

BISHOP COTTON WOMEN'S CHRISTIAN COLLEGE

STUDENT WELFARE COMMITTEE

REPORT ON YOUTH WELLNESS CAMPAIGN BY WHISPER INDIA

Bishop Cotton Women's Christian College in collaboration with the Right Side Story conducted a youth wellness campaign on 20th November 2025 to empower college students on menstrual hygiene and right usage of safe products and proper hygiene practices to prevent infections. Around 1000 students participated in the campaign and received free hygiene kits, e-certificates and letter of recommendation to the student volunteers. This programme educated the students about menstrual health and prevention of reproductive tract infections among women of all ages. The programme focused on awareness on health impact caused by lack of menstrual hygiene. The aim was to improve health with better sanitation practices to raise self-esteem and empower girls by initiating dialog on the taboo topic on menstruation.





