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A study on impact of SAHAJA a CSR initiative of Jindal stainless limited, Jajpur, Orissa

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ABSTRACT

Half of the population constitutes women and girls still, there are various issues that women and girls are facing regarding education, health, and participation of workforce. Around 355 million women and girls menstruating in spite of growing nation there are areas where women faces significant barriers to a comfortable and dignified experience with menstrual hygiene awareness and management. Menstrual hygiene education for women is necessary before their first period and 71% of girls in India report no knowledge about menstruation and even people still thinks that menstruation is a sensitive topic, not to talk about especially in public. There are families who cannot afford to buy sanitary napkins. The present Research paper aimed to study the awareness of menstrual hygiene in the local areas of Jajpur, Orissa. Women and girls lack access to sanitary materials and pads which are necessary to maintain the menstrual hygiene management. Every Women has a right to have sanitary protection but women out there uses un-sanitized cloth during and it is due to following reasons: Unaffordability, Misinformation and myths. The results of the study indicates the positive and significant improvement over menstrual hygiene with time and efforts of SHGs like SAHAJA. Now what actually needed is to accelerate the efforts in order to make affordable and accessible to all the women of all the rural as well as urban areas with cost effective strategy through education, information, and Health awareness.

Keywords— Menstrual hygiene management, Sanitary protection, SHG, Health awareness

1. INTRODUCTION

Woman's health care needs and requirements are dependent on menstrual hygiene and its management during her monthly menstrual cycles. There are Only 18% women in India have access to sanitary hygiene and Only 36 Percent Of The Women In India Use Sanitary Pads During Periods. International donors, the domestic government, tiny and medium-sized businesses, and NGOs are increasingly dynamic in addressing menstrual health issues. To date, the focus has been mainly on goods and enhancing menstrual consciousness.

1.1 Project SAHAJA

SAHAJA an initiative of Jindal Stainless Foundation to make women aware about menstrual health and hygiene and ensure the usage of Sanitary Napkins by the women of Jajpur and its local areas in Orissa and for that purpose SAHAJA started producing sanitary napkins in affordable price by employing women of local areas with the aim of making them empowered. This idea of employing women proven to be successful in various ways:

- First, those employed women became independent as they started earning and contributing their part to the family living.
- Second, Those local employed women was very well aware of the root cause of denial of using sanitary napkins by their areas household women and here is why they were considered to be the best communicator and promoter of the brand SAHAJA as well.

2. OBJECTIVE OF THE RESEARCH

- To analyze the impact of SAHAJA, an initiative of Jindal Stainless Foundation to empower women at nearby areas by making them aware of menstrual health and hygiene and provide them access to Sanitary napkins in affordable price.
- To find out the Challenges faced by small SHGs such as SAHAJA and problem identification of the same.
- To get insights of what percentage of women in such a remote area are aware of using Sanitary Napkins and what could be the approach to spread the awareness about the same.
- To understand the menstrual hygiene awareness amongst local community of Jajpur.
- To analyze the status of usage of Sanitary Napkins during Menstrual cycle of local women of Jajpur.

3. RESEARCH DESIGN

- **Problem statement:** Understanding the impact of SAHAJA on its participating women.
- **Sampling method:** Non probability Convenience sampling method is used.
- **Research Design:** The research design used in the study is Descriptive research design.
- Under descriptive research design, Survey method and Observational method is being used where brief interview and discussion were made and viewing and studying of various websites, journals, and published records.
- **Research instrument:** Questionnaire and in depth interview.
- **Sample size:** The first sample size consists of 120 local women and the second sample size consists 10 members of SAHAJA.

4. FINDINGS

The impact of SAHAJA is gradually becoming powerful as women are heading more towards health and hygiene. Women who got associated with SAHAJA as a working employee were interviewed and found out that they have significantly become powerful in comparison with the previous situation. 60% of the population of Jajpur are blue colored and there's why the earning capability and standard of living of the families is comparatively low but as soon as they start sending their women members to earn will definitely add on to their lives positively. The study of local women signifies that the awareness and management of menstrual health and hygiene is not adequate amongst women of Jajpur and the main issue for this is the standard of living is comparatively low and this is why for number of people affordability of Sanitary napkins is a major issue.

5. CONCLUSION

It is found that the socio- economic factor after joining the self help groups has been changed but at the same time the saving is getting enhanced at earlier stage of life. There are emerging issues that need to be taken care of, to make the role of women in the long run. Current research revealed unsatisfactory level of understanding, inappropriate menstrual procedures and multiple area-specific myths regarding menstruation among women SHGs, and the results of this research clearly demonstrate the viability, efficacy and significant impact of health education interventions in raising awareness, attitudes and procedures of women in menstrual hygiene.

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