

Final campaign report form

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Country and locale:	India, Manipur

1. Aims

List your campaign aims as stated in your concept note.

1. To strengthen women movements relating to myths/taboo associating with women menstruation period through a collective voice “Removing the taboos, Removing the Barriers”;
2. To promote women can adopt menstruate hygiene practices and
3. To sensitize the community, religious and customary heads to change their perception on women menstruation period.

2. Activities

Briefly describe your main campaign activities.

- Mobilization of 100 Networks members and orientation sessions on proposed project. Network members were mobilized through group meeting and outreach programs. – October 2024.
- Identification of key stakeholders and action plan development – October 2024.
- Development of advocacy materials – October 2024.
- Engagement with stakeholders and community consultation – November 2024.
- Strategic campaign on “Removing the taboos, Removing the Barriers” – December 2024.

3. Progress

What has your campaign achieved? What has changed as a result of your work?

1. As a part of activities, 100 women network members were mobilized from the 4 districts of the state through group meetings. With support from external consultant, 100 women were provided one day orientation program on Myths/Taboos Associating with women Menstruation Period to bring out a clear understanding on gaps and challenges. During this program, we can experience maternal health/reproductive health issues affecting the overall wellbeing of women due to lack of menstruate hygiene practices.
2. Sensitize the 213 nos of religious and customary heads community consultation programs. It will be enabled to address myths/taboo relating to women menstruate period within the family as well as community which will promote women rights to water and access to sanitation.
3. Conducted series of meeting with State Nodal Officer (SNO), Maternal Health Division, State Health Department to ensure availability of menstruate hygiene services at grass root level from the existing frontline workers.
4. 235 women including key populations (internally displaced women) participated in the strategic campaign under the theme of “Removing the taboos, Removing the Barriers”.

List tangible outcomes and outputs from your work. These could include advocacy achievements, a country 'first',¹ media coverage, social media engagement, publications or tools. Include weblinks where possible.

- From the coming financial year 2025-26 which effect from 1st April 2025, menstruate hygiene services including sanitary napkins will be made available at village/ward level through existing frontline workers – ASHA and ANGANWADI workers. It will enable women from hard-to-reach population including internally displaced, disabled and low-income families to access menstruate hygiene practices within their reach. Media coverage/publications/Official Circular will be made available on the public domain after finalization of yearly Program Implementation Plan (PIP) by the end of March 2024.

4. Summary

Please summarise your campaign in 5-10 social media posts (i.e. 30-60 words per post). When emailing your report, please attach a numbered photo, video or audio file corresponding to each post.

Post 1:	https://www.facebook.com/ISRDManipur2015/posts/pfbid0BeCPiHHzGNUtKrgzP28oPdf3CZHcJ45nnHn7feBeRJ4JrFn6ksYxov5w1nrNEb1BI?__tn__=%2CO
Post 2:	https://www.facebook.com/ISRDManipur2015/posts/pfbid0UqirFT3RzSNFHhk5KuzSA8SxtxvHHNFR4X5k3SPfnspT4PNnkLWngjLRa3LMxJtpl?__tn__=%2CO
Post 3:	https://www.facebook.com/ISRDManipur2015/posts/pfbid031yWZTLgj9k3G5FrGk6ujZbRGTGwdvbg5M9afGgCdxbn72ZYScRa8wrRJ44jBkXPBI?__tn__=%2CO
Post 4:	https://www.facebook.com/ISRDManipur2015/posts/pfbid0CaoWYrJQHfNnZVtMqVRk2fhM4hS4Asx18QoaSTpV9rFdyb7a7RX6HBhp7s5BG8nl?__tn__=%2CO
Post 5:	https://www.facebook.com/ISRDManipur2015/posts/3590705104566153:3590705104566153?__tn__=%2CO
Post 6:	https://www.facebook.com/ISRDManipur2015/posts/pfbid02vRfiL5UuF9u615ADypqu6JkVNmK8qyN8o9J4K9Noq32wgGd1JhWBPLKPQ4WtdzWMI?__tn__=%2CO
Post 7:	https://www.facebook.com/ISRDManipur2015/posts/pfbid0vAvf7wVVM4RmpYBmM5e7nKWQU4ztu4o5x1aRpTSLf2ytMu6dALnUPpmz6JNVGGN3I?__tn__=%2CO
Post 8:	https://www.facebook.com/ISRDManipur2015/posts/pfbid0iXgPEqxyEjUuXJfJcFv6Q48i5GT9nAJZ6wHygstDL7qNYfguDYMQTZ9GeDr5tieVI?__tn__=%2CO
Post 9:	https://www.facebook.com/ISRDManipur2015/posts/pfbid02S8Ztvb5aduA6Gptmga6v5i2jyUFkpJakCUfucRB5AdTciQHbzN377kTmabjNmWhat?__tn__=%2CO
Post 10:	https://www.facebook.com/ISRDManipur2015/posts/pfbid02bsqeKbb3sneKQKjDS1LQBK144gxAQ6MSbjLPwmpuewjSEJ5ckou3bu5Z1n6KGVaTI?__tn__=%2CO
Are you happy for these posts to be published on End Water Poverty's social media channels?	
Yes	

¹ I.e. Lodging complaints to your national human rights commission for the first time.

In less than half a page, please describe the main highlight of your campaign. This could be an achievement, activity or simply an interaction with a politician, colleague or community member. Your highlight will be published on our website and social media along with other members' highlights.

The main highlight of the campaign initiated by ISRD in collaboration with women network members as well as other stakeholders on theme of "Removing the taboos, Removing the Barriers" against societal myths/taboo on women's menstruation period and accessibility of menstruate hygiene practices. With a collaborative effort of 235 women including key populations (internally displaced women) participated in the strategic campaign from 1st to 31st December 2024. The campaign was organized with a collective effort to advocate concern policy makers, high level officials as well as to customary and religious heads. Altogether 7 nos of campaign were organised within the audible reach of Health Minister, Director, Joint Director, State Nodal Officer of the concern department to assure accessibility and availability of menstruate hygiene services within the reach of locale community through front line health workers. The campaign also urged the education department to assure availability of sanitary napkins as well as sanitation facilities for adolescent girl to avoid irregular attendance during the menstruate period that further leads to drop-out from the school.

As a result, menstruate hygiene services including sanitary napkins will be made available at village/ward level through existing frontline workers – ASHA and ANGANWADI workers from 1st April 2025 onwards. It will enable women from hard-to-reach population including internally displaced, disabled and low-income families to access menstruate hygiene practices within their reach.

On the other hand, the campaign was also demonstrated in the close proximity of religious and customary institutions across the targeted districts to review the existing cultural sanctions on women relating to menstruate period on the basis of myths/taboo.

5. Challenges

What challenges did you encounter while implementing your campaign? Did you overcome these challenges or did you change your approach?

Myths/taboo associated with women menstruate is deep rooted within the social fabric of the society. To achieve a clear understanding among the orthodox family is almost a challenge who mainly controlled by an aged person as a head of the family. In order to gain the confidence, we engage with different cultural and traditional heads to minimize the societal perception on existing myths/taboo associated with women menstruate period.

In another instance, in implementing the campaign was engaging with government key officials. Our team have to make consecutively attempt through visits to get the appointment of the concerned officials.

6. Lessons

What have you learnt and what would you do differently next time?

Establishing a collective voice of women to advocate women specific issues requires an exercise of identification of primary and secondary stakeholders wisely. We need to engaged with secondary stakeholders to build a momentum of trust and rapport to influence key stakeholders including policy and decision makers. Collaborating with other like-minded groups also a key asset in strengthening the movement of campaign or advocacy activities.

7. Support from End Water Poverty

Are you satisfied with the support you received from End Water Poverty? How could we improve our support to future grantees?

We are please with End Water Poverty team for extending the support when needed. But we could suggest in the area of speeding the email correspondence.

8. Collaboration with other EWP members

Have you collaborated with other EWP members during your campaign? Are there opportunities for you to share your campaigning experience and expertise with other civil society organisations?

During this campaign, we haven't the opportunity to collaborate with EWP members to share the experience. Definitely, we will share the experience to another platforms with EWP members.

9. Plans and opportunities

How do you plan to maintain momentum and build on your achievements? Have you identified opportunities to sustain and deepen your campaign?

ISR D will continue its effort of the campaign to achieve the goals and objectives with continues engagement of women network members along with like minded groups. Groups will continue to advocate with primary and secondary stakeholders periodically with a concrete workplan. We will support the women network till December 2025 as part of ongoing project supported by Amplify Change, UK.

Your report should not exceed 6 pages in length.