

BLEED WITH PRIDE

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DEPUTY COMMISSIONER, IMPHAL EAST MANIPUR
12TH FEBRUARY, 2021.

WHY THIS INITIATIVE?



- Health – 47 % Adolescent Girls
- Maternal Deaths - 41% in 15 - 24 yrs
- Nutrition - 56 % Undernourished
- Education - 57 % Drop-Outs



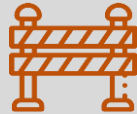
- Lack Of Awareness - 75 % Girls
- 13 % girls aware of periods before menarche
- 30 % AGs give birth to first child
- AGs Marriage before 18 yrs - 50 %

FIGURES HAUNT HENCE

THIS JAN ANDOLAN
CONNECTING HEARTS AND
MINDS



- Poor Menstrual Hygiene Management
- 70 % of Indian women at risk of severe infections
- Last resort usage-Improvise cloth, old newspapers, rags, leaves, sawdust, sand, ash or nothing at all



- Social Stigma/Taboos
- Cultural Restrictions
- Economic Barriers – more than 80 % cannot afford(prohibitive cost)
- Accessibility to Pads - 12 %

TABOO

STIGMA

DISCRIMINATION

BARRIERS



OUR SOLUTION- BLEED WITH PRIDE

TO EMPOWER YOUNG GIRLS AND HELP THE COMMUNITY AT LARGE UNDERSTAND MENSTRUATION.



TALKING OPENLY



PROVIDING PLATFORM TO OVERCOME BARRIERS



EMPOWERING GIRLS



UNDERSTANDING MENSTRUATION

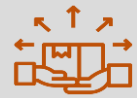


JAN ANDOLAN

ITS OKAY TO BLEED..ITS OKAY TO BE A GIRL..!



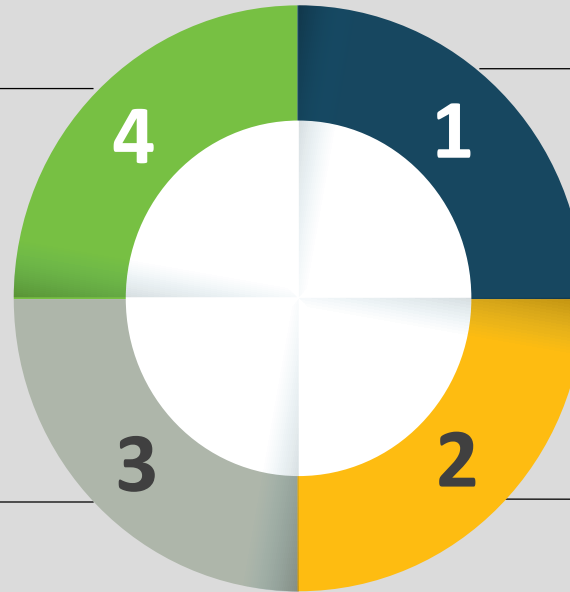
STRATEGIC PLAN



**EXHAUSTIVE
DISTRIBUTION
PLAN**



**DETAILED
AWARENESS
CAMPAIGN**



**IDENTIFICATION
AND
CONVERGENCE
PLAN**



PROCUREMENTS



PERSONAL INTERVENTION

- PERSONAL PARTICIPATION
- EDUCATIONAL & MOTIVATIONAL SESSIONS
- PROVISIONING EMPOWERMENT PLATFORMS
- SUPPORT FROM THE GENERAL PUBLIC
- CREATED A COMMUNITY TEAM
- SUGGESTIONS AND REQUESTS OF GIRLS INCORPORATED AS **INNOVATIVE INITIATIVES**
 - IMPHAL EAST UNDER 17 GIRL'S IDOL CONTEST
 - IMPHAL EAST TALENT SHOW
 - UNDER 17 GIRL'S STATE LEVEL BBBP FOOTBALL TOURNAMENT





FEATURES



SCHEME

- CSR FUNDING
- ENTIRE DISTRICT COVERAGE
- DIRECT OUTREACH OVER 10K PARTICIPANTS
- SNOWBALLING EFFECT
- COMMUNITY MOVEMENT
- DISTRIBUTED FREE SANITARY KITS TO 5000 GOVT SCHOOL GIRLS (CLASS VI-XII)
- RUTHLESS CONVERGENCE WITH BBBP/EAT RIGHT/FIT INDIA/MID DAY MEALS/ POSHAN MAHA/ SBM/ FREE ANEMIA/MENTAL HEALTH FOR ADOLESCENTS
- SUPPORTS UN SDGs



SESSIONS

MHM WORKSHOP LAYOUT

- ICE BREAKING
- GROWING UP
- NUTRITION
- PHYSIOLOGY OF MENSTRUATION
- MENSTRUAL MANAGEMENT
- HYGIENE
- QUIZ/SHARING LIVED EXPERIENCES
- FEEDBACK SESSIONS
- PARTNERING GLOBAL SHAPERS



SANITARY PAD

- KIT CONTAINS –ADJUSTABLE UNDERWEAR with 3 PADS
- ECO FRIENDLY
- REUSABLE & LIFE SPAN – 2 YRS
- NO SOLID WASTE GENERATION
- WASHABLE
- NO LEAKAGE
- LIVE DEMONSTRATIONS
- SPONSORED BY SASHIKIRAN CHARITABLE TRUST WITH THE MOONCATCHER PROJECT, USA

FINANCIAL APPRAISAL OF BLEED WITH PRIDE

- 1. The kits are distributed free of cost, the savings are Rs.100 every month for 2 years**

100	100	100	100	100	100	100	.	.	100
months	0	1	2	3	4	5			23
	cash flow diagram								

MIN.EXP / GIRL/ MONTH IN BUYING PAD=Rs 100
REUSABLE KIT LIFE - 2 Yrs
APPROX COST REUSABLE KIT= Rs 400

For 5000 users, savings = Rs. 2400 x 5000 = Rs. 1.20 Cr

- 2. When the kits are available for purchase at Rs. 400 every 2 years and are used till menopause.**

	100	100	100			.	100	100		.			100	100				100
months	0	1	2				24	25				.	48	49		.		72

**FINANCIAL BENEFITS TO THE SOCIETY
INCREASES PROPORTIONATELY WITH THE
NUMBER OF USERS**

PV of savings (benefits) = Rs. 6.4 Cr for 5000 users ONLY (cash flow assumed to continue till perpetuity) @ 8% financial discount rate



OUTCOME

- **FINANCIAL IMPLICATIONS**
- **BROKE TABOO & DISCRIMINATORY PRACTICES/DISPEL STIGMA**
- **RAMIFICATIONS ACROSS INDIVIDUAL TO FAMILY TO SOCIETY**
- **IMPROVED ATTENDANCE/INCREASED SELF ESTEEM/REDUCED INFECTIONS**
- **WHOLISTIC GROWTH & DEVELOPMENT**
- **FOCUS – MENSTRUAL HEALTH & HYGIENE MANAGEMENT**
- **INFORMED CHOICE – MENSTRUAL HYGIENE PRODUCTS**
- **PRODUCTIVE CONVERGENCE**
- **SUSTAINABLE & SCALABLE INITIATIVE – TAMENGLONG DISTT MANIPUR EMULATED THE PROJECT WITH SAME PARTNERS**
- **WORLD ECONOMIC FORUM RECOGNISED BLEED WITH PRIDE INITIATIVE AS ONE OF THE IMPACTFUL PROJECTS UNDER EQUITY AND INCLUSION GLOBAL SHAPERS ANNUAL SUMMIT FROM 28 AUGUST-1 SEPTEMBER 2020**



WAY FORWARD....

...A DEEP SEATED CAUSE , CONTENT AND COMMITMENT IN HEART OF EVERY GIRL & WOMEN

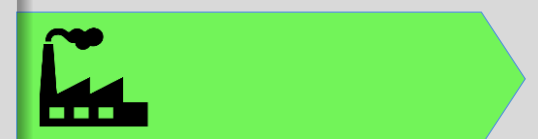
IDEAS MOVE MOUNTAINS



MAY BE TAKEN UP AS
A **MAJOR NATIONAL
CAMPAIGN**



LINKAGE WITH
**SOCIAL/HEALTH
MISSIONS
& EDUCATIONAL POLICY**



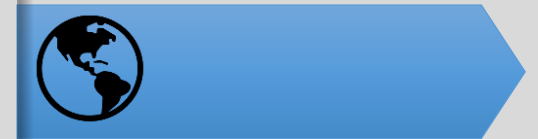
BE DOVETAILED IN
**ATMANIRBHAR BHARAT
ABHIYAAN**



MAY BE TAKEN UP AS
AT **NATIONAL SKILL
DEVELOPMENT OR
STATE RURAL
LIVELYHOOD MISSION**



INCORPORATE **PUBLIC OR
PRIVATE ENTERPRISES AS
BUSINESS MODEL**



STEP TOWARDS
**FULLFILLMENT OF NATIONAL
OBLIGATION TOWARDS
UNITED NATION
SUSTAINABLE
DEVELOPMENTAL GOALS**

Virtual Spot Study on 3 sites (19-09-2020)



... Our Journey 2020



BEST ELECTORAL PRACTICES AWARD, JANUARY 2020



NATIONAL e-GOVERNANCE SILVER AWARD , FEBRUARY 2020



BEST DEPUTY COMMISSIONER & DISTRICT
RASHTRIYA POSHAAN MAAH



STATE ACHIEVERS AWARD 2020 –
PUBLIC ADMINISTRATION &
EMPOWERMENT OF WOMEN



BEST DEPUTY COMMISSIONER & DISTRICT
PM MATRU VANDANA YOJNA

...Ears On the Ground

- “We now know what is freedom. We actually do not have to be mentally under any pressure”. – **Freedom Attained**
- “Why can’t I have one more kit, I have two other sisters at home” – **Family Bonding Nourished**
- “Ma’am will you be coming again next month”– **Hope Kindled**
- “Ma’am my father and brother now allow me to have meals with them” - **Childhood Blessed**

...Ears On the Ground

- Few Muslim girls confess of convincing their fathers & brothers to allow them to read *Quran* during menstruating times— **Societal Change, we need to sustain the cause**
- Hindu girls have openly accepted to regular worship now without a break - **A Silent Revolution against superstition and myth**
- “Before this awareness programme I could not attend school properly due to lack of money to buy sanitary pads. This programme gave me courage to share my pain to my father and brother. It destroys my shy. We were so lucky to be part of *Bleed with Pride*” - **Character Building with Inner Resolve**

