



GOONJ.. a voice, an effort

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Goonj launches '**Raise Your Hand**' campaign among the masses to normalize the menstrual health, hygiene conversation

New Delhi; Menstruation is an issue that affects us all, whether you are a man or a woman. That's why we all must get involved in breaking the culture of shame and silence around it. Goonj first talked about this issue more than a decade ago, while also parallelly working on menstrual hygiene for women in far flung villages of India with its '**Not Just a Piece of Cloth**'(NJPC) initiative.

In the month of the International Menstrual Hygiene Day (28th May) **Goonj is launching 'Raise Your Hand' (RYH) Campaign among the masses for women's dignity and a conversation on menstruation.**

Signing up for **Raise Your Hand** Campaign is about 2 things;

- **Initiate a conversation on menstruation 'Chuppi Todo Baithak'** (Break the silence meeting) among your network of 5 or more men/women to establish menstruation as a normal.
- **Contribute for providing 100,000 menstrual 'Dignity Packs'** and menstrual hygiene awareness to women and girls in villages of India.

Anshu Gupta, Founder Goonj, says about the RHY campaign, "**This is an issue that's bothering women in the cities and villages alike. Today, despite a mainstream movie and many different market products a vast majority of women still struggle with a strong culture of shame and silence and for a piece of cloth for this basic need. It's high time we all get involved, instead of waiting for the government and a few agencies to address it.**"

To sign up for the RYH campaign one has to sign up on a simple google form <http://bit.ly/2leISBu> to receive an online toolkit with further guidelines. **On 19th and 26th May**, Goonj will also be conducting offline training sessions (open to the public) on how to organize a **Chuppi Todo Baithak** in Goonj Delhi office.

*Goonj does not charge for these training sessions

Important dates;

- **19th and 26th May** - Goonj will organize offline sessions at its Delhi office
- **25th May** – Deadline to register for offline session.
- **27th May to 27th June** – Organize Chuppi Todo Baithak
- **26th June** - Deadline to register for RYH campaign and to get online training tool kit

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About GOONJ; GOONJ (means an echo) a multi award winning social enterprise, using the cities discard for fueling wide spread development work across village India. While dealing with more than 3000 tons of material annually, Goonj reaches this material as a resource, as a parallel currency with dignity to the rural communities as they take up large scale development work like recharging water bodies, rebuilding local infrastructure, education, for addressing their own issues. Goonj's work has also led to the systematic changes in the disaster relief & rehabilitation work; while it has also opened up the most taboo issue of menstrual hygiene and providing clean cotton cloth as a viable solution. For details, please refer- www.goonj.org