

## Project Asmita



## The Issue

The issues of women's health and hygiene, sanitation, gender inequality and legal/civic rights are detrimental not only for women's welfare but also for the development of our society. Women are our country's strength and they are entitled to live a life of respect, dignity, good health and equality.

Though they make half of the world population, women have remained as an oppressed group from the beginning of the history. Though some societies regard women as superior in the family and community, most of societies of the world have been treating women as second class citizens. Because of religious and cultural values and physical structure, women are forced to remain as dominated group around the globe, especially in the least developed nations. There is a solid evidence of discrimination of women worldwide. Even in the most developed nations which boast the best human rights situation in their country, women's participation in almost fields has been minimized because of male dominance.

In a country where women have reached the frontiers of space, basic necessities such as access to clean drinking water, toilets, basic education, fundamental knowledge about legal and civic rights and products for feminine hygiene are still unavailable to women in rural areas.

Women who have improved facilities close to home and work enjoy better health and are able to work more productively welfare facilities. When their families are healthier, women and girls also spend less time caring for sick family members.

Though rural women make up a quarter of the world's population, they are left behind in every measure of development. In order to help empower women in all settings, and to reduce poverty and gender inequality, access should be given to women for general awareness, their legal and civil rights and issues that need to be addressed.



## Project Brief

Project Asmita aims at addressing these important issues impacting rural women through dialogue and awareness.

### 1. Awareness Camps

Under Project Asmita, several awareness camps and empowerment presentations will be delivered in rural areas and urban slums through field partners (NGOs & Volunteers). The presentations will touch upon topics of menstrual health and hygiene, sexual awareness, maternal and reproductive health, and good touch – bad touch. The women will also be made aware of resources to reach out for help and government schemes and provisions focused on women's welfare and development

### 2. Asmita Kits

At every awareness camp, Asmita kits will be distributed among women following the presentation. Such a kit would include female hygiene products and a booklet consisting information on safe hygiene practices, helpline numbers, government schemes and self-help literature.

### 3. Self Help Groups

Creation of self-help groups so that women can collectively work towards addressing the issues that endanger their welfare and take charge of their health and well-being. Each workshop will identify a local "leader" and will end with the "Asmita kit" as a gift, with easy self-help material and regular follow up routine. KarmaKonnnect will partner with local panchayats, NSS volunteers and NGOs to expand the reach of the program in different states.



## Plan of Action

To facilitate this process, Girls above the age of 15 and women are given 'Asmita Kits'. Additionally, information sessions are held by trained volunteers to elaborate on menstruation, reproductive health and sexual and domestic abuse and their legal and civic rights. This is a first of its kind city-wide project dealing with menstrual health and hygiene and civil information.

The first phase of this project was conducted at Government schools and urban slums:

I. Trained volunteers visit one school / slum at a time, and hold an interactive information session which would last for two hours.

II. In this time, an educational video about menstruation is shown, concerning the biological explanation behind it, common dilemmas girls face, and healthy habits to practice during menstruation. The concept of consent will be brought up to explain sexual and domestic abuse, and how to seek help if required. It will also include information about legal helpline and welfare schemes.

III. Following this, the 'Asmita Kits' are distributed, and volunteers explain how the sanitary pads are to be used. The kits include two packs of Bio-degradable sanitary napkins, a soap, and self-help literature that includes steps to make their own pad, Government schemes pertaining to their region and helpline numbers.

IV. Also, the beneficiaries get trained on applying for Aadhar, seeking Govt schemes, etc in the true spirit of self-empowerment.

V. Questions are encouraged so that volunteers can clear any doubts the girls may have. Pre and Post session surveys will be held to analyse the impact of the informational session.





## Our Impact

KarmaKonnnect in collaboration with its partner NGO's has taken the initiative to educate and empower the rural and urban-rural women of India. The idea is to spread awareness about the common issues of human life which the rural women are not aware of.

**We launched the project on March 8th, 2018. So far, we have impacted and supported over 600 beneficiaries directly and over 1500 indirectly through their community trainers.**

We have successfully delivered several camps across India.

Some of our camps until now.



Delhi Slums



GulbaiTekra Slum



Delhi Government School



Sanand



Shahibaug



P.F.High School



Ramdevnagar



Shahibaug



Okhla Slums



Vadodara Municipal School





Sonipat



Narsinghpur



Govt School, Butana



Sector 3, Dwarka



Mewat, Haryana



New Sanjay Colony, Delhi



Manesar, Haryana



Sector 3 Slum, Dwarka



Landhuara, Uttarakhand



## December Asmita Workshop

### 1. Okhla, Delhi



No of Beneficiaries: 100



### 2. JJ Colony Noida, Delhi



No of Beneficiaries: 100



### 3. Harjoli Jat, Uttarakhand



No of Beneficiaries: 200



#### 4. Govt School Kalanor Haryana



No of Beneficiaries: 100



#### 5. Narsan Uttarakhand



No of Beneficiaries: 250



## 2018 Asmita camps - Future plan:

We aim to maximise the effect of this project by reaching put to as many women as we can.

Project Asmita Aug-Jan 2019				
Sr. No	Month	Location	No. of Kits	Date
1	August	Girls Govt School Village Kiloj	200	21-Aug
2		Girls Govt School Sonipat	200	25-Aug
3	Sep	Girls Govt School Roorkee (Uttrakhand)	100	05-Sep
5		Dwarka Sec 3 Slums	100	28-Sep
6		Govt School Butana	100	22-Sep
7	Oct	Girls Govt School Mewat Haryana	200	06-Oct
8		Okhla Slums (Delhi)	100	30-Oct
9		Girls Govt School Mohmmadpur Uttrakhand	200	26-Oct
10	Nov	Girls Govt School Firozpur Jhirka ( Haryana)	200	17-Nov
11		Okhla Slums (Delhi)	100	29-Nov
12		Girls Govt School Landaura (Uttrakhand)	250	30-Nov
13	Dec	Govt School Kalanor Haryana	100	22-Dec
14		Girls Govt School Harjoli Jatt (Uttrakhand)	200	08-Dec
15		Okhla Slums (Delhi)	100	14-Dec
16		Govt School Narsan Uttrakhand	250	27-Dec
17		JJ Colony Noida	100	20-Dec

Timely updates about the latest camps can be found on our social media accounts. Please find the links below:

**Facebook:** <https://www.facebook.com/karmakonnnectindia/>

**Instagram:** <https://www.instagram.com/karmakonnnectindia/?hl=en>

**Twitter:** [www.twitter.com/Karmakonnnect](http://www.twitter.com/Karmakonnnect)

**Linkedin:** <https://www.linkedin.com/company/karmakonnnect/>

ALL DONATIONS ARE 50% tax-exempted under the KarmaKonnnect Foundation with its 80(G) certificate.

### For Indian Donors

Visit <http://karmakonnnect.org/web/projectdetails.php?pid=22>

You can also do a bank transfer to the below mentioned account.

Account number: 231005000856

Account name: KarmaKonnnect Foundation





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KarmaKonnnect.org | 7043650180 | info@karmakonnnect.org

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**For NRI Donors**

Follow this link: <https://milaap.org/fundraisers/projectasmita>

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