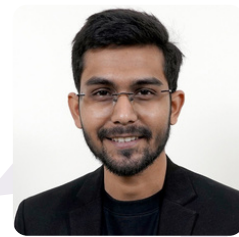


Addressing Period Poverty in India: Onpery's 'Ladeej Problem?'



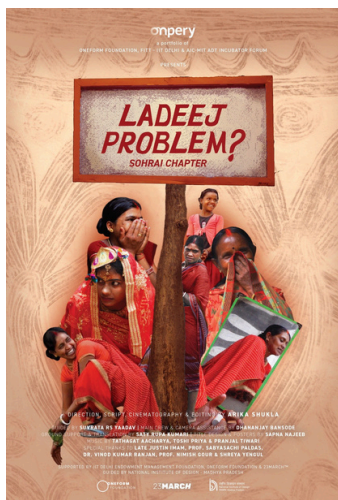
KID: 20240311

Background

Period poverty—the lack of access to menstrual products, education, and sanitation facilities—remains a significant challenge in many parts of India.

Pramod Priya Ranjan, at his co-founded venture Care Form Labs Pvt Ltd with trademark Onpery, produced 'Ladeej Problem? Sohrai Chapter' is a documentary film about reducing period poverty through a community adoption model, with interventions around products, awareness and accessibility. It features a period poverty program. The highlight of the film is showcasing the journey of a community adapting sustainable menstrual practices in India, for the first time primarily through reusable period underwear. The documentary film, offers a compelling narrative on reducing period poverty through community adoption models, emphasizing sustainable menstrual practices.

The project started in 2023, and the final draft is expected to conclude in 2025 and be released in late 2025.



Poster of 'Ladeej Problem? Sohrai Chapter' documentary film.

Overview

The 40-minute documentary, directed by Arika Shukla as part of her Bachelor of Design program at the National Institute of Design, Madhya Pradesh, and produced by Pramod Priya Ranjan, chronicles the journey of a community in Oriya village, near Hazaribagh, Jharkhand. This village, known for its indigenous Sohrai and Khovar art, becomes the backdrop for a transformative narrative where women adopt sustainable menstrual practices, primarily through the use of reusable period underwear. The film highlights interventions centred around products, awareness, and accessibility, showcasing a community's shift towards eco-friendly menstrual solutions.

Community Adoption Model

Onpery's approach emphasizes a community adoption model to tackle period poverty. This strategy involves raising awareness about menstrual health management through graphical literature and expert sessions. Furthermore, the desired menstrual products are made accessible regularly at affordable prices through local centres within the community. This model ensures that interventions are not only sustainable but also culturally sensitive and community-driven.



Visual Story Telling and Cultural Integration

A distinctive feature of the documentary is the integration of traditional Sohrai art to communicate the community's journey towards sustainable menstrual practices. Beneficiaries are depicted creating murals that incorporate reusable period underwear as a central theme. This artistic expression serves as both a testament to the community's acceptance of new practices and a medium to educate others, blending cultural heritage with modern health interventions.



“ Period poverty—the lack of access to menstrual products, education, and sanitation facilities—remains a significant challenge in many parts of India. ”

Impact and Reception

The documentary has garnered attention for its authentic portrayal of rural India's menstrual health challenges and the viable solutions implemented. Private screenings, such as the one held at the Union Club and Library in Ranchi, have facilitated discussions among art, cultural, and social communities. Notably, activist and national award-winning filmmaker Meghnath praised the film for its creative approach to highlighting menstruation-related issues in rural areas.



Conclusion

'Ladeej Problem? Sohrai Chapter' stands as a significant contribution to the discourse on menstrual health in India. By documenting the successful adoption of sustainable menstrual practices within a rural community, the film not only educates but also inspires action towards addressing period poverty. Onpery's initiatives, under Pramod Priya Ranjan, exemplify how design, education, and community engagement can converge to create impactful social change.



Design Team

Creative team

Producer: PRAMOD PRIYA RANJAN

Direction, Script, Cinematography & Editing: ARIKA SHUKLA

Guide: SUVRATA RS YAADAV

Main Crew & Camera Assistance: DHANANJAY BANSODE

Ground Support & Translation: SATY RUPA KUMARI

Music: TATHAGAT AACHARYA, TOSHI PRIYA & PRANJAL TIWARI

Title Design & Posters: SAPNA NAJEEB

Online Links:

Webpage: <https://www.onpery.com/pages/ladeej-problem>

Trailer: <https://www.youtube.com/watch?v=tUo2X9RII-Y>

Mr Pramod Priya Ranjan

PhD Scholar

Department of Design

