Think beyond the box
Pratishtha Kholi (Dignity Room)
Plastic Man
Tumchi Sakhi (Your Friend)
A Small Step Towards Change
Impacting Lives
Encouraging Trends
Menstruation is a naturally occurring physiological phenomenon in adolescent girls and pre-menopausal women. Menstrual Hygiene Management (MHM) is defined as ‘Women and adolescent girls using a clean menstrual management material to absorb or collect blood that can be changed in privacy as often as necessary for the duration of the menstruation period, using soap and water for washing the body as required, and having access to facilities to dispose of used menstrual management materials’.

Staying on top of personal hygiene during periods is imperative. Apart from wanting to keep the genital area clean and fresh, women and adolescent girls are slightly more vulnerable to bacterial infection during menstruation, due to the change in the vagina’s pH balance. So washing the genital area twice a day not only means being confident you smell okay, but also that you aren’t at risk of infection.

There has to be a clean toilet with the basic necessities which is rarely the case in Ashram Shalas where the girls have limited or no knowledge about the topic. Though few Ashram Shalas have toilets for girls they are in insufficient quantity or are very unhygienic conditions. To address this issue Team FINISH Society, Nasik with WaterAid and NSE came up with an idea to change their toilets into “Pratishtha Kholi - Dignity Room”
Let’s look at what a Dignity Room should have?

- A designated clean & dry toilet with name plate written as “Pratishtha Kholi - Dignity Room”
- A bucket with water
- A mug
- Soap hanged in a mesh bag inside the toilet
- Paper cut outs hung on a metal string to wrap used pad
- A hook with a bag to keep new pad while cleaning
- A dustbin (Pink color especially for MHM waste)
- A cleaning checklist inside the door
- Poster on disposal of sanitary waste inside on one of the walls.

The dignity room should be maintained by the Adolescent Girls group along with the other girls. This will not only help them maintain their hygiene during menstruation but using a clean toilet during menstruation will inculcate the habit of using clean toilets during other days as well. Most of the girls don’t maintain proper hygiene due to lack of clean facilities and hence having a clean toilet for usage will make them use it frequently and thus preventing them from infections.

Most of the girls during menstruation lose their confidence the reasons are many such as the foul smell, the fear of blood stains, the physical changes they undergo etc. This has an impact on their overall behavior and hence the term “Dignity Room” where they can use a clean toilet with the basic necessities.
With an objective to create awareness and the ill effects of plastic on human and environment, Finish Society organised an innovative triggering tool **PLASTIC MAN** for mobilising the people of village Jhal Thikriwal in Kapurthala (Punjab) under the ITC Limited flagship program “ITC MISSION SUNHERA KAL”.

The activity included awareness sessions through street play for all residents of village Jhal Thikriwal. The campaign started with an awareness programme in the form of street walk and nukkad natak by an innovative character Mr. PLASTIC based on this year’s environment theme ‘End Plastic Pollution’, the audience were spell bound by the play.
I am Mr. Plastic, I have come from you. You people are my creator and now I will destroy you as well as your planet. I am immortal no one can destroy me......hahahaha.

Who are you? Where have you come from? What do you want from us?

We will burn you and bury you in the ground and obliterate your existence from our world.

Ahahahaha....... it will make my work easier, I will make the air poisonous and kill you down. I will destroy the productivity of your farmland and you will be starved to death without food and water.

Then we will stop using you!!!

No, no, don’t stop using me, I will die.
A friend in need is a friend indeed goes out the famous saying. Though everyone needs a friend to share their happiness, joy, problems, important events etc. a girl especially adolescent girls need them the most esp. during “Those days of the month” when she has no idea what is going on inside her body?, is it good? Or something bad related to her health? Whether she should discuss it with someone or should be silent about it? All these questions seem to haunt her. She is left perplexed about the whole process. Because of the entire stigma associated with menstruation, adolescent girls do not often discuss this topic openly with their parents and therefore lack adequate knowledge regarding menstruation and puberty.

Under the WaterAid & NSE funded project and as a part of Meena Raju Manch, FINISH Society decided to designate the Adolescent group girls as “Tumchi Sakhi” meaning “Your Friend” in the schools of Nashik. A friend that someone can share their problems with, a friend who can guide one through the process of menstruation. A friend who can listen to when one wants to open their heart out.

Through “Tumchi Sakhi” we expect most of the girls to speak and voice their concerns as much as possible.
Under their flagship program “Mission Sunehra Kal”, ITC Limited has partnered with FINISH Society to manage the waste in the rural areas of Kapurthala district of Punjab and turn down the organic waste into composites with the help of the decentralised model. In this model, waste is segregated at the household level into two separate bins. The benefit of this methods is to proper handling the waste and converting the wet kitchen waste into composites at the household level.

The villagers prepared kitchen gardens in their premises and started converting organic waste from the kitchen into compost. These practices followed in the areas has helped in the transformation of villages and helps in the management of waste in rural pockets. The change which had incited did bring positive change in villages. The villages are now clean and the dependency on chemical fertilizers has declined in the kitchen gardens. The people in the areas are now using the homemade compost in their kitchen garden which is an indicator for good health and wellbeing.
Meet Gita Devi, 50, who turned a new leaf at the age of 50. Recently appointed as Swachhagrahi from Barratha panchayat of North Singhwara block of Darbhanga district she is fast becoming a role model and motivator for her villager. As of date, the village is grappling with the problem of open defecation. The fact that she is an unlettered woman who has a married daughter and two grandchildren has not deterred her from working on herself. This once shy woman known for her honesty and childlike innocence, has acquired a newfound confidence and a spring in her steps. Just when she thought life had passed her by. Her passion to see her village become Open Defecation Free (ODF) instilled in her a sense of purpose, and brought to the fore her superb communication skills.

When Finish Society team members along with SBM officials from Darbhanga gave her a lowdown on the benefits of constructing toilets and living a ‘clean’ life, she decided to become a volunteer. With the help of the administration she was appointed Swachagrahi and life turned full circle. The three-day Community Led Total Sanitation (CLTS) workshop is where it all began. When the workshop was drawing to a close, one of the trainers asked if any of the women undergoing training would like to share their feedback on the mike. There was a stunned silence. As time went by, two women raised their hands. One was of our own Gita Devi and the other Manju Devi. They both strode down to the stage and hesitantly began talking. Gita had held a mike for the first time in their lives, and recalls that her hands were trembling. Manju Devi said she took the name of God and decided to engage with the 50-strong audience assembled there. Soon, both of them were talking fluently and passionately about making their area ODF. Once their interaction ended, there was a discernible transformation in Gita.

After that day, she was able to deal with even men who were not willing to construct toilets citing cultural issues. Gita’s patience and convincing skills has paid her rich dividends. She says today more than 50 per cent of the toilets in the area (with over 2700 families) have been constructed and before long, she says she will make sure others follow suit. “I am a moorkh (fool) who can only sign my name. But today, I feel empowered because I am here to make a change in the lives of my people.”
Meet Rashid Ali, Pied Piper of Mainpuri block

Finish Society is a quasi-KRC along with UNICEF helping the area become ODF. For Swachhagrahi Rashid Ali, age is just a number. All of 58, he is seen on a daily basis, working in two different GPs, namely, Sivsinghpur Newada & Sikandpur, in Mainpuri block of Firozabad. He gets his daily rush of adrenalin by convincing villagers to construct toilets, so as to improve their quality of life. He is better known as the Pied Piper of Mainpuri block, since he believes triggering behaviour change is best done by exercising his vocal chords as a musician. His singing is a big attraction in the area, as he says, “music cuts across religious and social barriers, bringing in its wake, peace and harmony. Not one to give up when people refuse to change their ways, he uses different ways to win their confidence and trust. “I motivate people in whatever way I can. While I tell my Muslim brothers that cleanliness is a way of life spelled out in the Quran, I invoke the slogan, Swachhtha hi seva hai, (Cleanliness alone is service) to motivate my Hindu friends.”

Known to help residents in every which way, he can be seen filling up ration card forms online or helping the infirm Veena Pal to get her a wheelchair.

When Rashid Ali completed his post-graduation in Geography, in 1985, he was hoping to land a government job. However, that was not to be. He takes immense pride in the fact that it was he who was asked to conduct the baseline survey in the two GPs in 2011. “The job was assigned to me because of my honesty and transparency.” Sirsinghpur Newada has a population of over 2000 residents, and he has got built 178 toilets. Soon after, the GP was declared ODF and this only motivated him to shift focus to Sikandarpur. Here too, of the 240-odd toilets that need to be constructed to declare the GP ODF, Rashid has single-handedly got 204 toilets constructed. He says that getting a toilet constructed is a challenge. How is he a Swachhagrahi for two GPs, Rashid proudly says that he has helped the government in achieving its cleanliness goals. He goes on to share that his education has helped him a great deal in making people yield to his line of thinking. Rashid bhai is the most popular figure in the two GPs and says, “men, women & children all listen to me, because of my age and education.”

He is unmarried but doesn’t like to talk about it. He instead says “I am married to the concept of ODF sustainability and will continue to bring about change even after the Swachh Bharat Mission draws to a close.”
Encouraging Trends

**Safe Sanitation Systems facilitated:** >8,00,000

**WASH for Children:** >100,000

**ODF achievements**

- ODF Blocks in Darbhanga (Bihar), Aligarh, Mainpuri, Mirzapur, Firozabad, Hathras (Uttar Pradesh), Udaipur, Dungarpur, Jhalawar, Rajsamand, Barmer (Rajasthan), Morena (Madhya Pradesh), Kapurthala (Punjab), Jharsuguda (Odisha) and Yavatmal (Maharashtra).

- 700 GPs and 3000 villages ODF in Punjab, Uttar Pradesh, Madhya Pradesh, Rajasthan, Maharashtra and Odisha.

**Facilitated Livelihood for >15,000 People**

**Partner network across the country**

**Waste to wealth technologies for waste management**
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