



Final Progress Report

The DevNext
Foundation

**Menstrual Hygiene Promotion and Distribution of Sanitary Pads among
Adolescent Girls of Bhadrak District, Odisha**

Reporting Period: 1st September to 31st December 2020

Supported by

C3 AND DEVNEXT FOUNDATION

Implemented by



PUNARUTHAN VOLUNTARY ORGANISATION

Introduction

Menstruation and menstrual practices face social, cultural, and religious restrictions which are a big barrier in the path of the menstrual hygiene management. In many parts of the country especially in rural areas, girls are not prepared and aware of menstruation so they face many difficulties and challenges at home, school, and workplaces. While reviewing the literature, we found that little inaccurate or incomplete knowledge about menstruation is a great hindrance in the path of the personal and menstrual hygiene management. Menstrual hygiene practices were affected by cultural norms, parental influence, personal preferences, economic status, and socio-economic pressure. In the crucial covid-19 pandemic time the adolescent's menstrual hygiene arises a great challenge to every adolescent girl in rural and marginalized communities. In India following a lockdown since March, a phenomenon of universal nature is how adolescent girls managed menstrual hygiene. The Govt. of Odisha has supplied a school-based sanitary pad to adolescent girls, the school is closing down due to ongoing lockdown. Many girls and their family female members have no access to sanitary pads due to the marginalized economy and less availability in nearby shops.

Punaruthan voluntary organization (PVO) strives to provide high-quality sanitary pads free of charge to adolescent girls in rural and marginalized communities of Chandabali and Basudevpur Block in Bhadrak district of Odisha with the support of C3 and Dev Next foundation in the month of September, October, November & December of 2020.

Objectives

- To sensitize adolescent girls on menstruation as a biological process and importance of maintaining highest standard of menstrual hygiene practices.
- Dispel myths and misconception associated with menstrual practices.
- Enhance knowledge on taking care of food and nutrition during the adolescent period which is a phase of rapid bodily changes.
- To create an enabling environment at the community level for promotion of safe menstrual hygiene practices by involving AWWs, ASHA, ANMs, women SHG leaders, teachers and parents in the process.
- To **provide high-quality sanitary pads free of costs** to manage their menstrual period safely for the most vulnerable adolescents girls.
- Educate to a proper way of disposing of the sanitary pad at home or outside not as domestic wastes and not in public toilets.
- Educate and make them aware about environmental pollution and health hazards associated with them.

Brief on the activities progress:

- a. **Line listing of adolescent girls:** A detailed list of adolescent girls from 60 most disadvantages villages situated in cost line of Bay Bengal of Chandabali and Basudevpur block of Bhadrak district was prepared. The dominant community living in these villages are fishing community with very poor economic conditions. A list of 1553 adolescent girls from Chandabali and 1462 adolescent girls from Basudevpur block was prepared was prepared for direct reach with sanitary pads and key information on menstrual hygiene.

b. Rapid assessment of menstrual hygiene knowledge among adolescent girls:

As part of the interventions, a rapid assessment of menstrual hygiene knowledge and access to sanitary pads in the Covid-19 pandemic situation was taken up. The findings of the assessment show that 90 percent adolescent girls cannot afford to buy sanitary pad from market, 5 percent know and practice safe menstrual hygiene, 60 percent said that sanitary pads is not available in nearby shops and 30 percent have no knowledge about Sanitary Pads.

c. Coordination with block level ICDS and Health Officials: Block level officials including CDPO, Lady Supervisor, Medical Officer and Block Program Managers were consulted in finalizing list of villages for the program intervention, collecting data on the events like VHND and immunization days. These forums were utilized for distribution of the sanitary pads to adolescent girls and conducting education sessions on menstrual hygiene practices.

d. Procurement of high quality sanitary pads: A local manufacturer of sanitary pad Dannia, AIPL was contacted for providing high quality sanitary pads with the specifications. The sanitary pad is a cotton fabric based which is highly comfortable to use.



e. Distribution of Sanitary pad and health education of adolescent girls on menstrual hygiene: A total 180 groupmeetings were organized covering both Chandabali and Basudevpur block of Bhadrak district. 30 ASHA, 30 AWWs, 18 Women SHG Leaders and 55 PRI members are engaged in the program for supporting distribution of sanitary pads and conducting health education sessions on menstrual hygiene.

A total of 9273 adolescent girls reached under the menstrual hygiene promotion campaign organized in Chandabali and Basudevpur block of Bhadrak district from September to December 2020.

District	Block	Monthwise adolescent girls covered			
		Sept. 2020	Oct. 2020	Nov. 2020	Dec. 2020
Bhadrak	Chandabali	1553	1553	1553	00
Bhadrak	Basudevpur	1462	1538	1538	76
	Total	3015	3091	3091	76



Voices from Field

1. After my early menstrual period, my mother advised me to use old clothes to manage menstrual bleeding, which caused infection. Now I have got knowledge to avoid old clothes and use sanitary pads to safely manage my cycle.



Diptimayi Das, Age- 14, Chatrapada

2. My family could not afford money for buying sanitary pads due to poor financial condition and lack of knowledge regarding usage of sanitary pads. After attending the counseling and group meeting organized by PVO, I will be using sanitary pads and make my family aware to buy sanitary pads as an essential commodity to remain healthy.



Usha Mallik, Sana
Itagotha, Age-14,

3. I belong to a middle class family. Due to socio-culture taboos and myths associated with use of sanitary pads I did not use Sanitary product for manage my monthly period. Now, I was acquired complete knowledge to manage menstrual hygiene and definitely going to have it.



Rupali Das, Chatrapada, age-13

4. I had no knowledge of what to do when the period begins. Now, health workers like ASHA gives messages on how to deal with it. "When you wake up in the morning and realize that your monthly cycle has begun, take a shower and put on clean clothes and pad."



Swagatika Barik, Badaltagotha Age-11

5. My family was unable to afford sanitary pads to manage my menstrual hygiene during Covid-19 pandemic situation. The PVO programme on distribution of sanitary pads helped me to manage my menstrual hygiene.



Sonama Nayak, Banisahi, age-16

6. My family could not buy sanitary pad due to unavailability of shop near to home. So my family member advised me to manage menstrual bleeding with old clothes. Due to this I have suffered from infection. With the knowledge from this programme about use of sanitary pad which will help to me in future to keep away from any kind of infection related to poor menstrual hygiene.

Pravati Rout, Nuagaon, Age-17

7. I am studying in 11th Standards. I have access to sanitary pad. But as colleges closed and my family income dropped, buying sanitary pad was next to impossible. The free distribution of Pads helped to manage my menstrual period.

Monalisa Bal, Talabandha, age-16

8. I belong to a Muslim community, I always felt very uncomfortable to share my menstrual hygiene matter to others due to socio-cultural taboos. After group meeting organized by PVO, I have got information on safe menstrual hygiene practices and taken pads distributed free of costs. Now I will make aware other girls in my community about menstrual hygiene.



Soodad Khatun, Motto, Age-17

9. I would like to give thanks to PVO for organizing such type of programme in our rural areas for our adolescents girls.

Sambari Rout, ASHA, Nalagunda, Chandabali, Mob-8280446590

10. I never forgot such type of wonderful and excellent programme organized by PVO. In this programme girls are highly benefited by getting Sanitary pads in free of costs and Knowledge about safe menstrual practices.



Kamala Rout, ASHA, Chandabali Block, Mob-8280436581

11. With this free sanitary Pads distribution programme, girls are aware to overcome social taboos and blind belief regarding menstrual hygiene.



Kamini Das, Chatarapada, Chandabali Block, Mob-8455029589

12.Safe menstrual Hygiene is the major part of Health hygiene. Girls were used to old clothes for managing bleeding after each periods and most of the girls can't talk to others due to social taboo. Now, by the distribution of Pads through PVO, girls are used to pads and avoid other process to manage menstrual bleedings.

Suprava Rath, ANM,Chandiamal, Basudevpur9439994413

12.The free distribution of sanitary pads by PVO has made a great impact on adolescents girls. They are discontinuing use of old clothes during the menstrual period and there is no barrier of income of family members to buy sanitary pads.

Pana Murmu,ANM,Balimed,Basudevpur,M-9439999209

13.Generally, people are unable to access sanitary pads due to high cost and lack of awareness on safe menstrual hygiene practices. I extend my special thanks to PVO and partners for providing sanitary pads free of costs and raising awareness of adolescent girls to use sanitary pads.

Santilata Behera , ICDS head
supervisor,Basudevpur,Bhadrak,M-
9337633155

14.It is a great initiative of PVO supported by C3 and Devnext Foundation for distributing sanitary pads free of costs to the poor and marginalized adolescents girls and sensitize them on safe menstrual hygiene.



Prativa Khandayat,CDPO,Chandabali, M-9439079893

15.I am very much happy for providing sanitary pads free of costs to adolescents girls in our rural Areas. Girls aware on safe menstrual hygiene has increased in our area.

Jharana Sahoo,AWW,Motto,Chandabali,M-9937051816



16.Safe menstrual hygiene has a major role for adolescent girls to stay healthy. This only possible by PVO for the supplying quality sanitary pads to poor adolescents girls in our area. Thanks to PVO.

Suryakanti Mallik,AWW,Chhatrapada,M-6372243972

17.The adolescent girls in our society are not aware of menstrual hygiene. This is a big issue that the parents in our society cannot afford sanitary pads due to poor financial condition. It was a dream for girls to use sanitary pads after each menstrual period. But now the dream is fulfilled due to the free distribution of sanitary pad made by PVO.

Saraswoti Mohanty, President of
Mahasangha Basudevpur, Bhadrak, M-
7440115574

18. Health is wealth, the word not only in books but also in our society. The lines come true after providing sanitary pads in free of costs to adolescent girls in our area. Now I will give special thanks to PVO for organizing such type of programme.

Rajani Gandha Sethy
Member of Chandabali Panchyat
Samiti, Motto Panchyat

Block Wise Details of Villages Covered

Table-1:Chandabaliblock

SLNO.	GPNAME	VILLAGE	Adolescentgirlscovered			
			Sept-2020	Oct-2020	Nov-2020	Dec-2020
1	CHARDIA	HAREKRUSHNAPUR	46	46	46	00
2	CHARDIA	DHRUBAPAHALIPUR	81	81	81	00
3	CHARDIA	RAJRAJESWARIPALLI	55	55	55	00
4	CHARDIA	HARISHIPUR	72	72	72	00
5	CHARDIA	RAJENDRAPALLI	45	45	45	00
6	BHUINBRUTI	RAMESWARPUR	101	101	101	00
7	BIJAYANAGAR	BIJAYANAGAR	63	63	63	00
8	BIJAYANAGAR	NAYAKSAHI	28	28	28	00
9	BIJAYANAGAR	CHANDKUDA	48	48	48	00
10	BIJAYANAGAR	SARANAICHHAPUR	75	75	75	00
11	BIJAYANAGAR	GOBINDAPUR	45	45	45	00
12	MOTTO	MALABADA	47	47	47	00
13	MOTTO	MOTTOBASTI	80	80	80	00
14	MOTTO	BANIASAHI	46	46	46	00
15	NALGUNDA	PACHHAPADA	80	80	80	00
16	NALGUNDA	NALGUNDA-1	43	43	43	00
17	NALGUNDA	NALGUNDA-1	49	49	49	00
18	NALGUNDA	PRATAPPUR	75	75	75	00
19	KHERANGA	KHERANGA	45	45	45	00
20	KHERANGA	MAJHISAHI	44	44	44	00
21	KHERANGA	KANTHISAHI	46	46	46	00
22	KHERANGA	NUAGAN	44	44	44	00
23	KHERANGA	TALABANDHA	60	60	60	00
24	KHERANGA	ROUTSAHI	42	42	42	00
25	MOTTO	CHASAKHANDA	60	60	60	00
26	MOTTO	DASASAHI	26	26	26	00
27	MOTTO	BALABHADRAPUR	27	27	27	00
28	NALGUNDA	CHHATRAPADA	40	40	40	00
29	NALGUNDA	BADAITAGHUTA	25	25	25	00
30	NALGUNDA	SANAITAGHUTA	15	15	15	00
		Total	1553	1553	1553	00

Table-2:Basudevpur Block

SL.NO.	GPNAME	VILLAGE	Adolescentgirlscovered			
			Sept-2020	Oct-2020	Nov-2020	Dec-2020
1	KISMATKRUSHNAPUR	BALISAH	53	53	53	00
2	KISMATKRUSHNAPUR	MAJHISAH	63	63	63	00
3	BALIMED	KHASARBEDI	42	42	42	00
4	BALIMED	CHHATRPADA	33	33	33	00
5	BALIMED	SANAKALIDASPUR	65	65	65	00
6	ADHUAN	ADHUANPRIMARY	60	60	60	00
7	SANAKRUSHNAPUR	PALASAH	60	60	60	00
8	SASUBHUASUNI	ADIA1	65	65	65	00
9	BINOBABHABENAGAR	JANAPADA	70	70	70	00
10	BINOBABHABENAGAR	BINOBHABENAGAR	30	30	30	00
11	BINOBABHABENAGAR	MANDALPADA	40	40	40	00
12	BINOBABHABENAGAR	SUNAMUHIN	30	30	30	00
13	SANAKRUSHNAPUR	40CHAIN	30	30	30	00
14	KISMATKRUSHNAPUR	DURGACHHAK	51	51	51	00
15	CHUDAMANI	KANTHISAH	26	26	26	00
16	CHUDAMANI	CHUDAMANIUP	40	40	40	00
17	CHUDAMANI	SETHISAH	26	26	26	00
18	SASUBHUASUNI	ADIA2	61	61	61	00
19	SASUBHUASUNI	MAJHIADIANUASAH	66	66	66	00
20	SASUBHUASUNI	HARIZONSAH	55	55	55	00
21	ERAM	RATHAPADA	70	70	70	00
22	ERAM	ISWARPUR	55	55	55	00
23	ERAM	ERAM	61	61	61	00
24	LAXMIDASPUR	RAMCHANDRAPUR	60	60	60	00
25	LAXMIDASPUR	MATIPAKA	44	44	44	00
26	LAXMIDASPUR	BADAJAGANNATHPUR	44	44	44	00
27	ADHUAN	UPERMALIKSAH	41	62	62	21
28	SANAKRUSHNAPUR	PARAPOKHARI	77	77	77	00
29	ADHUAN	ADHUANSUNI	00	55	55	55
		Total	1462	1538	1538	76

THANKS