration with P&G Whisper and CAF America.

Pinkishe Foundation is a grassroots movement that sprang to life in 2017 with the heartfelt aim to shed light on and challenge the stigmas surrounding menstruation in India. Its approach has always been hands-on and community-focused, empowering individuals through education, distribution of menstrual hygiene products, and fostering open conversations about menstrual health. By touching the lives of over half a million girls and women, it is on a mission to ensure that menstrual health is recognized as a right, not a privilege.

The financial backing and trust from P&G Whisper and CAF America have been instrumental in bringing the 'Madvocation' project to life. Their contributions have not only amplified our ability to reach more communities but also enriched the project with essential resources, allowing us to make a deeper, more sustainable impact. Through this partnership, we've managed to forge a path that not only educates but empowers individuals and communities to champion menstrual health.

This report, a collaborative effort between Pinkishe Foundation, P&G Whisper, CAF America, and our invaluable partners, narrates the strides we've made together in the 'Madvocation' project. It is a testament to the shared vision and collective endeavor towards improving menstrual health and breaking down the barriers of stigma and misinformation.

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whisper
मादा प्रजनन तंत्र
अंडवाहिनी
गर्भाशय
अंडाशय
पोषक परत
(एंडोमेट्रियम)

Abbreviations

CAF:	Charities Aid Foundation
P&G:	Procter and Gamble
SRG:	State Resource Group
MHM:	Menstrual Hygiene Management
MHH:	Menstrual Health and Hygiene
ASHA:	Accredited Social Health Activist
SDG:	Sustainable Development Goals
POSHAN:	Prime Minister's Overarching Scheme for Holistic Nourishment
BIMARU:	Bihar, Madhya Pradesh, Rajasthan and Uttar Pradesh
CSR:	Corporate Social Responsibility
FMCG:	Fast-Moving Consumer Goods
MMR:	Maternal Mortality Rate
NGO:	Non- Governmental Organization
KGIS:	Keep Girls In School

Acknowledgement

I am filled with immense gratitude as I reflect on the journey of Project Madvocation, an initiative that embodies the core mission of Pinkishe Foundation and our unwavering commitment to improving the lives of women and girls.

Firstly, I wish to extend deep gratitude to P&G Whisper and CAF America for partnering with us on this vital project. Your trust and support have been instrumental in our collective efforts to break the silence surrounding menstrual health and hygiene in rural Uttar Pradesh.

I extend my sincere appreciation to every member of the Pinkishe Foundation who has tirelessly worked towards the success of Project Madvocation. Your dedication and hard work in organizing and conducting the sessions have been crucial in fostering awareness, dispelling myths, and empowering women and girls with essential knowledge.

I am also deeply grateful to the Local District Administration, ASHA Workers, Anganwadi Workers, and community leaders in Baghpat, Hapur, Bulandshahr, and Meerut. Your openness to change and active participation in our initiatives have been inspiring and essential to our success.

As we continue our journey, let us carry forward the spirit of Project Madvocation and channel our collective energy towards creating a more equitable and informed society. Together, we can break down barriers and create a world where every woman and girl can embrace their menstruation with dignity and pride.

With deepest appreciation,





Sukannya Bhattacharjee

Project Manager

Pinkishe Foundation

1 EXECUTIVE SUMMARY

Menstrual health and hygiene is a critical global issue that often remains overlooked, particularly impacting adolescent girls in rural and marginalized areas. These girls frequently lose their right to education upon the onset of menstruation, and women suffer from poor health due to a lack of awareness and accessibility. In India, the silence surrounding this topic is a major barrier that prevents women from participating in social activities, further exacerbating the stigma and limiting access to proper menstrual practices.

In rural areas of Uttar Pradesh, a deeply ingrained patriarchal mindset significantly hinders open discussions about women's health and hygiene, especially menstruation. Women in these regions have limited freedom of movement and minimal control over their lives. This restrictive environment makes it imperative to raise awareness about menstrual health as a crucial step toward reducing gender disparity and empowering women to take control of their health and well-being.

P&G Whisper has been working on period literacy in schools for many years, educating more than 500 million girls nationwide. Recognizing the dire need for more intervention, P&G Whisper, in partnership with CAF America, which supports global organizations aiding communities in need, and the Pinkishe Foundation, launched the 'Madvocation' project. This collaborative effort aimed to break the silence surrounding menstrual health and hygiene management through innovative means.

The 'Madvocation' project employed street plays as an educational tool, making learning sessions engaging and effectively conveying the message to a broader audience. Targeting four districts in Uttar Pradesh - Baghpat, Hapur, Bulandshahr, and Meerut - the mission was to conduct 600 street plays across rural schools to raise awareness about menstrual health and hygiene.

The project began with interactions with district authorities and support from State Resource Groups (SRGs) and coordination with community leaders, who provided school lists and routes, and places to conduct the sessions. Following the finalization of the street play team and script, and the completion of rehearsals, the project launched with mock plays to gauge potential impact. Subsequently, four teams of 5 to 7 members each, conducted upto 16 simultaneous sessions each day, including some community performances. The team effectively conducted all the sessions, garnering support and appreciation from beneficiaries and other stakeholders.

Surpassing its target, the 'Madvocation' project successfully conducted 601 street plays within four months, reaching 50,311 beneficiaries, including 31,200 girls and 19,111 boys. Apart from that, 1,800 teachers were also educated. The initiative had a profound impact, breaking the silence around menstruation and earning praise from teachers who noted how this previously taboo topic was now being openly discussed..

The 'Madvocation' project has demonstrated the effectiveness of innovative approaches like street plays in addressing critical social issues. By raising awareness and breaking the silence around menstrual health and hygiene, the project has empowered thousands of girls and women in rural Uttar Pradesh, paving the way for improved health, education, and social participation. This initiative not only serves as a model for future efforts but also inspires hope for more such impactful projects in the future, aiming to reach even more communities and create lasting change.

2 INTRODUCTION

2.1 Menstrual Health and Hygiene: An Overlooked Crisis

Menstrual Health and Hygiene (MHH) remains a critical issue for women and girls globally. According to an FSG analysis, over 500 million women lack access to the essentials needed to manage their menstruation, affecting nearly one-fourth of the global female population of reproductive age[1]. Despite being a fundamental need, MHH is often neglected due to inadequate information, education, products, and facilities, compounded by widespread inequalities.

The new UNICEF and WHO report, "Progress on Drinking Water, Sanitation, and Hygiene in Schools 2015–2023: Special Focus on Menstrual Health," launched on Menstrual Hygiene Day, reveals stark insights into this pressing issue. The report highlights that only 39% of schools worldwide provide menstrual health education, with significant disparities between primary (34%) and secondary schools (84%) in regions like Central and Southern Asia. Furthermore, less than one-third of schools globally have bins for menstrual waste in girls' toilets, with even lower availability in Least Developed Countries (17%) and sub-Saharan Africa (11%)[2].

Some countries, like Zambia and the Philippines, have made progress, but global efforts must be intensified to ensure all girls manage their menstruation with dignity, safety, and confidence. Achieving the Sustainable Development Goals by 2030 requires a significant increase in the provision of basic drinking water, sanitation, and hygiene services in schools.

Situation in India

Menstruation is a natural and integral part of the female reproductive system, involving the monthly shedding of the uterus lining. Despite its natural occurrence, menstrual health and hygiene face significant challenges in India, impacting countless women and girls. The silence, restrictive sociocultural norms, and taboos surrounding menstruation amplify these challenges, especially in rural areas.

From the onset of menarche, women in India encounter profound difficulties related to menstruation. The entrenched stigmas and taboos lead women and adolescent girls to live a life of shame and neglect, fostering ignorance about their own health. Amid efforts to uplift women economically and educationally, their health often remains sidelined.

In the face of poverty and social challenges, women are hit hardest. They are not only fighting for equality and respect but also for their basic right to health and dignity. This battle extends beyond access to sanitary products; it encompasses the need for education and support to manage menstruation with dignity and confidence.

Are Social Stigma and Gender Norms Holding Women Back?

In India, deeply ingrained cultural taboos and stigmas surrounding menstruation leave

[1] FSG. (2016). Menstrual Health in India: Country Landscape Analysis. Retrieved from https://www.fsg.org/publications/menstrual-health-india

[2] World Health Organization. (2023). Progress on drinking water, sanitation and hygiene in schools: 2000-2023. Special focus on menstrual health. Retrieved from https://www.who.int/publications/m/item/progress-on-drinking-water--sanitation-and-hygiene-in-schools-2000-2023--special-focus-on-menstrual-health

adolescent girls unprepared for managing their periods. Studies indicate that around 70% of girls view menstruation as impure, and nearly half experience feelings of shame associated with their periods. These misconceptions contribute to the stigmatization of menstruation, leading to the imposition of strict socio-cultural restrictions on girls as they reach menarche. Such practices not only reinforce gender inequality but also compromise the menstrual health of countless young women, perpetuating a cycle of silence and neglect.

The Knowledge Gap

The lack of awareness and education about menstrual health management (MHM) in India is alarming. Without proper knowledge and guidance, many women remain unaware of the hygienic practices necessary for safe period management. A 2016 study by FSG revealed that 71% of girls had no knowledge of menstruation before experiencing their first period. This lack of preparedness leaves young girls vulnerable and uninformed about the changes happening in their bodies. Consequently, they often resort to using unhygienic alternatives like cow dung, ashes, or leaves, which increases the risk of infections and serious diseases. This widespread ignorance fosters a cycle of misinformation and poor menstrual hygiene practices.

The Accessibility Crisis

Accessibility remains a significant barrier to effective menstrual health management in India. Shockingly, only 12% of the 355 million menstruating women have access to sanitary napkins. This highlights a considerable challenge in the availability of affordable sanitary products. In the absence of proper sanitary products, many women resort to using unhygienic materials, increasing their risk of infections. The disparity is even more pronounced in rural areas, where the lack of affordable and accessible menstrual products exacerbates the issue. These barriers to accessibility significantly impact women's health, dignity, and overall well-being.

Need for Policy Intervention

Menstrual health remains an overlooked issue in broader health discussions in India. Despite the government's slow recognition of its importance, a comprehensive policy on menstrual health has yet to be adopted. This oversight has severe implications, as poor menstrual hygiene practices contribute to high rates of cervical cancer, with India accounting for 27% of global cervical cancer cases[3]. Additionally, the lack of proper menstrual hygiene can lead to urinary tract infections, bacterial vaginosis, and other genital tract infections, which increase the risk of cervical cancer. Addressing this issue requires targeted policy interventions to ensure every woman can manage her period with dignity and safety.

Infrastructure Shortfalls in Supporting MHM

The lack of healthcare infrastructure in India complicates effective menstrual health management. Out of the 355 million menstruating women, only a small fraction have access to sanitary products and proper facilities. A report by the NGO Dasra in 2014 revealed that over 23 million girls drop out of school annually due to insufficient MHM facilities, including the absence of proper toilets and sanitary products. This lack of infrastructure not only affects menstrual health but also has broader implications for girls' education and future opportunities. Comprehensive support, including educational programs and proper sanitation facilities, is essential to address these inadequacies and ensure that girls can manage their menstruation with dignity and confidence.

Existing Research Gaps in Menstrual Health Education

[3] Dasra. (2014). Spot On! Improving Menstrual Health and Hygiene in India. Retrieved from https://www.dasra.org/resource/spot-on

A significant research gap exists in the understanding of menstrual health education in India. Despite being a major reason for girls dropping out of school, there is no comprehensive research highlighting the gaps in menstrual education. Schools, present in almost every corner of the country, can play a crucial role in imparting menstrual literacy. Teachers, if properly trained, can disseminate this knowledge effectively and sensibly on a large scale. However, the 2011 census data touches on this field only minimally, primarily noting the usage of products rather than providing a deeper insight into educational gaps. Filling this research gap is essential for developing targeted interventions that can keep girls in school and improve their menstrual health management.

2.2 Menstrual Health and Hygiene Conditions in Uttar Pradesh

In the rural belts of Uttar Pradesh, the patriarchal system casts a long, oppressive shadow over women's lives, leaving them trapped in a cycle of poverty and deprivation. Women bear the brunt of this deeply ingrained system, suffering silently as they are denied access to basic health care and the chance for a better life. Stripped of any bargaining power, they endure harsh realities within their households and communities, often seen but never heard. Their well-being is a distant priority, sacrificed to uphold outdated traditions and societal norms. This relentless oppression not only crushes their spirit but also perpetuates a legacy of inequality and despair.

The health condition of women in Uttar Pradesh (UP) is marked by significant challenges and disparities. The state suffers from a high maternal mortality rate (MMR), which remains consistently above the national average, indicating severe deficiencies in maternal healthcare. UP's MMR is the highest among the BIMARU states (Bihar, Madhya Pradesh, Rajasthan, and Uttar Pradesh), showcasing the dire state of women's health services. The sex ratio, while showing some improvements, still highlights deep-rooted gender biases and cultural discrimination against female children. The inadequate health infrastructure, lack of access to quality healthcare, and socio-economic constraints exacerbate these issues. Additionally, cultural and traditional beliefs further hinder women's autonomy and access to necessary health services, making them more susceptible to poor health outcomes. These factors collectively paint a grim picture of women's health in Uttar Pradesh, underscoring the urgent need for comprehensive healthcare reforms and societal change[4].

Since overall health parameters are poor, the topic of menstruation becomes even more shrouded in secrecy and stigma. Menstruation is considered a taboo, with societal silence exacerbating the issue. The Netflix documentary "Periods. End of Sentence." sheds light on the condition in Hapur, a village just 60 kilometers from New Delhi. Women in Hapur referred to menstrual blood as "dirty blood," and one woman revealed that managing periods was so difficult that she dropped out of school. The documentary also captured boys considering menstruation as a disease and highlighted social exclusion practices, with women not being allowed to enter temples during their periods, as older generations believe their worship would be ineffective. This patriarchal mindset and the stigma surrounding menstruation contribute to the systemic neglect of women's health and rights in UP[5].

To address these issues, there is an urgent need for targeted menstrual health interventions. Comprehensive education and awareness programs, improved access to menstrual hygiene products, and community-based initiatives can help break the silence and stigma surrounding menstruation. Empowering women with knowledge and resources is essential to improving their overall health and well-being.

[4] Tripathi, S. K., & Gupta, R. (2024). Status of Women Health in Uttar Pradesh: A Trend Analysis.

[5] Zehtabchi, R. (Director). (2018). Period. End of Sentence. [Film]. Netflix. Available on YouTube at https://www.youtube.com/watch?v=KocJP8dG1OA

2.3 Partners

Procter & Gamble (P&G) India

Procter & Gamble India, a subsidiary of the American multinational corporation Procter & Gamble, operates in the fast-moving consumer goods (FMCG) industry. Since its incorporation in 1964, P&G Whisper has emerged as one of the country's fastest-growing FMCG companies, offering a diverse range of products including laundry items, men's grooming essentials, hair and skin care products, oral care items, baby care products, and feminine care pads. The company is dedicated to being a force for good and growth, significantly impacting communities and shaping culture through its various Corporate Social Responsibility (CSR) initiatives.

P&G Whisper's CSR activities focus on health, education, and community development. The P&G Shiksha program, launched in 2005, aims to provide holistic education to children from underprivileged backgrounds by addressing infrastructure needs and empowering marginalized girls. The POSHAN initiative targets malnutrition among children, with projects in Mumbai, Chennai, and Jaipur focusing on health education and nutrition. The SEHAT initiative seeks to build a healthier India by supporting public health through programs like the Public Health Scholarship Program (SEHAT Scholars)[6]. P&G also provides disaster relief after events like tsunamis and earthquakes. Additionally, the Parivartan Program educates adolescent girls about menstrual hygiene to prevent school absences due to menstruation-related issues. Through these comprehensive efforts, P&G Whisper demonstrates its commitment to fostering positive change and development across various sectors in the country.

CAF America:

CAF America (Charities Aid Foundation America) is a renowned global grant making organization that connects donors with vetted, high-impact non-profits around the world. With over 25 years of experience, CAF America has facilitated more than $1 billion in philanthropic contributions, ensuring that funds are directed to credible, effective organizations that align with donors' charitable goals. Their mission is to make giving internationally safer and more impactful by offering thorough due diligence, compliance, and advisory services.

CAF America helps organizations around the world by providing essential support and resources to enable effective, sustainable philanthropic activities. They offer a comprehensive suite of services including donor-advised funds, corporate social responsibility (CSR) programs, and global grant making solutions. By rigorously vetting non-profits and ensuring compliance with local and international regulations, CAF America ensures that donations are used effectively to drive positive change. Their work supports a diverse range of causes, from education and healthcare to disaster relief and environmental sustainability, empowering nonprofits to achieve their missions and make a lasting impact on communities worldwide[7].

Pinkishe Foundation

Founded in 2017 and headquartered in New Delhi, the Pinkishe Foundation has established itself as a leading non-profit organization committed to the

[6] Procter & Gamble Health Limited. (n.d.). Corporate Social Responsibility (CSR). Retrieved from https://www.pghealthindia.com/csr/

[7] CAF America. (n.d.). Retrieved from https://www.cafamerica.org

empowerment of women and the advancement of gender equality, with a particular focus on menstrual health education across India. From its inception, the foundation has been dedicated to ensuring access to safe menstrual practices and hygienic products, positively impacting around 500,000 women by distributing over 3.5 million sanitary pads. Moreover, Pinkishe has spearheaded educational initiatives aimed at challenging and changing the stigma surrounding menstruation.

The mission of the Pinkishe Foundation extends well beyond the simple distribution of menstrual aids. Driven by the vision to eradicate period poverty and enhance the dignity of all menstruators, the foundation engages in advocacy, campaigns, dialogue, menstrual literacy programs, and the promotion of sustainable menstrual products. Through these efforts, Pinkishe aspires to create an inclusive world where menstruation is managed safely and with dignity, recognizing it as a fundamental human right.

Further solidifying its commitment, the Pinkishe Foundation operates nationwide, running multiple programs to fight against period poverty. As a front-runner in addressing this issue in India, Pinkishe not only combats period poverty but also works tirelessly to ensure menstrual health is acknowledged and prioritized within the broader framework of public health and gender equality.

.2.4 The Madvocation Project

P&G Whisper has been a significant force in improving menstrual health and hygiene in India through various initiatives. Their brand Whisper has consistently addressed the silence and stigma associated with menstruation and the high dropout rates among schoolgirls due to menstrual issues. The Keep Girls in School (KGIS) initiative has reached over 100 million schoolgirls, providing education about periods and menstrual products nationwide. In collaboration with the Pinkishe Foundation, P&G educated 600 teachers and 40,000 girls in classes 6th to 8th in government schools in Meerut about menstrual health and hygiene in the year 2022. The primary aim was to spread awareness, make girls period literate, and help them detect early health issues, fostering a generation of girls well-prepared for menarche.

While these initiatives had a broad reach and successfully raised awareness, there is a need for a more inclusive framework and innovative approach. Future efforts should focus on equipping teachers with the skills to effectively address menstrual health in their classrooms and actively involving boys to create a holistic and supportive environment. This strategy aims to normalize conversations about menstrual health, fostering an environment where it is openly discussed and understood by all. By integrating boys and educators into the dialogue, we can build a more supportive and empathetic community that empowers girls and women, ensuring comprehensive societal change.

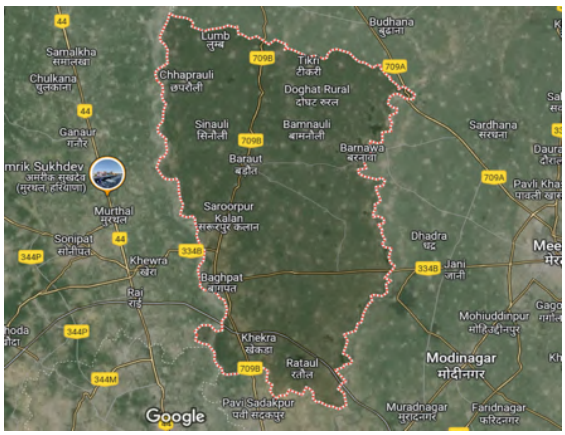
Building on this foundation of period literacy, P&G with the support of CAF America, sought to create a more engaging and heartfelt initiative to break the silence surrounding menstruation. This led to the inception of the 'Madvocation' project. The core idea of Madvocation is to use street plays as the main tool for educating about periods. Street plays are highly engaging and effective in delivering clear, impactful messages. The initiative was planned for four districts in Uttar Pradesh: Baghpat, Hapur, Bulandshahr, and Meerut. The project aimed to conduct 600 sessions, educating the community about the stigmas attached to periods and providing comprehensive education on managing menstrual cycles effectively. These sessions also covered essential practices for maintaining cleanliness and health during menstruation, ensuring a well-rounded approach to menstrual health education.

3 PROJECT GEOGRAPHICAL AREA

Baghpat

Baghpat district, located in the western part of Uttar Pradesh, is a vibrant region with a rich demographic and socio-economic profile. As of the 2011 Census, Baghpat has a population of approximately 1,303,048 people, reflecting a moderate population density of about 804 inhabitants per square kilometer. The district exhibits a balanced gender ratio, though the sex ratio stands at 858 females per 1000 males, which is below the national average.

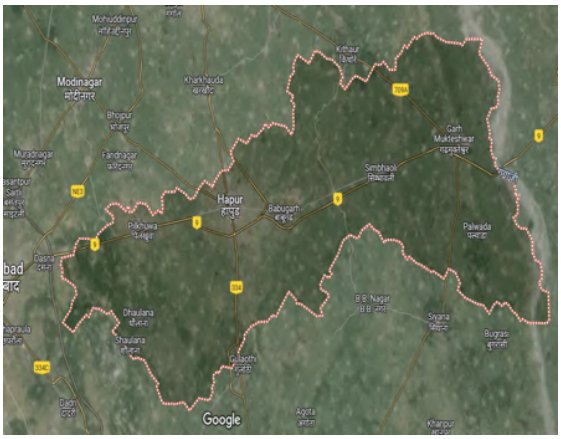
Literacy is a significant marker of progress in Baghpat, with an overall literacy rate of 72.01%. There is a notable disparity between male and female literacy rates, with males at 82.71% and females at 59.95%, highlighting the need for continued focus on female education and empowerment. Baghpat's population is predominantly rural, with the majority of its residents living in villages and smaller towns. Urban areas are fewer, but they contribute significantly to the district's economy and cultural diversity.



Hapur

Hapur district, situated in the western region of Uttar Pradesh, is a district characterized by its dynamic demographics and economic activities. According to the 2011 Census, Hapur has a population of around 1,338,211 people, with a population density of approximately 1,122 inhabitants per square kilometer, indicating a relatively high concentration of residents.

The district boasts a balanced sex ratio of 904 females for every 1000 males, slightly below the national average but reflective of ongoing societal changes. Hapur's overall literacy rate is 70.95%. Male literacy stands at 80.47%, while female literacy is at 60.46%, highlighting a gap that underscores the need for enhanced educational initiatives for women. Hapur's population is predominantly rural, though it has a significant urban population contributing to its economic and cultural fabric.



Bulandshahr

Bulandshahr district, located in the western part of Uttar Pradesh, is a region marked by its diverse demographics and robust economic activities. As

per the 2011 Census, the district has a population of approximately 3,498,507 people, making it one of the more densely populated areas in the state with about 788 inhabitants per square kilometer.

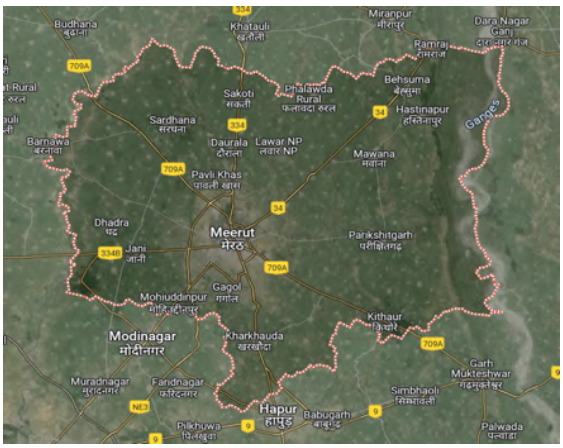
The district has a sex ratio of 893 females for every 1000 males, which is slightly below the national average but indicative of gradual improvements. Bulandshahr's literacy rate stands at 76.23%, with male literacy at 84.46% and female literacy at 66.75%. This highlights the district's efforts in promoting education, though there remains a noticeable gender gap that needs addressing. Predominantly rural, Bulandshahr also has significant urban centers contributing to its economy and cultural landscape.



Meerut

Meerut district, located in the northwestern part of Uttar Pradesh, is a region distinguished by its significant population and economic dynamism. According to the 2011 Census, Meerut has a population of approximately 3,443,689 people, with a high population density of around 1,346 inhabitants per square kilometer, reflecting its status as a major urban center.

The district has a sex ratio of 886 females for every 1000 males, slightly below the national average. Meerut's literacy rate is impressive, standing at 76.28%, with male literacy at 84.87% and female literacy at 66.98%. This literacy rate underscores the district's commitment to education, although there remains a gender gap that needs continued attention. Meerut is a blend of urban and rural environments, with significant portions of its population residing in both rural and urban areas.



All Districts on Uttar Pradesh Map



4 Project Overview

4.1 Project Objective

The primary objective of the 'Madvocation' project was to raise awareness about menstrual health and hygiene management in rural areas of Uttar Pradesh by conducting 600 street plays. The project aimed to educate adolescent girls, boys, and the broader community about the importance of menstrual hygiene, dispel myths and misconceptions surrounding menstruation, and break the cultural silence on the topic. By using innovative methods like street plays, the project sought to make the learning process engaging and accessible, thereby empowering women and girls to take control of their health and well-being.

4.2 Beneficiary Profile

The primary beneficiaries of the 'Madvocation' project were adolescent girls, boys, and the broader community members residing in the rural areas of Uttar Pradesh. Specifically, the target beneficiaries included:

Adolescent Girls (Aged 10-19):

- Girls attending schools in the districts of Baghpat, Hapur, Bulandshahr, and Meerut.
- Girls from marginalized and rural backgrounds who often face barriers to education and health resources due to menstrual stigma.
- Young girls who are at the onset of menstruation and need proper education on menstrual hygiene practices.

Boys (Aged 10-19):

- Boys attending schools in the same districts who need to be educated about menstrual health to foster a supportive environment for their female peers.
- Boys who can play a critical role in breaking down the stigma and promoting gender equality by understanding and supporting menstrual hygiene management.

Teachers:

- Teachers who play a pivotal role in educating and supporting students on menstrual health topics.
- Educators who can integrate menstrual health education into their curriculum, creating a lasting impact on students' knowledge and attitudes.

Broader Community Members:

- Parents and local community leaders who influence the attitudes and practices related to menstrual health and hygiene.
- Women and men in the rural areas who need to be engaged in open discussions about menstruation to foster a supportive community environment.

Schools and Educational Institutions:

- Schools in the target districts that serve as key venues for delivering the educational street plays and engaging with students and teachers on menstrual health topics.

4.3 Project Methodology & Approach

The 'Madvocation' project employed a structured and multifaceted methodology to achieve its objectives of raising awareness and educating the rural communities of Uttar Pradesh about menstrual health and hygiene. The approach was centered around the use of street plays as a primary educational tool, complemented by strategic planning, community engagement, and continuous monitoring. Below is a detailed account of the project methodology and approach:

Initial Planning and Coordination

- Needs Assessment: Conducting a comprehensive needs assessment to identify the key issues related to menstrual health in the target districts.
- Stakeholder Engagement: Engaging with district authorities, local NGOs, and community leaders to gain support and insights.

Community Engagement and Support

- Involvement of District Authorities: Securing the involvement and support of district authorities in Baghpat, Hapur, Bulandshahr, and Meerut.
- Collaboration with State Resource Groups (SRGs): Working closely with SRGs to obtain school lists and route maps, ensuring effective outreach.

Formation of Street Play Team

- Team Selection: Forming teams of skilled street play performers with experience in delivering educational messages.
- Script Development: Crafting a culturally sensitive and informative script that addresses menstrual health myths and promotes healthy practices.
- Rehearsals: Conducting rehearsals to refine the performance and ensure clarity and impact.

Pilot Testing

- Mock Plays: Launching the project with mock street plays in select locations to gauge the audience's reaction and gather feedback.
- Adjustments: Making necessary adjustments to the script and performance based on feedback from the mock plays.

Implementation and Execution

- Team Division: Dividing the street play team into four sub-teams, each assigned to one of the target districts.
- Daily Sessions: Conducting simultaneous sessions each day across different schools and community locations.
- Community Performances: Extending the street plays to community settings to reach a broader audience beyond schools.

Monitoring and Evaluation

- Continuous Monitoring: Implementing ongoing monitoring mechanisms to track the progress and impact of the street plays.
- Feedback Collection: Gathering feedback from participants, teachers, and community members to assess the effectiveness of the sessions.

4.4 SDG Alignment

The project aligns closely with several Sustainable Development Goals (SDGs) set forth by the United Nations, specifically focusing on goals that address health, gender equality, and education. Below is an overview of how the project supports these global objectives:

SDG 3: Good Health and Well-Being

The project directly contributes to SDG 3, which aims to ensure healthy lives and promote well-being for all at all ages. By raising awareness about menstrual health and hygiene, the 'Madvocation' project addresses critical health issues that affect adolescent girls and women. It promotes proper menstrual hygiene practices, thereby reducing the risk of infections and other health complications associated with poor menstrual hygiene. The project's educational efforts empower individuals to make informed health choices, contributing to overall well-being.

SDG 4: Quality Education

The 'Madvocation' project supports SDG 4 by providing quality education on menstrual health and hygiene. The project targets adolescent girls, boys, and broader community members, enhancing their knowledge and understanding of menstrual health. By integrating street plays into schools and communities, the project makes learning engaging and accessible. Educating girls about menstrual health helps reduce absenteeism and drop-out rates, enabling them to continue their education uninterrupted. The project also fosters an inclusive educational environment where menstrual health is openly discussed and understood.

SDG 5: Gender Equality

Promoting gender equality is a core objective of the 'Madvocation' project, aligning with SDG 5. The project challenges and seeks to change the patriarchal mindset prevalent in rural Uttar Pradesh by addressing the stigma and taboos surrounding menstruation. By educating both girls and boys, the project fosters a supportive environment where menstrual health is normalized. Empowering girls with knowledge about their bodies and health contributes to their confidence and agency. The project also engages boys and men, promoting a shared responsibility for menstrual health and gender equality.

SDG 6: Clean Water and Sanitation

While primarily focused on education and awareness, the 'Madvocation' project also indirectly supports SDG 6, which emphasizes clean water and sanitation. Proper menstrual hygiene management requires access to clean water and sanitation facilities. The project's awareness campaigns highlight the importance of these resources, advocating for better sanitary conditions in schools and communities. By raising awareness, the project encourages local authorities and communities to improve sanitation infrastructure, contributing to healthier living conditions.

5 PROJECT TIMELINE

Embarking on the Madvocation project was a journey defined by strategic phases and impactful actions. From the outset, our focus was on meticulous planning and building a dedicated team to deliver a powerful message about menstrual health. Each stage of the project, from preparation and stakeholder engagement to full-scale implementation and reporting, was executed with purpose and precision. As we look back on our journey, we celebrate the milestones achieved and the transformative impact we've made. Let's delve into the key phases and timeline that brought our vision to life.

Table 1: Timeline

Phase	Jul, 23	Aug, 23	Sep, 23	Oct, 23	Nov, 23	Dec, 23	Jan, 24	Feb, 24,	Mar, 24	Apr, 24	May, 24	Jun, 24
Conceptualization	■	■										
Proposal Development			■	■								
Budgeting and Resource Allocation					■	■	■					
Project Initiation and Team Preparation								■				
Stakeholder Engagement and Project Launch									■	■		
Full-Scale Implementation									■	■		
Completion of Sessions											■	
Reporting and Conclusion												■

6 PROJECT EXECUTION

6.1 Need Assessment

The foundation of the 'Madvocation' project was built on the vision of reaching the remotest corners of Uttar Pradesh to address menstrual health and hygiene. The project was strategically designed to maximize impact and efficiency. Pinkishe Foundation and P&G Whisper had previously collaborated on educational initiatives for schoolgirls and teachers in Meerut, gaining valuable insights into the local context.

With extensive experience working in the rural areas of Uttar Pradesh, Pinkishe Foundation had a deep understanding of the prevailing social conditions and the challenges faced by women and girls. This knowledge informed the focus on immediate intervention in the districts of Hapur, Bulandshahr, Baghpat, and Meerut. The aim was to make these communities literate on periods, empowering women and girls with the knowledge and resources they needed to manage their menstrual health effectively. This strategic focus ensured that the project addressed the most pressing needs and reached those who would benefit the most from this intervention.

6.2 Coordination with District Authorities

Given that the sessions primarily targeted schools, it was essential to obtain the necessary permissions from district authorities to ensure smooth execution without any hurdles. The coordination process began with initial meetings with the respective Chief Development Authorities (CDAs) from each district. These meetings were followed by interactions with the Basic Shiksha Adhikari (BSA) to discuss the project's objectives and operational details.

Furthermore, consultations were held with SRGs in each district. The SRGs, well-acquainted with the local community dynamics, were supportive of the project idea. They provided crucial assistance by helping identify school locations and mapping routes through rural areas. The district administration played a pivotal role by granting all necessary permissions required for the project's implementation. This comprehensive coordination ensured that all stakeholders were aligned and supportive, facilitating the smooth and effective execution of the 'Madvocation' project across the targeted districts.

6.3 Coordination with Community Leaders

Community leaders such as the sarpanch and ASHA workers played a pivotal role in the successful execution of the project. Their involvement was particularly crucial for sessions planned to be conducted within the communities. Coordination with these leaders ensured that the sessions were effectively organized and well-attended.

The community leaders provided valuable guidance on selecting appropriate locations within the community for conducting the sessions. Their local knowledge helped identify spots that were easily accessible and convenient for the participants. Additionally, these leaders actively participated in spreading the word about the sessions, helping to raise awareness and mobilize the community. This collaboration ensured that the sessions reached a broader audience and had a significant impact on the community. The support and involvement of community leaders were instrumental in building trust and encouraging participation, ultimately contributing to the project's overall success.

6.4 Team Formation

In the quest to effectively convey the message of the 'Madvocation' initiative, an innovative approach was chosen over conventional methods. Street plays were identified as the most engaging and impactful way to educate women and girls on menstrual health and hygiene while breaking the prevailing silence around the topic. This approach promised to reach a wide audience and deliver the message with clarity and impact.

The next crucial phase was forming a team capable of conducting these impactful sessions. It was clear that only experts in the field could do justice to this important task. After thorough interactions with several artists from different performing groups, 17 skillful theatre artists were selected for their strong dedication to the cause and their eagerness to embark on the mission to eradicate period poverty in every possible way. Four groups were formed, each with four members, and one member was designated as responsible for overall coordination and leadership.

6.5 Script Development

The creation of the script for the nukkad natak was a meticulous process, designed to serve the project's purpose in the best possible way. The script was crafted to address the myths and taboos surrounding menstruation, provide factual information, and promote healthy menstrual practices. It was essential that the script not only educate but also resonate with the audience, making the complex topic of menstrual health accessible and relatable.

The script unfolded through a series of engaging scenes:

A Girl's Plight: A young girl gets her period at school and is mocked by her classmates, highlighting the lack of awareness and the stigma surrounding menstruation.

⬇️

Teacher's Intervention: A teacher steps in to support the girl, scolding the mocking classmates and educating them about menstruation as a natural and celebratory process. This scene underscores the important role teachers play in imparting the right knowledge.

⬇️

Mother-Daughter Conversation: The girl discusses her school experience with her mother, who admits that such topics were never discussed in her time. When the girl asks more questions, the mother suggests visiting a doctor, indicating the generational gap in knowledge.

⬇️

Doctor's Education: The doctor educates the girl about the menstrual cycle and proper hygiene practices, imparting essential knowledge to both the audience and the girl.

⬇️

Myths and Taboos: The girl is barred from entering the kitchen by her grandmother, showcasing the myths and taboos associated with menstruation.

⬇️

ASHA Worker's Guidance: An ASHA worker enters and educates the grandmother about the baselessness of these restrictions, emphasizing the need to break generational myths.

⬇️

Product Demonstration: The ASHA worker interacts with the girl and her mother about their menstrual management practices. Upon learning they use cloth, she explains the risks of infection and demonstrates the effectiveness of sanitary pads, highlighting the importance of using proper menstrual products.

This well-crafted script ensured that the street plays were not only informative but also emotionally engaging, effectively communicating key messages about menstrual health and hygiene to diverse audiences.

6.6 Rehearsals and Improvisation

With the script finalized, the group of artists delved into thorough rehearsals. The team understood that perfecting the street play was crucial for maximizing its impact. Each rehearsal was an intensive session where every line, gesture, and movement was scrutinized and refined. The performers committed themselves to understanding the nuances of the script, ensuring they could deliver their lines with the right emotion and emphasis. They worked on their timing, interactions, and expressions to make the play as engaging and powerful as possible. During these rehearsals, the team also focused on how to best use their limited props and space to create a dynamic and visually compelling performance.

Improvisation played a key role in these sessions. As the actors familiarize themselves with their roles, they discovered new ways to enhance the play's effectiveness. Whether it was tweaking a line for greater clarity or adjusting a scene to better capture the audience's attention, each improvisation aimed to fine-tune the performance. The team's openness to change and continuous improvement ensured that the final product was polished and impactful.

6.7 Procurement & Logistics

Before initiating the main sessions in the target areas, it was essential to procure all necessary project items to ensure the smooth execution of the street plays. This included costumes for the street plays, banners to advertise and create awareness about the sessions, and various essential props and materials needed for the performances. Ensuring that these items were ready in advance allowed the team to focus entirely on the execution of the plays without any logistical interruptions. Logistic requirements such as standees, tambourines, magic gel for soaking red water, doctor's coats, kurtas, dupattas, and pad samples were meticulously prepared and distributed to the team of artists at each location. These items reached the team before they started the street plays, ensuring that everything was in place for the sessions.

The careful preparation and procurement of these materials were critical in setting the stage for successful and impactful sessions, allowing the performers to deliver their message with confidence and clarity. This attention to detail ensured that the sessions were both informative and engaging for the community.

6.8 Project Launch

With the logistics in place and the team fully prepared, the project was ready for launch. The Pinkishe team was provided with routes for the finalized school and community locations by the SRGs of each district. Recognizing the need to conduct multiple sessions within a short time frame, the team decided to launch the project with pilot sessions in the Hapur district.

The pilot sessions in Hapur marked the official launch of 'Madvocation'. Trustees and key stakeholders joined to witness the initial session, adding a layer of significance to the event. The pilot session was executed successfully, and feedback was gathered from teachers and all attendees. This feedback was invaluable, highlighting areas for improvement before the sessions commenced on a larger scale.

The successful pilot not only set the tone for the subsequent sessions but also validated the effectiveness of the street play format. It provided the team with critical insights and reinforced their confidence in the project's approach. The launch in Hapur served as a springboard for the extensive outreach efforts that followed, ensuring the project's mission was carried out with precision and impact.

6.9 Menstrual Health and Hygiene Sessions in Schools

The 'Madvocation' initiative reached schools across the four districts of Hapur, Bulandshahr, Baghpat, and Meerut with the goal of educating and empowering students about menstrual health and hygiene. The sessions were marked by excitement and anticipation as students gathered with the invaluable assistance of their teachers.

Each session began with warm greetings and expressions of gratitude, setting a welcoming tone. The holistic approach ensured inclusivity, with boys, girls, and teachers all participating. The street play commenced with the captivating beats of drums, immediately grabbing the attention of the community. The performers began by narrating poignant tales of shame and exclusion associated with menstruation, vividly depicting the struggles faced by young girls. The narrative seamlessly transitioned to educational topics, covering the different phases of menstruation, methods for managing pain and discomfort, and the importance of modern menstrual products like menstrual cups and tampons. Emphasis was placed on maintaining hygiene, such as washing hands during periods and changing pads every 6 to 8 hours. The play also educated the audience about female anatomy, the significance of a healthy, balanced diet during periods, and directly confronted societal taboos.

Interactive elements were integral to the sessions. Students were invited to share their learnings and experiences, ensuring that the sessions were not one-sided. This interaction was crucial for initiating important conversations about menstruation. Teachers also shared their insights and experiences, helping to break the taboo surrounding the topic. The involvement of boys was particularly impactful, fostering understanding, empathy, and support. By creating an open and inclusive environment, the street plays successfully dismantled barriers and sparked meaningful discussions on menstrual health and hygiene, leaving a lasting impression on all participants.

6.10 Menstrual Health and Hygiene Sessions in Communities

Extending the reach of the 'Madvocation' initiative beyond the confines of schools, the project took to the heart of the communities in Hapur,

Bulandshahr, Baghpat, and Meerut. The goal was to educate not just the students, but also the wider community about menstrual health and hygiene, fostering a broader cultural shift.

Community sessions were meticulously planned to gather a diverse audience, including women, men, and children of various ages. These sessions often took place in local gathering spots such as community centers, village squares, and open fields, making it accessible for everyone. The atmosphere was vibrant as community members arrived, filled with curiosity and anticipation. The sessions began with enthusiastic greetings and expressions of gratitude, setting a welcoming and inclusive tone. The holistic approach ensured that everyone felt included, promoting open dialogue and collective learning. The street play commenced with the narration of powerful stories that resonated deeply with the audience, depicting the struggles and stigmas associated with menstruation. These stories highlighted the shame and exclusion that many women and girls experience, making the audience reflect on their own perceptions and behaviors. The play then transitioned to educational content, covering essential topics such as the phases of menstruation, methods for managing pain and discomfort, and the benefits of using modern menstrual products, and how to maintain menstrual hygiene.

By confronting societal taboos head-on, the street play created a safe space for dialogue. Community members were encouraged to share their thoughts and experiences, fostering a supportive environment where open discussion was welcomed. Men and boys were particularly engaged, learning about the importance of understanding and supporting menstrual health. Through these community sessions, the 'Madvocation' initiative successfully extended its impact, creating ripples of change across entire communities.

6.11 Training Feedback Mechanism

An essential component of the 'Madvocation' project was the feedback mechanism integrated into the training sessions. At the end of each session, both girls and boys were invited to share what they had learned and how they felt about the street play. This interactive debrief allowed the students to articulate their understanding and provided the team with immediate feedback on the session's effectiveness.

Teachers were also asked to share their experiences and observations. Their insights were invaluable, as they offered a perspective on how the information was received by the students and highlighted any areas that needed further emphasis or clarification. Testimonials from teachers and students were recorded to capture the impact of the sessions and to gather qualitative data on the project's success.

This feedback mechanism ensured that the sessions were continually refined and improved, making each subsequent session more effective and impactful. It also helped in reinforcing the learning, as students and teachers actively engaged in discussions about menstrual health and hygiene, further breaking down the barriers and taboos associated with the topic.

7 PROJECT EFFECTIVENESS

7.1 Quantitative Impact

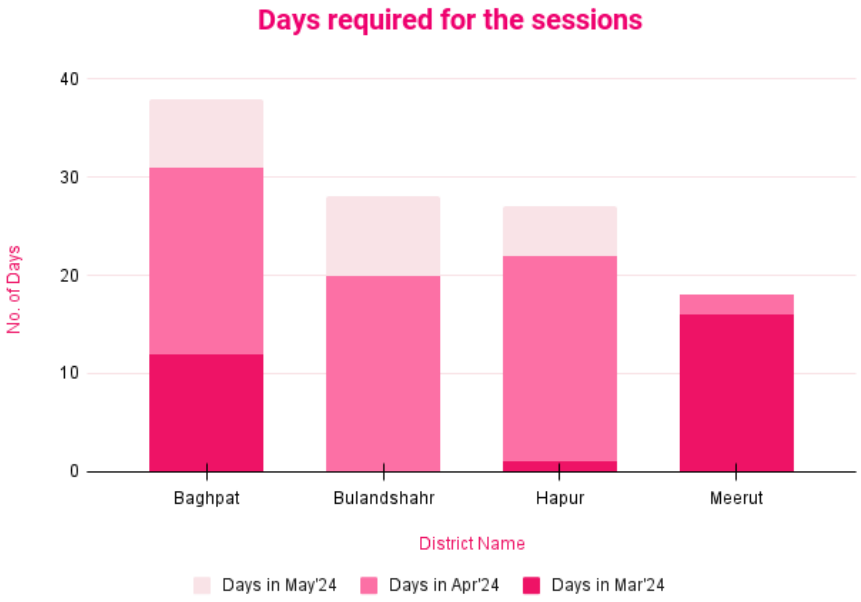
Under this section, we will highlight the breakdown of days and sessions on a month-wise basis for each target area. Additionally, we will provide a detailed breakdown of beneficiary outreach for each month. This comprehensive analysis will showcase the project's scope, efficiency, and the significant impact it has had on the community. By presenting the data in this structured manner, we aim to illustrate the dedication and strategic efforts of the team in achieving the project's goals.

Engagement Footprint: Days required to Conduct the Sessions

This table highlights the total number of days required by the team to achieve the ambitious target of 600 sessions. It underscores the immense effort and excellence demonstrated by the team, as they successfully reached this milestone in a remarkable 111 days. The team's ability to efficiently plan and execute the sessions within this timeframe is proof to their dedication and hard work. The table below provides a detailed breakdown of the total number of days required each month to complete the sessions, showcasing the organized and strategic approach taken by the team to meet their objectives.

Table 2: Distribution of Training Days Across Villages

Serial No.	Place	Total days required to conduct the sessions			Total Days Required
		Mar'24	Apr'24	May'24	
1	Baghpat	12	19	7	38
2	Bulandshahr	-	20	8	28
3	Hapur	1	21	5	27
4	Meerut	16	2	-	18
Total Days		**29**	**62**	**20**	**111**

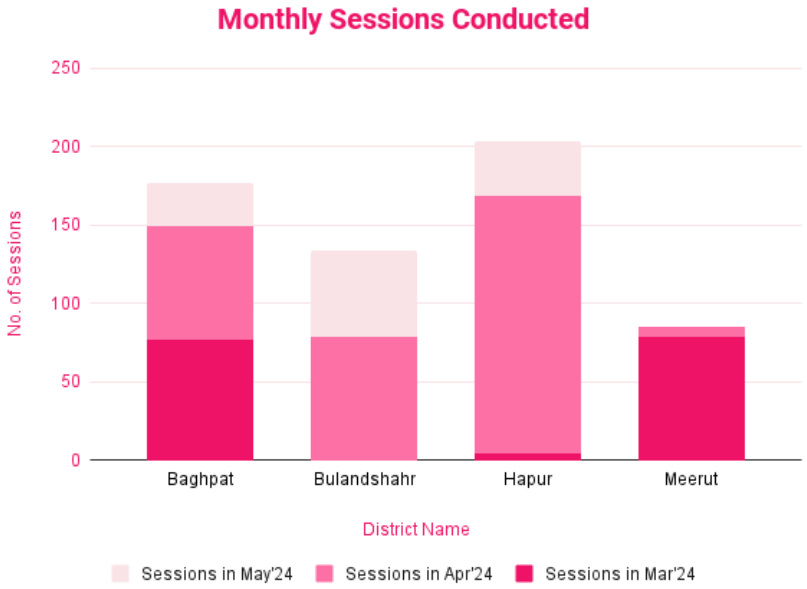


Engagement Footprint: Monthly Sessions

In this section, we shine a light on the efforts of our team and the enthusiastic participation of community members through a detailed overview of the sessions we've conducted. Presented in a clear, tabular format, this breakdown offers a glimpse into the monthly engagement and educational outreach of Project Madvocation across different areas. Each row represents an area we've had the privilege to work with, showing the number of sessions held month by month. From the impactful sessions in March to the continued efforts in April and May. Through these numbers, we celebrate the collective progress and the individual stories that each session has woven into the fabric of our mission.

Table 3: Distribution of Month wise Training Sessions Across Villages

Serial No.	Place	Total monthly sessions			Total Sessions
		Mar'24	Apr'24	May'24	
1	Baghpat	77	72	28	177
2	Bulandshahr	-	79	55	134
3	Hapur	4	165	35	204
4	Meerut	79	6	-	85
Total Sessions		**160**	**322**	**118**	**600**



Outreach Impact

In this section, we provide a straightforward overview of how our sessions were spread across different areas, focusing on the reach and impact of our efforts. This table breaks down the percentage of women and girls, as well as boys, we've engaged in each target location. The total beneficiary reach was 50,311, which included 31,200 girls/women and 19,111 boys.

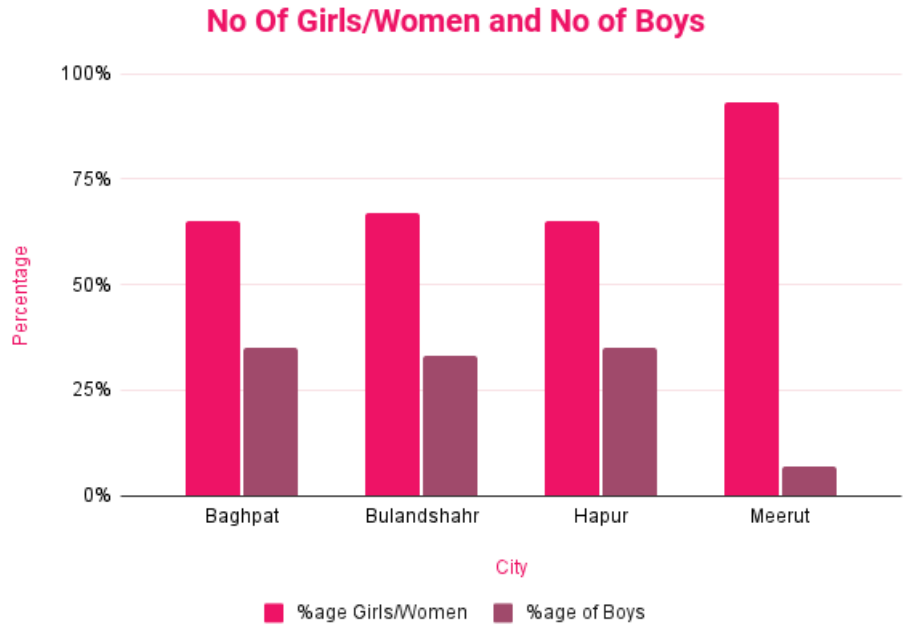
This practical approach allows us to review the effectiveness of our distribution strategy, ensuring that our resources and efforts are aligned with the needs and population sizes of the communities we serve. From March to May, each percentage reflects our commitment to equitable and thoughtful engagement tailored to each area's specific contexts and challenges.

By presenting this distribution, we aim to offer insights into how we allocate our sessions, striving for a balanced and impactful presence across our work areas. This section is not just about numbers but about our strategic planning and the deliberate steps we take to make meaningful connections with community members, contributing to their empowerment and well-being.

Table 4: Percentage Breakdown of Girls and Boys

Sl. No.	Place	%age of Girls & Women Covered	%age of Boys Covered	Total Beneficiaries
1	Baghpat	65%	35%	15345
2	Bulandshahr	67%	33%	10992

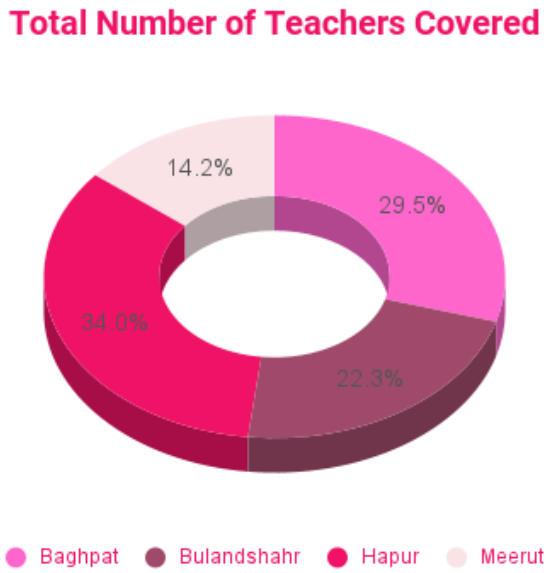
3	Hapur	65%	35%	13980
4	Meerut	93%	7%	9994



In addition to our focus on students, we recognize the critical role teachers play in fostering a supportive and informed environment for menstrual health education. The following table provides a detailed account of the number of teachers reached by the 'Madvocation' project in each district, highlighting our commitment to equipping educators with the knowledge and tools needed to support their students effectively.

Table 5: Teacher Outreach Numbers

Sl. No.	Place	Total Number of Schoolteachers reached
1	Baghpat	531
2	Bulandshahr	402
3	Hapur	612
4	Meerut	255
Total		**1800**



7.2 Qualitative Impact

In this section, we highlight the personal impact stories and testimonials that showcase the qualitative success of our project. These narratives provide a deeper insight into how the sessions have positively influenced the lives of the participants. Through these stories, we capture the voices and experiences of community members, reflecting the meaningful changes and empowerment brought about by the project. Each testimonial is a testament to the project's reach, effectiveness, and the lasting impact it has had on individuals and communities. By presenting these qualitative insights, we aim to celebrate the human side of our achievements and the real-world differences made through our efforts.

Impact stories

Faizan's Learning Experience

Faizan, a young boy from one of our target areas, shared his transformative experience from attending a session on menstrual health and hygiene. Previously unaware of the concept of periods, Faizan was shocked to learn that girls experience this cycle of pain and discomfort every month. In the session, he was taught about the importance of maintaining proper hygiene during menstruation. He learned that in the absence of sanitary pads, using clean cotton cloths can be an effective alternative. The session also emphasized the critical need for girls to uphold good hygiene practices during this time.

Faizan's story highlights the inclusive and holistic approach of our project, ensuring that both boys and girls are educated about menstrual health. By fostering a supportive and informed community, we aim to break down taboos and encourage a culture of understanding and empathy. Through this inclusive education, boys like Faizan are becoming allies in promoting menstrual health and supporting the well-being of girls in their community. Faizan's newfound knowledge and sensitivity towards this topic reflect the powerful impact of our educational efforts, contributing to a more informed and compassionate society.

Kareena's Journey to Confidence

Kareena, a young girl from Hapur, had always felt shy and uncomfortable talking about periods. Unaware that menstruation is a natural process, she often kept her struggles to herself, feeling

ashamed and isolated. However, after attending one of our sessions, Kareena's perspective changed dramatically. She learned valuable information about maintaining hygiene during menstruation and what to use and avoid to manage her periods effectively. More importantly, she realized that there is nothing to be ashamed of when discussing menstruation and that it is a natural part of life.
Empowered with this new knowledge, Kareena now feels confident in sharing her experiences and difficulties related to menstruation. Her transformation highlights the profound impact of our educational sessions, which aim to dispel myths and foster open, supportive conversations about menstrual health. By addressing both practical and emotional aspects of menstruation, our project helps young girls like Kareena embrace their bodies and health with confidence and dignity.

Khushi's Path to Better Menstrual Health

Khushi, one of the schoolgirls from our target area, had always used cloth to manage her periods, just like many of her classmates. Unfortunately, this practice often led to infections, but they were unaware of the cause. During our session, Khushi discovered the link between using cloth and the infections they were experiencing. She found the session incredibly effective, as it provided crucial information that was previously unknown to her and her peers. Empowered with this new knowledge, Khushi and her classmates now plan to switch to alternative menstrual products that are safer and more hygienic. This shift marks a significant improvement in their menstrual health and overall well-being.

Khushi's story underscores the importance of menstrual health education in preventing infections and promoting better hygiene practices. By raising awareness and providing practical solutions, our sessions are making a tangible difference in the lives of young girls, helping them manage their periods safely and confidently.

Deepa's Perspective on Inclusive Education

Deepa, a dedicated teacher from Himmatpur, shared her insightful experience with our program. She noted that while there are often programs about periods, they are usually only shown to girls. However, our program was different because it included boys as well, which she believes will help create a more supportive and understanding community.

Deepa mentioned that although her school provides sanitary pads, many girls still prefer using cloths, which leads to a higher incidence of infections. She expressed her appreciation for the program's comprehensive approach, as it not only educates the girls but also encourages them to share this vital knowledge with their mothers, grandmothers, and other girls in their village.

Deepa believes this will have a significant positive impact on the community by spreading awareness and promoting better menstrual hygiene practices. Her story underscores the importance of inclusive education and community involvement in creating lasting change and improving the health and well-being of all members of the community.

Bridging the Gap: Sanjeeb's Perspective on Menstrual Awareness

In a small village school, where female teachers are absent and traditional mindsets often prevent open discussions, a remarkable transformation took place. Sanjeeb Kumar Sharma, a dedicated teacher, shared his profound appreciation for an impactful session conducted by a team from Delhi. The team used a nukkad natak - a street play, to raise awareness about menstruation and menstrual hygiene. Sanjeeb highlighted a significant issue in their school: the absence of female teachers made it difficult for girls to share their menstrual concerns. Additionally, the traditional outlook of the village meant that such crucial topics were rarely discussed openly. However, this session broke through those barriers. The nukkad natak was not only engaging but also educational, providing the girls with essential knowledge about menstruation and

hygiene. Sanjeeb was impressed by how the session encouraged open dialogue and made the girls feel comfortable discussing their problems. He expressed his deep appreciation for the team's efforts and emphasized the need for similar sessions in other schools facing the same challenges.

Sanjeeb's story highlights the transformative power of inclusive and informative educational initiatives. By addressing sensitive topics openly and sensitively, these sessions can foster a supportive environment where girls feel empowered to discuss their health issues without hesitation.

Testimonials

- "Hello, my name is Nidhi, and I am a teacher. Today, the street play (nukkad natak) organized by your organization was of immense importance. Many of our girl students had hesitations and uncertainties surrounding the topic of menstruation. However, after watching the play, they have become more confident and comfortable discussing this vital subject. Thank you for this impactful initiative!"

- "My name is Shobha, and I am a teacher at the primary school. The street play was very well thought out and impactful. It was great to see that you included both boys and girls in the session, and not just the girls from the 7th and 8th standards, but also children from the 5th grade, which is really good. A few parents also watched, and they will learn as well. When we were kids, our grandmothers used to deny us from doing so many things because we were not given the right knowledge. However, this is not going to happen for this generation."

- "Hello, my name is Rajesh, and I work as an assistant teacher in this school. The children really enjoyed the street play. Some of them knew about periods, while others were totally unaware. This session has educated all the children on a topic that was previously shrouded in silence. The children used to hesitate to talk about it, but now they feel more comfortable discussing it. The girls will stop using old cloths and switch to better alternatives, like Whisper, to manage their periods. This is a significant step towards improving their menstrual health."

- "The play was very expressive, and the performers delivered a tremendous performance. The children understood everything with sheer curiosity in their eyes. Although teachers used to teach about periods, they themselves often felt shy discussing the topic. However, this silence was broken today through the engaging and effective method used in the session. The play made the topic approachable and encouraged open conversations, making a lasting impact on both students and teachers."

- "My name is Kabita, and I teach at UPS Kheda. From today's session, the children learned about periods, menstrual hygiene, and the use of sanitary pads. They also learned how to take care of themselves during menstruation. Importantly, we were taught how to educate others about this topic and to not shy away from discussing it. This session has empowered both the students and teachers to approach menstrual health openly and confidently."

- "My name is Sunil Kumar, and I have been working at this school for 20 years. For the first time, an initiative like this has been introduced through a street play, effectively spreading a vital message. Previously, girls used to hesitate to talk to their parents or siblings about periods. Now, they will understand that they shouldn't shy away from discussing menstruation, as it is one of the most natural processes. I would like your team to spread this message to many more schools so that girls everywhere feel comfortable sharing their problems."

- "My name is Geeta, and I am an Anganwadi worker. I loved the program because it

- provided women and girls with a proper understanding of periods and how to maintain hygiene. The girls from our village will now learn not to use cloths, which is a significant improvement. I truly appreciated the program because it will break the silence on this topic and ensure that people are more aware and informed with the right knowledge."

- "My name is Sanjeeb Kumar Sharma. Today, a team from Delhi came to our school and raised awareness about menstruation through a nukkad natak. In our school, we don't have female teachers, which makes it difficult for girls to share their problems. Additionally, girls from villages are usually not very forward-thinking, so these conversations rarely happen. This session was incredibly helpful, and I truly appreciated the effort. I would love for the team to conduct similar sessions in other schools facing the same challenges."

8 MANAGEMENT AND COORDINATION SYSTEM

The successful execution of the 'Madvocation' project, with its ambitious target of conducting 600 sessions within just three months, required a meticulously structured and efficient management and coordination system. This rigorous approach ensured smooth operations and minimized errors, enabling the project to achieve its goals effectively.

Coordination Team Structure

The coordination team can be divided into three main segments:

- Pinkishe Team: Responsible for managing all internal operations and overall project execution.
- State Resource Groups (SRGs): Located in the target locations, the SRGs were crucial for local coordination and support.
- P&G Central Team: Provided oversight, reviewed progress, and ensured alignment with the project's objectives.

Coordination Workflow:

Weekly Session Planning

Step 1- The SRGs shared the weekly session locations along with the routes with the Pinkishe team.



Step 2- The Pinkishe team developed a detailed weekly plan for the ground execution team based on the routes provided by the SRGs.



Plan Review and Dissemination

Step 3: The Pinkishe team shared the weekly plan with the P&G Central Team for review and approval



Step 4: Upon approval, the plan was communicated to the project execution team.



Daily Operations

Step 5: Each day, the Pinkishe team provided the exact session locations via Google Maps to the execution team.



Step 6: At the end of each day, testimonials and pictures were collected and recorded, and the status report was updated for review by the P&G Central Team.



Weekly Reporting

Step 7- This workflow was followed for six weekdays, with a comprehensive weekly report prepared and shared with the P&G Central Team. This report included an overview of the week's activities, progress towards targets, and any challenges encountered.

This structured and coordinated approach ensured that the Madvocation project remained on track, with clear communication and effective management at every stage. The detailed planning and continuous monitoring allowed for timely adjustments and maintained the project's momentum, ultimately leading to its successful completion within the planned time frame.

9 RISKS AND CHALLENGES

Scheduling Conflicts with School Exams

School Exams: One of the significant challenges was scheduling the sessions around school exams. Ensuring that the street plays did not disrupt academic activities required careful planning and coordination with school authorities.

Cultural Sensitivities and Taboos

Cultural Barriers: Addressing menstrual health in rural and conservative communities posed a challenge due to deeply ingrained cultural taboos and sensitivities. Overcoming these barriers required building trust and creating a safe space for open dialogue.

Community Engagement

Initial Resistance: Engaging the community and gaining their trust was challenging, especially in areas where discussing menstruation is considered taboo. Continuous efforts were needed to involve community leaders and gain their support.

10 KEY LEARNINGS

The 'Madvocation' project, with its extensive reach and innovative approach, provided several valuable insights and lessons that can be applied to future initiatives. Here are the key learnings from the project:

Innovative Methods Enhance Engagement
Using street plays as an educational tool proved to be highly effective. The dramatic and interactive nature of the performances captured the audience's attention and made the complex topic of menstrual health accessible and engaging. This approach demonstrated that innovative methods could significantly enhance engagement and retention of information.

Community Involvement is Crucial
Engaging community members, including local authorities, teachers, and SRGs, was essential for the project's success. Their support facilitated smoother execution, provided valuable local insights, and helped in reaching a broader audience. Community involvement ensures that initiatives are culturally sensitive and more likely to be sustained.

Inclusivity Fosters Better Understanding
Including boys, men, and teachers in the sessions fostered an inclusive environment that encouraged open dialogue. This inclusivity helped break down gender barriers and created a supportive community where menstrual health could be discussed openly. Educating boys and men is crucial for creating a more understanding and empathetic society.

Feedback and Adaptation Improve Outcomes
The pilot sessions and continuous feedback from participants allowed the team to make necessary adjustments, ensuring that the sessions were effective and impactful. This iterative process highlighted the importance of being adaptable and responsive to feedback in real-time to improve outcomes.

Addressing Taboos is Transformative
Confronting societal taboos head-on and providing factual information helped in breaking the silence around menstruation. This approach not only educated the audience but also empowered them to speak openly about menstrual health, leading to a more supportive and informed community.

Empowerment Through Education
Educating women and girls about menstrual health and hygiene not only provided them with practical knowledge but also empowered them to take control of their health. Empowerment through education is a powerful tool for driving long-term change and improving health outcomes.

Cultural Sensitivity is Essential
Understanding and respecting local customs and cultural norms were crucial for the project's acceptance and success. Tailoring the educational content to fit the cultural context ensured that the message was well-received and more likely to be implemented.

11 IMPROVEMENTS FOR FUTURE

While the 'Madvocation' project achieved significant success, there are always opportunities for improvement. Here are some suggestions for enhancing future initiatives based on the experiences and feedback gathered during this project:

Broader Community Outreach

- Extended Community Sessions: Increase the frequency and reach of community sessions to involve more remote and underserved areas.
- Follow-Up Visits: Plan follow-up visits to communities and schools to reinforce the messages and provide ongoing support.

Incorporating Multimedia Tools

- Visual Aids: Use visual aids such as posters, charts, and videos during the street plays to enhance understanding and retention of information.

Comprehensive Need Assessment

- Detailed Surveys: Conduct detailed pre-project surveys and needs assessments to tailor the program more precisely to the specific needs and challenges of each community.

Enhanced Collaboration with Local Stakeholders

- Local Champions: Identify and train local champions who can continue to advocate for menstrual health and hygiene within their communities.
- School Health Programs: Integrate the project with existing school health programs to ensure sustainability and deeper integration into the educational system.

Sustainability and Follow-Up

- Long-Term Engagement: Develop a long-term engagement strategy to ensure sustained impact, including periodic follow-up sessions and continuous support.

12 SUSTAINABILITY

To ensure the long-term impact and sustainability of the 'Madvocation' project, several key strategies were implemented during the project execution phase:

Community and Stakeholder Engagement

- Support from District Authorities and SRGs: By engaging district authorities right from the beginning, we ensured local support and ownership of the project. These stakeholders played a crucial role in providing school lists, routes, and necessary permissions, facilitating smooth execution and laying the groundwork for ongoing support.
- Teacher Involvement: Teachers were actively involved in the sessions, helping to gather students and support the street play performances. Their engagement is essential for sustaining menstrual health education within schools, as they can continue to provide guidance and information to students.

Educational Sessions and Resource Provision

- Inclusive Sessions: By conducting sessions that included boys, girls, and teachers, we fostered an inclusive environment that encourages ongoing dialogue about menstrual health. This inclusivity helps in normalizing the conversation and ensures that all members of the community are informed and supportive.
- Holistic Approach: The sessions covered a wide range of topics, from understanding menstruation to hygiene practices and addressing societal taboos. This comprehensive approach equips students and community members with the knowledge they need to sustain healthy practices and attitudes.

13 FUTURE PLANNING

- Scalability Planning: Develop a detailed scalability plan to replicate the project in other regions, ensuring consistent quality and impact.
- Curriculum Development: Develop a comprehensive menstrual health and hygiene curriculum that can be integrated into school programs nationwide.
- Digital Content: Create digital educational content, including videos, interactive modules, and mobile apps, to reach a wider audience and provide continuous learning opportunities.
- Government Collaboration: Work with government bodies to advocate for policies that support menstrual health education and access to menstrual products in schools and communities.

14 MEDIA COVERAGE



प्रतिभा

नुक्कड़ नाटक के माध्यम से छात्राओं को जागरूक किया

छोकड़ा में नुक्कड़ नाटक प्रस्तुत कर छात्राओं को जागरूक करते हुए।

● जनवाणी संवाददाता छोकड़ा

क्षेत्र के प्राथमिक विद्यालयों ने पिंकीश फाउंडेशन द्वारा छात्राओं को मासिक धर्म के दौरान होने वाली समस्याओं और उनसे बचाव की जानकारी दी। उन्होंने किशोरियों को उन समस्याओं से बचाव के लिए जागरूक करने का आह्वान किया। सोमवार को पिंकिश फाउंडेशन द्वारा क्षेत्र के प्राथमिक विद्यालयों में मासिक धर्म से होने वाली समस्याओं को लेकर जागरूकता अभियान चलाया। मशक लीव की टीम ने नुक्कड़ नाटक माध्यम से मासिक धर्म को लेकर जागरूक किया। उन्होंने कहा की संसार में मासिक धर्म की प्रक्रिया केवल महिलाओं में ही होती है। इसके साथ ही मां स्त्री ही बनती है। ये प्रक्रिया महिलाओं में आठ वर्ष से पैंतालिस साल की उम्र तक होती है। इस प्रक्रिया के दौरान महिलाओं को स्वच्छता का ध्यान रखना बहुत जरूरी है। इस दौरान स्वच्छ कपड़े या सेनेक्ट्री पेड़ का प्रयोग करें। चिकित्सक के परामर्श के अनुसार दर्द निवारक दवाई का उपयोग करें। किसी प्रकार का इन्फेक्शन होने पर चिकित्सक का परामर्श ले। इसके साथ ही भरपूर नींद ले। भारी वस्तुओं को उठाने से बचे। उन्होंने कहा की मासिक धर्म में इन्फेक्शन से बचाव के लिए सुरक्षात्मक बातो का ध्यान रखना बहुत जरूरी है। इस अवसर पर प्रधानअध्यापिका नेहा, फाउंडर अरुण गुप्ता, को फाउंडर शालिनी गुप्ता, शुभम झा, सुजीत कुमार, विपुल कालरा आदि मौजूद रहे।

जलभराव व कीचड़ की समस्या से हो रही है परेशानी

बिनौली: मुजीमपुरा गांव की कस्बा बस्ती में जलभराव व कीचड़ की समस्या ग्रामीणों के लिए परेशानियों का सबब बनी हुई है। जल्द ही समस्या का समाधान नहीं होने पर ग्रामीणों ने बलॉक मुख्यालय पर धरना शुरू करने की चेतावनी दी है। कस्बा बस्ती की



DOKU Instructions for i-doku 9x9 number

#4947

SOLUTION #4946

आयोजन

पिंकिश ने हेल्थ को लेकर किया जागरूक

MEERUT (11 May):

वाहन, इलेक्ट्रिक वाहनों को चार्ज करने की भी मिलेगी सुविधा

उथ स्टेशन पर बनेगी सबसे बड़ी पार्किंग

फैक्ट्स पर एक नजर...

ई-व्हीकल होंगे चार्ज

सबसे बड़ी पार्किंग बनेगी

अरआरटीएस से जुड़े होंगे मेट्रो स्टेशन

Meerut, 12 May 2024 7

5 दर्जन से अधिक मकान बन रहे बाधा

CITY BRIEFS

15 PICTURE GALLERY






GPS Map Camera
Bagpat,UP,India
Khekada, Bagpat, 201101, UP, India
Lat 28.834024, Long 77.263294
03/04/2024 09:59 AM GMT+05:30
Note : Captured by GPS Map Camera


मादा प्रजनन तंत्र


मादा प्रजनन तंत्र


संविलयन विद्यालय
(1 - 8 COMPOSITE)
200 MILLION


हर बेटी की यही पुकार
उन्हें भी मिले शिक्षा का अधिकार
GPS Map Camera
Google
Doula, Uttar Pradesh, India
Daula-Hisawada Road, X84P+W86, Meerut Rd, Doula, Uttar Pradesh 250601, India
Lat 28.957136°
Long 77.336198°
19/03/24 01:23 PM GMT +05:30


हर बेटी की यही पुकार
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