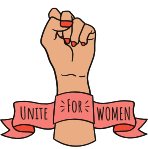


Noble cause for powerful women

"A GenZ driven community changing how periods are perceived by society with a message that "women's empowerment is intertwined with respect for human rights" with the help of UN SDGs "



OUR AIM:-

A youth- powered NPO fighting to end period poverty and taboo across globe through service and awareness camps

We are team Adira, Transforming Our World with UN SDGs

Research

With 800 million women and girls menstruating daily, this is a subject that concerns half of the population around the world. However, this issue is particularly prevalent in India where only 36% of women have access to sanitary products. Due to lack of availability and high cost of sanitary products women are forced to use old rags, ash, leaves and such other threatening materials. Common outcomes of unhealthy menstruation management can be dermatitis, urinary tract infections (UTIs), genital tract infection, bacterial vaginosis, all leading to increased susceptibility to cervical cancer. Period poverty is often described as a lack of access to menstrual education and sanitary products.

We believe that having access to sanitary products is a basic right of every woman which is often ignored. Due to period poverty women are not able to work efficiently and girls are stopped from going to school. The impact of COVID-19 on global poverty made the situation worst.

Developing ideas

We promote the UN Sustainable Goals with a sustainable plan. We have fully understood the value of goals and together we fight as ONE to achieve the ultimate common goal of our future. After analyzing, we came up with some constructive and innovative ideas to solve the issue. We take risks, explore paths never discovered, communicate and voice ourselves to built a better world for tomorrow.

Solution

We reach out underprivileged girls and women across globe who have no access to sanitary products. We conduct camps in remote villages, orphanages and urban slums and educate them about menstrual hygiene and spread awareness about how to use sanitary products and burst their myths. Along with it we give out sanitary pads with biodegradable disposable bags. We don't believe in distributing sanitary pads just once so, to make it a routine we provide them with sanitary pads at a minimal cost of 1 rupee each packet and also give them information about the local government medical stores which are less expensive. We made sure to educate their mothers regarding the basic health precautions to take and encouraged their parents to let their daughters go to school. We also talked with the village head about the issue and encouraged him to work towards the cause.



- MAIN UN SDGS WE FIGHT FOR -



GOAL 3- Poor genital hygiene negatively affects adolescents' health. By, providing women with sanitary products we have made sure that they are safe from such diseases caused by poor genital health. We have also provided them with hygienic and easy way to deal with their menstruation through the biodegradable disposal bags which are provided to them for easy disposal.



GOAL 4- Along with the availability of sanitary products it is more important to give them the correct information and education about menstrual health and hygiene to remove the taboos and myths they have regarding menstruation. We spread awareness about the CORRECT information and basic health guidelines to follow during periods.



GOAL 5- Gender inequality, discriminatory social norms, cultural taboos, poverty and lack of basic services often cause women's menstrual health and hygiene needs to go unmet. We have spread awareness about menstruation through mass media and also by interacting with men during the camps. We have also encouraged mothers to let their daughters attend school during their periods and educated the boys regarding the menstrual process.



GOAL 6- Explaining the importance of cleanliness and sanitation to young girls and also providing them with proper measures to dispose the sanitary products like biodegradable disposable bag.



GOAL 17- It's all about collaborating and putting the skills from different sectors together to find solutions that can create a more sustainable world. To achieve our goals we have developed partnerships with our own local community, Non- Governmental Organizations, Non- Profitable Organizations across the country to expand and reach out women across the country. We have partnered with renowned institutions like IIM Jammu to reach remote places in the regions of Jammu and Kashmir.



RECOGNITIONS

- Twice featured in Divya Bhaskar newspaper
- Twice featured in Saurashtra Kranti newspaper
- Featured in Chitralakha magazine
- Featured on Niine India
- Featured on Faces of Rajkot
- Featured by social activists and motivational speaker Milli Thawania

“ In every community, there is work to be done. In every nation, there are wounds to heal. In every heart, there is the power to do it. ”

INVOLVEMENT

- 250+ students, teachers, parents, social workers involved in the camps across the country
- 60+ people participated in #RedDotChallenge
- 12 organizations involved
- Women's Day celebration with the officers of Bank of Baroda discussing about women empowerment and women's rights
- Series of "Let's Talk. Period." ;Virtual interviews with professor from IIM Jammu; Project coordinator of Women Power Connect; and founder of Period Society
- Online social media challenges
- 5000+ hours involved

IMPACT

- 73500+ menstrual hygiene products distributed
- 5000+ women and girls reached out and educated
- Biodegradable disposal bags for disposal
- We raised awareness about period poverty through online social media platforms
- We have created templates in local languages to explain women about menstrual hygiene during the awareness camps
- 20 locations covered across India.

Adira – strong, noble, powerful



FUNDS/SPONSORS

- § We raised ₹42,725 (rupees) through online fundraiser
- § The local printing press printed attractive pamphlets and posters free of cost which were to be used during the camps
- § We received a lot of sanitary pads from people connecting us through online platforms
- § Niine (Indian sanitary napkin brand) sponsored several projects across the country



Testimonial:
The foundation is one of the most determinate and focused institutions I know. I've had the privilege to be with them during one of their projects in a rural area of central Gujarat. Their cause and the actions they're taking behind it are an inspirational case for everyone. This organization is a beacon for hope for the upcoming generation.
 -Akshaj Mapara, Medical Student



CHALLENGES

The biggest challenge we faced was the outbreak of COVID-19. Due to this occurrence we faced a lot of restrictions. But, our team found a solution for the entire process. We did online interaction with the girls and women with whom we couldn't have personal interaction. Following the COVID-19 guidelines we organized the camps with utmost safety which solved the issue of getting permission from the village heads for organizing the camps. The toughest job was convincing the people who were totally against the work we pursued and not losing the motivation. There were times when the women would laugh at us while we explained them about menstrual health as they found it shameful and a subject not to be talked about. But, the team stood together and tried their level best to help those women so, they don't suffer from any harmful disease and nor do their daughters. We organized weekly meetings to make sure our productivity wasn't stopped. We recruited more people who wanted to work passionately for the cause. This divided the work and made it more efficient and effective.

Ideas were created and most importantly implemented. We had a group of school and college students working under departments like finance, communications, content writers, content creators, management and operations. As we look back we realize that the challenges were just the part of learning and getting out of our comfort zone.

WHY NOT MENSTRUAL CUPS AT THE VERY BEGINNING?

When we learn a new language we don't directly jump to Shakespeare we start from the basics. Similarly, you cannot expect the women who have zero knowledge about sanitary products to start using menstrual cup. It's important to first make them familiar with the process and then gradually divert them towards the sustainable products. It is a gradual process which needs to be given some time.



DO THESE WOMEN EVEN HAVE ACCESS TO SOCIAL MEDIA?

They definitely don't. But they aren't the only ones who need to be aware about period poverty. As we started interacting with the students and teachers and were shocked hearing the statistics and how serious this issue was. Only 30% of the people we interacted with were actually aware of the issue. The youth should be breaking the stereotypes and normalizing periods. Social media has also played a huge role in collaborating with different organizations and reaching out women across the globe. With that we also did promotional collaborations with many organizations to spread awareness.

GAINS

- How to research effectively through data and also at personal level
- Team work and communication skills
- Critical thinking
- Patience and determination
- Public speaking
- Writing formal emails
- Cooperation
- Creativity
- Spontaneity
- Gaining more knowledge about menstrual health and hygiene from the local Gynecologists

Highlights

1. The interest and support of people and also from the communities where we worked
2. Experiencing things which we could never have without doing the camps and hearing the stories of those young girls and women
3. Team work and collaboration
4. Was exposed to mass media including Chitralkatha, India's largest selling magazine and many more
5. Most importantly bringing smiles on the faces of thousands of people and the memories made.

FUTURE PLANS

1. Taking the next step of introducing sustainable sanitary products to all those women we have reached
2. Collaborating with the government to make the process more faster and reach out millions of people