Menstrual Health: Bharat Darshan - Episode 4
Development Discourse: Communication for Reproductive Health

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Men who mattered.
Men who encouraged and supported.
Today's episode is dedicated to these men.
1952 – World’s Largest Government Family Programme - birth control options clinics/ health centres,

*Hum do, hamare do 1952, Do ya teen bas*

1963 - Extension approach – reaching out to masses

1968/69 – lack of mass communication - red triangle to publicize – designed - Dr Dharmendra Kumar Tyagi

Mid 70’s - Sanjay Gandhi –Sterilization Programme

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1974
1976
1982
1999
1981 - Family Planning Foundation of India and UNFPA: NID approached NID - Suitable communication material - locations Bharatpur, Sawaimadhopur, Kota

Source: Learning from the Field – Experiences in Communication UNFPA/NID Joint Publication - 2000
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1981 – NID Parivar Niyojan Pariyojana
1981 – NID Family Planning Project

Source: Learning from the Field

1990 – Swasthya Sandesh, Seva Mandir
1990 – Health message for Seva Mandir

Field jaanch ka mahatva
Importance of field testing
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 Myth of the universal symbol/ no universal visual grammar
Visual Literacy/ Visual perception
Myth of the universal symbol

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विकास के लिए संवाद : प्रजनन स्वास्थ्य सम्प्रेषण

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Aspects addressed under RH

- Learning about own body, breaking silence, changes during adolescence
- Menstruation, Night emission
- Contraception
- Conception, delivery, ANC, PNC
- Sexuality
- Sexually Transmitted diseases, HIV

Reproductive and Child Health Programme 1997 - RH work gained speed
Sexual and RH - difficult zones
Late 90’s – South Rajasthan – adolescent girls - married before 16 – awaiting “gauna”

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MacArthur FLD Fellowship - 2000

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Build on previous experiences, instead of reinventing wheel

Source: Learning from the Field, NID
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Pramparagat Kawad
Traditional Kaawad

Parivartit Kawad – Sharirik Vikas ke charan
Modified - communicating stages of growth

Kawad used at training

Adapt, innovate

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Portable – Kaawad

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Sarika Samdani
2001 – NID Classroom Project
2004 – Audio Dramas
2007 – Take away and audio visual projects

Visioning, thinking ahead

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Visioning, thinking ahead
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2005 - Population Council - Training aid – Abortion - Safai Ki Jankari

2008 - Contraception Counselling Box
Jharkhand Health Society
2006 – 2008 – “टेक अवे” - फ्यूचर्स ग्रुप इंटरनेशनल/USAID

2006 – 2008 Take-away Pamphlets - Futures Group International/USAID

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Timing, Context
2012/13

- Reusable cloth Sanitary Napkin
- Responding to changing needs
- Collaborative Design – Cross Over Trial and Proof Of Concept Study
- Designed - sustainability lens – using impact measure tool – PASS – Impact on environment, social, health, economic
2019 - उगेर माहवारी किट – Uger MHM Kit

Holistic approach

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Training Programmes/Workshops

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प्रशिक्षण/ कार्यशालाएं

प्रजनन स्वास्थ्य सम्प्रेषण
The Philosophy of Copy Left

Jatan Sansthan’s Uger pads
Pyo Pads - Bordumsa, Mohur Pads - Dimahasao
Smart Pads - Barabanki, WaterAid - distributes a DIY

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Mandrin, French, English WSSCC -2014

NCERT/UNFPA-2012 - Training Manual – AEP

2012 – 2016 – Nizamuddin Project – Aga Khan - Sehat Nama
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साध्वी ठुकराल
Sadhvi Thukral

2012
Graduation Project
Pearl Academy Of Design

वेबसाइट के पिए संवाद:
प्रजनन स्वास्थ्य सम्प्रेषण

Kahani Her Mahine Ki...-
Menstruation

कहानी हर महीने की ..........
A tool for the Visually Impaired

Hindi
Inclusive

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द्वारा- जतन संस्थान

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Jess Judge
2019 exchange student, at NID, Glasgow School of Art

Myna - Device for washing menstrual cloth pads
पुरुष और माहवारी - पोस्टर
Poster Men in Menstruation

पैड बनाने का गाइड
Pad Production Manual
1952
Hum do, hamare do
Do, ya teen, bas
(Two of us, our two
Two or three, will do)

1968

2020
Planning a family
A couple’s responsibility

Hum do, hamare do
Do, ya teen, bas
(Two of us, our two
Two or three, will do)

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- Reproductive and Menstrual Health communication requires sensitivity
- Cultural appropriateness, contexts
- Factors: visual literacy/perception
- No universal language of visuals
- Field testing - on going process
- Collaborative exercise – never in isolation
- Build on previous experience
- Timing
- Holistic
- Inclusive
- Visioning, thinking ahead
- Copy Left – for greater common good – dissemination strategy

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