



Reliance Industries Limited



KG D6

SWECHHA For WOMEN

Let us Break The Silence

WOMEN EMPOWERMENT



Menstruation - Nutrition- Hygiene
Child Marriages
Child Sexual Abuse



వదాల చాలిటబుల్ ట్రస్ట్
Padala Charitable Trust
Paying it Forward
సమాజ హితం కోసం

Venue:
Reliance Community Hall, Gadimoga.

Date: 5th November, 2019.

A Collaborative Project of Reliance Industries Limited KGD6 & Padala Charitable Trust



PROGRAMME OVERVIEW

Date	:	05 November 2019
Timings	:	10:30 AM to 04:00 PM
Venue	:	Community Hall, Gadimoga
Participants	:	Village Volunteers from 7 nearby Villages School Teachers Anganwadi Staff ANMS
Trainers	:	Swechha Team @ Padala Charitable Trust

Guests	Sri. T. Vijay Thomas, Mandal Development Officer Sri. V. Srinivasa Rao, Head HR, RIL Industries Limited Dr. D. Murali, Sr. Medical Officer, RIL Sri. B. Mallikharjuna Rao, General Manager RIL Sri. P. Subrahmanyam, CSR, RIL
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BACKGROUND

CSR wing of Reliance Industries Limited, Gadimoga has been doing many developmental activities in and around Gadimoga village.

This year RIL and Padala Charitable Trust(PCT) have come forward to collaborate to do some awareness programmes in Gadimoga. As a part of that, PCT has conducted it's flagship Swechha program (A program designed to provide adolescent education, menstrual health & hygiene education to girl students of high schools) in August. After realising the need of same programme to the parent community too, PCT & RIL have collaborated once again to conduct Swechha for mothers.



REGISTRATION

Details of participating women such as address, contact numbers, qualification etc., were recorded during registration

GROUPING

Several groups, each group consisting of women from different villages, were formed. This was helpful to make them accustomed to new environment and to conduct group activities

QUESTIONNAIRE

A quick survey was done to get an understanding of the awareness levels of the participating women on the issues that were going to be discussed during swachha session..



INAUGURATION

"Although many initiatives are being undertaken by government for the development and protection of women and children, the change must begin within oneself to be able to see the positive change in families and then society. I would advice you to put into action the things that are learnt here" - **T Vijay, Mandal Development Officer**

"Please note that a woman is the most important person in a family. Don't ever neglect your health. Women empowerment is the need of the hour. Please be open about the things that need to be discussed." - **V. Srinivasa Rao, Head HR, RIL.**

"The awareness that you get here must reflect in your villages. Please utilize the services provided by RIL." - **Deepthi, Director and Master Trainer, PCT**



TOPICS COVERED

- Importance of Women Health
- Importance of “ME” Time
- Menstruation
- Nutrition & Hygiene
- Sex Determination

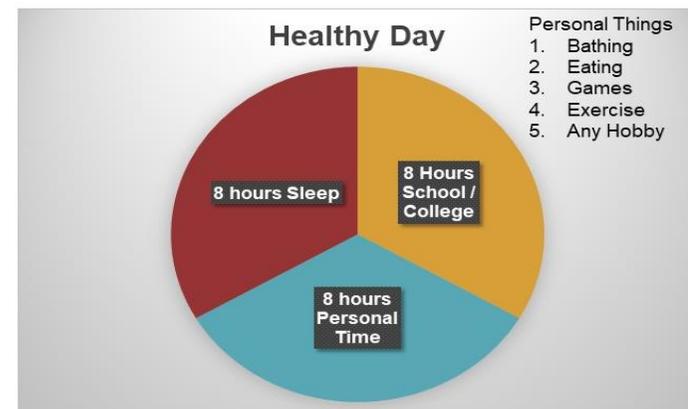
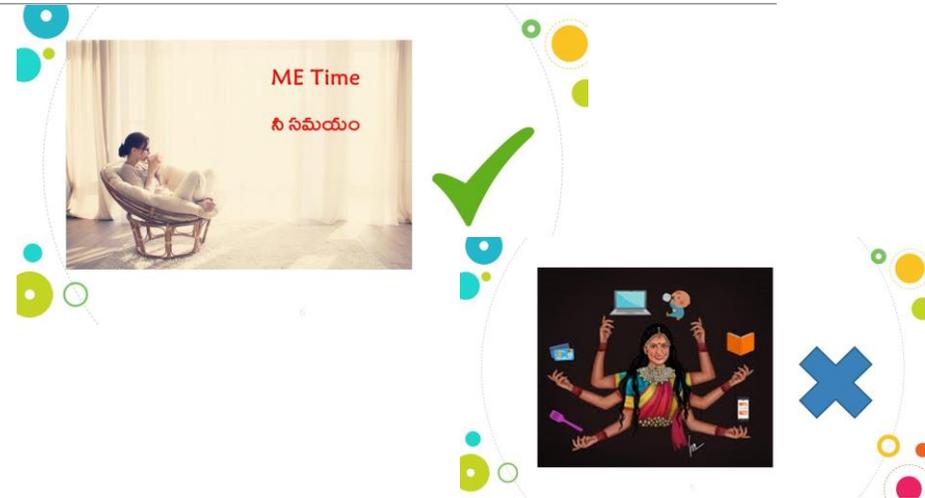
- Breast Cancer
- Cervical Cancer
- PCOD
- Child Marriages

- Child Sexual Abuse & Parenting



IMPORTANCE OF WOMEN HEALTH

- It is a popular belief that a family's health depends on the health of the mother in that family.
- Mothers should also get habituated to new healthy habits in accordance to new life style.
- Be it for self- reliability/ recognition/ respect now a days, most of the women want to go out and work. In this process, they need to fulfill both the roles, as an employee and as a mother which is leaving them with no or little time for self-care
- This is leading to many health problems in working women
- In this scenario, the participating women are advised to allocate "ME Time" for themselves and to share some of the chores to the family members
- A time table which represents a 'healthy day ' was shown to them.

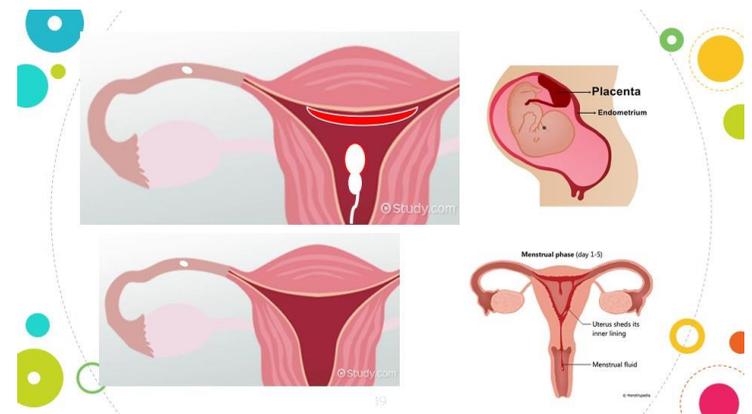


MENSTRUATION

- There are many misconceptions about menstruation in the society. Very few know that there is a relation between menstruation and pregnancy.
- Complete awareness was provided regarding the physiology and anatomy involved in menstruation process.
- Menstruation is a natural process which plays a key a role in the conception. It occurs due to unfertilization of egg and that it is a sign of sound health.
- To understand this concept better we explained this as “ Period Cinema” manner

Misconceptions people have about menstruation

- It was a bad blood
- Bad blood came out due to our food habits
- If this bad blood doesn't came out we may get
- Due to our own sin we got different health issues and cramps in menstruation



ACTIVITY – Name Your Period

This is an activity to give an opportunity to define their own period. This activity helps them to think about it seriously and realize that it is a natural process. Everyone participated actively.

- **Breath:** As this blood is originally forming to give oxygen to the baby
- **Pavithra:** I realized that it is very pure and natural process
- **Butterfly:** We should be like that in periods time also
- **Beauty:** Periods helps us to full fill our life cyclcy with motherhood. So it is a beauty of lives
- Good, Happy, Swechha, Sweet memory, journey, Gold, Mother etc. are other names that came up



ACTIVITY - Share Your Menarche Experience

To be able to bust the myths around menstruation we need to break the taboo around it first and speak about it openly. To relieve the shyness among the participants they were asked to do an activity in which the participants share their menarche experience (**First Occurrence of Menstruation**). Here are the responses we got from participants.

- "When I got my first period, I was afraid to see blood. My elders made me to do many rituals in the first 11 days. I still don't know what they were meant for."
- " I experienced my first period while I was on my way to school. I was frightened by the sight of the blood coming out of my vagina. I only heard one phrase from every elder, 'It happens to every woman' but, now I know why it happens to every woman."
- " I still remember those 11 days when I was made to sit on a mat and do nothing. My elders gave me healthy food those 11 days. After that not much care was taken about my health."



NUTRITION & HYGIENE

- A woman's health depends on the food she takes and the hygiene conditions around her.

They were explained about the following things in this section.

- Adverse effects of an unhealthy diet.
- Importance of timely and healthy diet. Harmful effects of cool drinks and junk food.
- A few tips on vegetables selection and best cleaning methods.
- Anaemia problem, causes and prevention.
- Personal and surroundings hygiene. Usage and disposal of sanitary pads/ napkins.
- Importance of hygiene of the hands.

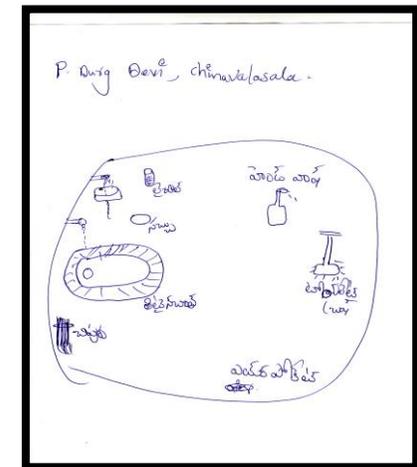
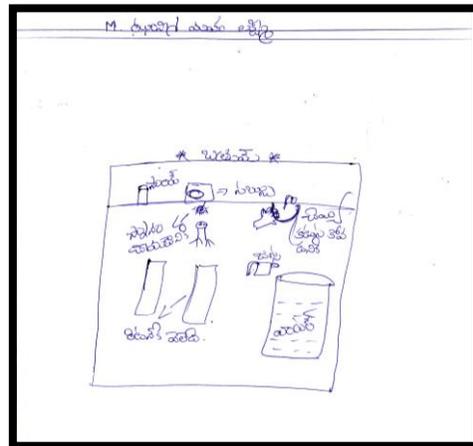
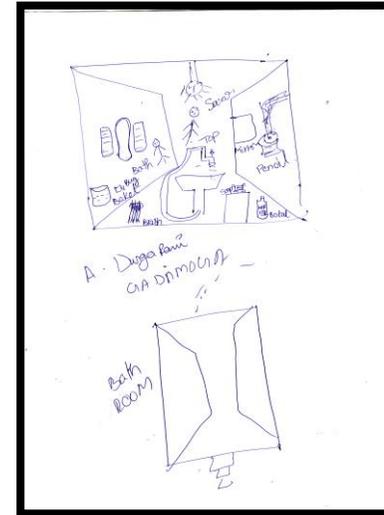
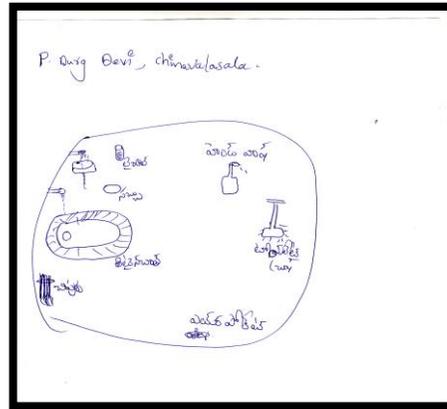
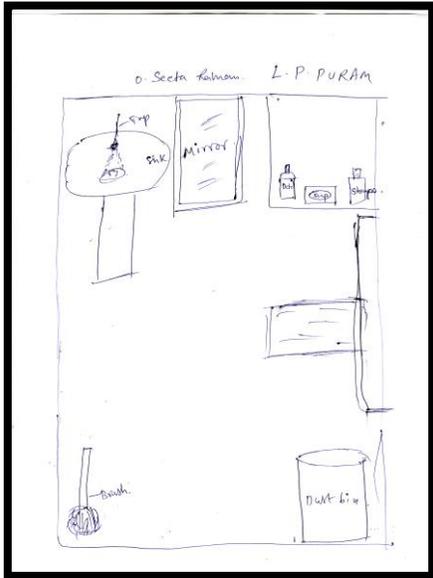
Awareness among the participating women about this topic prior to the session, in their own words.

- "Not much care is taken about our food habits. We eat the left overs after all the family members finish their meals."
- "We do not know what iron rich foods are"
- "Children like it when food is prepared using more cooking oil. So, we make it that way"
- "Any cloth that is available, we use it during the periods"
- "We cannot afford and do not use inner wear"



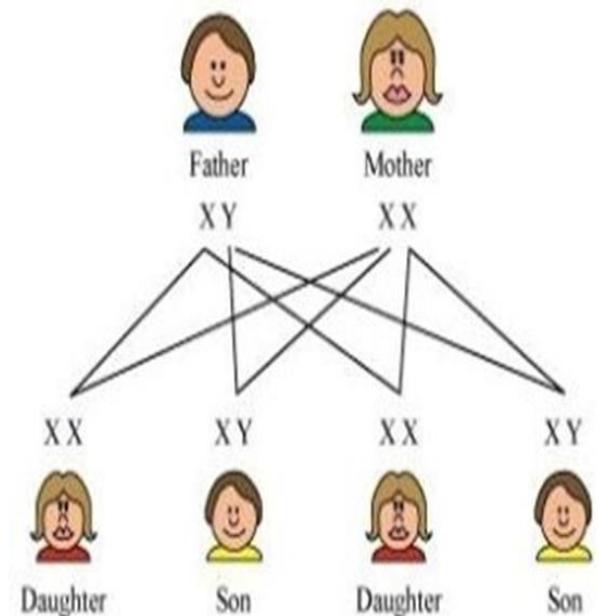
DESIGN YOUR BATHROOM

This is one activity performed to make them think about how they should maintain their bathrooms – how hygienic they should be.



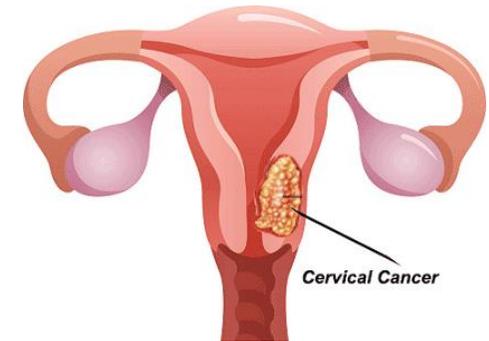
WHO DECIDES GENDER OF A BABY – Mother Or Father?

- There are many misconceptions regarding the role of father and mother regarding sex determination of a child.
- It has been an ill practice in India, where families will not be very happy when a girl child is born. It is due to many sociological and economical reasons. In addition to that, a woman will be made responsible for the sex determination of a baby and will be blamed and harassed for giving birth to a girl child.
- Due to lack of awareness, women also blame themselves for this.
- During this session, we were able to clear these misconceptions. They were explained about the following things.
- The concept of XY & XX chromosomes.
- How a **female** always delivers X chromosome and **plays no role** in sex determination, and how a male counterpart delivers either X or Y chromosome and determines the sex of a child.

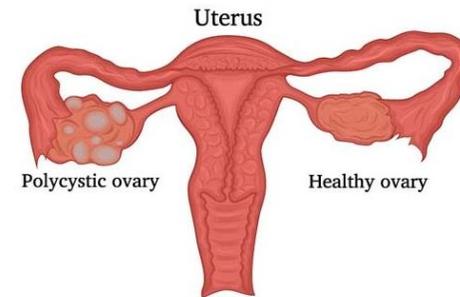


PCOD, BREAST CANCER & CERVICAL CANCER

- Life style diseases have become common these days. Awareness plays a key role in fighting against those diseases.
- Participating women were made aware about several issues in a prevention is better than cure approach - PCOD, Breast Cancer, Cervical Cancer, the growing epidemics in India.
- Causes and prevention were discussed with the help of audio- visuals.
- In a nutshell, personal hygiene is the key.



Polycystic ovary





CHILD MARRIAGES

- There went a meaningful discussion on child marriages.
- Although there are misconceptions, 70% of the participating women voted against child marriages.
- Some women have come forward to share the troubles they faced due to getting married at an early age.
- Problems such as anaemia, pregnancy complications, relationship issues e.t.c..., that will arise due to child marriages were explained to them.
- They were also informed that child marriages are severely punishable offences and are advised to let the girl children get educated and grow to their self reliability.
- Child Marriages Act was explained.

Misconceptions around Child Marriages

- Children will learn responsibilities due to child marriages.
- We can control atrocities against girl due to child marriages.
- To keep in check the behavior of the children, we must get them married.

PARENTING & CHILD SEXUAL ABUSE

- We realized that there are wrong notions about parenting too.
- We tried to clear some of the myths through real life examples.
- Other things that were explained to them are:
 - ✓ The importance of technology in day to day life and how to teach children the responsible use of technology.
 - ✓ Children should be able to express to the parents when they undergo any form of sexual abuse.
 - ✓ How wrong it is to blame the victims.
 - ✓ POCSO act and 1098 Childline.

Misconceptions

- Giving freedom to children will lead them to wrong ways
- Children are getting spoiled due to usage of mobile phones
- Only women face sexual abuse





FEEDBACKS

- "Though I am educated and I work as a high school teacher, after coming to the session, I have realised I have been neglecting some important things in my life. I have learnt to take care of myself and my health. I have learnt how to treat my daughter. I have learnt a lot as a parent than as a teacher." - *Seetaratnam, Teacher.*
- "I have learnt a lot of things today, which I have missed learning till today. From now on.. I will try to bring change in myself and in my village members." - *Uma, Teacher*
- Empowerment is to stand up, speak for ourselves and fight for our rights. More of such programmes should be organised to empower more women. I'm leaving today after learning a lot of things." - *Venu, Teacher.*
- "I would have kept believing that menstruation is an impure process if I had not attended this session. I came to know many other useful things today which, I believe, will help me in making the empowered next generation."
- *K Durga, Tailor.*
- " I work as an Auxiliary Nursing Midwifery (ANM). I realised today that I still need to learn a lot of things. Whenever someone ask me any doubt, I used to explain from the very little I used know but, now I got clarity on how things work. I am really empowered today. - *Veeraveni, ANM.*



BEFORE & AFTER

- 1) The blood released during menstruation is bad blood. Hence, menstruation is impure.
- 2) Family is everything. Rest follows.
- 3) We are a bit neglected towards our food habits.
- 4) Child marriages strengthen the families.
- 5) Children should be raised in a strict way.

- 1) Menstruation is not impure.
- 2) I am the most important person in my life. I will be able to take care of my family only if I am healthy. Self love is important.
- 3) Got aware about balanced diet.
- 4) Child marriages are detrimental to the social benefit and are against law
- 5) Children should be raised by giving them the required awareness on everything.

DISTRIBUTION OF SWECHHA KITS



Swechha Kit

1. Swechha Handout
2. Sanitary Napkin Pouch
3. Sanitary Napkin Packet
4. Hand Kerchief
5. Hand Wash Liquid
6. Period Tracking Sheet
7. Breast Cancer Awareness Pamphlet



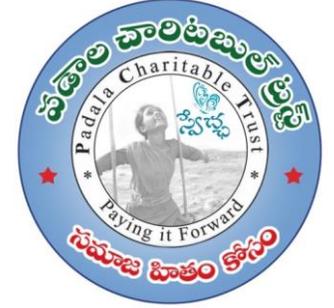


FOLLOW-UP

- ❖ We realized that many women have laudable leadership skills. We need to encourage such women to organize similar programs to other women in different villages.
 - ❖ We realized that many women are suffering from anemia. A medical camp should to be organized as a follow up.
 - ❖ Women should be encouraged to conduct similar awareness programmes in their villages for every 6 months at least.
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GALLERY





THANK
YOU!

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