

Compendium of Good Practices on MHM Value Chain

for a *#PeriodFriendlyMaharashtra*

10th Menstrual Hygiene Day - 28th May, 2024



Maharashtra Urban Maha WASH-ES Coalition

(An initiative of RCUES of AILSG Mumbai and UNICEF Maharashtra)





Maharashtra Urban WASH & Environmental Sanitation Coalition, a joint initiative of Regional Centre for Urban & Environmental Studies (RCUES) of All India Institute of Local Self-Government (AIILSG), Mumbai, and United Nations Children's Fund (UNICEF), Maharashtra Field Office, is a platform created to facilitate collaborative ideation and implementation of innovations in urban water, sanitation and hygiene (WASH) and environmental sanitation. It aims to contribute to the Maharashtra's journey towards achieving Sustainable Development Goals (SDGs) and the national and state flagship programs under Swachh Bharat Mission (Clean India Campaign: Urban and Rural), National Education Policy (NEP) 2020, School Health and Wellness Program, PM Shri, Tribal Development Program, Social Welfare and Justice and more development programs and missions.

Secretariat of Maharashtra Urban WASH-ES Coalition

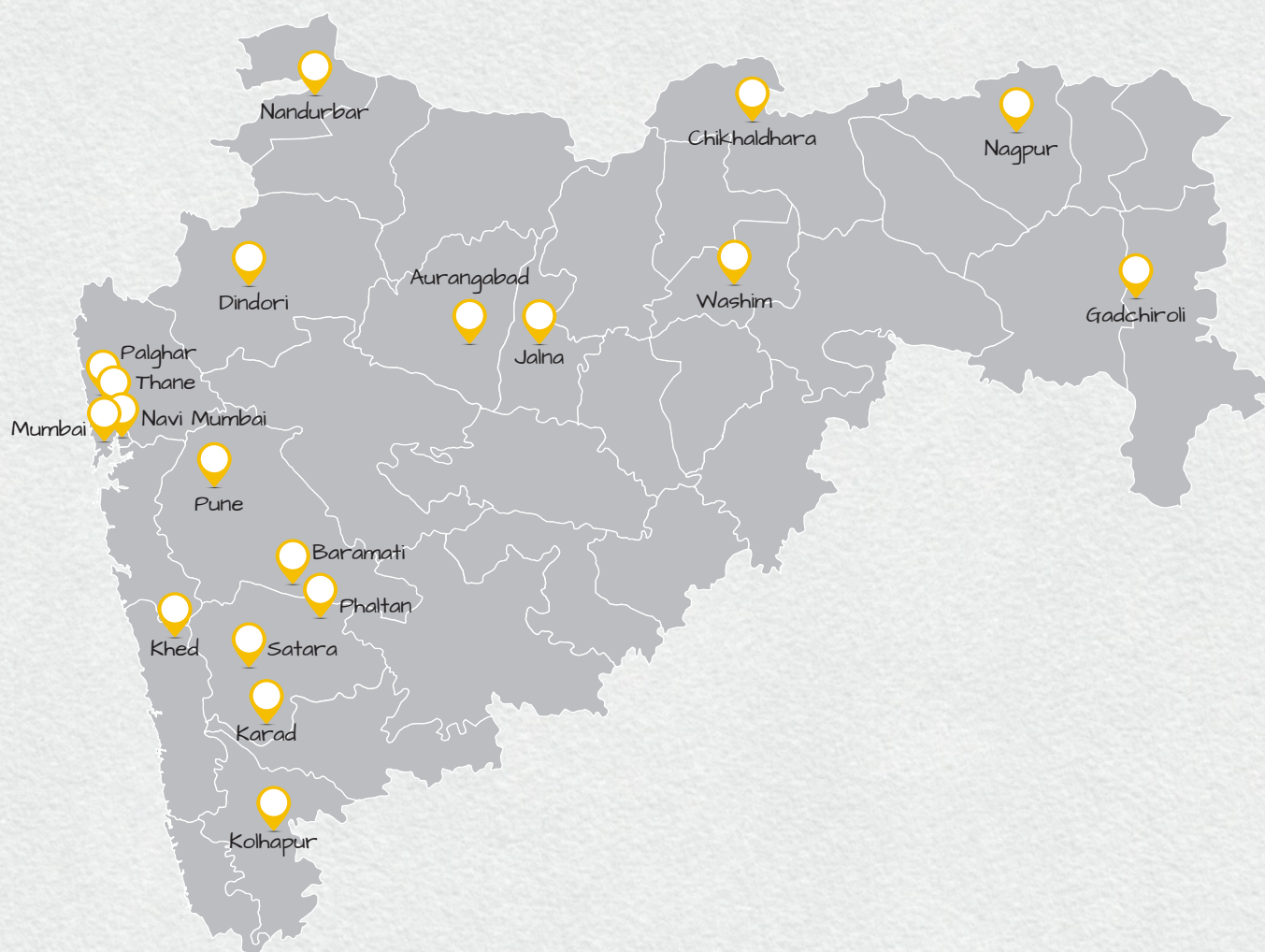


This 'Compendium of Good Practices on MHM Value Chain for a #PeriodFriendlyMaharashtra: 10th Menstrual Hygiene Day 28 May, 2024' captures 16 case studies from Maharashtra focusing on production of menstrual absorbents, access-outreach in schools, hostels, ashramshalas (Tribal Residential Schools), educational institutes and community and innovation in disposal and treatment of the menstrual absorbents. The Secretariat recognizes the immense contribution by the 16 development organizations who have been working relentlessly in spreading the message of menstrual hygiene management.



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Project Sites Across Maharashtra: Organizational Focus Areas

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Foreword

We are excited to introduce this compendium—a testament to the collaborative efforts driving menstrual hygiene management (MHM) initiatives in Maharashtra, a western part of India with a population of 120 million, 40% of whom are of menstruating age. Within these pages, you will find 16 case studies from diverse organizations dedicated to advancing the MHM value chain in the region. Each case study contributes to the Sustainable Development Goals of 2030.

Each case study offers valuable insights and best practices, showcasing the transformative impact of community-led approaches in promoting menstrual hygiene and dignity. Through collaborative partnerships and collective action, these organizations have pioneered innovative solutions, harnessing the spirit of entrepreneurship and innovation to address the challenges of MHM at the local level. Each case study contributes to the Sustainable Development Goals of 2030. Notably, WASH United, the organization behind the establishment of Menstrual Hygiene Day (MH Day), exemplifies these efforts.

This compendium serves as a call to action for policymakers, private sectors, business houses, and stakeholders to prioritize menstrual hygiene, invest in evidence-based interventions, dismantle stigma, and plan MHM programs considering its entire value chain, from production to disposal. Together, we can create a future where menstruation is celebrated as a natural aspect of the human experience.

The journey leading up to the creation of this compendium has been both invigorating and enlightening, as it has provided us with numerous learning opportunities. Over the course of the last three years, the Maharashtra Urban WASH-ES Coalition has remained steadfast in its efforts to bolster partner organizations in their endeavors to observe MH Day. Previously, the commemoration of this important day spanned several weeks, involving meticulous campaign design and steadfast support in executing outreach programs. However, as we celebrate the milestone of the 10th anniversary of Menstrual Hygiene Day in 2024, the experience has been notably enriched by the extensive exchange of knowledge and insights, further deepening our understanding of the dynamic landscape of MHM initiatives. This occasion has served as a reminder of the tireless dedication and collaborative spirit driving progress in the field, inspiring us to continue our mission of fostering a supportive and inclusive environment for menstrual hygiene management in Maharashtra and beyond.

We anticipate that the insights and recommendations presented in the compendium will serve as valuable resources for informing policies, programs, and investments in MHM. Through collaboration, colocation, cocreation, and collective action, we aim to achieve sustainable advancements in menstrual hygiene management.

We commend the organizations featured in this compendium for their dedication to driving positive change in MHM. May their stories inspire and guide future efforts in this crucial field of WASH.

RCUES of AILSG Mumbai and UNICEF Maharashtra

28th May, 2024

Abbreviations

AIILSG:	All India Institute of Local Self-Government
ASHA:	Accredited Social Health Activists (ASHA) workers
BCC:	Behavior Change Communication
BDO:	Block Development Officer
B2B:	Business to Business
B2G:	Business to Government sectors
BMC:	Brihanmumbai Municipal Corporation
CBO:	Community-Based Organization
CRP:	Community Resource Person
CSIR:	Council of Scientific and Industrial Research
IICT:	Indian Institute of Chemical Technology & Industrial Research
CYDA:	Centre for Youth Development & Activities
DPDC:	District Planning and Development Committee
EHS:	Environment, Health & Safety
IEC:	Information, Education, and Communication
GHG:	Green House Gas
LAAL:	Learning with Adolescents & Allies by Leading
MHAI:	Menstrual Health Action for Impact
MHM:	Menstrual Hygiene Management
MOU:	Memorandum of Understanding
MCGM:	Municipal Corporation of Greater Mumbai
NCW:	National Commission for Women
OSCAR:	Organisation For Social Change Awareness And Responsibility Foundation
OSD:	Officer on Special Duty
R&D:	Research and Development
RCUES:	Regional Centre for Urban & Environmental Studies
SHG:	Self-Help Group
SRHR:	Sexual and Reproductive Health and Rights
SWMRT:	Solid Waste Management Round Table
ToT:	Training of Trainers
UNFPA:	United Nations Population Fund
UNICEF:	United Nations Children's Fund
VAP:	Value Added Provider
WASH:	Water, Sanitation, and Hygiene

Glossary

- ✦ **Biocompatibility testing:** Ensures the safety of medical devices (in this case menstrual absorbents) by assessing their compatibility with biological systems and their potential to cause harm or adverse reactions.
- ✦ **Decarbonize:** Removal or reduction of carbon dioxide (CO₂) output into the atmosphere.
- ✦ **Localizing the SDGs:** It is the process of taking into account sub-national contexts in the achievement of the 2030 Agenda, from the setting of goals and targets to determining the means of implementation and using indicators to measure and monitor progress. Localization relates both to how the SDGs can provide a framework for local development policy and to how local and regional governments can support the achievement of the SDGs through action from the bottom up and to how the SDGs can provide a framework for local development policy.
- ✦ **Non-cytotoxic:** Not toxic to cells.
- ✦ **Sodium polyacrylate:** A polymer made up of chains of acrylate compounds. Can absorb and retain water molecules.
- ✦ **Vitro Cytotoxicity:** One of the biological evaluation and screening tests that use tissue cells in vitro to observe the cell growth, reproduction and morphological effects by medical devices or menstrual absorbents.

Executive Summary

In observance of the 10th anniversary of Menstrual Hygiene Day on May 28, 2024, the Maharashtra Urban WASH-ES Coalition, an initiative of the Regional Centre for Urban and Environmental Studies (RCUES) of All India Institute of Local Self-Government, Mumbai conveyed by UNICEF Maharashtra, has compiled a comprehensive Compendium of Good Practices on Menstrual Hygiene Management (MHM) Value Chain for a #PeriodFriendlyMaharashtra. This compendium showcases the efforts of 16 prominent organizations dedicated to promoting menstrual hygiene in Maharashtra and contributing to a #PeriodFriendlyWorld while addressing different levels of value chain.

The initiative to recognize women and their menstrual hygiene was pioneered by the non-profit organization WASH United in 2013 in collaboration with UNICEF, UNFPA and other like minded organisations. Since then, Menstrual Hygiene Day has served as a platform to raise awareness about the challenges faced by women during menstruation and mobilize stakeholders to address these issues collectively. Over the years, it has evolved into a global movement, engaging decision-makers and catalyzing action to improve menstrual hygiene worldwide.

Menstruation is a natural and essential biological process that every female experiences. Inadequate menstrual hygiene can have detrimental effects on health and education, necessitating urgent attention. The onset of menstruation, known as menarche, marks a critical phase in female physiological development, requiring regular management of menstrual blood. However, societal taboos and a culture of secrecy often hinder comfortable and confident management of menstruation.

Amidst a growing awareness surrounding menstruation, certain groups are already well-informed and actively engaged in addressing related challenges. The Compendium of Good Practices on MHM Value Chain seeks to shed light on the impactful interventions underway in Maharashtra. Its overarching goal is to inspire readers by showcasing the ongoing efforts of dedicated individuals and organizations showcasing innovations around products, menstrual wastes management, committed to raising awareness, sensitizing communities, and empowering individuals regarding menstrual health and hygiene.

The Compendium of Good Practices on Menstrual Hygiene Management (MHM) Value Chain for a #PeriodFriendlyMaharashtra sheds light on innovative initiatives in Maharashtra that align with various Government of India missions and global goals for societal advancement. These endeavors contribute to initiatives such as the Swachh Bharat Mission (Clean India Campaign: Urban and Rural), National Education Policy (NEP) 2020, School Health and Wellness Program, PM Shri, Tribal Development Program, Social Welfare and Justice and more. They are in harmony with the Sustainable Development Goals (SDGs) for 2030, including SDG 3: Good Health and Well-Being, SDG 4: Quality Education, SDG 5: Gender Equality, SDG 6: Clean Water and Sanitation, SDG 8: Decent Work and Economic Growth, SDG 10: Reduced Inequalities, SDG 13: Climate Action, and SDG 17: Partnerships for the Goals.

The compendium encompasses three key themes of the MHM Value Chain: production, access-outreach, and waste management. In the first thematic focus, it highlights innovative menstrual absorbents that are both cost-effective and environmentally friendly contributing to reduction in GHG emissions. These absorbents are designed to be compostable within a few months, thus making a significant contribution to environmental sustainability.

The second thematic focus, access-outreach, centers on grassroots efforts led by NGOs, CBOs, and SHGs. Each case study in this category follows a similar approach to project execution while offering distinct insights and lessons. For example, initiatives like Anandi (Happiness) Rooms or Dignity Rooms, aimed at generating evidence, have employed diverse implementation strategies resulting in varied outcomes. Activities such as Maashika Mahotsav (Period Festival) celebrations or door-to-door distribution of menstrual absorbents alongside informative materials have effectively challenged cultural taboos and fostered open dialogue. These initiatives are particularly impactful in communities where menstruation discussions are stigmatized, notably when men actively participate in raising awareness. Moreover, interventions in educational institutions like schools, colleges, and hostels have shown significant efficacy, especially when complemented with a helpline number for seeking menstruation-related information and support. This underscores the importance of external resources in addressing menstrual hygiene needs, given the often-absent conversations within families.

This compilation also encompasses narratives of women who have mastered technological intricacies such as incinerators, proper disposal of adsorbents which is traditionally attributed to men. Through community scrutiny and specialized training, these women have cultivated self-sufficiency.

Challenging misconceptions surrounding menstruation and dispelling the notion that it inhibits physical activity, there is a remarkable story where both adolescent girls and boys are being educated about menstruation through football. Similarly, another inspiring case study illustrates how a group of girl leaders advocated for their rights to good health and hygiene. By rallying together, they motivated the Block

Development Officer (BDO) to advocate to the Zilla Parishads (District Administration) for utilizing funds for menstrual hygiene initiatives.

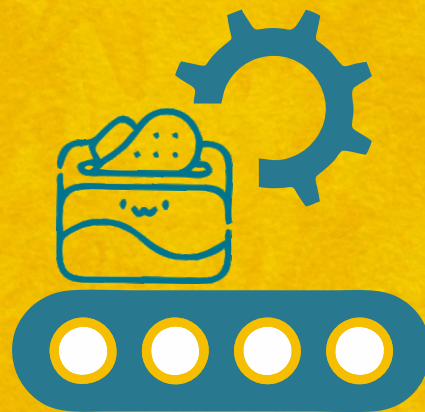
The third theme explores waste management innovations. Incinerators, scientifically validated as environmentally friendly, effectively address waste that would typically end up in landfills, thereby benefiting the environment.

Alongside NGOs, CBOs, and SHGs, startups from Maharashtra also joined in to showcase their commitment to environmental protection. These case studies highlight collaborative efforts involving stakeholders such as individuals, corporations, Zilla Parishads (District Administration), Gram Panchayats (Village Unions), as well as the involvement of Health Workers like Accredited Social Health Activists (ASHAs), and Self-Help Groups (SHGs). With a focus on reaching the last mile, these interventions have incorporated sustainability and scalability plans to foster a **#PeriodFriendlyMaharashtra**.

We are thankful to all our notable organizations pan Maharashtra who have contributed to this Compendium of Good Practices on MHM Value Chain for a **#PeriodFriendlyMaharashtra**.

- ✦ **Anandi Pads - Aakar Innovations Pvt. Ltd.**
- ✦ **On Menstrual Absorbents - 10 Stitch**
- ✦ **Anandi Room - Kshitij Foundation**
- ✦ **Dignity Room - Centre for Youth Development & Activities (CYDA)**
- ✦ **Kick like a Girl - Organistaion For Social Change Awareness and Responsibility (OSCAR) Foundation**
- ✦ **Project Lajja - Making The Difference Charitable Trust**
- ✦ **Mi-Shakti - Girls Leadership Program - Work For Equality**
- ✦ **Project Saamarthi - Global Shaper Community - Baramati Hub**
- ✦ **Maasika Mahotsav - Muse Foundation**
- ✦ **Project Unnati - Ecosan Service Foundation**
- ✦ **Menstrual Health and Hygiene Education Program - Citizens Association for Child Rights (CACR)**
- ✦ **Awareness on Menstruation Health and Hygiene with Education System and Community - Dnyandeep Rashrtiy Samajik V Shaikshanik Vikas Sanstha**
- ✦ **Water Initiative - Water for People India Trust**
- ✦ **Menstrual Waste Management - Chichani Mayaka Mahila Udhogik Utpadak Sahkari Sanstha**
- ✦ **PadCare Labs - PadCare Labs**
- ✦ **Neo San - Neo San**

THEME 1: *PRODUCTION*





CASE STUDY 01

Anandi Pads by Aakar Innovations Pvt. Ltd., Navi Mumbai

- ★ **Category:** Start-ups on innovative solutions around absorbents, disposal and treatment
- ★ **Focus Area:** Innovative products on absorbents, MHM Value Chains from sustainable sourcing and safe production to eco-friendly disposal, Compostable and Biodegradable product innovations on absorbents, Start-up contributions to MHM.
- ★ **Impact:** 1 Million+ girls and women reached as consumers, 5 million+ menstrual absorbents distributed to underprivileged women and girls, 50+ Women employed in our production unit, No. of tons of plastic waste reduced - 300 Tons @25 Grams per menstrual absorbent, No. of tons of compost generated - 600 Tons @50 Grams per menstrual absorbent, and Quantum of Carbon emission reduced - 5400 Tons @450 Grams per pad.
- ★ **Location:** Navi Mumbai, Maharashtra, India
- ★ **Stakeholders:** In collaboration with CSIR-IICT (Council of Scientific and Industrial Research and Indian Institute of Chemical Technology), is working on Research and Development (R&D) for the commercial production of raw materials from indigenous plants to support the circular economy.
- ★ **Program Duration:** 2010 onwards.
- ★ **SDG:** SDG 3: Good Health and Well-being, SDG 4: Quality Education, SDG 12: Responsible Consumption and Production and SDG 13: Climate Action

*In India, millions of women face challenges accessing safe menstrual hygiene products, leading to health risks and environmental degradation. **Anandi (Happiness) Pads by Aakar Innovations Pvt. Ltd.** emerges as a pioneering solution, offering compostable and biodegradable menstrual absorbents to address these issues. This innovative approach, highlighting its impact on health, sustainability, and education.*

Challenges:

According to Menstrual Health Action for Impact (MHAi), in India, menstrual hygiene remains a significant challenge, with millions of women lacking access to safe and affordable menstrual absorbents. Only about 36% of the 355 million menstruating women in India have access to menstrual absorbents. The consequences of this inadequacy are dire, with approximately 60% of women and girls using commercial menstrual absorbents are experiencing skin issues, infections, and potential health risks. Moreover, the environmental impact of conventional menstrual absorbents is staggering, with 12 billion plastic-based menstrual absorbents disposed annually, leading to pollution and long-term environmental degradation. The lack of access to menstrual hygiene products also contributes to a high dropout rate of around 24% among school girls.

Approach:

Anandi Pad emerges as a pioneering solution to these multifaceted challenges. As India's first and only government-certified compostable menstrual absorbents, Anandi Pads provide a sustainable alternative to conventional products. It is composted within 3-6 months under composting conditions, integrating seamlessly into the environment. The health benefits of Anandi Pads are profound. Unlike conventional menstrual absorbents laden with harmful chemicals like toxins, sodium polyacrylate (Gel/SAP), fragrances, synthetics etc. and plastics and the harsh chemicals may cause rash, irritation, allergies and multiple health challenges. Anandi Pads are crafted from skin-friendly natural materials, free from toxins, fragrances and other harmful chemicals. Biocompatibility testing confirms their safety, Vitro Cytotoxicity ensuring they are non-cytotoxic, non-irritant, and non-sensitizer. Furthermore, each menstrual absorbents transforms into 40-50 grams of compost, enriching the soil and serving as a manure. This transformation occurs within 90 to 180 days in composting conditions, aligning with the principles of sustainability and environmental stewardship.

The implementation of the Anandi Pads project involved rigorous research and development efforts to refine product design and source sustainable materials. High-quality production facilities were established to manufacture compostable menstrual absorbents, ensuring consistency and reliability. Additionally, community awareness programs were conducted to educate women and girls on proper usage and disposal practices, fostering a culture of menstrual hygiene and environmental responsibility.

Testimonials

“

RHEA JAIN, MUMBAI.

Probably the only sanitary napkin that delivers on its promise of being completely compostable. The pads (menstrual absorbents) by Anandi are of great quality, they are comfortable and great for the earth! So glad I stumbled upon them.

”

Sustainability:

Anandi Pads exemplify sustainability in action. By promoting compostable materials and circular economy principles, Anandi Pads minimize waste and reduce the environmental footprint of menstrual hygiene products. Moreover, ongoing research and development initiatives seek to further enhance the sustainability of Anandi Pads through innovative solutions and continuous improvement.

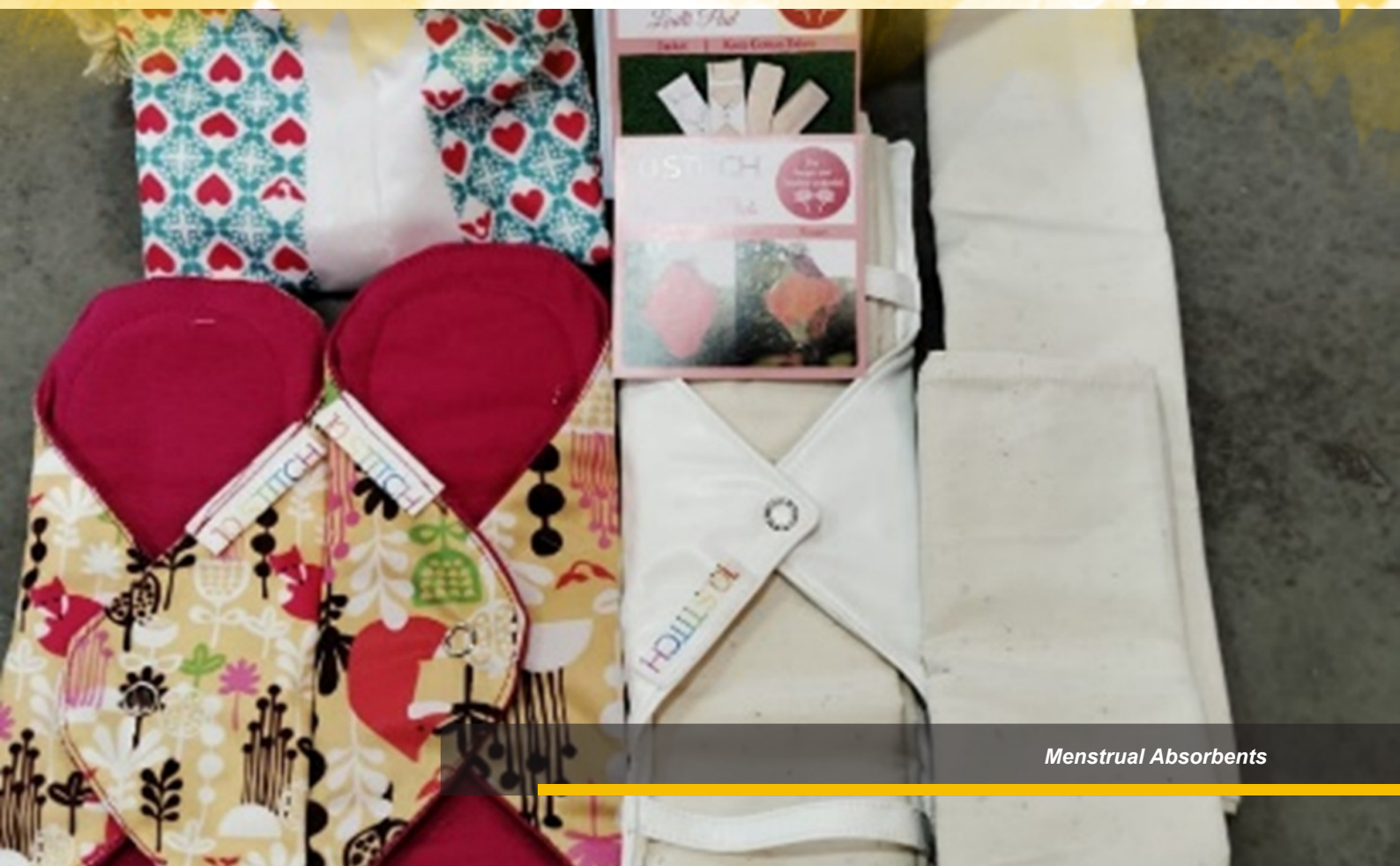
Scalability:

The scalability of the Anandi Pads initiative is evident in its widespread adoption and impact across communities in India. With millions of menstrual absorbents distributed and a growing network of users, Anandi Pads have demonstrated their potential to address the menstrual hygiene needs of women and girls nationwide with a global outreach in Africa and discussions in other countries. Partnerships with government agencies and NGOs further facilitate the expansion of the initiative, ensuring that sustainable menstrual hygiene management remains accessible to all. The technology can be scaled-up under Swachh Bharat Mission for proper disposal of menstrual absorbents.

Anandi Pads offers menstrual absorbents in different sizes, with packs ranging from 7-10 pieces available for less than \$1. Larger packets containing 15 pieces of extra-large and above sizes are priced under \$3. These products can be purchased through www.anandilife.com and major E-commerce platforms. For bulk orders, inquiries can be directed to sales@aakarinnovations.com.



A worker busy making menstrual absorbents



Menstrual Absorbents

CASE STUDY 02

On Menstrual Absorbents by 10 Stitch, Pune

- ★ **Category:** Start-ups on innovative solutions around absorbents, disposal and treatment
- ★ **Focus Area:** Innovative products on absorbents, MHM Value Chains from sustainable sourcing and safe production to eco-friendly disposal
- ★ **Impact:** In one year, 1000 menstrual absorbents have been sold in Pune and Nandurbar
- ★ **Location:** Pune and Nandurbar
- ★ **Stakeholders:** Rotary Club
- ★ **Program Duration:** May 2023 onwards.
- ★ **SDG:** SDG 3: Good Health and Well-being, SDG 4: Quality Education, SDG 8: Decent work and Growth, SDG 12: Responsible Consumption and Production and SDG 13: Climate Action

The upheaval of the 2020 pandemic left many without jobs. Women, leveraging their sewing skills, transformed into seamstresses, crafting masks upon demand, notably for Centre For Youth Development and Activities (CYDA) and their relentless efforts during the crisis. As restrictions eased, unemployment resurfaced as demand for mask dropped, yet these women from **10 Stitch**, armed with new found talents and a means of sustenance, persevered. Soon, they received requests to produce cloth menstrual absorbents, marking a new chapter in their journey, **On Menstrual Absorbents**.

Challenges:

The pandemic led to widespread job loss, prompting women, who have historically been confined to domestic roles, to explore their untapped potential and contribute financially to their households. As demand for masks waned, these women refused to relinquish their newfound independence. Instead, they banded together, determined to discover alternative means of earning a livelihood. Simultaneously, amidst growing awareness of the environmental impact of menstrual waste in landfills, these environmentally conscious women embarked on crafting reusable menstrual absorbents.

Approach:

In Yerwada, Pune a collective of ten women joined forces, each equipped with a stitching machine, determined to uphold their newfound economic independence while contributing to their households. The Rotary Club proposed a venture into crafting cloth reusable menstrual absorbents. Through specialized capacity-building sessions provided by the Rotary Club and the provision of raw materials, the journey of these ten women commenced. On Menstrual Hygiene Day last year, they proudly launched the menstrual absorbents, expanding their team to fifty women. Among them are individuals from vulnerable communities, those unable to leave their homes but work remotely, and some serving as the sole breadwinners for their families.

The raw materials for the menstrual absorbents are either supplied by organizations like Rotary Clubs or procured independently based on demand. High-quality materials such as pure cotton, hosiery cotton, and water-resistant materials like Polyurethane Laminate (PUL) are utilized to ensure leak-proof menstrual absorbents. These materials also guarantee durability and protection. Their products are supplied to NGOs conducting school intervention programs, furthering their impact on menstrual hygiene awareness.

Testimonials

“

MEHVISH ANSARI, KAMRAJ NAGAR, YERWADA

My name is Mehvish Ansari, and I work at the 10 Stitch Centre, where I make menstrual absorbents. Each day, I can stitch between 15 and 16 menstrual absorbents, earning Rs. 400 to Rs. 480. Since I began this work, I've been able to earn enough to support my family, including securing my daughter's admission to school.

”

Scalability:

Their next objective is to introduce menstrual cups, with a particular emphasis on catering to corporate women. The scalability of this technology could be expanded under the Swachh Bharat Mission to ensure proper disposal of menstrual absorbents.

A woman can produce 20-22 cloth reusable menstrual absorbents within an 8-hour workday, earning Rs.10,000. These absorbents have a lifespan of 2-3 years. Each pad is priced between Rs.100 (approximately \$1) to Rs.300 (approximately \$3) per cloth menstrual absorbent, depending on size, ranging from small to extra-large. Marketing efforts are led by a team of two individuals who spread awareness primarily through word of mouth. The products are sold at 10 Stitch Centre in the Yerwada Market and at weekly exhibitions in Koregaon Park every Saturday. Satisfied customers also directly contact Arshada at 9370942376 or Jyotsna at 9730956521 to place orders.

Sustainability:

Their reach is extending beyond Pune, with plans to replicate their successful model in Nandurbar, Aurangabad, and Nagpur. These women are spearheading a shift in behavior, advocating for the transition from single-use disposable menstrual products to reusable alternatives. Their dedication reflects a growing environmental consciousness among them. To enhance their autonomy in the workplace, enabling them to work remotely, they will undergo additional training to bolster their self-reliance.

Testimonials

“

SAMREEN ANSARI, BAJMEIN RAHAT, YERWADA

I started using cloth menstrual absorbents from 10 Stitch and found them to be extremely comfortable. They have helped me save money and are easy to dry. Since switching to these menstrual absorbents, I feel much better overall.

”



Women proudly holding a box of essential menstrual products

THEME 02: **ACCESS – OUTREACH**





Anandi (Happiness) Room at Salunkabai Raut Arts and Commerce College

CASE STUDY 03

Anandi (Happiness) Room by Kshitij Foundation (KF), Washim

- ★ **Category:** NGO with a Grassroots Initiative
- ★ **Focus Area:** Educational Institution Impact Stories
- ★ **Impact:** From June 2023 to April 2024, 2107 girls have accessed the room
- ★ **Location:** Washim District, Maharashtra
- ★ **Stakeholders:** Salunkabai Raut Arts and Commerce College, at Vanoja, Washim District in Maharashtra
- ★ **Donor:** Mr. Shrikrishna Gawande
- ★ **Program Duration:** June 2023 onwards
- ★ **SDG:** SDG 3: Good health and Well-being, SDG 4: Quality Education, SDG 6: Clean Water and Sanitation and SDG 13: Climate Change

Launched in June 2023 as part of the "Bleed the Silence" program, the **Anandi (Happiness) Room at Salunkabai Raut Arts and Commerce College at Vanoja, Washim District in Maharashtra** addresses critical challenges faced by menstruating students. This period-friendly facility, equipped with essential amenities, is designed to provide comfort and privacy, enabling students to continue their education without interruption during their menstrual periods and fostering an environment where they can feel secure and supported.

Challenges:

In rural Maharashtra, educational institutions such as schools and colleges are frequently located at considerable distances from students' residences. Consequently, many students must undertake lengthy journeys by bicycle or on foot to attend classes. Unfortunately, these institutions often lack essential facilities, such as a secure space for changing menstrual absorbents or access to running water. As a result, menstruating students face significant challenges, leading to heightened absenteeism rates.

Approach:

To address these issues, Kshitij Foundation's Research Team selected Salunkabai Raut Arts and Commerce College at Vanoja village in Washim District for building evidence, recognizing the school's vibrant community predominantly comprised of students from tribal areas. After signing a Memorandum of Understanding (MOU) with the college and securing donor support, the Foundation built the Anandi (Happiness) Room. This specially designed room offers a supportive environment for menstruating students, featuring basic well-maintained amenities like mattress, menstrual absorbents vending machines and incineration machines, and communication materials to educate on menstrual health. Additionally, the room is equipped with a suggestion box for feedback from the students.

The management of the room is overseen by a newly formed Sanitation Monitoring Committee at the college, which is managed by students. Two chosen students from the college are tasked with managing the room's maintenance and upkeep, nurturing a culture of ownership and accountability. A sanitation worker has been hired by the college. Machines in the room are maintained by the donor.

The Foundation also ensures the availability of counseling and gynecological assistance to manage period pain, along with a mini library to encourage engagement during rest periods.

To further motivate the students, the Foundation hosts an annual event to appreciate and reward the efforts of those involved in managing the Anandi Room. This includes a friendly competition with rankings that serve as a major confidence boost for the participants.

Since June 2023, 2107 girls have used the room, 1222 number of students have used menstrual absorbents and 1011 number of menstrual absorbents have been disposed in the incineration machines.

Testimonials

“

RADHIKA SAVAKE AND SONU PATIL, SALUNKABAI RAUT ARTS AND COMMERCE COLLEGE, WASHIM DISTRICT

Anandi (Happiness) room is like a second home. During period, we need come to college by cycle. We used to skip the college during periods. Anandi room is there so we attend college regularly. There is facility for resting, changing menstrual absorbents.

”

Sustainability:

The College will continue to be responsible for the upkeep of the Anandi Room, while the donor will handle maintenance of the incineration machines. Kshitij Foundation will persist in offering counseling sessions for women. To ensure the program's longevity, there are plans to develop an app to monitor daily activities.

Scalability:

Through collaboration with the college, Kshitij Foundation has paved the way for the construction of additional Anandi Rooms, as the college secures new government funding. This partnership significantly enhances the project's reach and impact. Encouraged by its success, the foundation is now in talks with Zilla Parishads (District Administration) across districts to establish more rooms. Engaging with both government and private educational institutions, they focus on planning layouts and facilities. Construction is already underway for two rooms in Akola, with plans to replicate the model statewide. Snehal Chaudhuri Kadam, Founder of Kshitij Foundation, is enthusiastic about this empowering infrastructure, underscoring the Foundation's dedication to improving educational experiences for young women. Over the next few years, 25 Anandi Rooms will be built at Zilla Parishad schools and the Collector's office in Akola. As of today, each room costs \$600 approximately to build, with additional maintenance costs. This initiative aligns with various national and state flagship programs, including the Swachh Bharat Mission, National Education Policy 2020, District Planning and Development Committee (DPDC), School Health and Wellness Program, PM Shri and Tribal Development Fund facilitating its scalability.

Through the Anandi Room initiative, Kshitij Foundation is setting a replicable standard for supporting menstrual health in educational institutions, thereby fostering an environment where young women can pursue their education without barriers.

Testimonials

“

DR. MAMATA PATHRIKAR, PROFESSOR, SALUNKABAI RAUT ARTS AND COMMERCE COLLEGE, WASHIM DISTRICT.

Anandi (Happiness) room is the best initiative by Kshitij Foundation. Our college ladies staff and girls students are getting the best environment. Girls talking on periods very openly and they are happy to use the Anandi the room. Academic improvement is getting better and girls are looking more happy and confident after using Anandi Room.

”



The team at the Dignity Room

CASE STUDY 04

WASH in School Project - Dignity Room by Centre for Youth Development & Activities (CYDA), Pune

- ★ **Category:** NGO with a Grassroots initiative
- ★ **Focus Area:** Community and Educational Institutions impact stories
- ★ **Impact:** 290 adolescent girls benefitted from the Dignity Room
- ★ **Location:** Hutatma Babu Genu Vidyalaya in Mhalunge Padwal School, Pune
- ★ **Stakeholders:** CIE Automotive India Pvt Ltd. (CIE India)
- ★ **Funding Agency:** CIE Automotive India Pvt Ltd. (CIE India)
- ★ **Program Duration:** 1st March 2023 to 28th Feb 2025
- ★ **SDG:** SDG 3: Good Health and Wellbeing, SDG 4: Quality Education, SDG 5: Gender Equality, SDG 6: Clean Water and Sanitation and SDG 10: Reduced Inequalities.

The Centre for Youth Development & Activities (CYDA) took proactive measures under the **WASH in School Project program by introducing Dignity Room** for evidence building in a school, offering private and hygienic spaces. Through comprehensive training and communication materials, they empowered girls with essential knowledge and boosted their confidence. The results were remarkable: a 78% surge in proper hygiene practices including timely change of menstrual absorbents and the use of hygienic disposal methods and a newfound sense of dignity among the girls. This project vividly demonstrates that with adequate support and education, every girl can embrace her menstrual cycle with pride.

Challenges:

In rural areas, inadequate facilities and a lack of private spaces pose challenges for adolescent girls managing menstrual hygiene. Limited awareness exacerbates discomfort, embarrassment, and potential health issues, particularly in schools. Comprehensive support and solutions are urgently needed to address these challenges.

Approach:

Realizing this gap in the system, CYDA established Dignity Room, a store room retrofitted, within the school premises. This space offers adolescent girls a private and hygienic environment to address their menstrual hygiene requirements. Complete with menstrual absorbent disposal units, clean water access, and appropriate sanitation facilities, the Dignity Room ensures comfort and dignity for all girls during menstruation.

In addition to the room, adolescent girls participate in comprehensive training sessions, conducted by CYDA, addressing key aspects of menstrual hygiene. These sessions covered proper practices, emphasizing the significance of menstrual absorbents while dispelling myths and misconceptions surrounding menstruation. The goal is to empower girls with the knowledge and skills needed to uphold optimal menstrual hygiene and foster confidence in their bodies.

Information, Education, and Communication (IEC) materials were utilized to spread messages about MHM throughout the school and community, engaging girls and facilitating open discussions to foster greater awareness and understanding of menstruation. The intervention resulted in marked positive outcomes. A total of 290 adolescent girls have benefitted from the Dignity Room, which offer them a secure and respectful environment to address their menstrual hygiene requirements. As a result, the girls reported feeling more self-assured and informed about managing their menstrual hygiene needs.

Testimonials

“

SHLOKA RAMESH CHASKAR, VICE PRESIDENT OF THE ADOLESCENTS GROUP AND A 9TH-GRADE STUDENT.

This Dignity Room will help us immensely as we do not know when we get our period. We can access the facility of the room. In this room, with the help of our WASH facilitator, we discuss MHM and its management.

”

Sustainability:

The Dignity Room initiative demonstrates a commitment to sustainable development through long-term planning and community engagement. By establishing dedicated, hygienic spaces for MHM within school environments, the project ensures continuous support for adolescent girls.

Sustainability is achieved through a multi-faceted approach:

- ✦ First, the physical infrastructure of the Dignity Room is built to last, incorporating durable materials and design features that require minimal maintenance.
- ✦ Second, CYDA's comprehensive training sessions equip girls with knowledge and skills that transcend the duration of the project, fostering sustainable behavioral change. The initiative's alignment with SDGs ensures that it contributes to broader developmental targets.
- ✦ Additionally, local stakeholders, including school staff and community members, are involved in the project, which promotes local ownership and ongoing advocacy for menstrual health.

Scalability:

Scalability stands as a cornerstone of the Dignity Rooms initiative, offering a framework designed for replication across diverse regions and contexts, particularly in rural areas grappling with similar challenges. The success of the project in Pune serves as a compelling case study, showcasing tangible benefits. The initiative's scalability is fortified by its simplicity and adaptability: core components such as private hygienic spaces, menstrual health education, and ongoing community engagement can be customized to suit various cultural and infrastructural settings. Additionally, reliance on IEC materials ensures that educational efforts can be easily expanded through digital platforms or localized training programs. Partnerships with funding agencies/CSR and governmental bodies further bolster the potential for scaling, providing vital financial and policy support to replicate and sustain these interventions across multiple locations.

The scalability of this initiative can be leveraged through programs like the Swachh Bharat Mission, the National Education Policy 2020, District Planning and Development Committee (DPDC), the School Health and Wellness Program, as well as various national and state flagship initiatives, including those led by the Prime Minister.



Discussion is on at the Dignity Room!



Girls and Boys attending the MHM sessions together

CASE STUDY 05

Kick Like a Girl Project by Organisation For Social Change Awareness and Responsibility (OSCAR Foundation), Mumbai

- ★ **Category:** NGO with a grassroots initiative
- ★ **Focus Area:** Community or educational institutions impact stories
- ★ **Impact:** 4015 youth in Maharashtra out of which 1258 males and 620 females have been trained in menstruation
- ★ **Location:** Mumbai – Cuffe Parade, Colaba, Goregaon, Mankhurd, Chembur, Powai, Thane, and Bandra
- ★ **Partners:** Vacha Charitable Trust, EMpower Foundation and Maasika Mahotsav
- ★ **Funding Agency:** EMpower Foundation
- ★ **Program Duration:** 2019 onwards.
- ★ **SDG:** SDG 3: Good Health and Wellbeing, SDG 4: Quality Education, SDG 5: Gender Equality, SDG 8: Decent Work and Economic Growth, SDG 10: Reduced Inequalities and SDG 17: Partnerships for the Goals.

Recognizing the critical importance of addressing MHM within these communities, organizations like **OSCAR Foundation** has emerged, leveraging innovative approaches to promote awareness and empower residents through '**Kick Like a Girl Project**'. Through the transformative power of football, OSCAR embarks on a mission to break through societal barriers, engaging children and parents alike in open discussions and education surrounding MHM. Exploring OSCAR's pioneering approach to MHM education, highlighting its comprehensive curriculum, capacity-building initiatives, and commitment to sustainability and scalability, ultimately envisioning a world where menstrual hygiene is embraced and stigma is eradicated.

Challenges:

In underserved communities, where access to running water and sanitation facilities are limited, awareness on topics like menstrual hygiene are crucial in educating residents on best practices and breaking taboos.

Approach:

OSCAR Foundation implements a gender life skills curriculum tailored to deliver age-appropriate sessions on topics such as gender dynamics, menstrual hygiene, and sexual and reproductive health to young boys and girls. This curriculum serves as a foundation for engaging discussions and promoting awareness within the community. Regular trainings led by expert facilitators are conducted to upskill OSCAR coaches on MHM and related topics. Additionally, leadership trainings are organized for young girls aged 18 to 25 from the communities. These empowered young women serve as role models, actively engaging with children and mobilizing them for OSCAR's activities. They implement weekly gender life skills sessions with children across Mumbai, providing a consistent platform for learning and discussion. Staff members undergo sensitization trainings to ensure they are equipped to address MHM issues effectively. Community leaders, often graduates from OSCAR's program, receive training to deliver MHM sessions within their communities. OSCAR also hosts an annual event called LAAL (Learning with Adolescents & Allies by Leading) on Menstrual Hygiene Day, inviting other organizations to create a co-learning space where experiences are shared and learnings are disseminated to broader communities.

Testimonials

“

YUSUF, 15 YEARS OLD, GOREGAON

I attended 'LAAL' and I learned about periods and the whole process of menstruation. I could talk about periods and the myths and facts associated with it. It was my first time to talk about periods in public. I learned about how I can support my female friends and women at home when they are menstruating. We organized an event for mothers in Goregaon where we spoke to them about menstruation and how they can take care of their health and focus on nutrition. I felt confident as we could organize an event around this topic for mothers in the community.

”

Sustainability:

OSCAR is adopting a 'Train the Trainer' method to educate youth from communities on MHM. Once trained, the participants will mobilize children in their respective communities, creating a ripple effect of change and impact. With a goal of reaching out to as many children as possible, they are integrating a curriculum which speaks about gender issues and Sexual and Reproductive Health and Rights (SRHR) across locations to sensitize children on key topics. Also, partnering with like-minded organizations and collaborating with key stakeholders to amplify their messaging. LAAL (Learning with Adolescents & Allies by Leading), a recent initiative started by OSCAR, trains young people from partner organizations to become period champions in their community and help spread awareness on menstruation.

Scalability:

The peer learning model employed by OSCAR facilitates scalability, allowing the initiative to be replicated across diverse communities and locations. With its proven effectiveness and adaptable approach, OSCAR's MHM program has the potential to be scaled up and implemented in underserved areas nationwide, contributing to broader societal impact.

OSCAR's innovative approach to promoting MHM through football not only breaks through taboos but also empowers communities with knowledge and awareness. By nurturing leadership, fostering community engagement, and advocating for gender equality, OSCAR paves the way for a more inclusive and enlightened society where menstrual hygiene is prioritized and stigma is eradicated. In alignment with a variety of national and state flagship programs, including the Swachh Bharat Mission, National Education Policy 2020, District Planning and Development Committee (DPDC), and School Health and Wellness Program this initiative is well-positioned for scalability.



Understanding one's body



Sessions at School by Project Lajja Team

CASE STUDY 06

Project Lajja (Shame) by Making The Difference Charitable Trust, Mira Road, Suburban Mumbai

- ★ **Category:** NGO with a Grassroots initiative
- ★ **Focus Area:** Community or Educational Institutions impact stories
- ★ **Impact:** 140 government schools, community centers, and rural areas, impacting 16000 girls and women from tribal, rural, urban-slums in Mumbai, Navi Mumbai, Palghar, Aurangabad, Thane District, Gadhchiroli in Maharashtra, Gujarat, Uttar Pradesh. 143.30 ton of Co2 carbon emission have been arrested. Over 1000+ girls used the helpline number to address their menstrual related issues.
- ★ **Location:** Mumbai, Navi Mumbai, Palghar, Aurangabad, Thane District, Gadhchiroli in Maharashtra, Gujarat, Uttar Pradesh
- ★ **Stakeholders:** Mira-Bhayandar Municipal Corporation, CSR partners - Sunteck reality, Aditya Birla Capital Foundation, Interise Trust, Acepipeline Contracts Private Ltd., Dangal TV and Inorbit mall.
- ★ **Program Duration:** 2021 onwards.
- ★ **SDG:** SDG 3: Good health and Well-being, SDG 4: Quality Education, SDG 6: Clean Water and Sanitation and SDG 13: Climate Change

Initiated by the **Making The Difference Charitable Trust (MTD)** in 2021, **Project Lajja (Shame)** - Period Stigma ko dena hai Maat toh Lajja ki kya Baat! (Defeating Period Stigma: No Room for Shame!) aimed to raise awareness about menstrual hygiene among young girls and women in the community. Tailored school intervention sessions were scheduled based on pre-test results. These sessions included informative discussions on menstrual absorbents and distribution of reusable absorbents. Post-tests followed to gauge comprehension. Notably, Project Lajja introduced a helpline number for girls seeking guidance on menstruation, addressing communication barriers. According to Mr. Deepak Vishwakarma, founder of MTD, this helpline proved invaluable for girls who were hesitant to ask questions in class, especially during their menstrual cycles.

Challenges:

According to FSG-Menstrual Health Landscape India 2016, in India, statistics indicate that out of 400 million women in their menstruating cycle, only 18% have adopted hygienic menstrual products. This leaves approximately 82% of women, roughly 320 million individuals, without adequate awareness or access to basic menstrual hygiene requirements. This glaring gap underscores the urgent need for interventions to promote menstrual hygiene awareness.

Approach:

Recognizing the monumental task ahead, Project Lajja (Shame), adopted a systematic approach to address menstrual hygiene issues. The initiative began by targeting schools where MHM sessions had not been conducted previously. To date, interventions have been conducted in 140 government schools, community centers, and rural areas, impacting 16,000 girls and women. In Aurangabad, in addition to awareness sessions, a medical health camp was organized to screen for early medical conditions, with a focus on anemia, PCOD, and menstrual irregularities, along with providing nutritional awareness. Currently, the project is expanding its efforts to Gadchiroli, where demonstrations against KurmaGhar (Period Hut) are underway.

The team of Project Lajja administers an initial pre-test to gauge the knowledge, attitudes, and behaviors regarding menstrual hygiene among girls and women. Utilizing the results of this pre-test, a comprehensive two-hour educational session is conducted with the same participants, addressing knowledge gaps and behavioral practices. As part of this session, participants receive a Project Lajja kit, including four reusable cloth menstrual absorbents designed to last between nine months to one year (till date, 64,000 reusable menstrual absorbents have been distributed, successfully prevented 143.30 ton of carbon emission) along with communication materials in regional languages. These sessions are also conducted by medical professionals. Following the educational session, a post-test is administered to assess the effectiveness of the intervention.

Testimonials

“

SHRADDHA PURI, 13 YEARS, ZILLA PARISHAD SCHOOL, LADGAON,

Thanks to this session, I was able to explain things to my brother at home. Now he understands what I'm going through and even helps me feel better when I have my period.

”

To enhance support for the beneficiaries, Project Lajja (Shame) conducts regular review calls every three months, ensuring ongoing assistance and monitoring the adoption, usage, and comfort levels of the provided products. Additionally, a dedicated helpline number is established to provide assistance on menstruation-related issues to callers. Staffed by counselors and doctors, these calls address various concerns raised by callers, including pain relief during menstruation and coping with issues such as rashes from using menstrual absorbents. To date, over 1000+ callers, particularly those experiencing menstruation, have sought guidance and engaged in discussions with medical professionals through this helpline (18003093337).

Scalability:

Given the success and positive impact of Project Lajja, there is a significant opportunity to scale up its reach and impact. By expanding the program to more communities and regions, one can educate and empower even more girls and women about menstrual hygiene. Collaborating with local organizations, government agencies, and educational institutions can help broaden the reach and effectiveness of the initiative.

In conclusion, Project Lajja exemplifies a holistic approach to addressing menstrual hygiene challenges, encompassing education, product distribution, and ongoing support. Through its innovative strategies and partnerships, the initiative not only empowers girls and women but also contributes to broader social and environmental objectives, making a meaningful difference in communities across India. This initiative can be expanded through the Swachh Bharat Mission, the National Education Policy 2020, District Planning and Development Committee, the School Health and Wellness Program, and Tribal Development Fund as well as other national and state flagship programs.



Group Discussion with the Community members



Girls with leadership responsibilities.

CASE STUDY 07

Mi Shakti (I am the Power) - Girls Leadership Program by Work for Equality, Pune

- ★ **Category:** NGO with a Grassroots initiative
- ★ **Focus Area:** Community or Educational Institutions etc. impact stories
- ★ **Impact:** 132 Zilla Parishad schools in Khed block.
- ★ **Funding Agency:** Cummins India Foundation
- ★ **Location:** Khed and Phaltan Block, Pune District
- ★ **Stakeholders:** Collaboration with the Education Department of Pune district, Board of Directors of Secondary Schools, Riseup and Cummins India Foundation, Khed Panchayat Samiti, and Block Level elected Chairperson Mr. Ankush Rakshe
- ★ **Program Duration:** 2020 onwards.
- ★ **SDG:** SDG 3: Good Health and Wellbeing, SDG 4: Quality Education, SDG 5: Gender Equality, SDG 6: Clean Water and Sanitation, and SDG 10: Reduced Inequalities.

In 2019, **Work for Equality** embarked on a mission to bring smiles to schools in the Khed Block in Pune District. With a spring in their step, they conducted a study across 15 secondary schools, uncovering opportunities to enhance menstrual hygiene. And so, **Project Mi Shakti (I am the Power)** was conceptualised! Through awareness sessions and empowering leadership training by Work For Equality, girls became the shining stars of change, leading the charge for brighter, cleaner school environment. The leaders of Project Mi Shakti motivated the Block Development Office and Block-level elected Chairperson, Mr. Ankush Rakshe to issue a directive to 132 Gram Panchayats, instructing them to allocate funds from the 15th Finance Commission under the Health, Education, and Women and Child Development budget. This directive aimed to improve menstrual and sanitation facilities across 132 Zilla Parishad schools in the Khed block.

Challenges:

In 2019, Work for Equality conducted a study, 'Mi Shakti - Powers of Girls' across 15 secondary schools, partially government-aided and ran by private Trust in the Khed Block. The study revealed alarming statistics that out of 1000 students surveyed, a staggering 74% did not change their menstrual absorbents during school hours. The primary reasons cited were the lack of clean toilets, inadequate water, handwashing facilities, and unavailability of menstrual absorbents, dustbins/disposal machines, and dedicated restrooms (dignity rooms). Many schools, despite having 1 or 4 toilets, faced challenges such as broken doors, leading to a significant number of girls opting to stay home during their menstrual cycles.

The consequences of these situations were the dropout rate among girls not only denied them their right to education but also fueled a myriad of social problems including child marriage, child labor, poverty, unemployment, and violence. These effects reverberated at both individual and intergenerational levels, and perpetuating cycles of hardship. With girls constituting half of the population, their exclusion from education represents a significant loss to the nation's progress and prosperity.

Approach:

Addressing these pressing issues, Work for Equality in collaboration with the Government Education Department in Pune district and Riseup and Cummins India Foundation launched Project Mi Shakti (I am the Power)! This initiative for building evidence, was rolled out in 15 selected semi-government secondary schools within the block.

During the awareness sessions conducted in these schools, the 1000 female students were equipped with scientific information on reproductive health and menstrual hygiene. Simultaneously, the team collected data and insights regarding the existing menstrual hygiene facilities and the students' aspirations for improvement. This data served to underscore the multifaceted nature of menstrual hygiene, emphasizing its impact not only on health but also on access to education rights and its role in mitigating causes for child marriages.

Testimonials

“

MANSI DHAMALE, GIRLS LEADER, KADUS VILLAGE, KHED BLOCK

To lack of menstrual and sanitation facilities at school, dropout rate girls are high among those days.

”

As part of the initiative, 300 out of the 1000 girls decided to step up as Mi Shakti leaders who underwent soft skills training, equipping them with the ability to effectively present menstrual hygiene studies and advocate for necessary improvements to the local village-level authorities to higher state-level bodies. To enhance their leadership skills, an international training module developed by Girlup and Riseup. This module emphasized mobilizing girls, addressing their priorities, and collectively resolving issues. It also outlined strategies for educating and sensitizing government authorities to prioritize girls' concerns. Additionally, it motivated girls to mobilize others in their villages, establish girls' clubs, and assume leadership roles. These leaders underwent several handholding trainings to tackle advocacy issues effectively.

The Mi-Shakti (I am the Power) leaders spearheaded the creation of a Charter of Demands, employing a variety of communication methods to amplify their message. Their efforts bore fruit when the Block Development Office and Chairperson issued a directive to 132 Gram Panchayats, instructing them to allocate funds from the 15th Finance Commission. This directive aimed to improve menstrual and sanitation facilities across 132 Zilla Parishad (District Administration) schools in the Khed block.

Testimonials

“

MANSI DHAMALE, GIRLS LEADER, KADUS VILLAGE, KHED BLOCK

We are proud that our girls can go to local panchayat (Village Unions) and discuss with authorities about facilities. Even today we are not confident enough to discuss with authorities. This has happened only because of the Mi Shakti - girls power program. Now we are confident about our girls and we know that they can fight for their rights confidently in the future also.

”

Sustainability:

Girl leaders play a crucial role in advocating for menstrual hygiene issues with local authorities. They are actively engaging parents, particularly village women, to address the improvement of menstrual hygiene facilities in schools during Gram Sabha (Village Unions) meetings. Furthermore, they are pressuring local panchayats to allocate funds for enhancing menstrual hygiene facilities.

Scalability:

By advocating for funding allocation to schools, regular follow-ups are being done with local authorities. Prabha Vilas, CEO of Mi-Shakti, aims to expand the program to benefit over 25,000 students annually.

This initiative is in alignment with several national and state flagship programs such as the Swachh Bharat Mission, National Education Policy 2020, District Planning and Development Committee (DPDC), School Health and Wellness Program, and PM Shri, thereby supporting its potential for scalability.





Community members with the Project Saamarthi Team

CASE STUDY 08

Project Saamarthi (Giving Strength) By Global Shaper Community - Baramati Hub, Baramati

- ★ **Category:** NGO with a Grassroots initiative
- ★ **Focus Area:** Community or educational institutions impact stories
- ★ **Impact:** 1700+ women and girls across various communities
- ★ **Funding Agency:** Crowd funding
- ★ **Location:** Baramati Rural Area
- ★ **Stakeholders:** Young girls and women in slums and rural areas, Shardabai Pawar Nursing College, Badlav Foundation to promote reusable menstrual absorbent, Medical officers, ASHA workers, private organizations (schools, colleges, industries), Local governance, NGOs, and community members.
- ★ **Program Duration:** September 2020.
- ★ **SDG:** SDG 3: Good Health and Wellbeing, SDG 5: Gender Equality, SDG 6: Clean Water and Sanitation and SDG 17: Partnerships for Goals

*In the verdant landscapes of Baramati, despite the veneer of development, the shadows of stigma and taboo still loomed large, casting a pall over the lives of women and girls. But amidst this backdrop, **Project Saamarthi (Giving Strength)**, an initiative fostered by **The Global Shapers Community**, launched by the World Economic Forum in 2011, unites young leaders aged 20 to 30, empowering them to catalyze positive change.*

The Baramati Hub is India's inaugural rural hub, is dedicated to advancing various regional and global agendas in rural settings. Project Saamarthi (Giving Strength) takes a comprehensive approach, spanning from sourcing menstrual absorbents through crowd funding to dispelling taboos, correcting myths, and addressing misconceptions about menstrual hygiene among girls and women in the community. Additionally, the project focuses on ensuring proper disposal methods and distributing biodegradable bags while also promoting the adoption of reusable menstrual absorbents. The project's primary objectives revolve around raising awareness among women and children regarding menstrual hygiene, alongside facilitating the door-to-door distribution of Menstrual Absorbents. Notably, what sets this initiative apart is the active involvement of men in its implementation.

Challenges:

Despite Baramati's evident progress, characterized by its expansive roads and verdant landscapes, a significant portion of women and girls still lack awareness regarding menstrual hygiene. The enduring stigma attached to menstruation has led to the marginalization of those experiencing it. This deep-rooted taboo often results in limited access to proper menstrual absorbents and reliable information. As a consequence, many women and girls find themselves resorting to unsanitary alternatives during menstruation, thereby facing potential health risks and discomfort.

Approach:

Project Saamarthi, (Giving Strength) an initiative of the youth changed lives of many. The initiative adopted a systematic approach, commencing with a thorough Needs Assessment to pinpoint areas in Baramati, including slums and rural regions, requiring menstrual hygiene interventions. Assisted by a private medical officer, they identified key areas for action. Through crowdfunding, menstrual absorbents were procured, supplemented by educational materials from Shardabai Pawar Nursing College, Baramati. With resources secured, the project engaged identified communities in collaboration with community leaders, healthcare providers, and educators. This team facilitated door-to-door distribution of menstrual absorbents and educational materials to women and girls in need. School interventions ensued, featuring educational sessions conducted in partnership with local stakeholders, including nursing college students and healthcare facilities. These sessions addressed crucial topics such as menstrual hygiene, proper product usage, and disposal methods. Program strategy was refined based on feedback to ensure ongoing relevance and effectiveness. Since inception, over 4000 menstrual absorbents have been distributed through door-to-door activities, reaching out to over 1700 young girls and women with accurate menstrual health information.

Sustainability:

Project Saamarthi (Giving Strength) is now drawing a program where they want to educate menstruating girls and women on menstrual waste management.

Scalability:

In terms of scalability, the project plans to expand its reach within Baramati and neighboring regions by collaborating with local authorities and community leaders. Partnerships with schools and healthcare facilities will be developed, integrating menstrual hygiene education into school curriculums. Community Health Workers, including ASHA workers, will be trained comprehensively to ensure sustainable delivery of menstrual hygiene services, fostering long-term behavior change. The project aims to promote reusable and environmentally friendly menstrual absorbents through partnerships with relevant organizations. Robust monitoring and evaluation mechanisms will be implemented to assess impact and identify areas for improvement, ensuring continued effectiveness. This initiative is in harmony with a range of national and state flagship programs, including the Swachh Bharat Mission, National Education Policy 2020, District

Planning and Development Committee (DPDC), School Health and Wellness Program, PM Shri and Tribal Development Fund, thus enhancing its potential for scalability.

As the sun sets on another day in Baramati, the legacy of Project Saamarthi (Giving Strength) continues to unfold a testament to the transformative power of youth leadership and collective action.

Testimonials

“

SHRI PUSHIKARAJ NIMBALIKAR, MEDICAL OFFICER, BARAMATI

As a local healthcare provider in Baramati, I have witnessed firsthand the transformative impact of Project Saamarthi on the health and well-being of women and girls in our community. By collaborating with the Baramati Hub, we have been able to reach marginalized populations with essential menstrual hygiene products and comprehensive education. This initiative has not only improved menstrual hygiene outcomes but has also empowered women and girls to take charge of their own well-being. I commend the dedication and commitment of the project team and look forward to continued collaboration in breaking the menstrual taboo and promoting health equity.

”

“

MS. SHARMILA DHUMAL, TEACHER, BHAVANINAGAR VILLAGE

Before Project Saamarthi, menstruation was a topic shrouded in secrecy and shame in our community. Many of us had limited access to menstrual absorbents and little knowledge about menstrual hygiene. However, thanks to this project, we now have access to essential menstrual hygiene products and accurate information about menstrual hygiene. The awareness sessions have empowered us to break free from the stigma surrounding menstruation and prioritize our health and well-being. We are grateful to the Baramati Hub for their unwavering support and commitment to improving the lives of women and girls in our village.

”



Men at Work - Involved in Outreach Activities



During the Mahotsav, awareness spreads among girls and boys.

CASE STUDY 09

Maasika Mahotsav – The Period Festival By Muse Foundation, Thane

- ★ **Category:** NGO with a Grassroots initiative
- ★ **Focus Area:** Community or Educational Institution Impact Stories
- ★ **Impact:** Celebrated in 19 countries by 65 organizations
- ★ **Location:** Mumbai, Navi Mumbai, Thane, Mumbra, and regions like Pune, Nagpur, Kolhapur, and Jalna through partner organizations in Maharashtra. In the MMR region, the Mahotsav has been celebrated by over 15 organizations. Additionally, it extends its reach to over 17 states within India, as well as to Nepal, Pakistan, Zambia, Kenya, Namibia, Rwanda, Uganda, South Sudan, Ghana, Cameroon the DRC, Guatemala, El Salvador, and the USA.
- ★ **Stakeholders:** NGOs, community organizations, government departments, educational institutions, and local communities
- ★ **Program Duration:** May 2017 onwards
- ★ **SDG:** SDG 5: Gender Equality, SDG 3: Good health and Well-being and SDG 10: Reduced Inequalities.

Maasika Mahotsav, the Period Festival launched in 2017 aims to break menstrual taboos and normalize period conversations through sports, arts and cultural activities. This platform invites individuals of all genders, recognizing that solely engaging women in these discussions is insufficient to dismantle the widespread taboos influenced by varying genders, cultural norms, religious beliefs, and familial legacies. This inclusive approach is fundamental to the festival's goal to promote open dialogues about menstruation and foster a period-friendly society. Originating from a need for a societal intervention that includes all community members, Maasika Mahotsav was initiated by **Muse Foundation**, which has been addressing menstrual hygiene since 2014. Collaborating with various NGOs, the festival has grown to be celebrated in 19 countries by 65 organizations, demonstrating its universal appeal and relevance.

Challenges:

Menstrual health, though a natural biological phenomenon, is enveloped in cultural perceptions that often lead to discrimination and irrational practices worldwide. These form a certain mentality that hinders a menstruator's access to a safe, healthy, and dignified menstrual life. Furthermore, it also affects one's access to livelihood, education and social spaces, impacting the overall quality of life for menstruators. For instance, in India, avoiding physical contact with menstruators during their periods is a common practice. Similarly, in parts of Africa and Asia, it is not uncommon for menstruating individuals to be isolated from their homes. Overcoming these barriers requires a robust intervention that can transform the existing narrative around menstrual health.

Approach:

Muse Foundation in collaboration with the NGO partners mobilized and identified the community and conducted a rapid survey to understand prevalent menstrual taboos. The festival leverages 'edutainment,' merging education with entertainment through games and activities targeting local beliefs effectively. The festival is curated keeping with the local taboos as a focal point. This innovative approach has successfully engaged both menstruators and non-menstruators in open conversations about menstrual health. Furthermore, Muse Foundation collaborates with various NGO partners and government departments both in India and internationally to enhance the reach and impact of Maasika Mahotsav.

Sustainability:

The team is working on collaborating with as many Government Departments. In the recent past, Department of Panchayati Raj, Government of Sikkim organized Maasika Mahotsav in all its districts. In a big boost to the festival, National Commission for Women has collaborated with Muse Foundation in 2024. Through this collaboration, National Commission for Women (NCW) will encourage its State Commissions to participate in the festival in different states. Similarly, discussion are on for more departments, ministries and other government bodies to adopt Maasika Mahotsav as a mass cultural intervention to normalize period conversations. Maasika Mahotsav has set up an advisory committee consisting of experienced MHM professionals, doctors, social workers from different continents. The committee meets quarterly to review and discuss the Mahotsav's way forward. Maasika Mahotsav is also undergoing a structural change to nominate and empower regional representatives. These representatives will work with the central team to further implement Maasika Mahotsav independently.

Scalability:

Maasika Mahotsav is poised to be a national festival with the right partnerships and collaborations. The festival, if adopted by the Government of India can be scaled and implemented through its wide network of Primary Health Care Centres, Panchayati Raj Ministries, Municipal Bodies, Women and Child Welfare Ministries. The intervention is highly localised, minimal resource based and at the same time a movement requisite to bring in a social reform. Parallely, the campaign has been growing organically in India. Aligned with various national and state flagship initiatives, such as the Swachh Bharat Mission, National Education Policy 2020, District Planning and Development Committee (DPDC), School Health and Wellness Program, PM Shri, and Tribal Development Fund, this initiative is poised for scalability.

In conclusion, Maasika Mahotsav stands as a pioneering initiative in menstrual health advocacy. By utilizing cultural activities and inclusive dialogue, it aims to dismantle long-standing taboos and create a society that supports and celebrates menstruation. The continued expansion and adaptation of this festival, both within India and globally, are essential for fostering lasting social reform in menstrual health perceptions and practices.

“

SUMAN, MANORAMA NAGAR, THANE

I have learnt so much about my body through this engagement. I knew nothing about the biological explanation of menstruation and the adequate ways of managing it. I could not explain it to my daughters. Their schools did not fill this gap either. Maasik Mahotsav changed that. I ensured my daughters are educated about the changes happening in their body and educate my son as well about menstruation. I look forward to attending it this year.

”



Using street play to reach out to the community

CASE STUDY 10

Project Unnati by Ecosan Service Foundation, Pune

Category: NGO with a Grassroots initiative

Focus Area: Biodegradable product innovations on absorbents, start-ups contributions to MHM, Community or Educational Institutions impact stories

Impact: 1100 adolescent girls, 4500+ community women, 240 Self-Help Group (SHG) members, 5000 school children, 14 Zilla Parishad schools and 2 private schools and 24000+ community members.

Location: Dindori, Nashik, Maharashtra

Stakeholders: Pernod Ricard India Ltd., Panchayat Samiti at Dindori, SHG members, adolescent Girls, School Management Committee, Community Resource Person, Gram sevaks (Administrative Head of the villages) and Sarpanch/Upsarpanch (Elected Heads of the village).

Program Duration: April 2022 onwards

SDG: SDG 3: Good health and Well-being, SDG 3.7: Sexual and Reproductive Health, SDG 4: Quality Education, SDG 5: Gender Equality, and SDG 6: Clean Water and Sanitation.

*Pernod Ricard India Foundation (PRIF), a Section 8 Company incorporated under the Companies Act, 2013, is a wholly-owned subsidiary of PRI, formed to fulfill its commitment to the cause of Corporate Social Responsibility near its operations and beyond, in areas of special needs. PRIF aims to drive sustainable solutions to address social, economic and environment sustainability while partnering in India's development initiatives. **Project Unnati (Development)** was conceptualized in April 2022 when Pernod Ricard India Ltd., a well-known alcohol manufacturing company, gauged that their women employees who are mostly from tribal villages were not aware of their basic menstrual hygiene management practices. They then approached **Ecosan Service Foundation** to disseminate the correct information to the adolescent girls, women at Dindori, Nashik. The third year of this project has begun.*

Challenges:

The team of Ecosan witnessed in Dindori, Nashik, a critical lack of awareness regarding MHM among adolescent girls, Self-Help Group (SHGs), and wider community. The gap in knowledge and skills led to poor MHM practices, cultural beliefs and taboos, lack of access and affordability of hygienic products and facilities like clean toilets with water and disposal systems. Due to these issues, girls would often miss schools. Ignorance about MHM extended beyond individuals to communities, impacting health and social development.

Approach:

To reach out to the community members, especially the adolescent girls, ECOSAN contacted the Block Development Officer (BDO) and he connected the team to the ASHA (Accredited Social Health Activists) workers, Anganwadi Workers and Community Resource Person (CRPs). The health workers provided the data on adolescent girls, those who go to school and those who don't and then the intervention began. To reach out to every mile, SHGs were involved. They were given capacity building trainings. Not only were they empowered with information on MHM, they were also given capacity building training on making menstrual absorbents, hence providing them with employment. Under Project Unnati, 19 Adolescent Girls Group and 16 SHGs were formed along with 16 small scale businesses were set up for SHGs. In schools, 7 school toilets were refurbished. Additionally, 6 women's development centers were constructed at key locations.

These were achieved by the education and awareness campaigns. There were workshops, seminars and training sessions for SHGs, adolescent girls, and community members in MHM and WASH practices. Distributed educational materials like pamphlets, posters, booklets in local languages. Encourage open discussion to address and debunk taboos and stigmas. There has been infrastructural development as well as refurbishment of toilets ensuring they are hygienic and accessible to all. And construct a Women's Development Centre for SHGs at key locations to manufacture products, sale, and capacity building for a better place for MHM. Through this project, menstrual absorbents vending machines were provided in schools and community centers. There was distribution of affordable and eco-friendly menstrual absorbents to adolescent girls and women in the community. Trained SHGs to educate their communities on menstrual hygiene and advocate for better menstrual practices. Also support SHGs in setting up small-scale enterprises for the production and distribution of menstrual absorbents. Monitoring and evaluation is conducted on a regular basis to track the progress and impact of the project - also gather feedback from project beneficiaries to continually improve project strategies and execution.

Sustainability:

The key strategies for self-sustainable businesses are to make the product more accessible and affordable by collaborating with local manufacturers and establish distribution channels through local shops, health centers and community networks. Continue to conduct educational awareness in schools, community centers and SHG groups. In addition to this, Ecosan provide capacity building and livelihood generation to SHG groups on product manufacturing, financial management etc. Encourage advocacy and policy engagement by advocating for integration of MHM education in schools and menstrual products in government welfare schemes. Implement a robust monitoring and evaluation framework to track the progress, diversifying funding sources, fostering community participation by involving local leaders, women groups etc. The long term vision is to make Project Unnati (Development) to serve as a catalyst for sustainable

change in MHM practices, fostering a culture of openness, empowerment and inclusivity. It also aims to continuously adapt and innovative strategies based on evolving needs and challenges, ensuring the projects' relevance and impact in the long run.

Scalability:

There is no scalability plan as Financial Year 2024-25 will be the 3rd year in Dindori location and as per the agreement with Pernod Ricard India, this might be the last year at Dindori location. But if Ecosan gets the chance of implementing exact same model in different villages then Dindori location has a huge scope for it. By adopting a multi-faceted approach that combines technology, partnerships, community engagement, and data-driven insights, the organization can maximize its impact on the target population while addressing cost and outreach challenges inherent in similar engagement models. This initiative can be scaled up through Swachh Bharat Mission, DPDC, State Rural Livelihood Mission and other flagships.

Testimonials

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MRS. PRATIBHA MAHENDRA NIKAM, SHG MEMBER, VILLAGE NILWANDI

We do not have even one medical store in Nilwandi. We have female population of 987 but till Ecosan's intervention there were no awareness generation regarding Menstrual Hygiene at all. All of us were using cloth during menstruation. Cloths drying was a big concern for all of us. In last year, one day Ecosan team visited in our village and they changed our perceptions and understanding regarding menstruation. They provided us scientific knowledge. Also they formed our group and provided biodegradable menstrual absorbents manufacturing machine, trainings and raw material as well. Initially we took time to understand the basic concepts but as soon as we started getting orders, everyone from our group started coming regularly to the center. Also, earlier there were no jobs available at all in our village. But because of Sanika madam and Ecosan Foundation, we got the order of 25,000 menstrual absorbents to deliver in Pune and Mumbai at various schools. We all are happy as female students from Pune and Mumbai will use our handmade menstrual absorbents. Sanika Madam also done scientific testing our menstrual absorbents and shared the results with us. After seeing that our confidence boosted and we started working hard our business. Till now we have delivered menstrual absorbents in 8 schools and we earned profit of Rs. 7000 per SHG member. Also, for the first time we ordered raw material of Rs. 15,000/- by ourselves. Some of our SHG members paid their house EMI, loan EMI, some paid their child's school fees, and one member bought dry fruits for the whole family. We are really happy and grateful for Ecosan and Pernod Ricard for providing us this opportunity.

”





Students getting educated on MHM.

CASE STUDY 11

Menstrual Health and Hygiene Education Program by Citizens Association for Child Rights (CACR), Mumbai

Category: NGO with a Grassroots initiative

Focus Area: Community or Educational Institution Impact Stories

Impact: 10,000 adolescent girls in 81 Brihanmumbai Municipal Corporation (BMC) schools, 8 Ashram shalas (Tribal Residential Schools) in Palghar and 3000 parents

Location: Mumbai and Palghar

Stakeholders: Schools in Mumbai and Palghar

Supported by: Kotak Mahindra Capital Company Limited and implemented in coordination with BMC Education Department in Mumbai and Project Officer, Integrated Tribal Development Project – Ashram Shala, Palghar

Program Duration: October 2023 onwards

SDG: SDG 3: Good health and Well-being, SDG 4: Quality Education, SDG 5: Gender Equality, SDG 6: Clean Water and Sanitation, SDG 13: Climate Change and SDG 17: Partnerships for the Goals

The Menstrual Health and Hygiene Education Program led by Citizens Association for Child Rights (CACR) in collaboration with Kotak Mahindra Capital Company Limited and in coordination with Brihanmumbai Municipal Corporation's Education Department and Project Officer, Integrated Tribal Development Project - Ashramshala (Tribal Residential Schools), Palghar, educated and empowered 10,000 adolescent girls on menstrual hygiene and sustainable menstrual hygiene practices particularly the use of reusable menstrual absorbent. This initiative addressed the prevalent challenges stemming from societal taboos and misconceptions surrounding menstruation, which hinder girls' well-being and environmental sustainability.

Challenges:

Despite advancements, many households still shy away from discussing menstruation, perpetuating myths and misconceptions that affect adolescent girls' understanding and management of their menstrual hygiene. This lack of comprehensive education and access to sustainable menstrual absorbents leads to poor hygiene practices, posing health risks and hindering girls' overall well-being.

Approach:

Actions were taken in response to the challenges on the ground, with CACR implementing a multifaceted approach. Firstly, they focused on educating 10,000 adolescent girls through practical demonstrations and discussions to promote better hygiene practices, including the use and maintenance of reusable menstrual absorbents with antimicrobial cloth and panties. Each girl was also provided with a set of these menstrual absorbents to ensure continued access to hygienic menstrual products. Recognizing the crucial role of parents, engagement sessions involving 3000 parents were conducted to foster a supportive environment for menstrual hygiene. Special awareness sessions were held to dispel myths, address taboos, and encourage open communication within families. By involving parents in the dialogue, the initiative aimed to break down barriers and cultivate supportive attitudes towards menstrual hygiene within households.

These efforts aimed to create a sustainable impact by empowering both adolescent girls and their families with the knowledge and resources necessary for optimal menstrual hygiene practices. Through fostering a culture of awareness, acceptance, and accessibility, the initiative sought to enhance the overall well-being and dignity of girls while contributing to broader goals of health equity and sustainability within the community.

Testimonials

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**MR. PRASHANT LOPES, HEAD MASTER,
BRIHANMUMBAI MAHA NAGAR PALLIKA,
GUNDAVLI MUMBAI PUBLIC SCHOOL**

The intervention covered a range of important topics to empower the girls with knowledge and confidence regarding menstruation like the science behind menstruation like the science behind menstruation, use and disposal of menstrual absorbents, hygiene habits, nutrition and debunking myths. The kits contained two pairs of panties and two reusable menstrual absorbents, providing them essential supplies for their menstrual cycle. This has equipped the girls with valuable knowledge and resources to manage their periods with confidence and dignity. We look forward for collaborating with your esteemed organization on future initiatives that empower young girls.

”

On the ground, the program was implemented by conducting comprehensive training of trainers (ToT) to ensure a deep understanding of the Behavior Change Communication (BCC) Menstrual Hygiene Management (MHM) module, tailored to be culturally sensitive. Pre- and post-tests were conducted to measure the effectiveness of the intervention and its impact on menstrual health and hygiene practices among adolescent girls. Interactive sessions were held weekly in schools, with batches of 30-40 girls, implementing the MHM module developed by UNICEF Mumbai. Additionally, awareness sessions were held with parents to achieve holistic development.

By educating and empowering 10,000 adolescent girls in 81 BMC schools and 8 Ashramshalas (Tribal Residential Schools) and 3000 parents with knowledge and resources, the initiative catalyzed a transformative shift towards healthier, environmentally friendly menstruation habits, enhancing the well-being and dignity of girls while contributing to a more sustainable future for all.

Sustainability:

The cornerstone of the sustainability strategy is the continuation of implementation of the Behavior Change Communication (BCC) Menstrual Hygiene Management (MHM) module. This module is integral as it empowers ongoing sustainability efforts across the program. The initiative also commits to continually engaging parents through sensitization sessions and enhances their understanding of MHM. Additionally, training on the use of the MHM tracker is provided to monitor menstrual flow, crucial for both health tracking and educational purposes. Reinforcing the commitment to a sustainable environment, the program continues to distribute hygiene kits and provide IEC materials, essential components of the comprehensive sustainability plan.

Scalability:

The initiative's capacity for growth is highlighted by CACR's plans to include an additional 15,000 adolescent girls each year. Additionally, the initiative seeks to extend its influence by engaging a growing number of schools and communities each academic year. This commitment underscores CACR's proactive strategy to expand its reach and enhance support and education across diverse settings.

The Menstrual Health and Hygiene Education Program exemplifies a holistic approach to address menstrual health challenges, emphasizing education, empowerment, and community engagement for a healthier and more sustainable future. This initiative can be scaled up through Swachh Bhatta Mission, National Education Policy 2020, DPDC, School Health and Wellness Program, Tribal Development Fund, PM Shri and other national and state flagships.

BASELINE AND ENDLINE SURVEYS WERE CONDUCTED TO UNDERSTAND THE IMPACT OF THE INTERVENTION: SOME FACTS CAME UP!

- ✦ Prior to the intervention, a staggering 40% of girls from Palghar and a concerning 87% from Mumbai viewed menstruation as synonymous with dirty blood, a disease, or even a curse, reflecting deep-seated taboos and a fundamental lack of comprehension about the physiological processes involved. However, the end-line results paint a starkly different picture, with only 3% of girls from Palghar and a mere 1% from Mumbai retaining such misconceptions. Instead, an overwhelming majority, 95% from Palghar and 99% from Mumbai, now recognize menstruation as a natural physiological process.
- ✦ Initially, a significant portion of girls, at 51% of adolescent girls from Palghar Ashram Shalas, grappled with feelings of impurity and shame surrounding menstruation. This distressing statistic witnessed a remarkable decline, reaching just 18% by the conclusion of the study. Moreover, in Mumbai specifically, the transformation was even more pronounced, with only 4% of girls reporting feelings of shame or impurity during their periods, compared to a staggering 59% initially.
- ✦ Prior to the intervention, a concerning 66% of girls in Palghar and 80% in Mumbai believed that menstruating girls should attend school. However, following the intervention, an impressive 97% of girls in Palghar and 100% in Mumbai now recognize that menstruating girls can indeed attend school.
- ✦ Prior to the intervention, a concerning 56% of girls in Palghar and 39% in Mumbai admitted to not wearing clean underwear regularly, with many reserving their use for menstruation alone. However, post intervention, a remarkable transformation occurred, with 96% of girls in Palghar and 90% in Mumbai reporting that they had begun wearing clean underwear regularly.



Students attending session on MHM

CASE STUDY 12

Awareness on Menstruation Health and Hygiene with Education System and Community by Dnyandeep Rashtriya Samajik V Shaikshanik Vikas Sanstha, Satara

- ★ **Category:** NGO with Grassroots initiative
- ★ **Focus Area:** Community or Educational Institution Impact Stories
- ★ **Impact:** 120 Self-Help Group, reaching out to 240 women in 7 villages, reaching to 5 school addressing 450 students, 5 colleges reaching out to 300 students.
- ★ **Funding Agency:** Pramod Sarjerav Thorat (Individual Funder), Self-Funding and 14th /15th Finance Commission etc.
- ★ **Location:** Karad in Satara District - Under the scheme of Dr. Panjabrao Deshmukh - Late. Yashwantrao Chavan Girls hostel, Karad. (200 Girls) and under the scheme of Dr. Panjabrao Deshmukh, Girls Hostel Polytechnic college, Miraj (50 Girls)
- ★ **Stakeholders:** Colleges And Hostel, Grama Panchayats, Health department, Maha Peconet, and CORO India.
- ★ **Program Duration:** 2018 onwards.
- ★ **SDG:** SDG 3: Good Health and Wellbeing, SDG 4: Quality Education, SDG 5: Gender Equality, SDG 6: Clean Water and Sanitation and SDG 10: Reduced Inequalities.

Dnyandeep Rashrtiy Samajik V Shaikshanik Vikas Sanstha has been working in the field of Menstrual hygiene since early 2000. With time as the team grew, they started working on menstrual hygiene leading to the conceptualization of this awareness project, **Awareness on Menstruation Health and Hygiene with Education System and Community.**

Challenges:

In these areas, there is lack of awareness on women's health, nutritious diet, ignorance of personal hygiene and then there is poverty, shame and superstitions surrounding menstruation. Most of these young girls and women belong to the nearby villages having almost no access to information.

Approach:

Dnyandeep Rashrtiy Samajik V Shaikshanik Vikas Sanstha taken the responsibility of running Late. Yashavantrao Chavhan Girls Hostel which houses 200 girls from different colleges. These girls are from the nearby villages hence their exposure to menstrual hygiene is limited. There are health camps which are arranged where Hemoglobin tests are conducted. If the HB is less than 12, then they are educated on nutritional intake. The NGO realizing this gap in knowledge, began monthly intervention through group discussions. Through these discussions, eventually residents open up with their challenges like pain, less bleeding or bleeding profusely etc. accordingly, the NGO educate them about the importance of nutrition, provide the scientific reasons and address the myths and misconceptions. The NGO provides menstrual absorbents after every session. Some girls have fainted and gynecologist has come to meet them. There are interventions conducted through communication materials.

As in the hostel, the NGO is able to do interventions with the youth, they work with women Self-Help Group (SHG) as well. Women in the SHGs have different challenges like menopause, hygiene etc. Discussions on menopause and how to handle it is also discussed here. These meetings are conducted at the Gram Panchayat level along with capacity building for them to share it with other community members. Sometimes doctors are also invited to address these issues.

The third intervention takes place with school children, especially with those who are about to start menstruating. Here also sessions are conducted with children and menstrual absorbents are distributed. They participated in the Red Dot Challenge enthusiastically understanding its significance. The NGO continues to work in this field and make sustainable plans.

Testimonials

“

**VAISHALI PATIL (GIRLS HOSTEL RECTOR), 34 YEARS OLD,
LATE. YASHVANTRAO CHAVHAN GIRLS HOSTEL, KARAD**

We got feedback from collages and hostel that girls became aware about their health and taking care of herself during menstruation days, they have taking a healthy diet specially during Menstruation period all this changes seems in their behavior

”

Scalability:

Eager to conduct session in different colleges, girls hostels, for the underprivileged community, and SHGs and also taking initiative to change men's mentality about menstruations etc.

This initiative aligns with various national and state flagship programs, including the Swacch Bharat Mission, National Education Policy 2020, District Planning and Development Committee (DPDC), School Health and Wellness Program, PM E-Shram, and Tribal Development Fund facilitating its scalability.

Testimonials

“

**SUJATA HANBAR (SHG MEMBER), 42 YEARS OLD,
OND, KARAD**

We got feedback from girls and women's they said Reduce their health issues, Menstrual cycle became regular, The difference between superstition and scientific matter was noticed etc.

”



Girls participating in the Red Dot Challenge!



Community mobilization on MHM

CASE STUDY 13

Water Initiative by Water for People India Trust, Amravati

- ✦ **Category:** NGO with a Grassroots initiative
- ✦ **Focus Area:** Biodegradable product innovations on absorbents, start-ups contributions to MHM, Community or Educational Institutions impact stories
- ✦ **Impact:** The intervention has taken place in 53 villages, 50 Zilla Parishad (Village Administration) Schools and 5 Ashramshala (Tribal Residential Schools). 131 ASHA Workers have been trained. Approximately 212 sessions have been conducted reaching out to approximately 3880 women and girls.
- ✦ **Location:** Chikhaldara Block, Amravati District
- ✦ **Stakeholders:** Women, Men, Girls and Boys, Colgate Palmolive India Ltd., Accredited Social Health Activists (ASHA) workers, Zilla Parishad
- ✦ **Program Duration:** 2015 onwards.
- ✦ **SDG:** SDG 3: Good Health and Wellbeing, SDG 5: Gender Equality, SDG 6: Clean Water and Sanitation and SDG 10: Reduced Inequalities.

*The **Water Initiative** led by **Water For People India Trust** highlights the critical role of Menstrual Hygiene Management (MHM) in rural development, showcasing the effectiveness of community-driven strategies in fostering sustainable change within the Chikaldara Block of Amravati District. With the generous support of Colgate Palmolive India Ltd., the initiative orchestrated awareness sessions, crafted communication materials, and facilitated capacity building for key stakeholders such as Accredited Social Health Activists (ASHAs). Since its inception in 2015, the program has exemplified a comprehensive approach to tackling MHM challenges. By forging alliances with local entities like Zilla Parishad (Village Administration) and emphasizing scalability, the initiative is poised to catalyze widespread adoption and enduring impact across rural India's Water, Sanitation, and Hygiene (WASH) landscape.*

Challenges:

For over two decades, government agencies and NGOs have been tirelessly working to cultivate WASH conscious communities in rural India. Among the critical components of this endeavor is MHM, crucial for the well-being of women and girls. Despite concerted efforts, communities still lag in understanding menstrual hygiene. Addressing this challenge necessitates fostering MHM consciousness among men, women, and youth.

Approach:

As part of the Water Initiative project, Water For People conducted numerous awareness sessions focusing on MHM for women and girls. These sessions served as platforms for open dialogue, enabling them to articulate their MHM-related concerns while learning from one another. Through these sessions, valuable information was disseminated with the help of communication materials such as posters and flip cards to serve as educational tools for initiating discussions on MHM among men, women, and youth. These communication materials further facilitated dialogue and knowledge dissemination within the communities.

Recognizing the pivotal role of ASHA workers, a half-day training module on MHM was developed. ToT (Training of Trainers) sessions were conducted to equip ASHA workers with the necessary skills to initiate primary discussions on MHM with community members including boys and men.

In the Water Initiative program, groups of women, men, and youth in villages were mobilised, organizing MHM sessions in collaboration with the Health Department at the Block level. ToT sessions were also organized with ASHA workers, followed by the collection of feedback to ensure effectiveness and address any gaps. Collaboration with local government departments and NGOs are integral to the success of MHM initiatives. By partnering with these entities, Water For People ensured the seamless organization and implementation of MHM activities within communities.

Testimonials

“

ASHA WORKER IN TOT ON MHM

This ToT was an opportunity for us to learn more about MHM with creative ways of interactive exercise with our full participation.

”

Sustainability:

The concerted efforts in raising MHM consciousness among rural communities yielded significant impacts. Women and girls became more empowered to address their MHM-related challenges, fostering better health outcomes and quality of life. By engaging men, women, and youth in discussions and awareness sessions, attitudes towards MHM is gradually shifting, leading to the adoption of sustainable practices.

Scalability:

To expand the reach of MHM initiatives, Water For People has entered into a Memorandum of Understanding (MOU) with Zilla Parishad, Amravati. This partnership aimed to scale up ToT sessions on MHM, involving government functionaries and leading women in the Umed. This initiative can be scaled up through Swachh Bharat Mission, State Rural and Urban Livelihood Mission, District Planning and Development Committee, and other national and state flagship.



Adolescent girls and women participating the Red Dot Challenge!

CASE STUDY 14

Menstrual Waste Management by Chichani Mayaka Mahila Udhogik Utpadak Sahkari Sanstha, Mumbai

- ✦ **Category:** CBOs and Cooperative with grassroots initiatives
- ✦ **Focus Area:** Community or educational institutions impact stories on menstrual waste management
- ✦ **Impact:** Engaging 100 women in comprehensive training sessions, vending machines and incinerators were installed at 235 location by MCGM.
- ✦ **Funding Agency:** Municipal Corporation of Greater Mumbai (MCGM)
- ✦ **Location:** Mankhurd, Maharashtra Nagar slum
- ✦ **Stakeholders:** MCGM given responsibility to operation and maintenance of Community Toilet Block to CBO, CBO federation – Swachta Samvardhan Santha Maha Sangh, initial training was given by Jatan Organization at Udaipur in collaboration with MCGM
- ✦ **Program Duration:** 2016 onwards
- ✦ **SDG:** SDG 3: Good Health and Wellbeing, SDG 6: Clean Water and Sanitation and SDG 10: Reduced Inequalities and SDG 13: Climate Change.

Embark on a journey through the heart of Mumbai, where a group of determined women spearheaded a transformative initiative within their community. Faced with the challenge of inadequate sanitation facilities and the taboo surrounding menstrual hygiene, these women took charge, partnering with local authorities and organizations to revolutionize the way their community approached these pressing issues. From innovative solutions like installing menstrual absorbents vending machines to comprehensive training programs, their efforts not only tackled practical problems but also empowered individuals, paving the way for cleaner, safer, and more dignified living conditions. This is the inspiring tale of the **Menstrual Waste Management by Chichani Mayaka Mahila Udhogik Utpadak Sahkari Sanstha**.

Challenges:

In Mumbai's densely populated slum areas, the lack of individual household toilets presents a significant challenge. With community toilets serving as the primary sanitation solution, the limited privacy and inadequate facilities create barriers for women, particularly concerning menstrual hygiene. The community facilities, coupled with cultural norms, forces women to use community toilets for changing menstrual absorbents, leading to improper disposal practices and frequent clogging of the facilities. This not only poses sanitation risks but also infringes upon women's dignity and comfort, highlighting the urgent need for comprehensive solutions to address these challenges effectively.

In the bustling metropolis of Mumbai, the operational management of community toilets is spearheaded by a dedicated group of women. With a shortage of individual household toilets, communal facilities become vital lifelines for residents. In an initiative under the Slum Sanitation Program, post construction activities to address women's health and sanitation issues. The Municipal Corporation of Greater Mumbai (MCGM) mobilized a Community-Based Organization (CBO) to address sanitation challenges. Through engagement with local women, it became evident that improving menstrual hygiene was paramount. Limited privacy within cramped living spaces necessitated the use of community toilets to change menstrual absorbents, leading to issues of disposal and facility congestion. Recognizing the urgency, the CBO embarked on a mission to tackle

this pressing issue head-on. There was a need for regular supply of menstrual absorbents for the vending machines. Women were unable to handle technical challenges in the running of the incinerators. The care taker had to address these issues. There was also a need to conduct capacity building program on a larger scale for the CBOs.

Approach:

To address the challenge, alternative solutions were imperative. The CBO was guided by Mr. Anand Jagtap, Rtd. Officer on Special Duty (OSD), MCGM. In the community toilets, dustbins for menstrual absorbents were introduced, offering a designated disposal method. For those facing financial constraints, improvised measures, such as hanging bags for used for menstrual absorbents behind the doors of the community toilets. However, despite these efforts, a lack of awareness persisted, leading to improper disposal practices and sanitation issues.

To tackle this issue head-on, a targeted intervention was launched, engaging 400 women in comprehensive training sessions. In collaboration with the Jatan Organization, Udaipur-based renowned organization for its expertise in menstrual hygiene, these sessions were conducted at the ward level. The training encompassed various aspects, including body mapping, to empower women with the knowledge and skills needed for safe and hygienic menstrual hygiene management.

With a focus on solid waste management, it was recognized that women require approximately 120-150 menstrual absorbents per year, leading to significant disposal challenges. Entrusting sweepers with the handling of these used menstrual absorbents proved to be unhygienic. To address this, the slum sanitation program took decisive action by installing incinerators and menstrual absorbents vending machines in community toilets. Prior to installation, thorough assessments were conducted to ensure the availability of electricity and caretakers. Continuous feedback mechanisms were established to monitor the effectiveness of these initiatives. Moreover, acknowledging the stigma surrounding the procurement of menstrual absorbents, especially when packaged discreetly, efforts were made to make them readily accessible through vending machines, alleviating the embarrassment often associated with purchasing them in public. Additionally, the installation of vending machines proved particularly beneficial for adolescents facing unpredictable periods, offering a convenient solution to their menstrual needs. As a result, the community saw a significant improvement in access to menstrual absorbents while simultaneously addressing pollution concerns associated with improper disposal practices.

Before installing the vending machine and incinerator, hands-on training sessions were conducted at the Borivali center, focusing on the operation of vending machines and incinerators. These sessions were part of numerous training programs and awareness initiatives held, collectively reaching 500 women and men. Subsequently, both machines were installed at 235 locations, ensuring widespread access and utilization within the community.

The CBO actively pursued partnerships with suppliers of menstrual absorbents to ensure consistent availability. Recognizing the vending machine's limitation in accepting all menstrual absorbents sizes, collaborations were forged to procure diverse products. Additionally, to mitigate potential community misunderstandings, incinerator usage was scheduled for nighttime. Caretakers received specialized training, resulting in the cessation of toilet clogging and the elimination of manual handling of menstrual absorbents. Safety measures, including glove usage, were implemented to safeguard personnel during sanitation tasks.

A new federation emerged, known as Swachhta Sanvardhan Sanstha Mahasangh, marking a pivotal moment in community organization. This federation spearheaded training programs for 42 CBO representatives till date, empowering them with the knowledge and skills needed to drive sustainable change within their respective communities.

Sustainability:

Instilling a sense of ownership within the CBO is essential, with technology playing a pivotal role in achieving this goal.

Scalability:

Each toilet block necessitates amenities like menstrual absorbents and incinerators to tackle MHM issues in the slum, alongside comprehensive awareness on health, hygiene, and waste management.

This initiative is set to scale up, in alignment with several national and state flagship programs, including the Swachh Bharat Mission, and District Planning and Development Committee (DPDC).



Awareness on waste management through activities

THEME 03: ***DISPOSAL AND TREATMENT***





CASE STUDY 15

PadCare Labs by Ajinkya Dhariya (Founder & CEO), Pune

- ★ ***Category:*** Start-up on innovative solutions around absorbents, disposal and treatment
- ★ ***Focus Area:*** Menstrual Waste Management Strategies
- ★ ***Impact:*** Recycled 3.4 million menstrual absorbents and conserved 174 metric tons of CO₂ equivalent to date
- ★ ***Location:*** 19 cities across India, including Pune, Mumbai, Bangalore, and Delhi
- ★ ***Stakeholders:*** B2B (Business to Business) and B2G (Business to Government) sectors, including logistic companies, NGOs for awareness and CSR projects, menstrual absorbents manufacturers supplying menstrual absorbents for vending machines, and governments for community level projects.
- ★ ***Program Duration:*** 2018 onwards
- ★ ***SDG:*** SDG 6: Clean water and sanitation, SDG 12: Responsible consumption and production, and SDG 13: Climate Action

PadCare aims to ensure every used menstrual absorbent is recycled by providing safe and hygienic disposal mechanisms. This initiative, **PadCareX Recycling Machine** (each machine is for \$180000) prevents manual handling of used menstrual absorbents, thereby maintaining the dignity and health of waste workers. This situation presents both an environmental hazard and a public health concern.

Challenges:

According to the World Bank, in India, approximately 121 million women use menstrual absorbents. Unfortunately, most used menstrual absorbents end up in the landfills, posing a significant threat to the environment. According to a study, menstrual absorbents can take almost 500-800 years to decompose meaning every menstrual absorbent ever used still exists in the ecosystem. Additionally, sanitation workers often manually handle menstrual waste, compromising their health and dignity.

Approach:

Acknowledging the challenges towards environment and human life and dignity, PadCare Labs has developed a unique chemo-mechanical process to decompose and segregate the materials in used menstrual absorbents. This patented 5D technology powers a machine that efficiently processes used menstrual absorbents into recyclable materials. The recycled output includes wood pulp and plastic, which are further sent for processing to different recyclers and processed into various products. Wood pulp is used to manufacture paper and packaging products like stationery, while plastic is transformed into paver blocks and plastic granules. Currently, PadCare Labs is also exploring applications in the chemical and textile industries.

To facilitate source segregation and hygienic disposal, PadCare bins are installed at client locations. These bins are equipped with PadCare VAP technology, which stores menstrual absorbents in the bin for 30 days without any odor or bacterial growth. Collection frequencies are tailored to client needs, ranging from weekly, biweekly to monthly collections. The service fees is approximately \$6 per bin per service. The EHS (Environment, Health & Safety) trained service team visits the client locations and collects the menstrual absorbents and transports them to the recycling station.

Testimonials

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**SAUHRUD CO. OP. HOUSING SOCIETY,
PRABHAT ROAD, PUNE**

Our society has been associated with PadCare Labs for over six months and we are very happy with their services. They have implemented the menstrual absorbents recycling project in our society in a very systematic and professional manner - right from conducting a survey and an awareness campaign, installing the PadCare Bin, arranging for regular pickup - to catering to all our requests and continuing to respond to our queries in a timely manner. We are glad to be a part of this unique initiative and we look forward to working with the team at PadCare Labs.

”

Sustainability:

PadCare Labs' approach addresses both environmental and social sustainability. By reducing the volume of menstrual absorbents in landfills and conserving CO₂, the initiative significantly mitigates environmental impact. By recycling 3.4 million menstrual absorbents, PadCare Labs has significantly reduced the volume of waste directed to landfills. The initiative has conserved 174 metric tons of CO₂ equivalent, contributing to climate action goals. Additionally, by preventing manual handling of menstrual waste, PadCare Labs safeguards the health and dignity of waste workers, promoting better working conditions and social equity.

Scalability:

Currently, PadCare Labs' recycling machine operates in Pune. Plans are underway to establish zonal recycling stations in Bangalore and Delhi to optimize transportation and expand reach. Additionally, PadCare Labs aims to scale their operations globally, enhancing their impact on menstrual waste management worldwide. By innovating in menstrual waste management, PadCare Labs exemplifies how startups can drive environmental and social change through sustainable practices and technological advancements. The technology can be scaled up under Swacch Bharat Mission for proper disposal of sanitary pads.



Team at Work!



CASE STUDY 16

Neo San By Neo San Pvt. Ltd.

- ★ **Category:** Start-ups on innovative solutions around absorbents, disposal and treatment
- ★ **Focus Area:** Eco-Friendly Incineration methods
- ★ **Impact:** 40 tons of waste handled, 120+ tons of carbon offset, over 1 million menstrual absorbents handled.
- ★ **Location:** More than 10 installations in Pune and Satara in Maharashtra. More than 100 installations in India including Karnataka, Goa, Delhi NCR, Gujarat, and Tamil.
- ★ **Stakeholders:** Municipalities, Corporates, Communities, Public Schools, Non-Profits, CSOs, Donors, International Agencies, Numerous customers including TATA, Embassy Group, Pansheel Group, Strides, Airtel NGO partnerships with United Way, Rotary, Feedback Foundation, Globe Shapers Municipalities in Bangalore, Goa
- ★ **Partnerships:** Health Ministry, Maharashtra Pollution Control Board, Central Pollution Control Board
- ★ **Funding Agency:** Private investors
- ★ **Program Duration:** 2018 onwards
- ★ **SDG:** SDG 9: Industry, Innovation, and Infrastructure, SDG 12: Responsible Consumption and Production, SDG 13: Climate Action and SDG 6: Clean Water and Sanitation and SDG 11 Sustainable Cities & Communities, SDG 14 Life Below Water, and SDG 15 Life on Land

Neo San introduces **Neo X**, an innovative incinerator designed to handle reject waste (non-recyclable and non-compostable waste) directly at its source. By eliminating the need for waste transportation and a separate facility for segregation, Neo X tackles the challenges posed by waste co-mingled with wet and recyclable materials, such as medical waste and sanitary pads, which often hinder recycling efforts. The technology boasts remarkable efficiency, requiring minimal power while rapidly reaching high temperatures. Within 90 seconds, the NeoX achieves complete combustion at temperatures at 1200°C in 60-90 seconds. This enables a huge fall in emissions. There is a 98%+ reduction of emissions compared to Central Pollution Control Board standards. For example, Nitrous Oxide, which is 298X worse than CO₂ for global warming, is reduced from 200MG/m³ to 0.3 mg/m³. That is more than a 600X less in the Neo X incinerator. In terms of electricity, just 0.15 units of electricity (about \$0.012) handles 1 kg (0.001 ton) of waste at 1200°C. 1 kg of waste gets converted to less than 2 grams of sterile, compostable ash.

In just four minutes, approximately 20 liters of waste is fully incinerated, yielding inert powdered ash that is further sent for testing and is non-toxic and easily disposable as dry waste. This ash can even enhance compost quality when added to compost waste. Remarkably, only 0.2 units of electricity are consumed per 20 liters of waste processed.

Challenges:

Addressing the pressing challenge of waste management in India, where over 20 million tonnes of reject waste are generated annually, with over 30% remaining uncollected and more than 60% disposed of illegally or dumped in nature. Neo San recognized the urgent need for a solution. Witnessing the escalating burden on landfills due to the inability to recycle or compost certain waste streams, NeoX was conceptualised. The cost of each machine is approximately \$1800 plus installations and transportation at actuals.

Approach:

Neo San's approach involved extensive research in collaboration with prominent community waste management bodies like Solid Waste Management Round Table (SWMRT) and EcoGram, culminating in the development of patented technology. Through rigorous testing and pilot programs in diverse settings, safety features and standard operating procedures were refined prior to the market launch approximately a year ago. Neo-X and the larger Neo Atom (1 ton/day capacity) stand as a testament to the company's commitment to safely incinerate non-recyclable and non-compostable waste, offering the cleanest and least polluting waste management solution available.

Scalability:

We have the potential to work with any institution that generates waste, from a small public health centre or school to a large hospital or tech park. We can provide clear Environmental, Economic and Social Impact benefits to them.

NeoX aims to master the waste management practices. The patented technology not only decarbonizes waste management but also dignifying the livelihoods of informal waste workers and offering a safe and hygienic means of disposing of menstrual absorbents, NeoX contributes to social equity and public health. The technology can be scaled up under Swachh Bharat Mission for proper disposal of menstrual absorbents.

Looking ahead, Neo San is committed to expanding the reach of NeoX and its associated technologies to new markets and regions, with plans for implementation in Maharashtra serving as a testament to this commitment. By harnessing the power of innovation and collaboration, Neo San aims to redefine the future of waste management, creating a more sustainable and prosperous world for generations to come.



Neo-X

CALL TO ACTION

- ✦ **Educate and Empower:** Launch educational campaigns in schools, workplaces, and communities to break the stigma around menstruation and promote open discussions. This could include workshops, seminars, or online webinars and involving men.
- ✦ **Accessible and Affordable Menstrual Products:** Advocate for the availability of affordable and environmentally friendly menstrual products. This could involve partnering with organizations that provide these products or lobbying for government subsidies.
- ✦ **Improve Sanitation Facilities:** Work towards improving sanitation facilities in schools, workplaces, and public spaces. This includes clean and private toilets, availability of water, and proper disposal systems for menstrual products.
- ✦ **Policy Advocacy:** Advocate for policies that recognize menstrual hygiene management as a right and ensure its inclusion in health and sanitation policies in flagships like SBM 2.0.
- ✦ **Research and Development:** Encourage research into menstrual hygiene management to inform policy and practice, and develop innovative solutions around disposal, treatment.
- ✦ **Collaboration:** Collaborate with NGOs, health professionals, educators, and policymakers to create a holistic approach to menstrual hygiene management.



REACH US!

Do you happen to have a story you would like to share? We are all ears!

Click on the Link and Let us know!
<https://bit.ly/4bYNZ6o>



Scan here



COMMUNICATION JUNCTION








For any menstrual hygiene related information, visit: <https://www.wash-united.org/>

Sr. no.	Name of the Organization	Name of the Project	Contact Details	For More Information
1.	Anandi Pads	Aakar Innovations Pvt. Ltd.	Contact Person: Jaydeep Mandal Phone Nos: 7718844450 Email ID: info@aaakarinnovations.com	Website: www.anandilife.com / www.aakarinnovations.com
2.	Menstrual Absorbent	IO Stitch	Contact Person: Jyotsna Bahirat Phone Nos: 9730956521 Email ID: jyotsnabahirat.yaf@gmail.com	
3.	Anandi Rooms	Kshitij Foundation (KF)	Contact Person: Snehal Chaudhuri Phone Nos: 7774010063 Email ID: foundationkshitij@gmail.com	Website: www.kshitijfoundation.org 
4.	WASH in School Project - Dignity Room	Centre for Youth Development & Activities (CYDA)	Contact Person: Pravin Jadhav Phone Nos: +919561031985 Email ID: prog.cyda@gmail.com	Website: https://cydaindia.org/
5.	Kick Like a Girl Project	OSCAR Foundation	Contact Person: Ashok Rathod Phone Nos: 9967218287 Email ID: ashok@oscar-foundation.org	Website: https://www.oscar-foundation.org/ 
6.	Project Lajja	Making The Difference Charitable Trust	Contact Person: Deepak Vishwakarma Phone Nos: 97695 59889 Email ID: help@mtdngo.org	Website: www.mtdngo.org 
7.	Mi shakti - Girls Leadership Program	Work for Equality	Contact Person: Prabha Vilas Phone Nos: 9545734545 Email ID: work4equality@gmail.com	LinkedIn: https://www.linkedin.com/in/workforequality 
8.	Project Saamarthi	Global Shaper Community - Baramati Hub	Contact Person: Akhil Suryawanshi Phone Nos: 9307726144 Email ID: akhilsuryawanshi51@gmail.com	Social Media: https://www.instagram.com/globalshapersbaramati?igsh=MTNwYzFrOGFmY2Z0eA== 
9.	Maasika Mahotsav	Muse Foundation	Contact Person: Nishant Bangera Phone Nos: 9833500987 Email ID: nishantbangera23@gmail.com	Website: https://www.instagram.com/maasikamahotsav/

COMMUNICATION JUNCTION



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Sr. no.	Name of the Organization	Name of the Project	Contact Details	For More Information
10.	Project Unnati	Ecosan Service Foundation	Contact Person: Sanika Ghalsasi Phone Nos: 8007665834 Email ID: sanika.ghalsasi@ecosanservices.org	Website: www.ecosanservices.org 
11.	Menstrual Health and Hygiene Education Program	Citizens Association for Child Rights (CACR)	Contact Person: Nitin Wadhwani Phone Nos: 9987598509 Email ID: connect.cacr@gmail.com	Website: www.ngocacr.com 
12.	Awareness on Menstruation Health and Hygiene with education system and community	Dnyandeep Rashrtiy Samajik V Shaikshanik Vikas Sanstha	Contact Person: Ananda Baburao Thorat Phone Nos: 93267 11961 Email ID: dnyandeepngo04@gmail.com	Social Media: Facebook - Dnyandeep NGO 
13.	Water Initiative	Water for People India Trust	Contact Person: Ganesh Mandekar Phone Nos: 9421570127 Email ID: gmandekar@waterforpeople.org	
14.	Menstrual Waste Management	Chichani Mayaka Mahila Udhogik Utpadak Sahkari Sanstha	Contact Person: Anand Jagtap Phone Nos: 9421570127 Email ID: adjagtap@gmail.com	
15.	PadCare Labs	PadCare Labs	Contact Person: Pooja Anand Phone Nos: 8296488314 Email ID: Pooja.anand@padcarelabs.com	Website: padcarelabs.com 
16.	Neo San	Neo San Pvt. Ltd.	Contact Person: Navrun Jacob Phone Nos: 9741920269 Email ID: navrun@neosanitation.net	Website: www.neosanitation.net

