

# Project Asmita

· Awareness · Entitlement ·  
· Empowerment ·



# THE RIGHT TO DIGNITY

The issues of women's health and hygiene, sanitation, and gender inequality are detrimental not only for women's welfare, but also for the welfare and development of our society.

Women are our country's strength and they are entitled to live a life with respect, dignity, good health and equality.





**P**roject Asmita aims at helping these unaddressed issues of rural women through dialogue and awareness.

# The Need for Empowerment

1

Health, Sanitation and Nutrition Knowledge/Support



 Know  
Your  
Rights

2

Awareness on civic issues and their legal rights

3

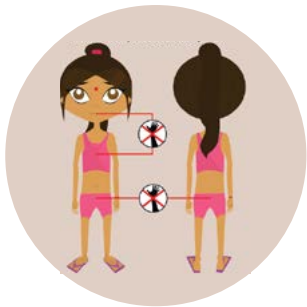
Hand-holding to benefit from Welfare Schemes



# What will PROJECT ASMITA workshops cover?



Basic Hygiene/ Health and Menstruation & Nutrition Knowledge



Safe and unsafe touch; Legal & Medical Helplines



Laws and Government schemes for Women welfare and how to apply

# How will PROJECT ASMITA address these issues?



## Awareness Camps

Under Project Asmita, several awareness camps and empowerment presentations will be delivered in rural areas and urban slums through field partners (NGOs & Volunteers). The presentations will touch upon topics of menstrual health and hygiene, sexual awareness, maternal and reproductive health, and good touch – bad touch. The women will also be made aware of resources to reach out for help and government schemes and provisions focused on women’s welfare and development.



# 2 Asmita Kits

At every awareness camp, Asmita kits will be distributed among women following the presentation. Such a kit would include female hygiene products and a booklet consisting information on safe hygiene practices, helpline numbers, government schemes and self-help literature.



# 3 Self Help Groups

Creation of self help groups so that women can collectively work towards addressing the issues that endanger their welfare and take charge of their health and well-being. Each workshop will identify a local “leader” and will end with the “Asmita kit” as a gift, with easy self-help material and regular follow up routine.

Karmakonnnect will partner will local panchayats, NSS volunteers and NGOs to expand the reach of the program in different states.





## Awareness Camps



## Asmita Kit

includes

2 reusable eco-friendly napkins (lasts for a year), antiseptic wash soap, self help pamphlets



## IMPACT

in rural and urban slums of India  
with the support from:

- ◉ NGO Partners
- ◉ College Volunteers
- ◉ Government Schools



# We Need Help



Donate Asmita Kits to Empower Women across India

- ◉ 1 Kit: ₹300
- ◉ 10 Kits: ₹3000
- ◉ 50 Kits: ₹15000
- ◉ 100 Kits: ₹30000



Volunteer to conduct Asmita Workshops across India - Villages and Slums. Reach out to us for training and scheduling



Arrange a fundraiser or crowdfunding campaign in your local community

## Contact:

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If you would like to know more about any particular aspect of our work, or if you have a query about anything in this booklet, please get in touch.

**Know more:** [www.projectasmita.in](http://www.projectasmita.in)

