

Code for Good



Organization: The Collective Consciousness

Website: www.collectiveconsciousness.in

Mission

The Collective Consciousness was born in March, 2020 as the pandemic sent many Sustainable Development Goals (SDG) into a spiral. While numerous organizations scrambled to set up STEM learning access, The Collective Consciousness decided to address non-mainstream topics that are socio-culturally taboo. Devi, the flagship program, is using tech to drive educational learning for girls from underprivileged communities around normal bodily functions. Using ed-tech elements, Devi aims to break the informational asymmetry barrier around periods.

Context

Devi addresses menstrual health and hygiene issues for girls from low-income communities. Considering how taboo the topic is, numerous girls refuse to raise doubts or questions around the topic with teachers, friends or parents.

Devi has created secure ed-tech platform to drive learning around menstrual health and hygiene among underprivileged girl students from various schools. Using the VAK style of learning which involves, Video, Audio and Kinesthetic learning, various games have been designed to simplify the learning process. Additionally, articles/blogs have been created by experts in the field to get answers for some of the commonly asked questions.

Challenge

Given human interaction can create discomfort for menstrual conversations, develop an interactive technology-based solution. This will allow children to ask menstrual health and hygiene related questions and have them answered either privately or through community discussions and forums, at their ease. And, wherever needed, help them to seek expert medical guidance from health care providers.



Additional Considerations

- Create an access for children across geographies without physical presence. The intervention is currently driven in five cities -Bangalore, Chennai, Delhi, Mumbai and Ahmedabad.
- Leverage healthcare providers' data to assist users with their problems. Currently, this database only contains their names and phone number.
- Overcome the information asymmetry barriers.
- Generic questions based on menstrual health and hygiene, and navigation through the platform can be answered via the chat as well (without a facilitator's support). This database of questions and answers is available.

Technology Baseline

- The list of the doctors and counsellors are currently available on a Google Sheet, and the FAQs are available on a google doc.