

Case Study - I



Ensuring Women Empowerment through Communities Engagements: An Initiative of Department of Social Work, University of Kashmir and Usha Silai School Program

Introduction:

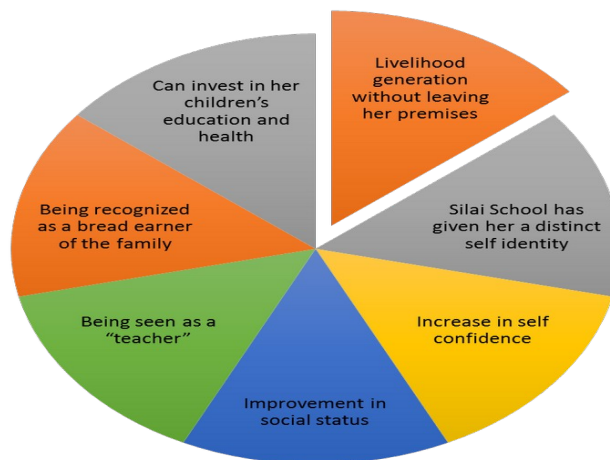
Committed to empowering women particularly from rural sections through Skill Development and supporting them on the path of financial independence and entrepreneurship through extension activities. The Department of Social Work, University of Kashmir and USHA international New Delhi collaborated for opening of USHA Silai schools in various districts of Kashmir valley. This collaborative program is a self-employment model, where women are skilled in sewing, stitching and entrepreneurial skill by expert trainers of USHA in their regional language. Post training, women are also facilitated in setting-up their own Silai Schools- a self-sustaining micro-enterprise. This helps them earn a sustainable livelihood, create a ripple effect of skill development and enable them to live a life with dignity.

The Department of Social work, University of Kashmir plays crucial role in launching, establishing, and ensuring the smooth operation and sustainability of the Silai Schools. The partnership leveraged the department's expertise in fieldwork to reach marginalized women. Through a proactive working relationship with various stakeholders, including communities, panchayats, influential community leaders, civil society, and government departments, the program has been successfully sustained across Kashmir Division with a coverage of approximately 120 villages.

Beneficiaries trained are thriving in their intervention through regular job opportunities and work orders. Besides, training members of their community, this collaboration has been involved in education, research and extension activities also.



Impact of the Program:



This initiative contributes towards achieving the targets of some crucial Sustainable Development Goals like:

1. **No Poverty:** Income earned helps break the cycle of poverty.
2. **Quality Education:** Quality training provides a source of livelihood through sewing and stitching skills.
3. **Gender Equality:** Women earnings narrow the economic and social gap with men, promoting financial parity and social recognition.
4. **Decent Work and Economic Growth:** Women learn and earn at their doorstep, investing in family wellbeing and education.
5. **Partnership for the Goals:** Silai schools collaborate with government institutes, corporates, NGOs, and others, prioritizing people and the planet to achieve SDG targets and create a win-win situation for all partners.

Key Performance

1. **Established Training Cum Production Center (TCPC):** A center within the University of Kashmir offering women skills training and income generation through order fulfillment.
2. **Participation in Lakme Fashion Week 2018:** Eight USHA Silai School teachers from Srinagar contributed to the creation of the "Gul-Dastah" collection with designer Rohit Bal, showcasing their skills on a national platform.

3.



Market Exposure and Public Engagement: Women participated in stalls at University of Kashmir events and festivals, gaining public exposure and market experience.



3. **Income Generation:** Women received order work, including customized shirts for TASL-Hyderabad and election campaign mascots and Masks during covid leading to increased income.
4. **Capacity Building:** Workshops were held to enhance leadership qualities, communication skills, financial literacy, and digital literacy among the women.
5. **Empowerment and Career Advancement:** Several women became instructors in sewing and stitching courses at the University of Kashmir, schools and technical training institutes.

Gallery

Monitoring



Documentation



To,
Prof. Shazia Manzoor,
Head of the Department,
Department of Social Work,
University of Kashmir,
Hazratbal, Srinagar

Date: 09/08/2024

Subject: Appreciation of Successful Partnership for Establishing Usha Silai Schools in Jammu & Kashmir

Dear Prof. Shazia Manzoor,

We appreciate the opportunity to collaborate with the Department of Social work (DOSW), University of Kashmir, and are pleased to highlight the successes achieved since 2018, that marked the beginning of our partnership.

As a result of this partnership, we are proud to operate a Training cum Production Center in the campus of University of Kashmir and 150 Usha Silai schools in the Kashmir division, comprising of 70 Classical Silai schools and 80 Satellite Silai schools. These schools are spread across four districts, covering approximately 120 villages.

Our collaboration has enabled us to empower rural communities through skill development and entrepreneurship. We look forward to continuing our collaborative efforts and exploring new opportunities for growth and impact.

Warm regards,

Ms. Mary Rupa Tete,
Vice-President,
Usha Social Services,
Usha International Ltd.,
Gurgaon, Haryana



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Media Coverage

NDTV- Kushalta Ke Kadam Episodes

| | |
|---|---|
| Kushalta Ke Kadam Season 4 - Episode 2 | https://www.youtube.com/watch?v=X-libDOVsrs |
| Kushalta Ke Kadam Season 4 - Episode 3 | https://www.youtube.com/watch?v=TIGwn0s8xjs |
| Kushalta Ke Kadam Season 5- Episode 5 | https://www.youtube.com/watch?v=RUI_u_xnDmg |

Case Study-II

Urban Resilience: Community Awareness Campaign for Resilient Srinagar related to 'My Town, My Pride' initiative of J&K Government.

Introduction

Two years back, in a first of its kind initiative, the Government of Jammu and Kashmir embarked on an ambitious and extensive programme of reaching out to the people at the grassroots level. The landmark initiative in urban areas, called 'My Town My Pride', with a focus on – Public outreach in towns, Service Delivery at doorsteps, and Strengthening Grassroot Democracy, was a huge success in its first version conducted in October 2020. People participated in large numbers in the "My Town My Pride" programmes, and it gave the Government a much better insight on various issues considered important by the people in urban areas.

To meet the expectations of the urban populace, the J&K Government decided to launch the 2nd iteration of the programme, 'My Town My Pride 2.0' across all the urban areas of J&K. This programme involved the people of J&K and government officials in a joint effort to deliver the mission of equitable development in urban areas. The programme was aimed at energizing Urban Local Bodies and directing development efforts in urban areas through community participation. The University of Kashmir realising its responsibility towards achieving the objectives of this Govt. initiative conducted a number of extension activities in the Srinagar Urban centre.

In this context, the Department of Geography and Disaster Management conducted an awareness campaign on urban resilience under the slogan 'Community Awareness Campaign for Resilient Srinagar' in Mir Behri area of the city. The Head of the Department led the campaign with active involvement of PG students of Disaster Management course, Ph.D. researcher scholars and faculty members. The programme was coordinated by Dr Akhtar Alam. The team conducted the awareness and sensitization drive from 6th to 10th of December 2022. Wherein as part of this extension activity, interactive sessions, lectures, street shows, door to door campaigns were organised in settlements within the marshy interiors of Dal Lake, including Ashraf Mohallah, Maj Mohallah and Moti Mohallah Kalan etc. The dwellers were sensitised about the issues concerning ecosystem, urban sustainability and actions that need to be taken by the community itself for preservation and management of the urban biodiversity.

Rationale

The urban dwellers whose livelihood is directly linked to the lake ecosystem were the target group in this particular extension activity. Their understanding of their ecosystem and realisation of their responsibilities towards its well being is of prime importance. The qualitative and quantitative change in the system that occurs over the period of time has much to do with the approach adopted by the dwellers towards their immediate

surroundings. Awareness and sensitization to key aspects of environmental conservation / management was the main rationale of this activity.

The Impact of the Programme

This week-long extension activity had a profound impact on the understanding of the lake dwellers about their immediate environment. The sensitization drive helped them to identify individual the issues related to sanitation, waste disposal and better living conditions. The Team apprised them about the possible interventions and solutions that can be taken at their own level to improve their quality of life.

Outcome

The key outcomes of this activity were:

Awareness: The activity fostered increased awareness and understanding within the community to face the challenges and address the problems through individual and joint efforts.

Responsibility: This extension activity sensitised the community about their responsibilities towards their local environment.

Community Involvement: The community is quite vulnerable to floods & subsequent inundation and as such much emphasis was given to establishment of Disaster Management Committees at the Mohalla level thus promoting Jan-Bhagidari (Public Participation) in disaster preparedness.



<https://www.greaterkashmir.com/education/my-town-my-pride-celebrations-continue-at-ku/>

Case Study -III

Health Awareness Camp Menstrual Hygiene

Introduction

Women folk constitute one half of the mankind and as such the well-being of this segment of the populace is critical to the overall wellbeing of the society. One of the core concerns related to the physical well-being of the women relates to menstrual hygiene. Keeping in view, the seminal importance of menstrual hygiene; the office of the NSS Programme Coordinator organised an awareness camp on menstrual hygiene on the eve of International Women's Day. The awareness programme focused upon the Pazalpora locality of Shalimar, Srinagar (J & K). The above cited locality was chosen keeping in view the socio-economic profile of the area characterised by impoverishment and illiteracy. The organisers of the programme led by Dr. Henna Basharat, Programme Officer, NSS and Dr. Azhar Wani sensitised the local populace about the merits of maintaining menstrual hygiene. The adolescent sections among the populace were specially educated about menstrual hygiene related issues and good practices like use of sanitary pads. A major thrust of the programme was upon fighting the cultural taboos associated with menstrual hygiene.

Rationale of the Activity:

The above-cited activity was primarily premised on cogent scientific findings that associate menstrual hygiene to the overall health and wellbeing of adolescents. This activity was stimulated by a contemporaneous scientific findings cited by the British Medical Journal titled "Menstrual Hygiene Management amongst adolescent girls in India: A systematic review and meta-analysis [Vol. 6, 2016]. This scientific research highlighted the need for generating awareness among the adolescent population by drawing it's linkages to the wellbeing and dignity of the women. It is keeping with these cogent findings that the office of the Programme Coordinator, NSS, University of Kashmir organised the aforementioned one day awareness camp.

Outcome

1. **Awareness:** One of the primary outcomes of the programme focused upon generating awareness among the populace about menstrual hygiene.
2. **Community Engagement:** The awareness programme was pivoted around engaging the community in demystifying the myths related to menstrual hygiene and trying to obviate the cultural taboos associated menstrual hygiene.
3. **Resource Availability:** One of the key highlights of the programme was the distribution of sanitary pads amongst the adolescent girls within the community

Photographs/Video links

<https://kashmirreader.com/2022/03/10/kus-nss-organises-health-awareness-camp-in-shalimar/>

Case Study IV

Menstrual Health and Hygiene among Adolescent Girls in Climate Vulnerable Areas in the Union Territory of Jammu and Kashmir

(Population Research Centre, University of Kashmir)

Introduction

Adolescence has been recognized as a special period, especially for girls that require specific attention as it marks the onset of menarche, an important milestone. Hence, good hygienic practices during menstruation are crucial for maintaining a healthy life. Menstrual health and hygiene are critical aspects of overall health and well-being for adolescent girls, particularly in the downtrodden societies. In India, menstrual health and hygiene among adolescent girls remains a major challenge, despite efforts to improve access to resources and education. Adolescent girls lack access to adequate menstrual health education and resources, such as sanitary napkins and clean water for washing, which leads to several issues in the country, including poor health outcomes, absence from school, and stigma surrounding menstruation. Menstrual hygiene management in disaster-prone and fragile contexts is a challenge for adolescent girls, and even at times of distress, the frequency of availability of sanitary pads/tampons, appropriate disposal of pads, washing the clothes, proper cleaning of genitals is usually given lesser focus.

In this context, an attempt was made in this PAN-India study to assess the knowledge, attitude and practices of adolescent girls with respect to menstrual health and hygiene focusing on climate vulnerable regions of India in general and in the Union Territory of Jammu and Kashmir in particular with the objectives as: a) *to assess the knowledge and attitude of adolescent girls on menstrual health/hygiene and reproductive health concepts; b) to assess the status of menstrual health among adolescent girls and treatment seeking behavior; c) to understand the existing practices related to menstrual hygiene among adolescent girls and d) to provide awareness and propagate healthy best practices for maintaining the menstrual hygiene among the adolescent girls in the study area.*

Rationale of the Study

As high as half of the married adolescent girls found to experience menstrual disorders, vaginal discharge, itching and bad odour, or pain during intercourse, but only half of those who experience seek treatment. Knowledge on Reproductive Tract Infection (RTI)/STI was found to be very less among adolescents, however, quite a significant number of adolescent girls do experience these symptoms. Moreover, the earlier studies have shown that poor menstrual health and hygiene, early marriages, teenage pregnancy and high prevalence of anemia continue to be the major problems of adolescent girls in India, though significant improvement has taken place in these aspects during recent years through various national health programmes (like Rashtriya Kishor Swasthya Karyakram (RKSK), Peer education Programme,

Adolescent Friendly Health Clinics and Anemia Mukht Bharat) focused on adolescent girls of the Union Territory of Jammu and Kashmir. In this context, the study was taken to assess the knowledge, attitude and practices of adolescent girls with respect to menstrual health and hygiene focused on the climate vulnerable regions of the Union Territory of Jammu & Kashmir. The same information was utilized for carrying out extension activities in terms of awareness drives related to the female hygiene and menstrual health.

Outcome of the Study

The role of health workers in disseminating information about menstrual health and hygiene among adolescents was found to be very limited. The teachers have played an effective role, particularly in urban areas, in imparting knowledge of menstrual health and hygiene among adolescents. In this regard, schools need to provide menstruation-friendly toilets for girls, as well as sanitary pads and separate dustbins. Soap and running water need to be made available in school washrooms. Separate restrooms for girls can also be made available in schools to maintain their privacy during menstruation. Further, it is suggested that the schools need to emphasize on the importance of menstrual health and hygiene education. This can be done by incorporating it in the school curriculum so that adolescents can acquire sufficient knowledge about menstrual health and hygiene. Teachers may be trained to provide education about menstrual health and hygiene in schools.

Half of the adolescents have received the government-supplied sanitary napkins, and they received these napkins from the concerned ANMs/ASHA workers while as a few respondents from urban areas have not received these sanitary napkins from the concerned. In the rural areas, it was found that the quantity/quality of government-supplied sanitary napkins was not sufficient/good. However, one-third of the respondents were satisfied with the quality of government-supplied sanitary napkins. Here it is suggested that there is a need that government should ensure that all adolescent girls, particularly those living in remote areas and urban slums, have access to affordable and high-quality sanitary napkins. This can be done by increasing the availability of government-supplied sanitary napkins and expanding the distribution network beyond ANMs/ASHAs.

The majority of respondents were experiencing different problems during menstruation, and in urban areas, menstrual problems were found to be more common than in rural areas. Most of the respondents used home remedies to get relief from these problems. In flood-prone areas, one-fourth of the respondents witnessed the problem of urinary tract infection. The other types of problems adolescent girls experience included itching, bad odours, and severe abdominal pain. In this regard, it is suggested that there is a need to provide support to adolescent girls during climatic vulnerability, particularly in snowfall and flood-prone areas. This can be done by ensuring access to round the clock electricity supply, availability of sanitary napkins and proper sanitation facilities.

In the case of different types of religious duties, most of the respondents were not practicing them during their menstrual periods. In the case of non-religious activities like observing separation from family, restrictions in different activities, and school restrictions, they were

more followed in flood-prone areas than in drought and snowfall-vulnerable areas. The In this regard, it is suggested that government need to launch extensive awareness campaigns to educate adolescent girls and their families about menstrual health and hygiene. This can be done through social media, television, radio, and other media channels. Peer Educators need to be trained in good menstrual hygiene practices, and their role in raising awareness among adolescent girls that will be more effective.

ASHAs and ANMs have failed to provide knowledge about menstrual health and hygiene among the respondents, while teachers have played a vital role in disseminating the information among adolescents. The majority of the respondents (93 percent) faced different types of crises during climatic conditions during their menstruation. The respondents of the snowfall regions faced the maximum crisis during the winter when temperatures fell below the freezing point, particularly in hilly regions of Kashmir. These crises are due to the climatic vulnerability which remains mostly for 1-3 months. In all the climate-vulnerable areas, though the management by the respondents was found to be satisfactory, the role of different government agencies (like the Social Welfare Department, Department of Health, concerned Municipalities) and NGOs was found missing for any assistance.

The Researchers did not confine themselves to findings only but in addition to that literature especially pamphlets, handouts and posters related to menstrual health were distributed, readout and explained to the girls. Best healthy practices in maintaining female hygiene were discussed and deliberated upon with the peer group. The findings of this study were as such utilised for disseminating information and spreading awareness among the adolescent girls wherever required in the study area. This extension activity was carried out on the basis of real time data generated from the given segment of the female population.

Photographs







