

# CUP OF LIFE

The Cup of Life initiative aims to create a revolutionary change in society by creating awareness of a menstrual product that will change the menstruation experience for the better. Through this campaign, we aim to change how society perceives menstruation, virginity, and women's freedom in general along with breaking various myths regarding these topics. The campaign is an initiative of Sri. Hibi Eden MP and the CSR project by Muthoot finance in association with IMA Cochin and the District Administration, Ernakulam.

The project was established with the collaboration and support of other educational institutions under the Ernakulam district. The Bharata Mata school of social work, Thrikkakara was a associated partner of this campaign. The msw trainees were allocated to volunteer for the distribution and creating awareness among the community in the respective wards of Ernakulam district. The campaign was conducted on

The four to seven days of a woman's menstrual cycle are days of unending pain, nausea, low self-confidence, and limited mobility. This pain only worsens as our society has taught her to keep it a secret. This makes it hard for them to seek help or share it with most people around them. Menstruation is a topic of restricted conversations that happens only between women or a group of female friends.

Men could not be a part of her pain or support her through those days of torture even if they wanted to. The only thing that they could do it to run down to the pharmacy, buy her a pack of pads, and give it to them. In Addition to all these hassles, there is also a socially constructed label of being a virgin that looms above every woman's head as a mark of her honour.

Our society is evolving, the times are changing as we learn better. We are witnessing the rise of a generation that is more empathetic to the struggles of females and disapproving of social myths. They are symbols of the change in the way society perceives menstruation. Cup of Life embraces this change and aims to be one of the first responders to this movement.

We believe that menstruation is more than just a woman's problem. We understand the individual and community-wide issues that menstruation poses. This could be the pain, discomfort, and expenses each woman bears. It can also be environmental issues such as pollution Or the social stigma associated with menstruation. Regardless of what they are, we intend to rid society of these and move towards a better future.

'Bloody revolution ' the logo launch of the campaign was done by the Malayalam actor jayasurya. The hashtag # Break the taboo was spread after this by many celebrities for promoting this culture. The orientation for the students where given in their respective colleges before hand so that they could perform their tasks effectively. The class for the msw trainees of the Bharata Mata school of social work was given by Shelfy the staff of 'Sahrudaya'. Sahrudaya is the brand name of Welfare Services Ernakulam for social work and through this it reiterates its commitment to social ministry. Welfare services Ernakulam is a registered charitable and non-profit organization under the Archdiocese of Ernakulam-Angamaly based at Ernakulam district of Kerala. The trainees were divided into groups and allocated each wards . The wards allocated are cardinal nagar,

thoppil,ponnurunni,thripunithara,cherai,njarakkal,nayarambhalam,kaloor,kacheripadi,paravoor and puthanpalli.

The trainees got an opportunity to coordinate and volunteer in this huge programme. The trainees created an awareness among the community, organised the programme and distributed the cups. The cup of life was a new campaign which was to make the people aware about breaking the taboos and proceeding in the life in a better way . The change in the mind set of the people was created by this programme. The initiative took a path change in the conventional thinking of the people.