

BLEED WITH PRIDE, MANIPUR

In a nutshell: The Bleed with Pride campaign was formulated in Imphal East to empower women and young girls to understand menstruation as a natural body cycle and to fight the stigma attached with menstruation.

Nodal agency: District Administration, Imphal East

Menstruation is a topic that continues to be stigmatized in India, as a result of which knowledge about menstrual hygiene is very limited. Conversations around this natural body cycle has been restricted due to social stigma, taboos, and cultural practices. Almost 75% girls lack awareness on menstrual health and almost 70% Indian women are at risk of infection due to poor menstrual hygiene management. It is also shocking that more than 80% of women are unable to afford safe and hygienic menstrual products such as sanitary napkins, leading them to adopt unsafe practices such as using improvised cloth, old newspapers, rags, leaves, sawdust, sand and ash as the last resort.

The Bleed with Pride campaign was launched in East Imphal with the objective to empower women and encourage girls in times of their monthly menstruation period. During the project, campaigns were organized to educate adolescent girls about the body's natural process and take pride in the symbol of womanhood.

Implemented as a form of Jan Andolan or community participation, the campaign focussed on talking openly about menstruation, providing a platform to discuss issues faced during the menstrual cycle and to overcome barriers, empowering girls and teaching students about menstruation.

Features

- The District Administration, Imphal East provided reusable and washable sanitary pads to 5000 students from Government schools of classes 6 to 12 with the help of CSR initiative of Shashi Kiran Charitable Trust
- The 5000 sanitary kits are eco-friendly and have a life span of 2years.
- Several educational workshops on menstrual awareness, hygiene management were undertaken
- Direct outreach of over 10k participants
- Community movement or Jan Andolan
- Convergence with other campaigns such as Beti Bachao Beti Padhao (BBBP), Eat Right, Fit India, Midday Meals, Poshan Maah, Mental Health for Adolescents and Free Anaemia
- The initiative is in line with various Sustainable Development Goals of the United

Nations. These include, Good Health and Well-being (SDG 3), Quality Education (SDG 4), Gender Equality (SDG 5), Clean Water and Sanitation (SDG 6), Decent Work and Economic Growth (SDG 8), Responsible Consumption and Production (SDG 12).

Outcome:

- Reduced financial burden on families since the pads are reusable
- The initiative helped to break the taboo and discriminatory practices surrounding menstruation
- The ramification of the initiative was felt by individuals, the family and the society
- Improved attendance, increased self esteem and reduced infections among girls and women
- Informed choice on menstrual hygiene products
- Convergence with other initiatives
- Focus on menstrual health and hygiene management
- Sustainable and scalable initiative – Tamenglong district in Manipur has emulated the project with the same partners

Awards:

- Dr Rangitabali Waikhom, former Deputy Commissioner, Imphal East was awarded the Prime Minister's Award for Excellence in Public Administration 2020 for this project.
- World Economic Forum recognized "Bleed with Pride" as one of the impactful projects under Equity and Inclusion, Global Shapers Annual Summit.



Bleed with Pride campaign in one of the schools of Manipur