

PINKISHE FOUNDATION

Pre-Issue Impact Contribution Note | NSE Social Stock Exchange | ZCZP Instruments

The ask: Indicate your intended subscription amount for Pinkishe Foundation's proposed public issue of Zero Coupon Zero Principal instruments on the NSE Social Stock Exchange, subject to the final Fund Raising Document and your internal approval process.

Issue size	Up to ₹2.2 crore	Instrument	ZCZP impact contribution
Project location	Sarangarh, Chhattisgarh	Duration	12 months
Reach	20,000 schoolgirls + 5,000 women	Schools	100 government schools
Direct cost lens	Approx. ₹1,100 per schoolgirl	All beneficiary lens	Approx. ₹880 per direct beneficiary

A contribution of about ₹1,100 can support one schoolgirl with access, awareness, school-level support, peer support and monitoring for one project year.

Why this matters now

In many rural and tribal communities of Chhattisgarh, menstruation is still shaped by silence, stigma, unsafe practices and unreliable access. Girls face restrictions, lack reliable information, and often miss school because they do not have safe products, private facilities, or confidence to manage periods with dignity.

Pinkishe is not starting from scratch. This is a scale-up of Nari Samman, an ongoing model already being implemented with Indus Towers and Grant Thornton across government schools and communities, combining awareness, access, technology, school ownership and community mobilisation.

What the project will deliver

Access infrastructure	100 IoT-enabled sanitary pad vending machines, 100 PadBank cupboards and 200 disposal bins.
Product support	Year-long sanitary pad supply, including vending-machine refills and pad packets for school holidays and community outreach.
Education	Structured menstrual health sessions for 20,000 adolescent girls and 5,000 community women.
Stigma reduction	Orientation sessions for boys and community engagement with mothers, ASHAs, Mitans and Anganwadi workers.
School ownership	Two Sakhis and one nodal teacher trained in every school, with SAMARTH School recognition for participating schools.
Monitoring	Central dashboard, refill tracking, field audits, baseline and endline evaluation, and independent impact assessment.

Why Pinkishe

- Focused domain leadership: Pinkishe works primarily on menstrual health and hygiene, not as a side programme.
- Proven operating model: Nari Samman combines access, awareness, IoT monitoring, Sakhis, nodal teachers, community mobilisation and helpline support.
- Governance and transparency: SSE route, utilisation reporting, segregated account for unutilised proceeds and independent impact assessment.
- Scalable design: The project creates a replicable model that can be extended to more districts through CSR, philanthropy, government convergence and future SSE raises.

Why contribute through ZCZP

- Clear social objective: funds are linked to a defined 12-month menstrual health infrastructure and awareness project.
- No financial return expectation: ZCZP instruments carry no coupon or principal repayment and are intended for social impact, not financial return.
- Public-market discipline for philanthropy: the SSE route brings visibility, defined use of funds, reporting discipline and a formal issue process.

Funding use, in simple terms

Infrastructure and setup	Machines, cupboards, disposal bins, dashboard and helpline setup
Supplies and operations	Pads for machines, school holidays packets, community outreach packets, software upkeep and storage
Capacity building	IEC, Sakhi kits, educator kits, community worker support and small local events
Human resources and field team	Project management, M&E, educators, distribution and technical coordination
Monitoring and travel	Field visits, refilling, audits, baseline, endline and independent impact assessment
Administration, compliance and issue expenses	Administrative support and SSE/listing-related expenses

The commitment requested

Pinkishe is seeking pre-issue indications of interest from CSR funders, philanthropic foundations, HNIs, family offices and mission-aligned institutions. The requested indication is to subscribe to the ZCZP issue when it opens, subject to the final Fund Raising Document and the contributor's internal approval process.

Commitment level	Approx. girls supported	Approx. direct beneficiaries including women
₹5 lakh	455 schoolgirls	568 direct beneficiaries
₹10 lakh	909 schoolgirls	1,136 direct beneficiaries
₹25 lakh	2,273 schoolgirls	2,841 direct beneficiaries

Suggested decision note for funders

This is a clear, measurable, school-based menstrual health intervention where a contribution of roughly ₹1,100 per girl can help create safer, better-informed, and more supportive menstrual health environments across 100 rural schools.

Next step

We invite you to indicate your intended subscription amount before the issue opens, so that the project can be fully funded quickly once the NSE Social Stock Exchange issue is launched.

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Note: This is a pre-issue philanthropic impact contribution note for discussion only. Any subscription shall be made only through the final Fund Raising Document when the issue opens. ZCZP instruments do not carry any coupon or principal repayment and are intended for social impact, not financial return. Figures are approximate and based on the Fund Raising Document dated 23 April 2026.