

Sky Social

Annual Report



2021-2022



Index

- PERIOD NO MORE LIMITS CAMPAIGN WITH ECF
-

- MHM TRAINING WITH PROJECT INAAAYAT
-

- SKILL TRAINING PROGRAMME
-

- PANEL DISCUSSION AT REFRAME SUMMIT
-

- ROUNDTABLE DISCUSSION WITH EPCO
-

- UNITE 2030 INDIA COUNTRY AMBASSADOR
-

- TRAINING OF TRAINERS FOR LOCALISATION SDGS
-



SKY SOCIAL'S COLLABORATION WITH EQUAL COMMUNITY FOUNDATION FOR CAMPAIGN

PERIOD NO MORE LIMITS



APRIL 2021

INTRODUCTION

Sky Social collaborated with Equal Community Foundation as a part of #periodnomorelimits campaign.

Equal Community Foundation (ECF) positions violence against women as a men's issue. This is why they've been working with boys in the community to address gender-based violence. Their vision is to create a world free from gender-based violence and discrimination and their mission is to raise every boy in India to be gender equitable.

Over the period of two weeks, Sky Social shared stories of boys who have been a part of the Action for Equality programme in Pune, to bust menstruation myths and break gender norms associated with it. "Nearly 23 million girls drop out of school annually due to lack of proper menstrual hygiene management facilities, which include availability of sanitary napkins and logical awareness of menstruation (Dasra, 2014)." While ensuring women and girls are aware of their body and learn to accept it is important, normalising conversations around menstruation and women's sexual and reproductive health and rights is just as important. As a "women's issue", it is not seen as worthy of attention and indeed many men dissociate from the issue as not their concern. However, attaching social stigma and creating restrictions on women's bodies and movement is an infringement of #HumanRights, and that is everyone's issue.



ACTIVITIES



Through this collaboration ECF shared ground stories of men and young boys who are learning about various aspects of Menstruation and also creating awareness about this taboo topic in their communities and schools.

One of the prime reasons why menstrual hygiene is neglected is gender inequality. Unequal power distribution between men and women has resulted in women's and girls' voices being suppressed and



not being heard in decision-making within households, communities, and development programs. Recently, UNFPA Flagship State of World Population Report 2021 titled 'My Body is My Own' was launched, and for the first time, United Nations report focused on bodily autonomy. The report stated 'Bodily autonomy' as the power to make choices about your body without fear of violence or allowing someone else decides for you. Nearly half the women of 57 developing countries do not possess the right to make decisions regarding their own bodies, which includes using contraception, seeking healthcare services, or even on their sexuality. In few countries where data has been revealed, only 55% of women are entirely free to make choices over healthcare and related services, contraception, and the freedom to say yes or no to sex.

Gender equality requires a partnership between males and females, and it cannot be achieved without the involvement of men and boys. So we need to involve as many men as possible. Men have an integral part to play in the conversation related to menstruation, as brothers, fathers, uncles, cousins,



and teachers. Men and boys might find it awkward to initially discussing menstruation and menstrual hygiene because it is believed that menstruation is completely and pure women's personal affair. But once men get a good understanding and awareness of menstruation and menstrual hygiene practices, they would get empowered to act. The actions may be advocating for clean and private toilets, role-modeling or creating a period positive environment among the students, communicating care and empathy rather

than disgust and shame, or even stitching pads for the women. Also, decision-making power for the health issues should be given to the women themselves.

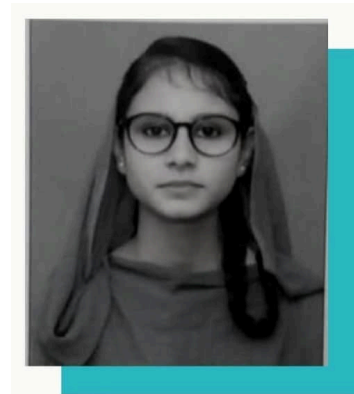
Through training, men would get to learn about the importance of breaking different taboos concerning menstruation; along with learning the importance of ensuring proper sanitation facilities and menstrual hygiene products at school, home, and workplace to manage periods. Both men and women have a strong interest in learning about menstruation but they usually feel shy in discussing it, so training them together at a place with trust-building and friendly conversation can help out. Men and boys can easily support women and girls while dealing with menstruation in domains like household, community, school, and work as they influence women's and girl's experiences and ways of dealing with menstrual health management through many roles, which include father, husband, friend, brother, student, peer, teacher, community leader, employers, and policymakers.

CONCLUSION

Unlearning social prejudices towards menstruation is difficult, but it's not impossible. While the journey might be slow, what matters is that we make a beginning.

Have you heard a woman asking for a sanitary napkin loudly, publicly, or in any way other than in a hushed manner? Before we jump to "that's her problem" or "she should get over her inhibitions", ask yourself if you've been able to create a space around you where women can speak freely, be it within your family, your friend circle, or your workplace. And if you haven't yet, what are some ways to start?

Through all the amazing ground stories and personal experiences this collaboration really inspired a lot of people. Through this we got to learn so many new things and new ways to implement our campaign by engaging men and boys. The collaboration ended with an Instagram Live Session on engaging boys for creating a gender equal society.



project.raise

#PeriodNoMoreLimits

Falah, 15 years,
Nagpur, Maharashtra



Falah is an adolescent leader trained by Amhi Amchya Arogyasathi, who spread awareness about menstrual hygiene in her school. Forming a group of 56 more adolescent leaders, she succeeded in advocating for menstrual products to be supplied by the Nagpur Municipal Corporation to 3,200 girls in her school.



PROJECT RAISE



ecfindia

#PeriodNoMoreLimits

Sumit, an AFE participant, was distinctly uncomfortable when first introduced to the topic of menstruation during a session. As he began to learn about it being a natural phenomenon with extreme societal taboos attached to it he was slowly able to understand the need to normalise talking about it. Sumit and his friends organised a public awareness event in front of 50 members of his community on menstruation and still continues to break the norms.

TRAINING SESSION IN COLLABORATION
WITH PROJECT INAAYAT ON

MENSTRUAL HEALTH AND HYGIENE



JUNE 2021

INTRODUCTION

Sky Social collaborated with Project Inaayat as a part of Period no more limits campaign. The MHM training sessions with SHG women of Gunga was very informative and insightful. Educating women on menstrual health and hygiene is necessary so that they develop health seeking attitude.

These sessions are beneficial in eradicating period taboos in the society and will create an ethos where menstruation is not a stigma anymore.

Given the multiple challenges women and adolescent girls face, it is evident that promoting menstrual hygiene management is not only a sanitation matter, it is also an important step towards safeguarding the dignity, bodily integrity and overall life opportunities of women and girls.

Good menstrual hygiene is essential for the health and dignity of girls and women. Discussions on menstrual hygiene are important for adolescent girls to clarify existing myths and misconceptions around menstruation. Improving menstrual hygiene is important from the point of view of personal comfort and increased mobility. It also reduces the likelihood of infections resulting from poor hygienic practices during menstruation. Providing girls with the knowledge and skills on maintaining menstrual hygiene improves school attendance among girls who may not attend school on those days or even drop out of school altogether.

MHM TRAINING

The MHM training session started with understanding how to promote menstrual health and hygiene.

Promoting menstrual hygiene is achieved through:

- a) Provision of health education to girls and women on menstruation and menstrual hygiene
- b) Increasing community action to improve access to clean toilets with water, both in the home and in schools
- c) Promoting the availability and use of sanitary products
- d) Enabling safe disposal of sanitary products.

Objectives of the Training

AT THE END OF THE TRAINING, SHG WOMEN HAD THE FOLLOWING UNDERSTANDING:

1. Key tasks that she is required to undertake
2. The basic elements of menstruation and menstrual hygiene
3. Proper use and safe disposal of sanitary napkins
4. Communicating the benefits of sanitary napkins and motivating girls to use the sanitary napkins
5. Ensuring a regular supply of sanitary napkins in her community
6. Recording and reporting the uptake of sanitary napkins.

IMPORTANCE OF MHM TRAINING

Menarche and menstruation are topics that are not discussed openly – leading to a lack of accurate information and education.

There is poor understanding of healthy menstrual hygiene practices, and the risk that poor menstrual hygiene poses to women and their reproductive health.

Traditionally cloth, ash, sand, hay, and other material have been used by women, and there is low awareness of the risks that the use of these materials pose.

Embarrassment and lack of effective options to ensure menstrual hygiene could lead to school absenteeism or even dropouts.

Availability of sanitary napkins in rural markets is low, and there is embarrassment associated with purchasing them.

CONCLUSION

The training session helped SHG women and girls to understand MHM in detail and empowered them to take steps that can educate the whole community and their own families about safe and hygienic practices to be followed during menstruation. It also encouraged them to bust the myths and include men and boys in conversation around periods.



LEARN AND EARN SCHEME

MINISTRY OF MINORITY

SEPTEMBER 2021

INTRODUCTION

Seekho aur Kamao (Learn & Earn) is a scheme implemented by Ministry of Minority Affairs since 2013-14 and is aimed at skill development of minorities. The scheme entails upgrading the skills of minority youth in various modern/traditional skills depending upon their qualification, present economic trends and market potential, which can earn them suitable employment or equip them with skills to opt for self-employment.

OBJECTIVE

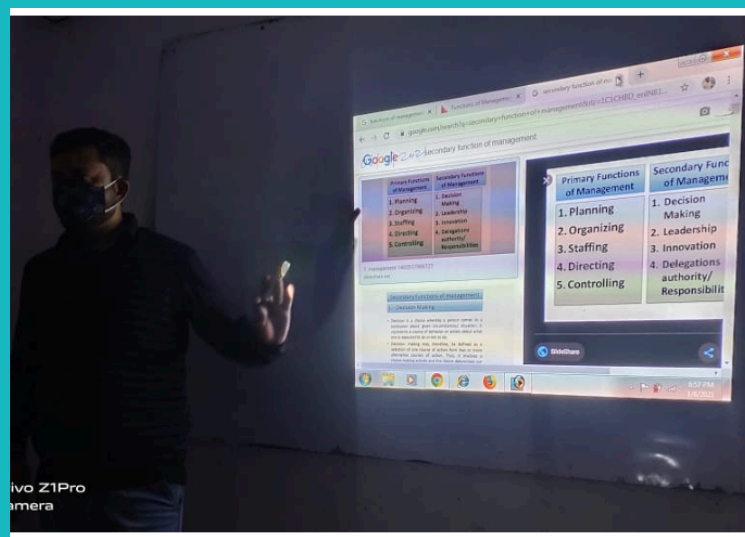
THE SCHEME AIMS TO:

- To bring down unemployment rate of minorities during 12th Plan period.
- To conserve and update traditional skills of minorities and establish their linkages with market.
- To improve employability of existing workers, school dropouts etc. and ensure their placement.
- To generate means of better livelihood for marginalized minorities and bring them in the mainstream.
- To enable minorities to avail opportunities in the growing market.
- To develop potential human resource for the country.



Sky Social worked with Ravi Shiksha Kendra and supported them for a skill training project under Ministry of Minority's Seekho aur Kamao scheme. The project was based in Bhopal for providing training for the job role of sales director under the Sector Skill Council – Media and Entertainment and Medical lab technician under the Healthcare sector skill council.

We supported them throughout the process starting from mobilization, providing counselling to monitoring to the final evaluation till their placements. We also provided Gender trainings to the youth where we talked about various aspects of gender and their impact in their professional and personal life. We also made training material, helped with assessment and supported them in smooth implementation of all the activities.



TRAINING

The training session with the youth under the Seeko aur Kamao scheme in Bhopal had a total target of 350. The total duration of the course was 2000 hours and 1440 hours for medical lab technician and sales director respectively. The medical lab technician course started from 14th of December 2020 and ended on 30th September 2021. Similarly, the Sales Director course started from 4th December 2020 and ended at 30th June 2021.

Youth from 18 – 35 years participated in these training sessions, and 200 candidates were placed. The training session also included sessions on gender, communication skills and other important soft skills. It is necessary that youth get a holistic development through trainings so that they can implement all their learning in their life not only professionally but also personally.

These training sessions are interactive which gives the youth a deeper understanding and they can openly share their thoughts and ideas out in the open with everyone. This improves their confidence and communication skills. Through this scheme self-employment and entrepreneurial skills are also enhanced.



CONCLUSION

The training session helped youth from Bhopal to get access to better opportunities and also made women more economically independent. It also enhanced their skills along with motivating them. It also helped them to get access to many resources that are helpful to them on a longer run. Our monitoring and assessment helped us see the gaps which further paved a way for us to address them in a holistic manner. Gender training and soft skills were crucial for youth for an overall development and growth. Our training proved out to be really empowering for young people and they further took many initiatives to address the gender biases in their communities.

PANEL DISCUSSION ON STRENGTHENING YOUTH FOR
A GENDER EQUAL WORLD AT

BREAKTHROUGH'S PAN ASIAN VIRTUAL SUMMIT - REFRAME

March 2022

INTRODUCTION

Sky Social hosted a panel discussion at Breakthrough's 1st Pan-Asian Virtual Summit – REFRAME – Envisioning a World Without GBV (2nd March – 4th March 2022).

The Summit has varied themes around Gender Based Violence including building agency and leadership of young people for Preventing GBV, Covid - 19 and re-strategizing prevention of GBV, strengthening adolescents, youth and communities, Using Internet for Social Change and Creating an Enabling Environment and Preventing GBV.



Our panel discussion focused on building and strengthening agency and leadership skills of young people so that they can take actions and work towards creating a violence free world. Through this discussion we'll be sharing strategies, tools, insights and recommendations of what can work in supporting these young people to live to their full potential, becoming leaders and role models in their own right. Building their capacities will help them in creating an enabling and gender just environment.

PANEL DISCUSSION

Our panel had some amazing empowering people from varied experts. The Panel included –

LALIT BIGHANE

YOUTH AMBASSADOR

Lalit is a well informed and enthusiastic youth ambassador from Rahul Nagar, Bhopal (MP) who is currently pursuing his B.com Hons. He has been working with Sky Social and has attended various gender sensitization training and workshops with the organization. He has also worked with various organizations on child rights including UNICEF, Muskan, Arambh, EKA, Uday and has been part of campaigns like Hamara bachpan and Nivshid bachpan. Since he has actively been working with Sky Social, so, he is our community representative who shared the voices of community members on this panel. He has been actively engaging youth from the community and working towards bringing change to the society.



Arzoo is a Coordinator in the Know Your Body Know Your Rights program at The YP Foundation. Her work majorly involves building capacities of adolescents and young people by equipping them with rights-based information on issues of sexual and reproductive health, gender and sexuality in school and community settings across Delhi - NCR, Uttar Pradesh and Bihar as well as advocating for comprehensive sexuality education with gatekeepers of adolescents. Arzoo holds a master's degree in Environmental Studies and Resource Management from TERI School of Advanced Studies.

ARZOO GARG

PROJECT COORDINATOR, YP FOUNDATION

She has been working on Gender issues since 1991 and has extensively worked on GBV and Capacity building of GO/NGOs. She has organised various campaigns on vaw/G in M.P, wrote & presented papers related to the issues around gender and worked on publication booklets on women and Law & Gender. Along with that, she has been representing various IC committees. She was an ex-member and chairperson of the local Committee and is currently a member of the advisory committee working on Ending Violence against women and girls.



PRARTHANA MISHRA

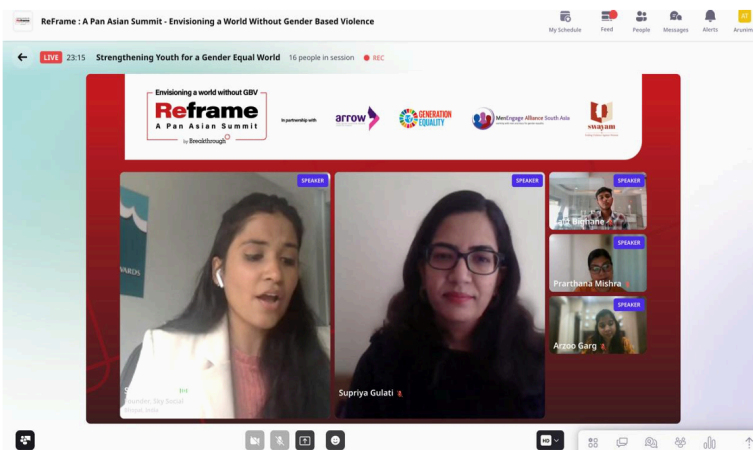
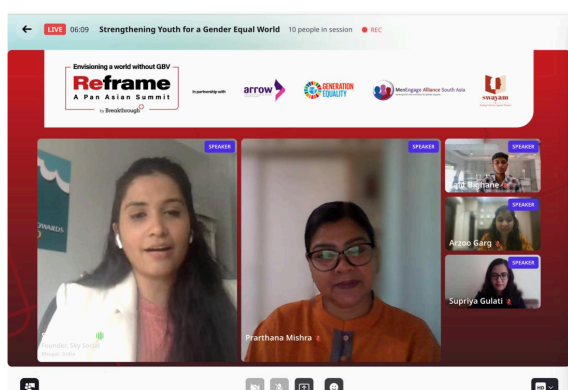
DIRECTOR, SANGINI MAHILA KALYAN SAMITI.

SUPRIYA GULATI

EXPERT - CSR, PARTNERSHIPS AND COMMUNICATIONS FOR DEVELOPMENT



She has more than 12 years of multifaceted experience across the education and development sector, with a special focus on building effective partnerships; stakeholder management; strategic outreach; communications; design and management of large-scale social responsibility, advocacy, engagement, skill-building, leadership-building and action-oriented programmes. She has led large-scale educational and CSR projects for corporates as DELL, Accenture to name a few and outreach/advocacy programs with UNESCO, UNEP, Embassies, and many more. Currently, she is an independent consultant and alongside building her own initiative, - a blended consulting, communications and relationship building platform for development and sustainability projects.



Gender-Based Violence and Gender-based Discrimination is a gross violation of human rights. Our Panel discussion focused on engaging young people and strengthening their capacities along with improved life-skills so that they can take up leadership roles and become agents of change in their community for creation of gender equal and just world. The following aspects were talked about in our discussion-

- ▶ The challenges faced by the grassroots organizations while working with youth and especially adolescent girls on gender issues in the community. For overcoming the challenges, it is necessary to have a multi-sectoral approach where government, policy makers, stakeholders, gatekeepers, organizations and communities work together. It is also necessary to involve men and boys in discussion about gender-based violence.
- ▶ The critical linkages between SRHR and GBV were discussed with special focus on the need to include comprehensive sexuality education for students and youth so that they understand the importance of these subjects and further take up initiatives that will create more awareness about these topics in their communities. Also, a very important aspect was about moving beyond the gender binary and talking about inclusion of marginalized people from LGBTQIA+ community.

- ▶ To have sustainable youth engagement for creating change in the society it is necessary to focus on building life skills of young people. Capacitating them with good communication skills and partnerships will help them understand their driving force and reach out to people at larger individually and collectively. These skills should be incorporated by organizations and institutions working with youth to expand the outreach of their work and ensure their development in a purposeful way.
- ▶ Youth representation and involvement is necessary at the policy and institutional level so that their voices are heard and they are considered as key stakeholder for effective policy implementation at the grassroots.
- ▶ Partnerships and alliances with like-minded organizations and people at community, organizational, state and national level will result in sustainable interventions of GBV and GBD.
- ▶ Integrate digital literacy and accessibility of youth and women in the programs related to COVID-19 preparedness & GBV along with forming youth collectives at community level from different vulnerable backgrounds to bring together varied voices of change.

CONCLUSION

The panel discussion was very insightful and fruitful. The participants and the panellist both learnt new things about GBV and how strengthening youth can play a major role in addressing violence. Youth representation and involvement in these social justice issues will create a sustainable change in the society.

Roundtable Table Discussion on

International Women's Day 2022 with by

Environmental Planning & Co-ordination Organization (EPCO)

March 2022

Introduction



Our Founder Srishti Pragat was invited by Environmental Planning & Co-ordination Organization (EPCO), Dept. of Environment, Govt. of Madhya Pradesh on International Women's Day to become a part of a roundtable discussion focusing on the "Role of Women in Environmental Sustainability" alongside various other experts from the field including Dr. Savita Vyas, Dr. Shriparna, Dr. Sheena Thomas, Dr. Abhilasha Bhawsar, Shaan Suahs Kumar and Sakshi Bharadwaj.

PANEL DISCUSSION

At the panel discussion we talked about the work we do with youth from across the country and how young people's contribution plays a major role in social change. One of important key point of discussion was on the intersection of gender and climate change, emphasizing on the fact that issues related to climate change cannot be addressed without inclusion of gender.

A true partnership with youth as development actors means that youth play a role in every aspect of the program cycle, from design through research, implementation and evaluation, even in building capacity of other youth through social media platforms and peer to peer trainings. To ensure that young people are well equipped to do this, Sky Social has been working with young people through training programmes, skill-development initiatives, capacity building, internships and engaging volunteers.



Engaging young people in social initiatives can result in an increasing understanding and interest among young people in civic and political affairs and foster active citizenship: young people feel that they are actively involved in decision-making and that their concerns are taken seriously by government officials.

This can contribute to social wellbeing at an individual level, by building self-esteem and a sense of empowerment, and bring about important benefits for societies such as an increased awareness for common challenges and a joint commitment to identify solutions that work in the long run. Ultimately, it also benefits society as a whole by reinforcing positive civic 20 behaviour: participation in civil society and politics, staying informed on politics, and voting or encouraging young people to run for official positions in elections.

As an organization Sky Social believes that it is very important to work for women empowerment and prevention of gender-based violence so that women can use their voice and actively participate and become leaders at community, state and national level. For fostering women participation on any aspect, it is the need of the hour to support them, build their capacities and encourage them to be on the forefront without any qualms or fears.



CONCLUSION

The world is home to 1.8 billion young people between the ages of 10 to 24 — the largest generation of youth in history. Young people are increasingly aware of the challenges and risks presented by the climate crisis and they are making efforts to understand the intersections of climate change and address the aspect of gender while working towards sustainable development.

UNITE 2030 India Country Ambassador

March 2022

Introduction

Our Founder Srishti Pragat has been selected as the country Ambassador for India for UNITE 2030. Unite 2030 is a global community of leading young leaders/ changemakers from around the world who are taking action to tackle poverty, inequality, injustice, and climate change by the year 2030. As a Country Ambassador for India, she is leading programs, creating communities, expanding youth action, work with policy makers & shareholders, build a global platform for young people and make them forerunners of change in order to achieve United Nations Sustainable Development goals by 2030. Country Ambassadors are the UNITE 2030 top representatives, they are responsible for amplifying the UNITE 2030 community and voices and for impacting their local community.

Sustainable Development Goals



The Sustainable Development Goals (SDGs) constitute the core of the 2030 Agenda for Sustainable Development and guide all global, regional and national development endeavours. In September 2015, 193 countries came together at the United Nations to adopt and commit to a long-term, comprehensive strategy to tackle the world's greatest challenges related to global sustainable development. The result was the SDGs, a list of 17 goals to achieve a better and more sustainable future for all by 2030.

Adopting and achieving these global goals is important because it encourages social mobilization, create means for accountability among the governments, spur networks of expertise, knowledge and practice into action and most importantly mobilize stakeholder networks across countries, sectors and regions, coming together for a common purpose. Through a holistic view these goals can be achieved and Sky Social is exactly working in this manner for achievement of the SDGs by 2030.

India is also a signatory to United Nations 2030 Agenda for achieving inclusive, people-centric and holistic Sustainable Development through 17 identified Goals. To this extent, the Government of India is operating with strategic visioning, prioritization, and implementation methods to achieve Sustainable Development Goals (SDGs) with the motto of "Leaving No One Behind", through "Whole of Government and Whole of Society" approach.



Training of trainers FOR LOCALIZATION OF SUSTAINABLE DEVELOPMENT GOALS BY DEPARTMENT OF Panchayati Raj

MARCH 2022

INTRODUCTION

Sky Social is working with the Department of Panchayati Raj as a member of their State Level Core Committee for localization of SDGs at the local Panchayat Level in Madhya Pradesh. As a part of this we are working with the Department for planning, implementation, monitoring and evaluation of SDGs at the local level. We are supporting the government in designing unique policies related to youth engagement, recommending changes in the policy implementation, planning initiatives for grassroots interventions, training the stakeholders and PRI members, designing local indicators and targets for data collection and processing and are identifying the gaps to bridge them. As an organization we working towards translating global goals into local actions.

Keeping the intersection aspect of SDGs in view, Ministry of Panchayati Raj has initiated thematic approach of relevance for Panchayats and villages through aggregating 17 SDG goals into 9 broad themes for localization of SDGs at grass-root level and their attainment through concerted and collaborative efforts of all concerned stakeholders. Theme 1 Poverty free and enhanced livelihoods in Village, Theme 2 Healthy Village, Theme 3 Child Friendly Village, Theme 4 Water sufficient village , Theme 5 Clean and Green Village, Theme 6 Self-sufficient infrastructure in village , Theme 7 Socially secured villages, Theme 8 Village with Good Governance and Theme 9 Engendered Development in village. These themes address more than one SDG and concern more than one Ministry/ Department.



TRAINING OF TRAINERS

Sky Social was invited as guest speakers alongside State Planning Commission MP, UNICEF, TRIF and Samarthan for a 2 day Training of Trainers (TOT) session on Localising Sustainable Development Goals organised by Department of Panchayati Raj.

Trainers from SIRD and NIRD attended the insightful sessions. Our sessions were focused on SDG - 6 Clean Water and Sanitation by creating water sufficient villages and SDG - 5 Gender Equality by creating women friendly villages.

These trainers from across the State will further play a huge role in localisation of global SDGs at grassroots. Post this training session they'll further train PRI members and other stakeholders on their responsibilities and work with them on improving the 25 implementation of various policies and schemes. They'll also work further on creating awareness and monitoring of



SDGs by working on local goals and targets. We'll be supporting them further through capacity building, training and policy advocacy so that holistically these local goals can be achieved. Along with that we'll also work on monitoring and evaluation of the localisation process.

The sessions were quite interactive where we also discussed about the role of Gram Panchayat and overall the importance of localising SDGs for a sustainable future.



CONCLUSION

The training session with the trainers was interactive and insightful. They understood the concept of SDGs and how they can work with various stakeholders for the localization at the grassroots. They also understood their roles at trainers and how they can support the PRIs and other stakeholders for achieving the goals by 2030.

