

Field Note

Capacity Augmentation to Scale-up Menstrual Hygiene Campaign in Raigarh district of Chhattisgarh

Raigarh District is implementing the "Pawna" campaign to ensure reaching all the rural adolescent girls and women of reproductive age with information and availability of sanitary absorbents nearest to them. The Collector, Raigarh, conceived and designed the campaign under Swachh Bharat Mission (Grameen), Phase-II. The campaign's main objective is to raise awareness of menstrual hygiene, especially in the District's remotest village. To achieve the objective of the campaign, the District identified *Swachhata Shakhi* in every village of Raigarh. To build the capacity of these selected *Swachhata Shakhi*, the Collector, Raigarh, requested UNICEF to conduct five batches of training of trainers in the first and second week of March 2021.

UNICEF Chhattisgarh facilitated the training in convergence with WASH and Child Protection (CP) sections. Mr Ashish Kumar, Consultant, WASH in Schools and Dr Neha Singh, Consultant, CP, designed the one-day training schedule and conducted the training with selected women and adolescent girls of Raigarh District. The three crucial training sessions were kept participatory: 1) Adolescent and reproductive system, 2) Menstrual hygiene management, and 3) Life skills for managing menstruation.



District selected 998 women of Self-Help Groups and adolescent girls of Nehru Yuwa Kendra (NYK) as *Swachhata Shakhi*. UNICEF conducted the first two training batches on 3rd (35 participants) and 4th March 2021 (36 Participants) for *Swachhata Sakhis* and women from self-help groups. On 5th March 2021 (65 Participants), a mixed group of *Swachhata Sakhis* and adolescent girls of NYK was formed and imparted training. The idea behind the experiment was to find out sensitive and vocal persons for becoming master trainers. The fourth batch of training was basically to sensitize 800 *Swachhata Shakhi* on MHM issues. Mr



Bhim Singh, Collector, Raigarh and Ms Richa Prakash Choudhary, CEO, Zila Parisad, motivated the participants in the orientation's concluding session.

In the last batch of training on 13th March 2021 (62 participants), trainers worked with the participants, trained earlier, on improving their communication skills for becoming a master trainer. Rather than conducting the sessions by the trainers, participants were requested to come and discuss the slides and motivate other participants to open up. The five-day training exercise helped to get 20-30 well sensitized and trained adolescents and women.



At the beginning of each day of training, trainers, with the district team's support, conducted an assessment of knowledge and understanding of the participants' MHM issues through a structured questionnaire. Trainers used the same set of questions for the post-training evaluation. The results of the review are mentioned below:

Marks	% change
0-25%	16.9% to 3.6%
26-50%	32.3% to 11.0%
51-75%	40.4% to 47.7%
76-100%	10.2% to 37.5%

UNICEF resource persons for the training suggested the District MHM nodal to prepare and share a list of master trainers with the Collector, based on the performance during and after the training. The District could further engage these selected trainers to sensitize varied stakeholders on MHM. Resource persons also suggested making provisions for incentives to the trained participants with satisfactory performance. The District may conduct time-to-time refresher training for trained resources internally so that technical support could be well routed within the system.