



# शक्ति शाला

Schools Supporting Menstrual Dignity

A district transformation model for menstrual health, dignity, and school continuity for adolescent girls.

 by Pinkishe Foundation



# Entering our

Years

Pinkishe is moving from grassroots credibility to scaled, partner-ready execution, with Shakti Shala as the flagship model for building stronger menstrual health support environments in school and communities.



| Single-cause focus



| Proven execution



| CSR-ready institutional platform

# The Problem We Are Solving

For millions of adolescent girls, menstrual health is still a barrier to **dignity, confidence, and continuity in school.**



## One-time sessions

Without sustained Engagement



## Product access

Is intermittent and not consistently tracked



## Disposal systems

And school readiness remain uneven



## Teachers want to help

But lack simple tools and continuity mechanisms



## Breakdowns

Are noticed late because monitoring is weak

This affects not only menstrual hygiene, but also adolescent girls' confidence, health, dignity, and continuity in school.



## Core insight

The real gap is delivery reliability, not intent alone.



# Why this matters for Adolescent Girls?

This is about health, dignity, confidence, and school continuity.



Shakti Shala is designed as a school and community-based **menstrual health support ecosystem for adolescent girls**, because the issue is not only about product availability, but also about whether girls feel informed, supported, and able to participate fully in school and everyday life.

# Why Aspirational Districts?

**A district-scale approach matters most where need is high and system change can be visible**

Shakti Shala is designed with a district lens because real change becomes more meaningful when the ecosystem around the girl changes together.



High-need  
Geographies



National development  
priorities



Stronger district-level visibility  
of outcomes



Stronger opportunities for convergence  
with public systems



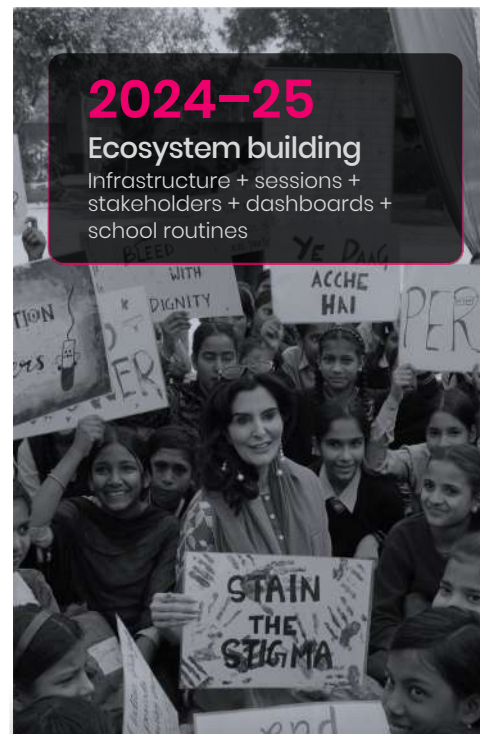
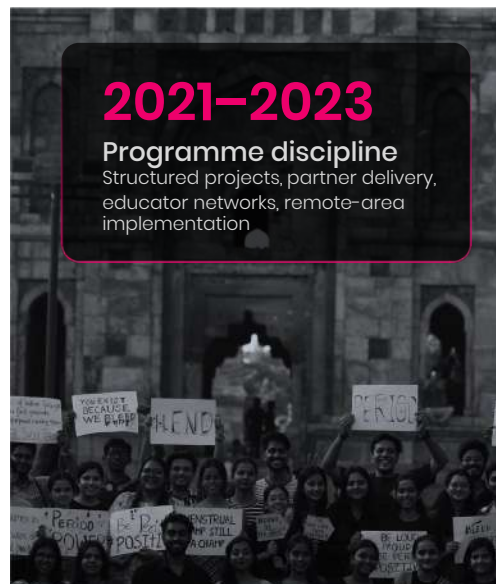
The possibility of building a more complete support  
environment, rather than fragmented activity



Pinkishe is no longer only running projects. It is codifying a category-defining operating model that larger CSR and philanthropic partners can back with confidence.

# From movement to model

Pinkishe has evolved from grassroots mobilization into a platform approach that can absorb larger institutional capital



## 2026+

Shakti Shala

Partner-ready district model with repeatable SOPs, monitoring backbone, and scale logic



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# Shakti Shala in one view

What adolescent girls need is not only access, but a support ecosystem

At the centre at the centre adolescent girl



Confidence



Dignity



Reliable support



Regular school participation



## Reliable Access & Infrastructure

- lot pad vending machines
- Pad storage cupboard (padbank) for emergency access
- Refill accountability
- Dustbins and disposal readiness
- School-based access systems

## Knowledge, Confidence & Menstrual Literacy

- Sakhi peer champions
- Nodal teachers
- Teacher capacity building
- School routines for continuity
- IEC tools inside schools

## School Ownership & Everyday Support

- lot pad vending machines
- Pad storage cupboard (padbank) for emergency access
- Refill accountability
- Dustbins and disposal readiness
- School-based access systems

## Family, Community & Social Norm Change

- Parents' and caregivers' sessions
- Boys' sensitisation
- Community workshops
- ASHA / anganwadi engagement
- Wall murals, rallies, nukkad natak
- Period bol van in selected contexts

## Continuity, Responsiveness & Accountability

- Helpline support
- Field follow-up
- District coordination helpline support
- Field follow-up
- District coordination

Access

Awareness

School

Ownership

Family & community acceptance

Reliable monthly support

Dignity and reduced stigma

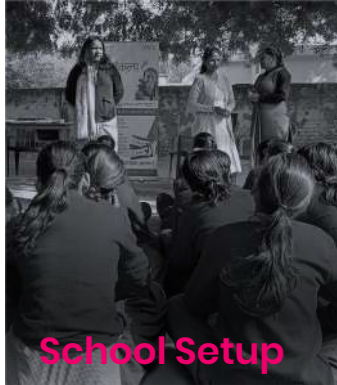
# How Shakti Shala works in a district

From readiness to reliable monthly support



## District Readiness

- Permissions and approvals
- Nodal officer identified
- Schools finalised
- Feasibility checked
- Refill and response process aligned



## School Setup

- Machines installed
- Padbank activated
- Disposal support
- Nodal teacher nominated
- Sakhi champions formed
- IEC materials placed



## Delivery Begins

- Girls' sessions start
- Age-appropriate education
- Reinforcement cycles
- School routines begin
- Teacher and sakhi support active



## Monitoring & Responsiveness

- Dashboard tracks performance
- Alerts for stock and issues
- Helpline escalation
- Field follow-up
- Partner visibility through role-based access



## Strengthening & Convergence

- Deeper engagement
- More community participation
- Stronger school routines
- district reviews improve
- Local convergence gets stronger



## Sustain & Transition

- School and district ownership grows
- Sustainability planning
- Learnings documented
- Replication readiness built



## Result

- Reliable menstrual health support
- Stronger school environments
- Reduced stigma and fear
- Better confidence and continuity



| Standard pacCopy of



| Monitoring backbone



| Standard reporting



| PMU support



| 3-year maturity cycle

# Why Shakti Shala is partner-ready

It combines strong field logic with the control, visibility, and repeatability institutional funders care about



## Reliable Access & Infrastructure

- 100 schools per district
- Products + education + ownership + monitoring as non-negotiables
- Replicable and comparable across geographies

## Reliability backbone

- IoT-enabled dispensing and refill tracking
- Whatsapp alerts, helpline, and escalation logic
- Quality assurance rather than event-based delivery

## Sustainability logic

- 3-year start-strengthen-sustain model
- School routines, sakhis, and nodal teachers
- Community participation and transition planning

## Governance & trust

- Joint PMU with project baala
- Independent third-party M&E planned
- Role clarity, reporting discipline, and common standards

## What this means for a funder

Lower execution ambiguity, clearer visibility on delivery, and a model that can scale without becoming sloppy.

# Why the model is **built** over **3 years**

A flexible entry into a serious implementation platform



A one-year project may start activity, but it rarely builds a dependable system.

Shakti Shala is designed as a three-year maturity cycle so that

-  access systems stabilise
-  school routines take root
-  community participation deepens
-  district convergence strengthens
-  ownership gradually shifts locally

**Start. Strengthen. Sustain.**

- 1 Year Start** | installation, onboarding, monitoring activation, supply stabilisation
- 2 Year Strengthen** | deeper engagement, stronger routines, more participation
- 3 Year Sustain** | ownership, transition planning, learning documentation, replication readiness



**Footer note:**

Designed to move from delivery to local ownership.



# Proof That The Model **Works** In The **Field**

Naari Samman shows why Pinkishe can now engage larger CSR funders with greater confidence

Naari Samman (Indus Towers CSR)



## What was proven

- school access mechanisms can run with discipline at district scale
- infrastructure works best when paired with education, teachers, peer leaders, and community engagement
- dashboards, alerts, and feedback loops materially reduce delivery slippage

**5**

districts

**3**

states

**210**

government schools

**210**

community sites

**40,000+**

women engaged

**65,000+**

adolescent girls reached

**200+**

ASHAs trained

**200+**

teachers



## Why this matters

Pinkishe is not asking a CSR partner to back a concept on paper. It is asking them to back a model already shaped by live implementation.

# How Pinkishe Reduces Partner Risk

Execution discipline is built into the model



## Risk 1

gapStock-outs / service

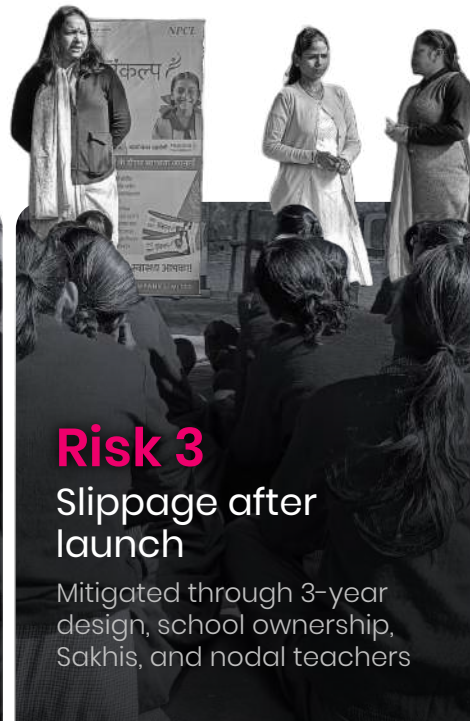
Mitigated through IoT tracking, refill discipline, alerts, and backup systems



## Risk 2

Weak visibility on implementation

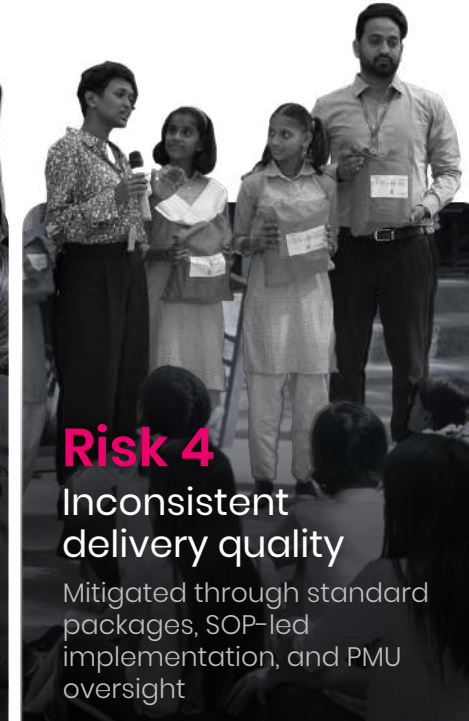
Mitigated through dashboard access, structured reporting, and field follow-up



## Risk 3

Slippage after launch

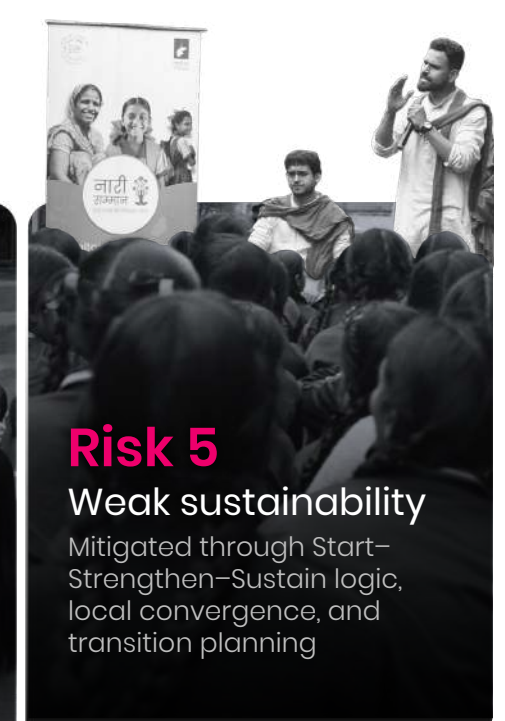
Mitigated through 3-year design, school ownership, Sakhis, and nodal teachers



## Risk 4

Inconsistent delivery quality

Mitigated through standard packages, SOP-led implementation, and PMU oversight



## Risk 5

Weak sustainability

Mitigated through Start-Strengthen-Sustain logic, local convergence, and transition planning



Pinkishe is building a model where reliability is designed in, not hoped for.

# Government-supported Implementation Is One Of **Pinkishe's** Strengths

District convergence reduces friction, improves school access, and strengthens sustainability

# PINKISHE

has **experience** working with

**1** District administrations

**2** Education departments

**3** WCD-linked platforms

**4** Public systems in diverse geographies

**5** Frontline workers

**6** School authorities



This matters because **strong local convergence** helps

**Faster** permissions

**Smoother** School onboarding

**Better** local coordination

**Greater** chances of sustained delivery

**Lower** Implementation friction



This is also aligned with what major CSR funders prefer. SBI Foundation explicitly states that projects supported by and working with the government will be preferred.

# Why CSR Partners Can Work Confidently With Pinkishe

Transparent, structured, government-connected, and partner-responsive

## Large partner experience

Pinkishe has worked with respected CSR and institutional partners across India.

## Transparent working style

Open communication, quick issue escalation, and partner coordination are built into the way Pinkishe operates.

## Reporting discipline

Monitoring, review rhythm, documentation, and structured reporting are part of delivery, not post-facto additions.

## Tech-enabled visibility

Dashboards, alerts, and usage tracking reduce blind spots and improve confidence.

## Multi-year readiness

Pinkishe is now operating with stronger systems, dedicated teams, and continuity logic suitable for larger and longer partnerships.



# Institutional Trust Signals Already In Place

Mission-led, but institutionally serious

## Compliance & credibility

1

FCRA registration

2

Social Stock Exchange registration

3

Give Gold / Silver

4

CAF-USA validation

5

Guidestar

6

Other standard NGO Compliance readiness

## Recognition & external validation

| Selected national & sector recognitions

| Great Place to Work recognition

| Shortlisted / finalist status in reputed social impact platforms

## Representative partner trust

Pinkishe has already delivered with respected CSR and institutional partners including



## Bottom Line

These are not just badges. They reduce uncertainty for a new CSR partner and show that Pinkishe is already trusted by serious institutions.



# Leadership, Governance, And Strategic Guidance

Mission-led, professionally run, and increasingly institution-ready

## Core Leadership



**Arun Gupta**

Founder, Managing Trustee & President

Strategic direction, organisational development, partnerships, and institutional growth.



**Shalini Gupta**

Co-Founder, Trustee & Secretary General

Programme delivery, community engagement, volunteer and field coordination



**Vandana Gupta**

Trustee & Treasurer

Finance, statutory discipline, accounting systems, compliance, and IT oversight

## Advisory Board



**Narendra Goidani**

Leadership and organisational development



**Prakash Singh**

CSR partnerships and corporate engagement



**Mohit Sadaani**

Brand building and scale strategy



**Dr. Ramnik Ahuja**

Public health strategy and impact assessment



**Mayank Sharma**

Growth strategy, technology enablement, and partnerships

## What this means for a partner

Pinkishe combines mission depth, governance maturity, strategic guidance, and operational seriousness.

# A Disciplined Institution, Growing With Intent

Steady growth has been built through trust, systems, and execution discipline

**Pinkishe** has  
consciously prioritised



Donations and grants received



What this signals



Rising institutional trust.



Stronger ability to absorb larger funding.



Increasing readiness for multi-year partnerships.



Scale built with discipline, not haste.

# Geography, convergence, and activation **strength**

Pan-India experience with active district depth and a growing pipeline

## National footprint

**29** **150+**

States and UTs

Districts engaged

**Uttarakhand:**  
Udham Singh Nagar

**Delhi NCR:**  
Delhi, Gurugram, Noida,  
Ghaziabad, Faridabad

**Rajasthan:**  
Dholpur

**Chhattisgarh:**  
Narayanpur, Sakti

**Telangana:**  
Adilabad, Asifabad

**Upcoming**

**Kupwara :**  
Early foothold with the  
Indian Army

**Upcoming**

- Sarangarh district in  
Chhattisgarh through  
the Social Stock  
Exchange pathway



Pinkishe combines pan-India experience with active implementation clusters and the ability to activate new districts through a standardised model and local convergence.

# Due Diligence And Execution Readiness

## Built for structured CSR partnership requirements

Serious CSR partnerships require more than intent. They require black-and-white readiness.



**Pinkishe** is increasingly structured to support

• Audited financials & annual reporting

• Leadership & board visibility

• Finance & policy discipline

• MIS / tracking / monitoring systems

• Project governance & documentation

• Impact assessment orientation

• Structured reporting & utilisation discipline



## Bottom Line

Pinkishe is built not only for impact, but for disciplined execution.



# When You Partner With Pinkishe

A flexible entry into a serious implementation platform

You do not fund a one-off activity that fades after launch. You become part of a larger programme architecture designed for continuity, accountability, visible delivery, and district-level transformation



A district or cluster  
Under **Shakti Shala**.



A customised  
school / community  
programme under **PadBank**.



Specific infrastructure,  
education, monitoring,  
or **ecosystem layers**.



## Bottom Line

Pinkishe is ready to engage high-fit CSR partners who care about execution quality, visibility, trust, reliability, and durable implementation.



# Why **Pinkishe**, why now?

A decade of single-cause focus is now converging into a sharper, partner-ready institution

Pinkishe was built with a singular focus on menstrual health. That thematic depth is now reflected in field execution, programme design, implementation discipline, and growing readiness for larger institutional partnerships.

Founded in

# 2017

Sanitary pads

# 4.12M+

distributed through Pad Bank till FY 2024-25

Support

# 468k+

menstruators supported through Pad Bank

Across

# Pan-India

reach across multiple states and districts

## Representative partner base includes



## Institutional trust signals already in place



Pinkishe is no longer approaching scale as a promising cause alone. It is approaching scale as an increasingly structured, partner-ready institution.



# What **Pinkishe** brings

Stronger systems for  
transparency and partner comfort

Execution history across  
diverse geographies

Trust signals and increasing  
institutional maturity

Clear category focus in  
menstrual health

Government convergence &  
field mobilisation strength



**Ideal  
next step:**

Intro  
mail

Deck  
attached

30-minute  
conversation

Tailored follow-  
up note

## **Bottom Line**

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