

Sterloc X Samvaad NGO Champion Women's Hygiene Awareness in Ramdarbar, Chandigarh



Panchkula, Haryana Jul 7, 2025 ([Issuewire.com](https://www.issuewire.com)) - Taking the goal of community care and empowerment at heart, Team Sterloc, in collaboration with Samvaad NGO, conducted a public hygiene awareness drive in Ramdarbar, the underserved neighborhood of Sector 38, Chandigarh.

The drive was a part of the India Sterlocked campaign, an initiative by Sterloc to address health challenges faced by India, especially areas with improper sanitization and disinfection.

The influential initiative aimed to uplift and educate women about hygiene. While the campaign covered overall sanitization, the core was to enlighten ladies on the importance of personal hygiene. In areas like Ramdarbar, it is often an overlooked aspect, yet important for women's health and empowerment.

The session witnessed passionate volunteers and health care professionals giving a hand, determined to make a difference. Through this drive, the Sterloc and Samvaad team engaged with the local women in open, honest conversations about hygiene challenges. In addition, they also distributed Sterloc — HOCL-based, hospital-grade, and alcohol-free disinfectant before providing hands-on demonstrations on how it can be effectively used in daily life.

"Hygiene is not a luxury. It is a basic right. And awareness is the first step toward dignity and self-reliance," said a Sterloc representative. Adding on, a Samvaad spokesperson continues, "Our goal is simple — to reach every deprived community and equip them with the knowledge and tools to live a life humankind deserves."

With dozens of women gathering with curiosity and eagerness to learn, the event was filled with

overwhelming enthusiasm and gratitude. The team together busted common misconceptions, shared practical advice, and made women heard and supported.

Sterloc's initiative in Ramdarbar marks the beginning of a larger mission, to reach communities across Tricity and India with solutions that make a tangible difference. Together with Samvaad NGO, the team is committed to continuing such grassroots efforts, spreading awareness, and ensuring that no woman is left behind when it comes to health and hygiene.

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