

A Tapas Foundation X Ramboll Campaign

SHE MATTERS

A campaign giving rural women access to hygiene and sanitation facilities

2021



TABLE OF CONTENTS

01 Introduction

02 Our Solution

03 Our Campaign

04 Campaign Images

05 Vision

INTRODUCTION

Lack of Access & Awareness

Most women in the underprivileged sector of India do not have access to hygienic washrooms which is why they resort to public toilets or prefer simply going to the open areas near their house. Due to this situation there is often an inappropriate disposal of sanitary napkins and cloth which can be detrimental to their health.

Hygiene has been a rising personal awareness concern among users, particularly females who are exposed to feminine hygiene risks like urinary tract infections within the washroom itself.



Poor menstrual health management

The material reality of not having a toilet at home, or even in the community results in poor menstrual hygiene management. And the common issues in these communities - like withholding of food and water, leading to undernourishment, reproductive and bladder infections. Such health problems are heightened for pregnant women.

A lack of toilet, therefore, leads to stigma, stress and anxiety.



SRHR (Sexual health & reproductive health) Awareness

Research paints a dark picture of the situation of SRHR awareness among Indian women, especially for those living in rural areas and might not even have access to the internet, which otherwise is the only source of information for many. On top of it, these issues have been further amplified during the Covid-19 crisis, as lockdowns across the country highly limited the availability of menstrual hygiene products for many.

Only 36% of women in India use sanitary pads during their period.



From awareness to access

OUR SOLUTION

We're all aware of how the issues that revolve around intimate hygiene are often sidelined due to lack of awareness and conversation on the same.

To tackle this issue and help women in overcoming challenges related to personal hygiene and health, Tapas Foundation conducted a campaign called "SHE MATTERS" which is a CSR initiative conducted & curated by Tapas Foundation, sponsored and supported by Ramboll India.



Actions

OUR CAMPAIGN

Tapas Foundation constructed 10 toilets in several villages of Gurgaon.

Tapas foundation constructed 5 toilets in Suzuki Park Slum area, nearby JMD Unitech Garden society, Sector -48 , Gurgaon, Haryana and 5 toilets in Islamia Slum Area, Shubhash Chowk, Sector-33, Gurgaon.

We also spread awareness on menstrual hygiene by distributing informative booklets and sanitary napkins.



LOCATION



5 toilets :

Suzuki Park Slum area,
nearby JMD Unitech
Garden society, Sector
-48 , Gurgaon, Haryana

5 toilets :

Islamia Slum Area,
Shubhash Chowk,
Sector-33, Gurgaon.



ACCESS TO SANITATION

These toilets will be accessible to more than 800 women living in areas of Gurgaon, Haryana. This initiative will enable women to ensure maintenance of their proper hygiene and protection against UTI's for women.

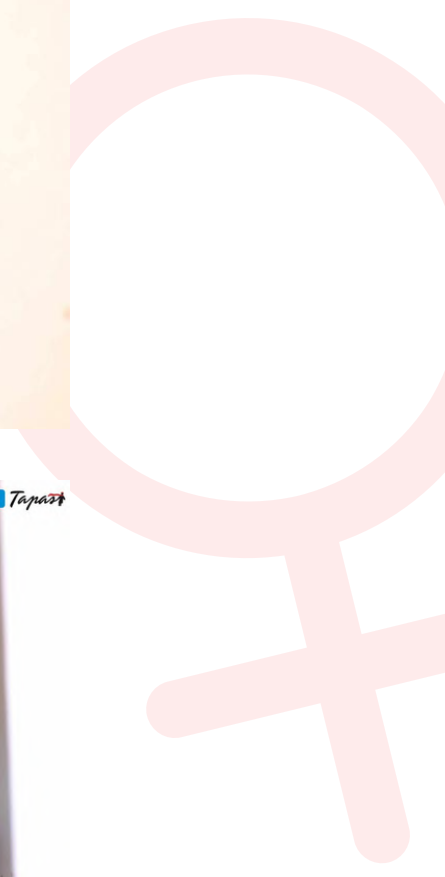


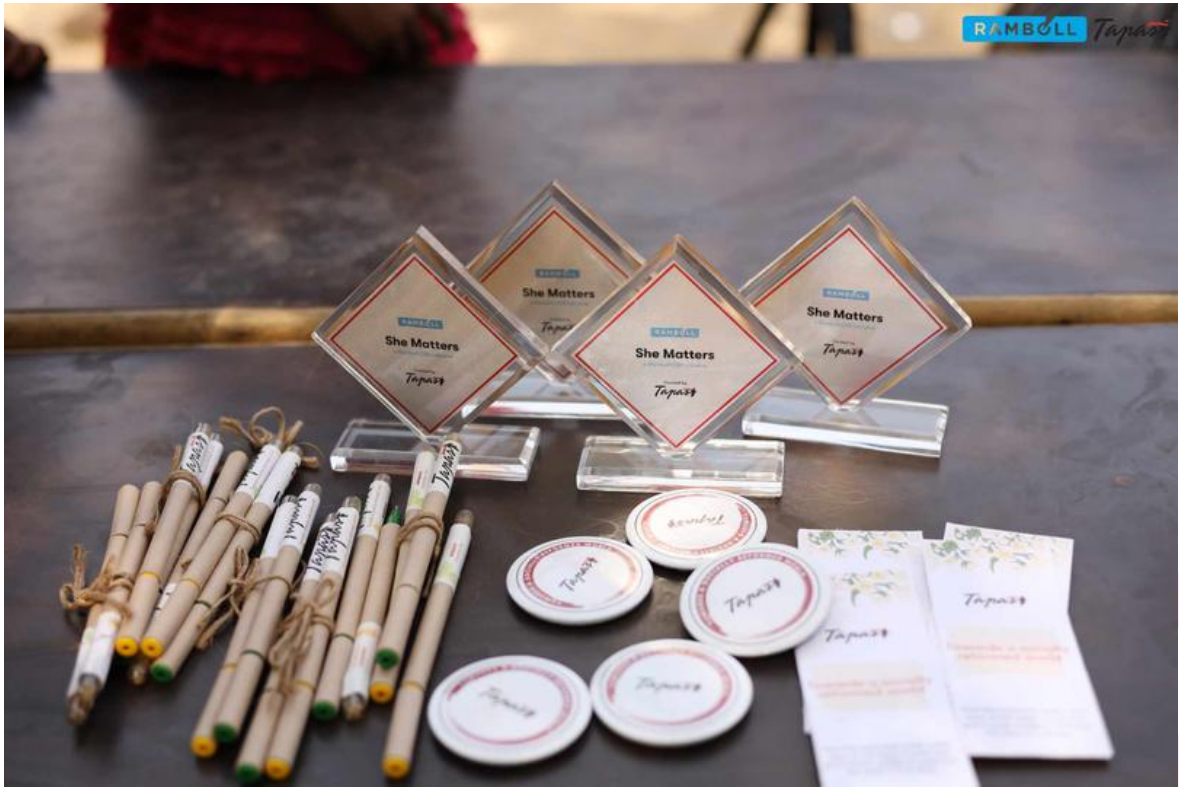


AWARENESS THROUGH BOOKLETS

Along with the vending machines we distributed a menstrual manual which will serve as a toolkit guide to the schools and female students for free. The booklet contains imperative information that will enable young female adults to make better choices for their reproductive health and future. The booklet also focuses on busting common myths around menstruation and it's related topics.

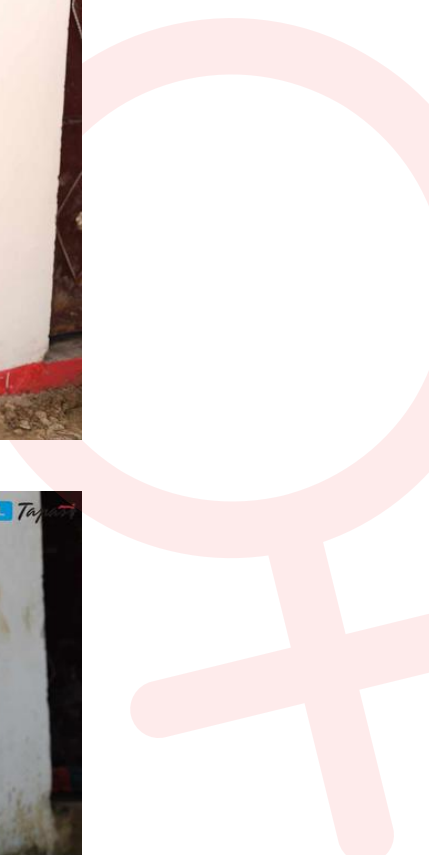












VISION

Through this campaign we aim to impact the lives of underprivileged women of the rural areas who undergo through harsh consequences of not having any access to such basic necessities.

