



MAAN KI UMEED FOUNDATION

Education Initiative : Project Adoption

Location : Guwahati, Assam

Focus Area : Empowerment

Introduction :

Empowerment is one of the four foundational pillars of Maan Ki Umeed.

The organization believes that true social change is possible only when individuals especially women and young girls—are empowered with knowledge, confidence, and equal opportunities.

Through awareness programs, educational resources, and open conversations on sensitive social issues, Maan Ki Umeed works to break taboos, challenge gender stereotypes, and create a safe space for young people to learn, question, and grow.

A major focus of the empowerment wing is Menstrual Rights, Sexual and Reproductive Health Education, and Gender Equality Awareness.

Key Focus Areas of Empowerment Programs :

- Menstrual Rights and Hygiene Awareness
- Sex Education and Adolescent Health
- Creation of Educational Resources (Books, Comics, Articles)
- Gender Equality and Confidence Building
- Youth Leadership and Changemaking

Each of these areas is addressed through structured sessions and innovative educational tools.

1. Menstrual Rights and Hygiene Awareness Sessions :

Objective -

In many parts of Assam, menstruation is still surrounded by silence, myths, and stigma. Maan Ki Umeed aims to:

- Normalize conversations around menstruation
- Educate young girls about their bodies
- Promote safe and hygienic menstrual practices

- Break cultural taboos and misinformation
- Ensure that periods do not become a barrier to education

Implementation Model

School-Based Sessions -

- Awareness sessions conducted in Government schools of Assam
- Interactive workshops with girls from Classes 6–12
- Separate discussions with teachers and parents
- Use of charts, visual aids, and comics for better understanding

Community Outreach -

- Sessions held in villages and slum communities
- Door-to-door awareness programs
- Group discussions with mothers and adolescent girls

Topics Covered -

During the menstrual hygiene sessions, the following areas are explained in detail:

- Biological understanding of menstruation
- Importance of menstrual hygiene
- Safe use and disposal of sanitary products
- Nutrition and self-care during periods
- Busting common myths and superstitions
- Emotional well-being and body positivity

Impact Created -

Through these sessions, Maan Ki Umeed has:

- Reached 5000+ girls and women across Assam
- Educated students in multiple government schools
- Helped girls overcome fear and shame related to menstruation
- Increased school attendance among adolescent girls
- Trained teachers to handle menstrual health conversations

These sessions have played a major role in empowering young girls to take charge of their health with dignity and confidence.

2. Creation and Distribution of Menstrual Hygiene Educational Book (MHM Comics) :

Concept Behind the Initiative -

Understanding that many students feel uncomfortable reading heavy medical information, Maan Ki Umeed introduced an innovative and creative approach:

1. Menstrual Hygiene Comics and Educational Booklets -

These were:

- Designed in simple, child-friendly language
- Filled with relatable stories and illustrations

Purpose of the MHM Book -

The book was created to:

- Make menstrual education easy to understand
- Help teachers explain the topic comfortably
- Provide students with a permanent learning resource
- Encourage open dialogue in classrooms and homes

Distribution and Reach :

- Comics distributed to 30+ teachers
- Reached 100+ school students directly
- Used as official learning material in several government schools
- Acted as a conversation starter in conservative communities

Long-Term Impact :

- Teachers gained confidence to teach about menstruation
- Students became more aware and informed
- Reduced stigma and hesitation in classrooms
- Created a sustainable educational tool for future batches

This initiative has been one of the most innovative contributions of Maan Ki Umeed toward menstrual empowerment.

3. Sex Education and Adolescent Awareness Programs :

Need for Sex Education -

In most schools and communities, sex education is either ignored or considered taboo.

As a result, young people grow up with:

- Misinformation
- Curiosity without guidance
- Vulnerability to abuse
- Lack of awareness about consent and safety

Maan Ki Umeed works to fill this gap responsibly and sensitively.

Structure of Sessions -

Sex education programs are conducted through:

- Age-appropriate workshops

- Separate sessions for boys and girls when required
- Interactive discussions instead of lectures
- Anonymous question boxes for students

Topics Covered -

The sessions focus on:

- Understanding bodily changes during adolescence
- Consent and personal boundaries
- Respectful relationships
- Online safety and cyber awareness
- Prevention of sexual abuse
- Emotional and mental health
- Gender sensitivity and equality

Outcome -

- Students gain scientifically correct knowledge
- Fear and confusion are reduced
- Healthy attitudes toward relationships are built
- Children become more confident to report abuse or discomfort

These sessions play a crucial role in creating informed, aware, and empowered adolescents.

4. Empowering Articles and Awareness Content :

Digital and Written Advocacy -

Maan Ki Umeed also empowers society through:

- Informative articles on gender issues
- Blogs on menstruation and women's rights
- Social media campaigns
- Awareness posters and infographics

Purpose-

These articles and content pieces aim to:

- Challenge patriarchal mindsets
- Encourage open dialogue
- Educate a wider audience beyond classrooms
- Give voice to issues often ignored

Through digital platforms, the organization reaches thousands of young people and spreads awareness at a larger scale.

5. Gender Equality and Confidence Building:

Empowerment programs are not limited only to health education.

Maan Ki Umeed also works on:

- Building leadership skills among girls
- Encouraging young women to speak up
- Teaching self-confidence and decision-making
- Promoting equal opportunities for all genders

Activities Conducted -

- Group discussions
- Motivational sessions
- Story-sharing circles
- Role plays and street plays
- Workshops on women's rights

These initiatives help young girls realize their potential and stand up for themselves.

Overall Impact of Empowerment Programs:

Through its empowerment initiatives, Maan Ki Umeed has successfully:

- Educated thousands of girls about menstrual hygiene
- Conducted multiple sex education sessions
- Distributed menstrual hygiene books and comics
- Created safe spaces for discussion in schools
- Reduced stigma around menstruation
- Built confidence among adolescent girls
- Promoted gender equality and respectful behavior

Conclusion:

Empowerment at Maan Ki Umeed is about giving young people the courage to understand themselves, question stereotypes, and live with dignity.

By educating girls about their bodies, teaching boys to be respectful, and creating open conversations on taboo topics, the organization is building a generation that is confident, informed, and empowered.