



## **Rotaract Club of O.P Jindal Global University – Community Service x International Services Mega Project Report**

***Project Name*** : Project Break the Taboo

***In Collaboration with*** : Project Charity of Goodness 3.0

***Collaborating Club*** : Rotaract Club of Ambarnath – RID 3141

***Avenues Involved*** : Community Service and International Services

***Project Scope*** : All-India Project

***Project Highlights*** : Rotaract Club of O.P Jindal Global University collaborated with Rotaract Club of Ambarnath of RID 3141 on their mega community service project, “**Charity of Goodness 3.0**”. As a part of the collaboration, Rotaract Club of OPJGU launched its own project, “**Project Break the Taboo**” through which members of Rotaract Club of OPJGU distributed **16,478 units** of sanitary pads and held awareness workshops on “**Destigmatizing Menstruation**” and “**Menstrual Hygiene**” in **16 major regions** across India in **three days’ time**.

***Project Summary*** : Project Break the Taboo is an initiative that was launched by Rotaract Club of OPJGU to donate sanitary pads to girls and women in the underprivileged sections of society as well as raise awareness about menstrual hygiene and break the taboo revolving around menstruation and periods in Indian societies. The second wave of COVID-19 caused irreversible damage to the livelihoods of many middle and low-income labourers; pushing them into abject poverty. Menstruating girls and women in these affected communities were unable to afford sanitary napkins and were forced to resort to unhygienic means that harmed their reproductive health. These girls and women were unable to share their pain even with the male members of their family as menstruation still remained a taboo in Indian societies.



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Through this project, members of Rotaract Club of OPJGU carried out sanitary pads distribution drive and organized awareness workshops in 16 major regions across India; the members raised funds for the drive and distributed a total of 16,478 units of sanitary napkins to over 1,500 underprivileged girls and women. The members not only helped these women by donating sanitary pads, but also made use of the opportunity to destigmatise menstruation and raise awareness about menstrual hygiene. More than 40 members contributed to the project from various parts of India; therefore, enabling the club to promote this project to pan-India level.

Project Break the Taboo was conducted in the following regions :

1. **Agra**, Uttar Pradesh
2. **Bangalore**, Karnataka
3. **Bhopal**, Madhya Pradesh
4. **Chandigarh**, UT
5. **Chennai**, Tamil Nadu
6. **Dehradun**, Uttarakhand
7. **Gwalior**, Madhya Pradesh
8. **Hyderabad**, Telangana
9. **Jaipur**, Rajasthan
10. **Kolkata**, West Bengal
11. **Lucknow**, Uttar Pradesh
12. **Mumbai**, Maharashtra
13. **Mysore**, Karnataka
14. **Noida**, Uttar Pradesh
15. **North Delhi**, NCR
16. **South Delhi**, NCR

**Important Information associated with the project :**

*Number of Sanitary Pads distributed : 16,478*

*Number of regions in which the project was conducted : 16*

*Number of members involved in the project from Rotaract Club of OPJGU : 42*



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***Dates and duration of the Project :*** 9<sup>th</sup>, 10<sup>th</sup>, and 11<sup>th</sup> September 2021 – 3 days

***Beneficiaries/Target Audience of the Project:*** Menstruating girls and women from underprivileged sections of society.

***Impact of the Project :*** More than 1,500 women and girls from underprivileged sections of society across India received around 10 pads each; thereby taking care of their requirements for a month. Young girls were made aware of the biology behind menstruation and reproduction while the project also strived to break the stigma/taboo around menstruation and periods. Through the project, members of Rotaract Club of OPJGU attempted to normalise menstruation and buying sanitary napkins from retail outlets. The members also tried reaching out to male family members and gave their best shot at destigmatising menstruation for them.

***Project Initiated and Supervised by :*** Rtr. B.S Ashish (President)

***Google Drive Link for region-wise photos and videos :***

<https://drive.google.com/drive/folders/13IFvEWHAzRV10audtjN86XBbLjGMkR1y?usp=sharing>

***Note from the President :*** Rotaract Club of OPJGU has always strived to increase female representation and believes in empowering women leaders who can induce long-lasting change in the society. With that being said, I'm really proud to see good number of boys from my club actively taking part in this project. In adherence to the saying, "Changes starts at home", I'm happy to see how the taboo around menstruation is almost non-existent among members in my club. Issues related to menstruation and menstrual hygiene should no longer be considered as women-centric alone; its high time men started actively helping women in resolving these issues. Rotaract Club of OPJGU will continue to initiate such projects in the future to help those in need in all ways possible.

*Few Pictures from the drive*

