

Grassroots Comics as a Tool for Social and Behavioural Change Communication: Exploring Visual Media for Storytelling Around Menstrual Health

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Abstract

Menstrual health and hygiene depict a deep-rooted social issue in India, alleviated by cultural taboos, misinformation, and inadequate access to sustainable solution related to menstruation. These agents negatively affect the welfare of women and adolescents while accelerating health and socio-cultural interest related to menstrual health management. In many regions, menstruation remains as a sensitive topic, restricting open communication and access to factual information. This barrier in communication nurtures stigma and commemorate gender-based inequalities. Community media platforms have emerged as a transformative tool towards addressing the challenges associated with menstrual health and hygiene using social and behavioural change communication (SBCC) to promote knowledge, overcome stigmas, and publicize the adoption of sustainable menstrual health practices. Visual storytelling, have demonstrated a powerful ability to enagage diverse audience while transmitting sensitive topics in more attainable manner. This research study titled "Grassroots Comics as a Tool for Social and Behavioural Change Communication: Exploring Visual Media for Storytelling Around Menstrual Health", explores how grassroots comic book accelerate sustainability and framing positive menstrual health behaviours and can be utilized as a SBCC tool for women and young adolescents. This research study examines the widely renowned comic book on menstrual health and hygiene, *Menstrupedia*, to examine the role of storytelling in grassroots comic books for storytelling and enhancing behaviour change. This research study utilizes content analysis to investigate how visual storytelling can serve as a substantial communicative tool for circulating behavioural and ecological awareness related to menstrual health and hygiene practices.

INTRODUCTION

Frequently disregarded, menstrual health and hygiene are essential to women's and girls' overall well-being. It is crucial to manage menstrual hygiene effectively (Crofts & Fisher, 2012). To maintain dignity and preserve gender equality, it is important to advance managing menstrual health and hygiene, which involves access to hygienic menstrual materials and the availability of

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secure and private facilities (Rossouw & Ross, 2021). Appanage of clean, private, and secure space for managing menstruation should be provided during these times (Rossouw & Ross, 2021). Socio-economic challenges, especially in lower and middle-income nations, create a major obstacle to managing sanitary-related practices related to menstruation (Phillips–Howard et al., 2016). Since menstrual health contributes to various aspects of development and affects women. It is crucial to empower women to manage their menstrual health with dignity, in order to reach Sustainable Development Goals (Mann & Byrne, 2023). Poor menstrual health and hygiene management can prevent women and girls from gaining their essential rights to work, manage their health, and even education, which can cause adverse effects on their health (Wardana, 2020). An inclusive strategy that addresses global menstrual health challenges is essentially required. Poor menstrual health hygiene practices can affect young menstruators to lose opportunities and miss schooling, hence it is crucial to acknowledge issues related to menstruation that impact young females (Holmes et al., 2021). Major reasons that involve unhealthy menstrual practices include poor educational framework in schools, economic limitations, and cultural acceptance of menstrual hygiene materials, with restricted private spaces (Malik et al., 2023). In several developing nations, culturally relevant, age-appropriate, and factually accurate menstrual health education throughout the school system is necessary to increase young girls' knowledge, attitudes, and behaviours. One approach is to employ a novel interpersonal communication method to dismantle the stigma surrounding menstruation, enhancing knowledge and changing attitudes about menstrual hygiene. Visual media, primarily comics, have emerged as an effective tool for communicating social and behavioural change, efficiently presenting complex information in an accessible and engaging manner. Visual media encompasses any graphic or image that utilizes a visual medium to convey information or concepts to its audience. Photography, drawings, graphs, diagrams, animations, films, and infographics are all forms of visual representation. Visuals are widely used across various domains, including

education, advertising, entertainment, journalism, and scientific research (Kalu, 2023). Comics possess the capacity to transcend reading challenges, rendering them particularly impactful for diverse populations with limited literacy skills. They may be employed within community-based educational programs, particularly benefiting girls who lack access to formal education. Comic storytelling provides a distinctive approach for exploring women and girls' experiences, perspectives, and behaviours related to menstrual hygiene management, thereby enhancing our understanding of their needs and the issues surrounding them. These visual narratives can effectively depict real-life scenarios, demonstrate best practices, and debunk prevalent misconceptions regarding menstruation. (Shaju, Sinha, & Joseph, 2023). Comics incorporate humorous characters and storylines to foster a sense of safety for dialogue and reflection, encouraging discussions about menstruation within familial and community settings. While utilizing visual storytelling, they effectively communicate the major aspects of menstrual hygiene including, the proper use of sanitary products, safe disposal practices and maintaining personal hygiene during menstruation. The use of comics in educational programs requires careful attention towards cultural values that align with local surroundings, and address major concerns, specially for the targeted audiences. Gaining approval and maintaining cultural sensitivity should be the major focus, it can happen with the help of collaboration with the community members, with their involvement the visual narrative become more relevant. By utilizing the audience's lived experiences this traditional approach allows comic to connect with the targeted audience and address concerns related to menstrual health. Using regional language and familiar visuals can increase the reach and make it more accessible, which enhances their role in promoting changes in legislation policy related to challenges faced by women and girls and strengthening the importance of investment in menstrual health programs. As an effective medium for striving social and behavioural change communication, comics play a major role in addressing challenges related to menstrual health. With the expansion of mobile devices and



tablets, digital comics are becoming widely available enabling broader access across remote and less developed regions (Suarniti et al., 2024). With the help of visual elements comics can serve as a social tool for dismantling silence, challenging stigma, and fostering positive attitudes and behaviour towards menstruation, motivating women and girls to manage their menstrual health with dignity and confidence (Mathew & Balasundari, 2022).

Importance of social and behavioural change communication (SBCC)

For tackling complex health challenges that involve menstrual hygiene management, Social and Behavioural Change Communication (SBCC) plays a significant role. It uses various communication techniques that help in improving norms, attitudes, knowledge, and behaviour of the community within the self and social levels. SBCC is an essential, interactive research-oriented method that employs different communication methods which focus on encouraging behavioural changes, and transforming social aspect to enhance quality of life. SBCC is based on ecological theory, which addresses individual behaviour, also focusing on environmental and societal changes. It addresses various dynamics related to action based on social group, cultural and societal structure, and then comes the environmental support. SBCC highlights the necessity of communication as a major element in enhancing a healthy lifestyle, by drawing insights from public health (Kaur, 2022). SBCC employs mass media strategies, which includes face to face communication, disseminating educational resource within the community and grassroots community engagement. (Vyas, 2016). The core functioning of the SBCC interventions is guided by various behaviour change theories that involve Theory of Planned Behaviour, Health Belief Model, and Social Cognitive Theory (Johns Hopkins Center for Communication Programs, 2016). To increase the effectiveness, create relevance, and share an impactful message SBCC interventions are designed to adapt the communication structure that can be socially and culturally acceptable to a diverse audience to achieve targeted results. Menstrual

health initiatives that are centered on SBCC can address various challenges related to menstrual hygiene practices that include addressing stigma, taboos, availability of water and sanitary facilities, utilization of hygiene facilities in educational institutions and communities, and many more. The success of these initiatives depends on the involvement of both technology and educational programs. The technical strategies ensure to provide the infrastructural supplies associated with sanitation. While, educational strategies can shift behaviour and perspective of individuals by highlighting the importance of educating people regarding menstrual hygiene practices and disperse knowledge surrounding the female body (VanLeeuwen & Torondel, 2018). The effectiveness of SBCC intervention depends on the usage of information and appropriate communication, which is culturally acceptable within the community. Participatory strategies play a key role in enhancing the relevance and sustainability of the design that links community members. In the domain of menstrual health, SBCC plays a key role in tackling challenges associated with menstruation in terms of stigma, access to menstrual products, and lack of knowledge related to menstrual hygiene practices. It is important to implement effective interventions that focus on providing adolescent girls with factual information related to menstruation and motivate them to follow a positive attitude while making informed decisions related to their menstrual health, and promote healthy behaviour and well-being (National Institute of Public Cooperation and Child Development, 2014). Techniques that includes the inclusion of parents, educators and spiritual leaders in the conversation related to menstruation can be utilized in SBCC for better reach and understanding. Including men and boys in the conversation related to menstruation can help remove gender stereotypes and construct responsibility towards menstrual hygiene. By channeling social and cultural norms related to stigma and discrimination, SBCC interventions can achieve a supportive environment for women and girls to handle their menstruation with dignity and confidence. Focusing on sexual health, water and sanitation facilitates, and strategic cooperation of SBCC intervention, can build health

campaigns focusing on a positive development and increase the effectiveness and outreach. SBCC focuses on normalizing health behaviours that encourage people to follow healthier health practices. Grassroots comics offer a participatory and creative SBCC tool that can contribute to removing myths and build understanding towards menstruation, which can serve as a blueprint for producing substantial change. Keeping these pointers in mind this research study was conducted. While understanding how comics utilize visual storytelling to convey key messages related to menstrual health, this research study explains how SBCC strategies enhance their effectiveness in changing attitudes, combating stigma, and promoting healthier and positive behavioural change. Possessing the power to connect knowledge-related gaps, stimulate open discussions, and support communities to accept menstrual health with dignity and confidence by including reachable visuals and local stories.

Emergence of grassroots comics as a communication tool

Being one of the most powerful communication media, Cartoons are more constructive than ten thousand words. As an innovative form of communication, Grassroots Comics distinguishes itself from traditional comics. While professional artists create mainstream comics, grassroots comics are produced by the general populace (World Comics India, 2021). Grassroots comics are a development communication tool that amplifies community voices by depicting regional issues and concerns. Community members create comics to articulate their ideas, opinions, and experiences regarding various developments and social challenges within their locality or neighborhood. They are cost-effective in producing, replicating, and distributing in substantial quantities. The materials required for their creation are minimal, comprising a pen, paper, and access to a photocopying machine. The completed cartoons are displayed in public venues, including villages, offices, bus stations, schools, and on trees, to stimulate community discussions (Paul, 2018). Grassroots comics have emerged as a powerful medium of visual communication, transcending literacy and cultural barriers to convey intricate

narratives, relay critical information, and foster social change within marginalized communities. These comics are created by individuals who possess lived experiences related to the subjects addressed, as opposed to professional artists and authors. Consequently, these comics emphasize accessibility, affordability, and cultural relevance, employing simple graphic styles, local languages, and themes that resonate with the target audiences. Due to their fundamental nature and reach, grassroots comics are particularly effective when visual communication is the preferred mode of communication or where literacy levels are low. The Grassroots Comics movement in India emerged in the late 1990s, when a collective of activists, development journalists, and cartoonists endeavored to utilize comics to improve society. Subsequently, the movement has expanded to include additional countries, such as the United Kingdom, Tanzania, Brazil, Finland, Pakistan, Nepal, Sri Lanka, and Mongolia. This volunteer-based movement has become one of the most popular communication tools for numerous organizations and people's movements (Paul, 2018). Used frequently to promote social messages in the campaigns, the Grassroots comic helps in amplifying a deeper level of community engagement. These comics are utilized in regional and national campaigns, yielding positive results that have raised awareness and mobilized communities. Initiatives such as Rajasthan's Rights for Our Daughters Campaign, the "Goenkar Changemaker's Campaign" in Goa, and the "Chadi Ke Laagal Hathkadi Campaign" against corporal punishment in Uttar Pradesh (Sharma, 2009) exemplify the ongoing relevance of grassroots comics. While focusing on the point that grassroots comics are not only visual storytelling tools, these comics can play a significant upper hand as participatory communication channels that enhance the deprived voices, while removing cultural taboos, and promoting dialogue-driven social change. Focusing on the broader affordability of digital technologies, increased acceptance of comics as an art form, and expansion of participatory media practices, all these factors contribute to the advancement of grassroots comics as a communication tool. Today, with the help of digital tools and platforms,

it is relatively easy to read comics, and challenges related to creating and distributing comics are easier, which helps individuals and communities to produce and share their work with a broader audience. Comics' evocative and engaging qualities underscore their natural capacity to captivate readers. Grassroots comics serve as an effective instrument of communication for local issues. This form of communication transcends the boundaries of religion and language, while also overcoming the limitations of illiteracy. It has also been established that imagery is more compelling than words. The upward trajectory of marginalized individuals can be significantly influenced by grassroots comics (Das & Singh, 2022). As a participatory medium, grassroots comics provide a platform for the local population, offering an opportunity for voices to share their stories and engage in social change. Participatory media practices challenge established top-down communication models by underscoring the importance of citizen involvement in forming and disseminating information. One such example is Menstrupedia, a grassroots comic that effectively affects innumerable adolescent girls by addressing menstrual norms and practices with the help of riveting storytelling and visuals. This study, therefore, emphasizes examining the method in which Menstrupedia deploys narratives and visual strategies to address stigma and increase awareness of menstruation.

Menstrupedia Comic: A Comprehensive Tool for Menstrual Health Education

Access to personal secure areas for the use of hygienic absorbent materials is guaranteed by menstrual health management. Since socioeconomic status impacts how menstrual health is practiced, the critical role highlights the importance of creating education and menstrual health resources easily accessible (Rossouw & Ross, 2021). Managing menstruation during a humanitarian crisis can be difficult for girls and women who are living in low urban or rural areas because they lack the basic necessity of access to menstrual hygiene products. Resources such as clean water and secure, private areas are unavailable (Plesons et al., 2021). Promoting

an extensive plan that points out education, better menstrual facilities, and access to hygienic and cheap sanitary products is important for addressing menstrual-related problems (Rossouw & Ross, 2021). In order to accomplish this, several kind of approaches must be combined, like community outreach models, educational and participatory programs that include women and girls in the educational process. These interventions work to shift menstrual-related social and behavioural practices. Within this framework, social and behavioural change communication (SBCC) plays a key role in delivering specific messages, with the help of media to support sustainable menstrual health practices. SBCC operates on the presumption that communication, if carefully designed and tailored to a specific purpose, can generate significant and effective transformation in knowledge, attitude, and behaviours (Johns Hopkins Center for Communication Programs, 2024). SBCC utilizes media channels, including print, radio, theater, and visual storytelling, to enhance narratives, challenge misconceptions, and support individuals in making informed, knowledge-based health decisions. Emerging as an effective SBCC tool, Grassroots comics have tackled stigma around menstruation within the community with the support of interactive visuals and creative storytelling. A prominent example is Menstrupedia, which explains the concept of menstruation utilizing real-life characters and accessible stories. The foundation of menstrupedia was laid by Aditi Gupta and Tuhin Paul. This comic demonstrates that comics might tremendously foster menstrual awareness through "Menstrupedia Comic: A Friendly Guide To Periods For Girls", the premier Indian comic concerning menstruation. The book is available in different languages and has been used in the academic programs of various schools. This book aims to explain menstruation to girls, break down the corresponding taboos, and inspire period positivity. It strives to bring menstruation into the open and stimulate positive discussion. This is extremely important in a context where menstruation and corresponding practices are marred by taboos and socio-cultural limitations, which further leads to adolescent girls being unaware of the scientific

facts and hygiene health practices associated with the bodily event that is important to their lives (Mathew & Balasundari, 2022). Menstrupedia has received appreciation for its factual representation of menstruation. The cartoon has been employed by more than 25,00 schools, benefiting over 13 million girls and women throughout India and globally. In March 2019, the comic was officially released in 17 languages, including English and Hindi. Assamese, Bengali, Gujarati, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil, Telugu, Tibetan, Urdu, as well as Nepali, Hungarian, and Spanish, have been successfully utilized by more than 25,500 schools in India (Menstrupedia, 2017). The Menstrupedia comic serves as an effective instrument in challenging the deeply entrenched patriarchal norms, perceptions surrounding menstruation, and eradicating the silence that often shrouds this natural biological process. Menstrupedia, as grassroots comic played a major role in imparting knowledge and sharing awareness related to menstruation. Knowing the importance of storytelling in grassroots comic is important for developing narratives and supporting behaviour change. Therefore, the goal of this research study is to use Menstrupedia's visual medium and storytelling to manage menstrual taboos.

LITERATURE REVIEW

Visual Media, especially comics, have become a powerful medium for transmitting social and behaviour change while conveying health-related information in a positive direction and removing cultural and language barriers (Mathew & Balasundari, 2022). Entrenched from participatory and communication-based methods, Grassroots comics offer a forum for conveying sensitive issues, like menstrual health and supporting a space for open discussion and conveying stigma (Surbhi & Anand, 2019). Applying visual storytelling and displaying relatable stories and characters, helps people understand their responsibility towards health and well-being (King, 2016). Grassroots comic plays a major role in stimulating cultural norms, stigma, and misinformation (Surbhi & Anand, 2019). As a creative tool, graphic narratives and visual storytelling explore gender dynamics, analyze the

expansion of authority and power with a detailed understanding of complex social issues (Lodhia, 2020). Graphic Stories are gaining popularity as a medium for public history. They have a unique and different way of presenting social issues in an entertaining and comprehensive way (Kristofferson, 2020). To resonate with culturally specific audiences and purposefully design visual language, comics can be utilized as a visual tool for facilitating impactful and more accessible messages (Cohn, 2018). Using artistic strategies in comics, can be helpful in portraying social problems related to sexual assault, domestic violence and reproductive rights thereby extending the groundwork established by feminist movements (Mandolini, 2022). Comics have the power to captivate readers and enhance their knowledge retention, with their easy accessibility and capacity grassroots comics are a successful medium for utilizing in educational programs (Suh, 2023). With expressive visual and storytelling, comics serve as a powerful medium for sharing information, making them appealing to children and the youngest (Dutta & Biswas, 2019). By giving pleasing visual effects, comics serves as a tool for strengthening reading skills of the students which help them build their attention (Nugraheni & Purwanti, 2016). Comics offer a valuable and interactive medium for promoting character and moral qualities in children (Christina & Ismaniati, 2019). Social and Behavioural Change Communication is an important strategy for informing the public about a broader range of public and social-oriented issues, primarily relying on an effective communication channel that focuses on reaching the target and bringing about positive change. The utilization of photocomics has been demonstrated to be quite effective and has contributed to enhancing knowledge and promoting role model aspirations in response to the increasing incidence of HIV (Toroyan & Reddy, 2005). With the help of simplified visual graphics and creative storytelling comics, portray social and cultural issues in a delightful manner, which is easier to interpret by the audience. This constrictively brings clarity and attention to social issues, while circulating open discussion and remove stigma.



Research Objectives

- To examine how grassroots comics, use visual storytelling to communicate key messages about menstrual health.
- To analyse how *Menstrupedia* uses storytelling and visuals to address menstrual taboos.
- To evaluate the potential of grassroots comics in encouraging positive menstrual health attitudes through their content.

Research Questions

1. How do grassroots comics utilize visual storytelling to communicate key messages about menstrual health?
2. In what ways does *Menstrupedia* employ storytelling and visual elements to challenge and address menstrual taboos?
3. What is the potential of grassroots comics to influence and encourage positive attitudes toward menstrual health through their content?

Conceptual Framework

A conceptual framework establishes a researcher’s knowledge of the elements or variables essential for the study and their interrelations (Figure 1). It focuses on defining the ideas and concepts under study using relevant literature (Luft et al., 2022). In a conceptual framework, the input variable depicts the primary resource or input used in a process. In contrast, the mediating variable explains how

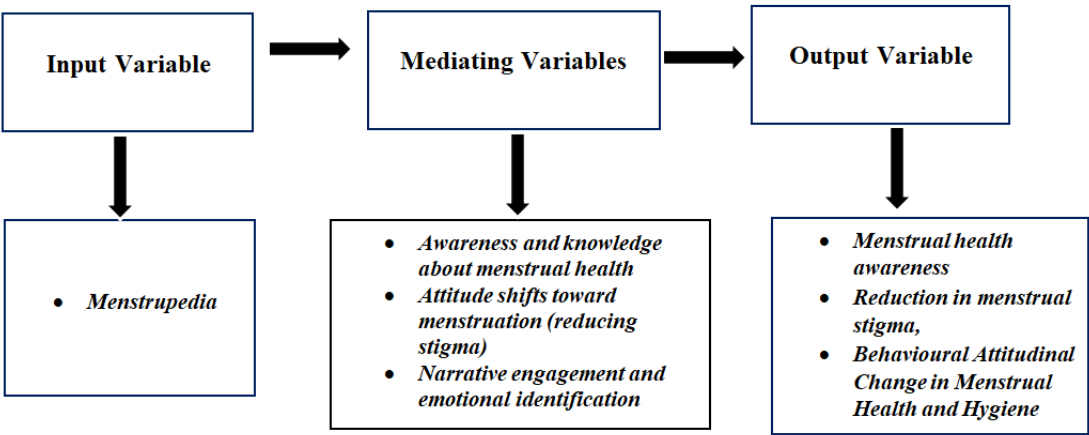
the input variable has influenced the outcome. The output variable explains the outcome created by the process, which is frequently impacted by both the input and mediating variables. For our research study, the researchers have defined the input, mediating, and output variables in different categories.

Theoretical Framework

Theories are developed to clarify, anticipate, and comprehend incidents, often aiming to contest and extend current knowledge within the boundaries of important, limited assumptions or behavioural predictions (Figure 2). The theoretical framework is the bedrock that underlies a research study. The theoretical framework encompasses a theory and a narrative demonstration of how the researcher uses the theory and its foundational assumptions to examine the research challenge. The framework includes the concepts, ideas, and theories gathered from previous research studies and establishes a theoretical basis for the study and interpretation of concepts identified in the research (Table 1) (University of Southern California Libraries, 2025)

Framing Theory

Framing pertains to the agenda-setting tradition while simultaneously expanding inquiry by emphasizing the underlying premises of issues rather than focusing solely on individual topics. Framing theory postulates that the media directs



(Source: Researcher’s analysis)

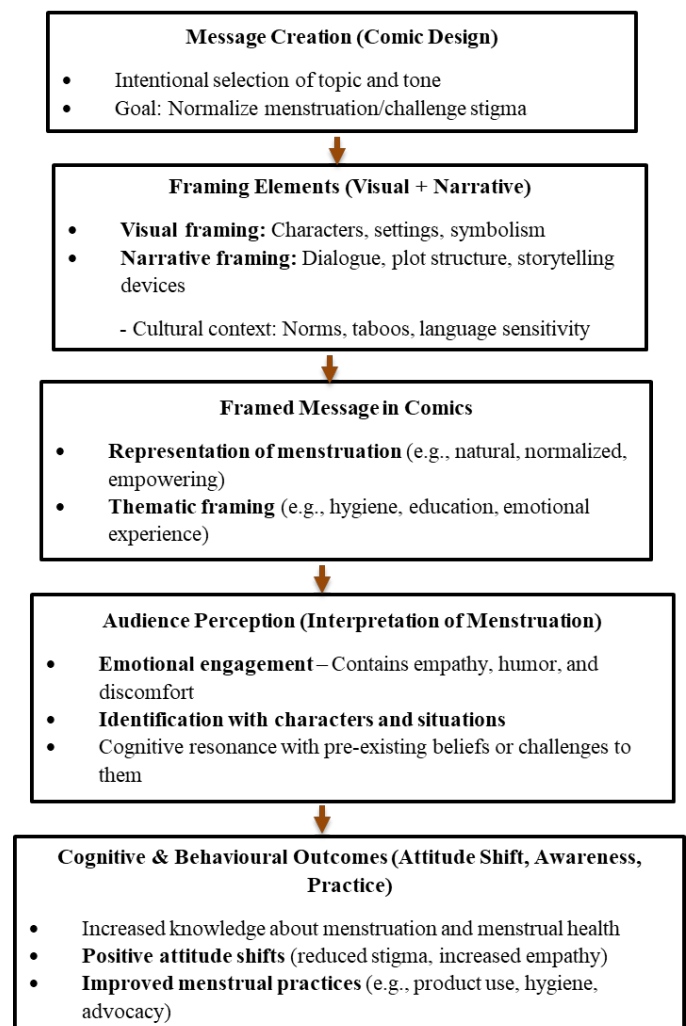
Figure 1: Conceptual Framework

attention to specific occurrences and contextualizes them within a framework of meaning. The significance of framing is underscored by its considerable importance, leading to its application in business (Mass Communication Theory, 2025). The foundational premise of framing theory posits that an issue can be understood from multiple perspectives and interpreted as relevant to distinct values or considerations. Framing can influence individuals' understanding of an issue or shift their viewpoints (Chong & Druckman, 2007). Framing theory was developed by sociologist Erving Goffman, who introduced this term in his 1974 publication, *Frame Analysis*, which concentrated on the notion of the frame as the culturally defined interpretations of reality that enable individuals to perceive objects and events (Shaw, 2013). Goffman proposes that within the basic framework, there exist two categories: one is natural, and the other is social. These two categories help individuals comprehend facts to foster an understanding of their experiences within a broader societal context. The distinction between the two categories is operational. Grassroots comics reintroduce menstruation and menstrual health, transforming this subject from a taboo and stigmatized topic into a natural and empowering discourse. These comics challenge prevailing myths and encourage constructive behavioural change using contextually relevant graphics, narrative techniques, and relatable characters. Platforms such as Menstrupedia employ a distinctive narrative and visual framework to normalize menstruation and encourage open discourse. The theoretical framework aligns with the study's objectives by facilitating an analysis of how the portrayal of menstrual health in grassroots comics influences viewer understanding and contributes to the development of knowledge, adoption, and improved practices in menstrual hygiene.

METHODOLOGY

Qualitative research constitutes a methodology that incorporates non-numerical data, such as voice, video, text, and documents (Table 2). This methodology aids in deciphering concepts, opinions, and experiences, thereby promoting the identification of behaviours, motivations, and

attitudes relevant to the research study. Rather than inquiring about “how many” or “how much,” this approach aims to elucidate the “what,” “how,” or “why” of the pertinent issues. Qualitative Research employs various methods, including ethnography, grounded theory, narrative, and action research; however, in this specific study, the researchers concentrated on content analysis. Content Analysis is a systematic research methodology that transcends subjective interpretation by providing an official means for measuring and analyzing the existence, meaning, and relationship of specific themes or concepts within textual or visual data. The qualitative information can be transformed into measurable



Source: Researcher's analysis

Figure 2: Theoretical Framework



data, which ensures objectivity (Siddiqui, 2021). The framework of Qualitative Content Analysis was founded in the United states by Paul F. Lazarsfeld and Harold D. Lasswell during the 1920s and 1930s. While gaining prominence in the first book released by Berelson's (1952), this methodology was further implemented in the fields of arts, language, psychology, and sociology and led to major developments in the fields of communication model, digital software and non-verbal means (Mayring, 2000). This method can be used in different fields of media including visual, electronic, oral and written material. Majorly used to handle larger dataset, content analysis offers a critical framework that makes identifying themes and patterns in an easier way (Sirilakshmi et al., 2024). For conducting content analysis, it is primarily required to develop specific research questions and define the scope of analysis, which includes identifying specific information. During the step of data collection, it is necessary to create a coding scheme, which includes the making of categories and consist rules for assigning codes to specific unit of analysis, which include words, themes, sentences or even phases. The accuracy of the coding process is an essential step; the accuracy can be achieved by continuously checking that different codes are consistent. This step helps in avoiding personal bias and ensures consistency. The coded data is then examined with the help of

statistical software, and the qualitative data analysis tool helps in identifying patterns, frequencies, and connections within various categories. The results are interpreted based on the evidence that is collected with the help of data (Khirfan et al.,2020). Qualitative content analysis focuses on uncovering deep level of understanding about the text the themes and context of the data. Hence, this research study implements content analysis to understand the impact of visual narratives as a communication tool, and to enhance behavioural and ecological awareness towards menstrual hygiene practices.

RESULT

Focusing on offering a detailed strategy, Menstrupedia Comic is an effective means of communicating issues surrounding menstrual health, while sharing concepts essential to Social and Behaviour Change Communication (SBCC). Menstrupedia comic explores the stigma and taboos surrounding menstruation by displaying misinformation and cultural silence, and utilizing an emotional tone to promote transparency. While focusing on providing clear and concise menstrual education, it offers practical guidance and biological facts on hygiene management enhanced by attractive graphics and simple language. Building on the primary subject, this comic explores the

Table 1: Framework of Research Methodology

S. No.	Domains of the Methodology	Steps Involved
1.	Research Type	Qualitative, Exploratory
2.	Method	Content Analysis
3.	Sampling Strategy	Purposive Sampling
4.	Research Purpose	Explore Decode 3. Understand
5.	Research Approach	Inductive Approach
6.	Respondents/Unit of Analysis:	The unit of analysis refers to the principal element or entity you are examining in your research to conclude. Themes Such As- Menstrual hygiene practices, Myths and taboos, Awareness and health literacy, Role of family, school, and community, Empowerment and emotional tone
7.	Sample Size	One Primary Text "Menstrupedia": Containing a Total of four sections and 14 Chapters

Source: Researcher's analysis

Table 2: Table for Research Methodology

Category	Description	Examples/Indicators from the Comic	Narrative & Visual Framing	SBCC Objective Addressed
Stigma & Taboos	Demonstrates common beliefs, stigma, secrecy, and societal taboos surrounding menstruation	Representation of characters covering their menstrual status; references to cultural stigma and silence	Poor depiction of stigma; sympathetic tone promoting openness	To decrease menstrual stigma and promote normalized menstruation in society
Menstrual Education	Delivers precise and straightforward information related to menstrual biology, sanitation management, and product use	Detailed description of menstrual cycle phases and step-by-step guidance on how to use sanitary products	Employing direct language, the use of diagrams, and comics	To improve understanding and promote healthy menstrual practices.
Empowerment & Agency	Illustrating girls/women confidently managing their menstruation and addressing social taboos	Characters openly discussing menstruation; stories showing girls asserting self-care	Character, honestly speaking, about menstruation, stories telling about girls asserting self-care	To promote assurance and allow girls to take ownership of their health
Social Support	Provides supportive connections within family, peers, and community, encompassing menstruation	Mother and Sister advising young girls, friends, sharing, and supporting each other	Warm and uplifting visuals and narrative tone.	To encourage conversations and social support on menstruation
Cultural Practices	Promoting traditional menstruation traditions and their associated limitations	Representation of religious and cultural menstruation constraints: stories questioning customs	Balanced presentation may be neutral or hostile to damaging standards.	To spread awareness and address harmful cultural practices.
Visual Style & Symbols	Utilize regionally relevant colours, characters, and symbols to captivate and share messages effectively.	Using bright colours, compassionate individuals, and iconic items like a pad and water.	Convincing, accessible, and culturally appropriate visual language.	To increase engagement and improve message retention
Storytelling Techniques	Using humor, discussion, solving disputes, and relatable character arcs to deliver messages	Using light humor during the time of conversation, resolving conflict between characters with the help of learning	Friendly and engaging style that attracts the reader's attention.	To make complex information easy and memorable.
Gender & Identity	Illustrating (or lack) of different gender identities and responsibility related to menstruation	Mostly cisgender female leads; not much detail about transgender experiences	Classical framing includes advancing inclusiveness. Characters	To represent gender awareness and inclusion

Source: Researcher's analysis

narrative surrounding girls and offers guidance on managing menstruation effectively while dismissing restrictive social norms. The comic book emphasizes the significance of social support, family bonds, and the role of friends in spreading awareness and communication related to Menstruation. The cartoon adores traditional cultural norms

related to menstruation, yet examines their negative constraints. It also encourages thinking, transformation, relatable characters, and important symbols to engage readers and draw their focus on its content. Like comedy and solving disputes, storytelling techniques ensure the sections are vibrant and approachable. The representation



primarily highlights the perspective of cisgender females. The portrayal primarily focuses on cisgender females. It includes the promotion of gender diversity and depicts a commitment to broadening the narrative scope. This comic effectively combines knowledge, empowerment, and social support within an engaging visual and narrative structure that aligns with the SBCC objective, of minimizing menstruation, promoting healthy behaviours, and encouraging gender sensitivity.

DISCUSSION

This study studies the efficacy of grassroots comics, specifically Menstrupedia, an instrument for Social and Behavioural Change Communication (SBCC) concerning menstrual health and hygiene in India. This study incorporates content analysis of the comic's visual and narrative elements to depict the important role of participatory visual creations in modifying perceptions, addressing taboos, and encouraging positive behavioural changes. Moreover, this study also investigates how grassroots comics can work as a medium or channel for disseminating information on menstrual health awareness. The results show that comics like Menstrupedia can explain complex topics and prompt us to rethink a complicated and often misunderstood topic like menstruation. Using related characters in like Priya Didi, Pinki, Mira and Jia, the Menstrupedia comic efficiently shares positive health messages that can help convey health-related positive messages, building concepts related to menstruation helping young readers from different social and cultural backgrounds. The second goal of this research study is to modify how people think about menstruation by demonstrating visual techniques and storytelling. Building emotional connection and encouraging readers to shift their perspective on menstrual health are the prime goals of Menstrupedia's content, which integrates a compelling story with relevant social context. The third goal of the study was to determine how, with the support of character-oriented messaging, grassroots comic influence menstrual health knowledge and practices. The findings suggest that the goal of grassroots comic is to generate awareness

of menstrual health and help young adolescent girls in managing their periods with dignity. In marginalized and low-income communities, where traditional health communication tactics related to menstruation usually fail, grassroots comic rises as a potential educational tool. The study focuses on how important it is to framing theory within the SBCC framework. Menstrupedia has the power to drastically change social narratives and perspectives related to menstruation by demonstrating it as healthy, manageable and acceptable. This indicates that by increasing knowledge, building new social norms, and changing behaviours regarding menstruation, framing supports the goal of SBCC.

CONCLUSION

This research study examines the use of grassroots comics, especially Menstrupedia, from the perspective of menstrual health in India in order to fully understand the basic concept of social and behaviour change communication. Thus study which is rooted in framing theory, focuses the importance of visual emphasis, the core of communication structuring, and the choice of storytelling, all of which have a major impact on public opinion and modifying behavioural outcomes. While delivering a creative and captivating medium, Grassroots comic transform an overlooked subject into a message, focusing its positive and uplifting qualities. The end result shows how grassroots comics majorly eliminate menstrual taboos and enhance an atmosphere of open debate because of the approachable language, real-life characters and visual narratives. Young girls and women are able to understand and manage menstruation with confidence and trust, with the help of comics like Menstrupedia, which incorporate health messages in easily readable formats. When menstruation is given as a normal and biological happening, it may illuminate long-held misunderstanding and encourage a positive social perspective, especially among youth, educators, and community members. Examples of grassroots comics that can transmit individual the campaigns "Rights for Our Daughters" in Rajasthan and "Chadi ke Laagal Hathkadi" in Uttar Pradesh. These comics, a crucial

component of SBCC, improve health education while promoting social change and gender equality in various neighborhood. This study highlights the importance of community-based and scientific visual information, which may affect cultural community views of menstruation. Grassroots Comic are effective medium of communication that promotes empathy, collaboration and consideration, which are essential component for a lasting behavioural transformation. This research study suggests that implementing grassroots comics when combined with the SBCC approach can be an impactful, adaptable and economic means to communicate about menstrual health. With the help of questionnaires and participatory action further research can be conducted to explore long-term behavioural impact of comics, this can help in understanding how youth-based comic initiatives can improve relevance and community engagement.

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APPENDIX

Some Images from Menstrupedia Comic:-

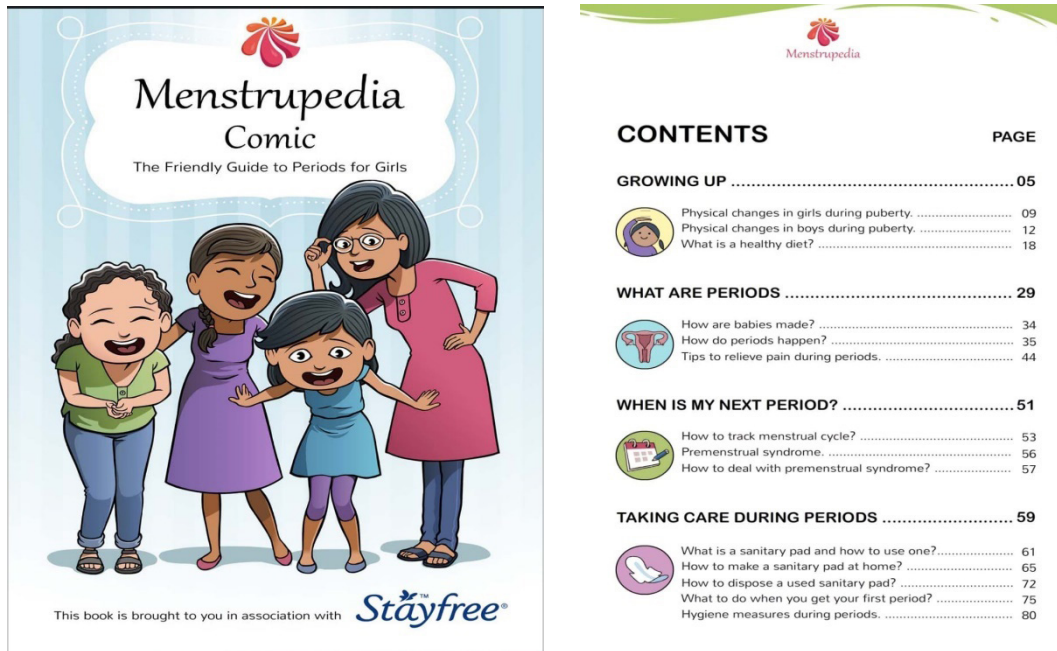


Image 1.1: Front Cover and Content Section of Menstrupedia Comic



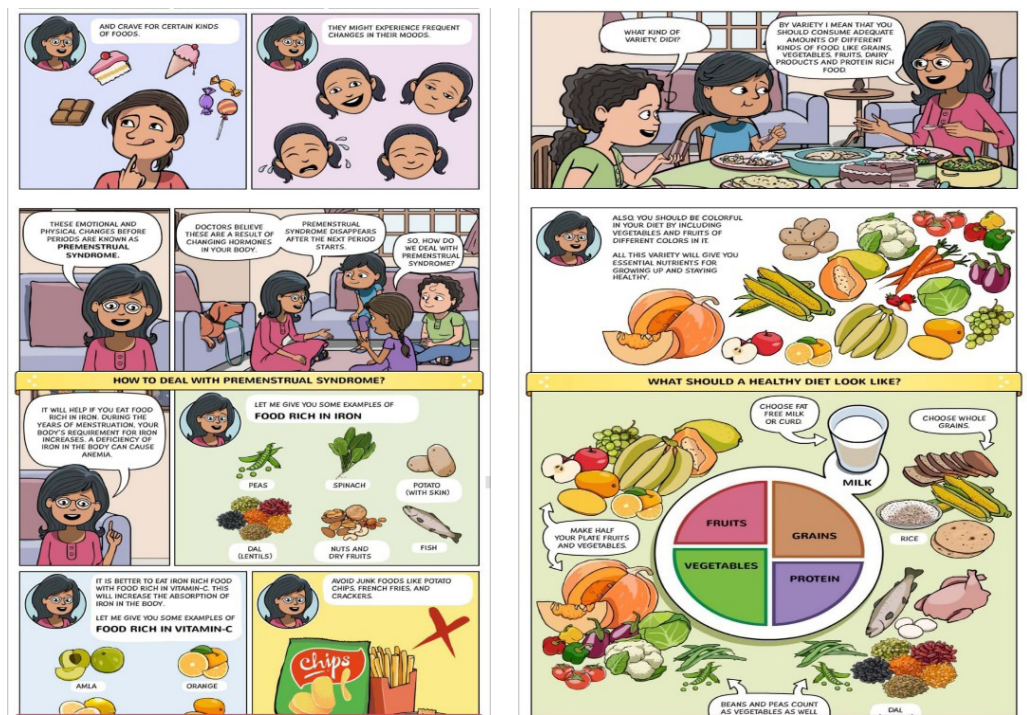
Images 1.2: Priya Didi explains mood swings and what to eat and what not to eat during periods.



Image 1.3 : Priya Didi explaining to Pinki, Jiya, and Mira about period cycle and its occurrence



Images 1.4: Priya Didi explaining what the Pad looks like and how to dispose of it.



Images 1.5: Priya Didi explains about the mood swings and what to eat and what not to eat during perids.