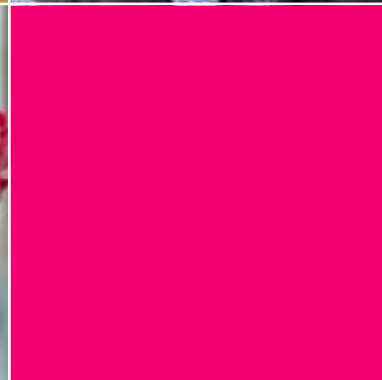
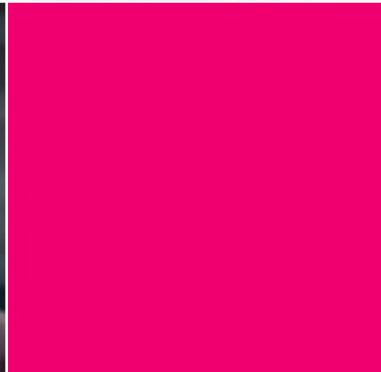




**Annual report
2024 - 2025**





CHANGE DOESN'T SHOUT **IT HUMS. IT SINGS** **IT SPEAKS SOFTLY**

It sounds like a group of girls giggling as they unpack their first kit.

Like a teacher saying, "I wish I had this when I was their age."

Like an older woman whispering, "Now I finally understand."

We've heard these sounds in border towns, in slum clusters, in school halls, and village courtyards across India.

They're not loud. But they're full of life.

This report is our way of pausing for a moment, looking back, and acknowledging every person, every step, and every small breakthrough that made this journey worth taking.

FOUNDER'S MESSAGE



I still have to pause and catch my breath when I think about it. Eight years. It started with just my father and me, a shared observation, and a promise to do something to end period poverty. We didn't have a grand plan. We didn't know how many others were going through the same thing. We just saw a few people in front of us who needed someone in their corner, and we decided to step up.

To think that this small beginning would lead us here is nothing short of a miracle. To see our shared belief embraced by so many, to be invited into national conversations and recognized by reputed global institutions—if you had told us this was our future eight years ago, we would have simply laughed.

But this story isn't about us. It's about you.

Every milestone we've reached was made possible by someone's courage. To the women who first welcomed us into their homes, even when it was uncomfortable, thank you. To the girls who found the strength to raise a trembling hand and share their stories, thank you for your incredible bravery. To the corporate leaders who chose to believe in our passion over our age, and to our partners who have walked this path with us, holding our hands through it all—we are a reflection of your faith in us.

Flipping through our 2024-25 Annual Report fills me with a joy so deep, it fuels an even greater desire to push forward. Our purpose is crystallized in the trust we see in the community's eyes. That hopeful smile when a 'Pinkishe didi' arrives, the knowledge that we are seen not as outsiders, but as allies bringing knowledge and support—that is the only award that truly matters.

Thank you for making all of this possible.

— Khyati Gupta, Founder

YEAR AT A GLANCE

The past one year has been nothing short of incredible. As I look back, I feel truly grateful for everything we've been able to do together. We've grown not just in numbers, but in strength, direction, and the care we put into our work.

We expanded into our 29th state, Meghalaya, taking Pad-bank to new geographies and deeper conversations. With initiatives like period simulator camps and vending machines in schools, we supported over 51,000 menstruators, marking one of our most impactful outreach years yet.

Our Sakhi network grew with the training of 335 menstrual educators, spanning students, doctors, homemakers, and professionals across India—each becoming a voice for change in their own communities.

At our stitching centre in Delhi, quiet but powerful transformations continued. Women and girls from underserved families gained not just skills, but the ability to earn, contribute, and stand on their own feet.

We also launched four major projects in collaboration with partners like P&G Whisper, Artemis, Flipkart Foundation, Zee, and GiveIndia. Together, these initiatives reached over 57,000 women and girls—extending our impact from urban slums to rural belts.

Meanwhile, through the quiet generosity of our Punyakalash members, lives were rebuilt with care—from equipping an elderly couple to run a food cart to supporting orphaned girls in Tamil Nadu with menstrual supplies for six months. Small, consistent contributions made a lasting difference.

The year also brought affirmations. We received the GiveIndia Gold Certification, were named among the Top 10 Workplaces for Women, and were recognized in Republic TV's Heroes of Change. These honors were not just milestones, but markers of trust, built patiently over time. It's been a year of steady, purposeful work, built on trust and shaped by the people who made each step count.

— Shalini Gupta, General Secretary



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ESSENCE OF PINKISHE



Vision

Create a world where every menstruator enjoys their fundamental human right to have safe and dignified menstruation.



Mission

To end period poverty by channeling the civic society's efforts towards advocating, mounting campaigns, creating open conversations, ensuring menstrual literacy, and helping make sustainable and environmentally friendly menstrual products accessible and affordable.



Our Approach

- Building a Strong Volunteer Community
- Impactful Workshops and Awareness Programs
- Promoting Sustainable Menstrual Products
- Collaborative Partnerships
- CSR Engagement
- Sustainability and Scalability



Our Values

- Trust, Truthfulness, Transparency & Accountability
- Responsibility towards Nation & its People
- Independence, Non-alignment, and Global Cooperation
- Nurturing Partnerships



Whom Do We Serve?

We serve menstruators from all walks of life, with a special focus on those most often overlooked by society. Our work reaches girls and women at the grassroots level across India, including remote villages and underserved urban areas. We support rape survivors, sex workers, individuals with disabilities, migrants, construction workers, and slum dwellers, ensuring that no one is left behind. We also stand with menstruating trans people, acknowledging the unique challenges they face.



THIS WAS OUR YEAR

These numbers represent the scale of work done, the consistency with which it was delivered, and the trust that made it possible. Whether it was through awareness sessions, access to menstrual products, or building supportive environments, we focused on getting the basics right, and doing them well. The impact snapshot puts that into perspective. It shows, in numbers, what that effort looked like in 2024–25, and how that work has grown over the years. It’s not just about reach. It’s about staying committed, year after year, to building a menstrual health ecosystem that can actually last.

IMPACT NUMBER

FY 24-25 Till FY 2025

664188

Sanitary Pads
Distributed

4122569

51400

Menstruators
Supported

468066

517377

Period Cycles
Supported

8569356

847

Period Workshops
Conducted

2929



33773

Girls

267633



8916

Women

189623



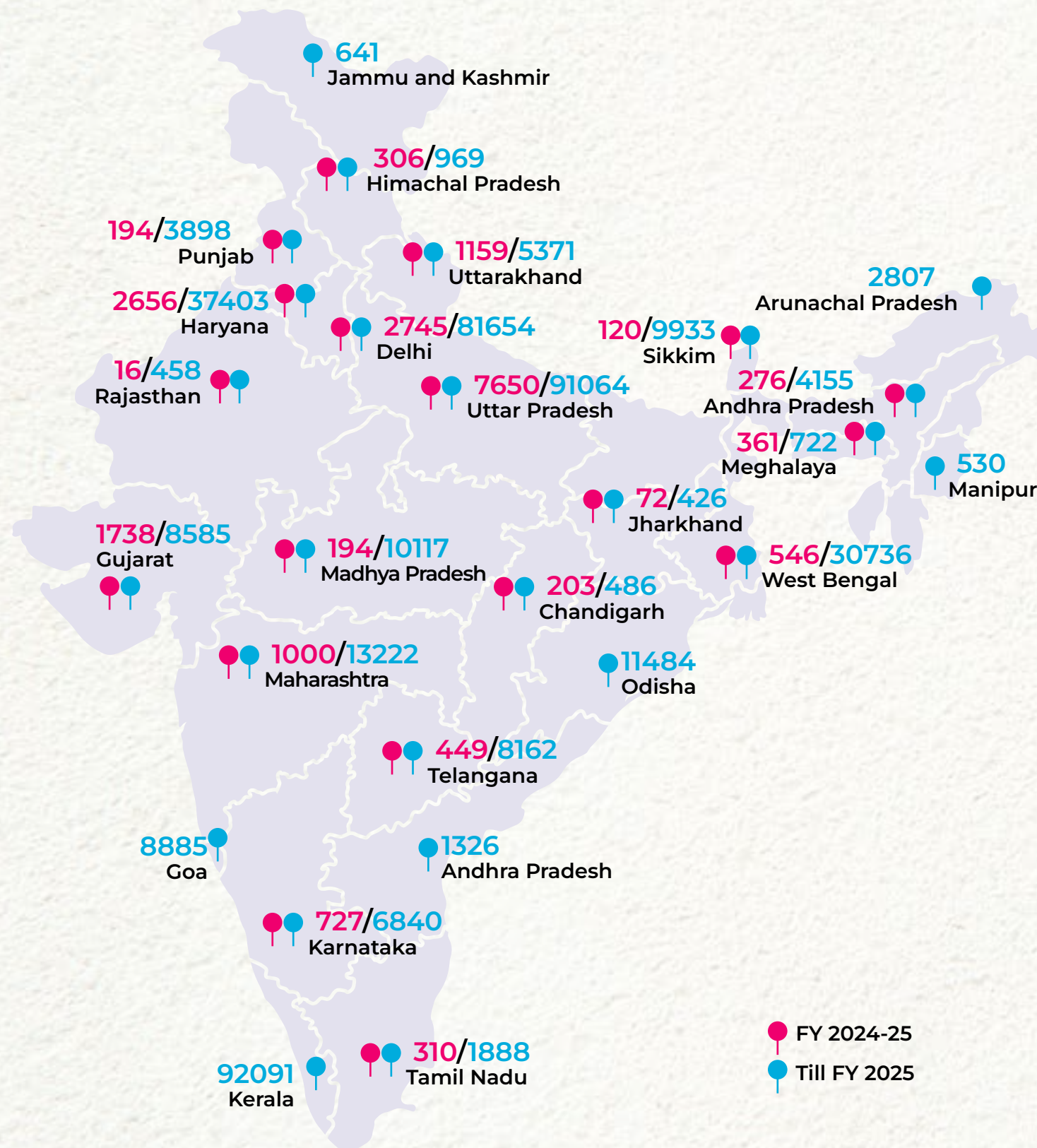
8834

Men & Boys

10934

	Rural		Urban	
	FY 24-25	Till FY 2025	FY 24-25	Till FY 2025
Menstuators Supported	37283	258952	14117	209114
Sanitary Pads Distributed	507041	3179811	157147	942758
Period Cycles Supported	363908	5431774	153472	3137585
Period Workshops Conducted	691	1546	156	1383

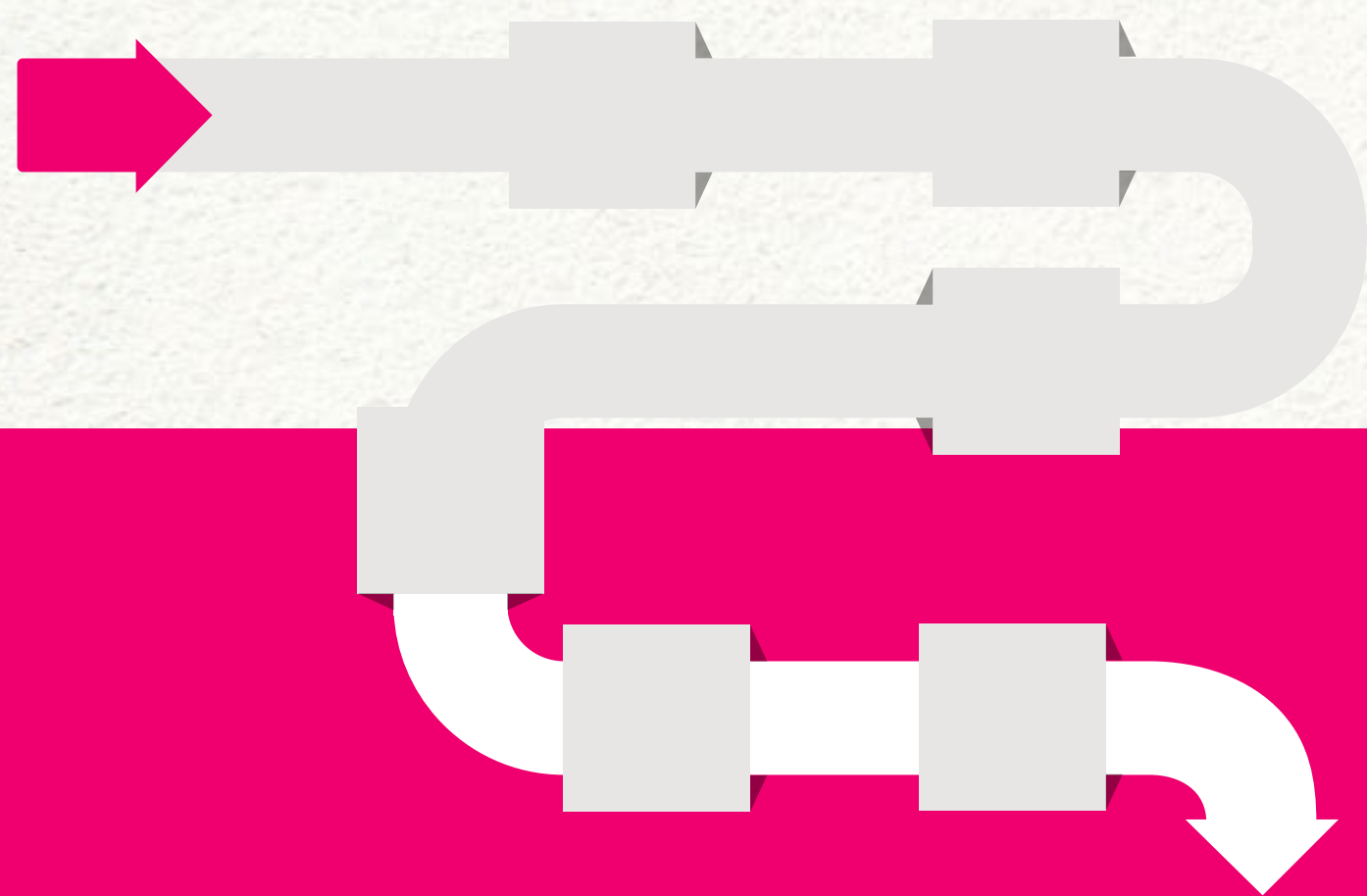
IMPACT FOOTPRINT



OUR MILESTONES THIS YEAR

Some milestones are marked by numbers. Others are marked by moments - a new state added, a bigger challenge taken on, or a quiet “yes” from a community we had never worked in before.

This timeline isn’t just a list of achievements. It’s a reflection of how we’ve grown slowly, steadily, and with the belief that change takes time.



2022

- Project Sakhi Initiated!
- Delhi IPL team supports Pinkishe
- Tata Consulting Engineers and Pinkishe work together in Noida
- Meta features Khyati Gupta on Women's Day!
- 40000 Schoolgirls peri-od-educated on a single day in Meerut!

2023

- FCRA registration attained!
- Pinkishe selected as The Prestigious .Org Award 2023 finalists!
- Project Sankalp started with NPCL
- Pinkishe collaborates with CRPF in Chhattisgarh
- Pinkishe got registered in the Social Stock Exchange!

2024

- Jan, 2024: Pinkishe partnered with BSF in Gujarat!
 - Feb 2024: Khyati Gupta won the Women's Icon Award on Women's Day!
 - Mar 2024: Pinkishe partnered with Dent-su India Limited for conducting MHMM session
 - Pinkishe collaborated with Indian Army to conduct menstrual hygiene literacy session in Arunachal Pradesh
 - May 2024: Pinkishe receives Give Gold Certification
 - June 2024: Pinkishe acknowledged at Flipkart Partners' Meet!
 - July 2024: Recognition in GoDaddy's .ORG Campaign
- Pinkishe Foundation partners with UC San Diego to Launch Project Period Pan-try
- August 2004: Khyati Gupta Honored with Heroes of Change Award 2024
 - Sept, 2024: Recognition as a Top 10 Mid-Size Workplace for Women 2024
 - Oct, 2024: Recognition Among India's Best NGOs to Work For 2024
 - Nov 2024: Launch of 'Project Her Comfort' in Collaboration with Artemis Health Sciences Foundation
 - Pinkishe Foundation Re-Certified as Great Place to Work for the 3rd Consecutive Year
 - Dec 2024: Pinkishe Foundation launches project Udaan Phase 3 with Flipkart

2025

- Jan, 2025: Pinkishe Foundation launches Project Laadli
 - Feb, 2025: Pinkishe Foundation re-registered on India's Social Stock Exchange (SSE) for the second consecutive financial year
- Mar, 2025: Project HerComfort culminates with impactful reach in Delhi NCR

The Work we Continued **Our Programs**



PADBANK

Padbank is Pinkishe Foundation’s flagship initiative to ensure that menstrual products and knowledge are accessible to those who need them most. Through awareness sessions, free pad distribution, pad vending machines, disposal solutions, and educational outreach, the program supports menstruators in schools, slums, villages, and underserved communities across India.

This year, PadBank was all about making a bigger and better difference. We didn’t just aim to reach more people; our focus was on connecting with them in more meaningful ways. We did this by building new partnerships and bringing in more young volunteers, and we were also thrilled to have many corporate volunteers participate in our initiatives. This allowed us to reach new locations and expand our presence. Alongside, we organized hundreds of awareness sessions to educate communities. We also made access to pads easier by installing vending machines in residential societies. A significant part of our year involved conducting multiple period simulator camps in college campuses and office premises. These camps proved incredibly insightful, helping many truly understand the experience of menstruation, not just physically, but also its social implications.

Ultimately, this was a year where we simply showed up, listened to people, and consistently delivered with care. We believe this approach allowed us to create a tangible and positive impact.

KEY ELEMENTS OF THE PROGRAM

- Free Access to Menstrual Products
- Menstrual Health Awareness Sessions
- Pad Vending Machine Installations
- Period Simulator Camps for Men & Boys
- Promotion of Reusable & Sustainable Options

IMPACT IN FY 2024-25

6,64,188

Sanitary Pads Distributed

51,400

Menstruators Supported

5,17,377

Period Cycles Supported

847

Period Workshops Conducted

PADBANK IN STORIES

As we moved from north to south, from region to region, each place left behind a story, and with it, a reason to do more.

UTTARAKHAND

In a school in Bhowali, Nisha shared something she had never said out loud that she and her sister were using old synthetic cloth during their periods. Her sister dropped out of school due to infections. Nisha stayed, and this time, walked away with the knowledge that could protect her.

WEST BENGAL

In the tea gardens of Birpara, where tribal women work long hours without access to basic menstrual care, a small group gathered under a tin roof. For the first time, someone spoke to them about their bodies without shame. They didn’t say much. But they listened. And that was a start.

MAHARASHTRA

Many of these 72 human trafficking survivors in the room had survived years of exploitation. Health and care had never been a part of their lives. Through the session, they didn’t just learn about menstruation, they began to see that their new life could be different from the one they had left behind.

MEGHALAYA

In Nartap village, girls were told not to step outside at dawn or dusk during their periods — to avoid ‘disturbing the harmony.’ But that day, they sat in a circle, asking questions, sharing myths, and hearing for the first time that menstruation doesn’t make them impure. The impurity lies in these myths.

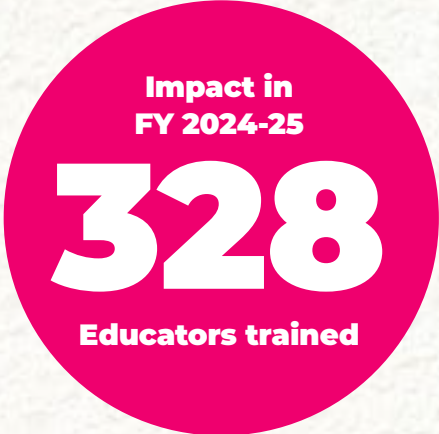
TELANGANA

Priya had grown up believing that menstruating women should stay out of the kitchen, that their presence could spoil food. After the session, she understood that there was no truth to it. It was just another myth passed down without question. This time, she chose not to carry it forward.

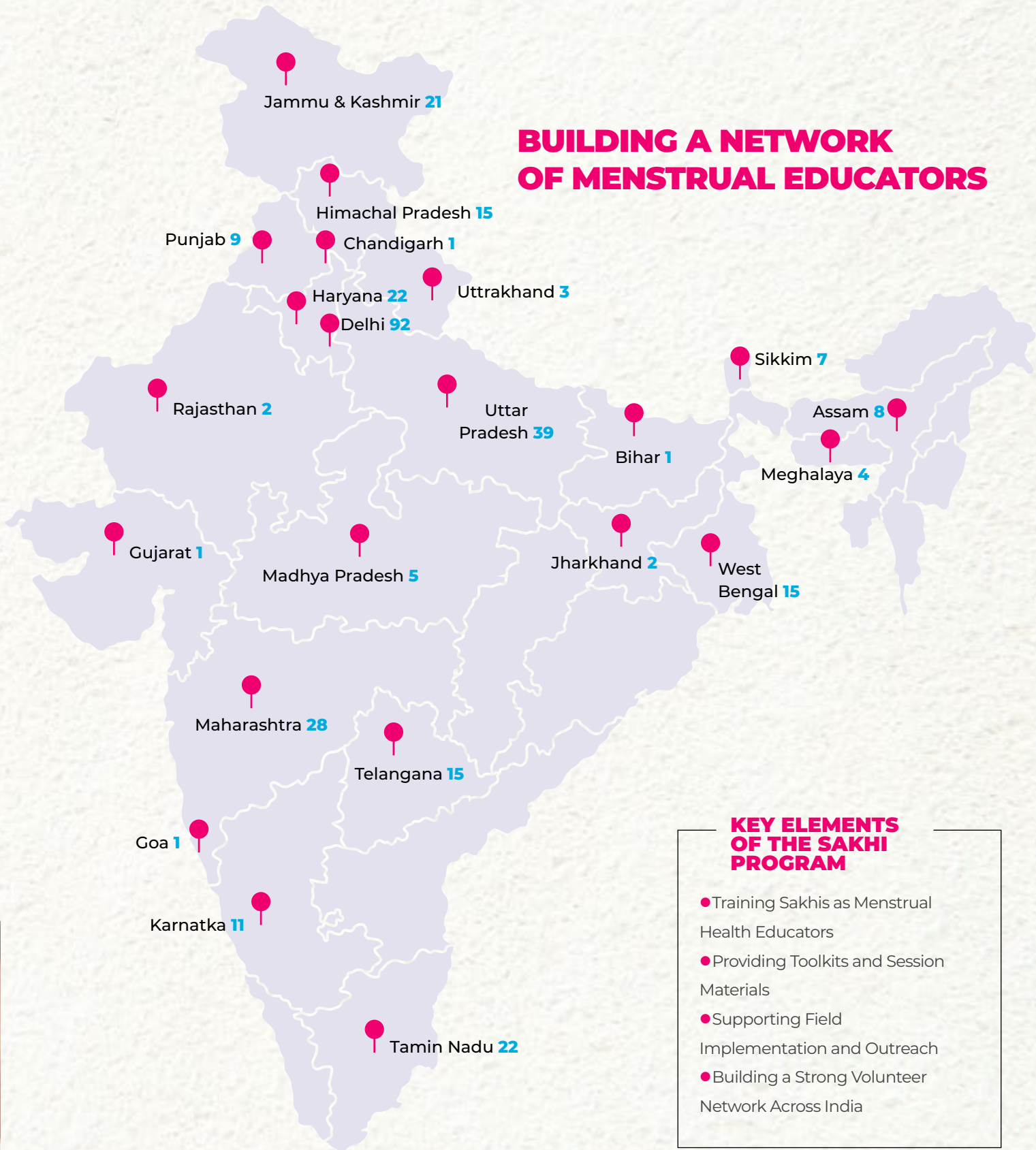


SAKHI

Sakhi trains everyday individuals—from students to professionals—as certified menstrual educators. Once trained, these Sakhis lead awareness sessions in their own communities, helping normalize conversations around menstruation and promoting menstrual health from the ground up. In 2024–25, the Sakhi Program quietly took on one of the biggest gaps in menstrual health — the lack of people who know how to talk about it, teach it, and normalize it. We trained 335 individuals across India as menstrual educators, equipping them not just with information, but with the confidence to lead conversations in their communities. What makes this cohort special is who they are — a mix of doctors, students, homemakers, professionals, social workers, and more. Different ages, different walks of life, but the same goal: to make periods easier to understand and easier to talk about.



BUILDING A NETWORK OF MENSTRUAL EDUCATORS



WHAT ONE YOUNG MIND CAN DO

When Saasha Gajjaer returned to India for her holidays from the University of California, Irvine, she could've taken the usual break — family, friends, and rest. But she wanted something more. With a desire to use her time meaningfully, she reached out to Pinkishe, looking for a way to contribute.

What followed was a self-driven journey that still inspires us.

Saasha took the Menstrual Educator Training under the Sakhi program and then launched Project Kali in Ahmedabad. She independently got all the permissions needed to conduct awareness sessions in government schools, reaching out to officials, including the Ahmedabad Municipal Corporation, with quiet determination.

She ran a pad donation campaign through social media, mobilizing support from friends and family abroad. Together with her father, she hand-packed the sanitary pads she would later distribute, each one prepared with care.

Over the next few weeks, Saasha conducted 15 sessions in rural and government schools. She gently addressed the discomfort in the room, slowly breaking through shyness and silence. There were no cameras, no applause — just a young woman standing in front of students who had never spoken openly about their periods before.

She didn't ask for recognition. She didn't wait to be told what to do. She just showed up, did the work, and made a difference. Sometimes, the most powerful stories from Sakhi come not from grand campaigns, but from one person deciding that their time, voice, and effort can mean something. Saasha reminded us of that.

She didn't ask for recognition. She didn't wait to be told what to do. She just showed up, did the work, and made a difference



PINKTALK

PinkTalk is a weekly live talk show where experts and community members come together for open, thoughtful conversations on emotional wellbeing, spiritual growth, modern relationships, and menstrual health. It's a space for learning, reflection, and dialogue—online and accessible to all.

In 2024-25, PinkTalk continued as a weekly live show hosted by Pinkishe, bringing together experts and everyday people to talk about things that matter but don't always get spoken about openly. From emotional wellbeing and spiritual growth to relationships and daily challenges, each session offered something to think about, something to feel.

Over time, these sessions became more than just talks. They became a space where people showed up regularly, to listen, to share, to feel understood. The topics became more varied, the questions more real, and the conversations more open, but at the heart of it all, it was still about creating a space where people could simply speak and be heard.

KEY ELEMENTS OF THE PROGRAM

- Live Weekly Sessions with Experts
- Open Conversations with Viewers
- Themes That Blend Emotion, Culture, and Insight
- A Safe Space to Reflect, Question, and Grow

TOPICS WE COVERED THIS YEAR



SPIRITUAL AND CULTURAL REFLECTIONS

From Navratri and Ganesh Chaturthi to Mahashivratri and Mahakumbh — the sessions brought deeper meaning to festivals beyond rituals.



EMOTIONAL WELLNESS & SELF-GROWTH

Talks on forgiveness, contentment, goal-setting, emotional freedom, and inner peace — helping viewers find clarity in everyday life.



RELATIONSHIPS & HUMAN BONDS

Exploring evolving roles between parents and children, acceptance in families, and what makes relationships meaningful today.



WORK-LIFE BALANCE & SOCIAL HARMONY

Managing responsibilities, parenting in modern times, and showing up for life without burning out.



MENSTRUAL HEALTH CONVERSATIONS

Our ongoing series to break taboos, answer real questions, and normalize talking about periods.

Total no. of pinktalk sessions conducted

21



Arun Gupta
President of Pinkishe Foundation, leads impactful programs for women's empowerment, period poverty eradication, and community development.



Tanya Kapila



Abhishek Khare
Customer Success Manager at Adobe.



Poonam Singhal



Chalthra M
Chalthra, skilled educator with proven guidance abilities, seeks impactful career growth and contribution at Adobe.



Mayank Sharma



Rohan Kamat
Principal Success Strategist (APJ) at Adobe.



Muktaadhara Ray



Radhika Shah
Radhika, Global Lead of Customer Success at Adobe, drives exceptional customer experiences and success across global markets.



Anupama Gosh,
Host, Associate Director Pinkishe Foundation



Sister BK Nikita
Guest, ORC, Brahma Kumaris, Gurgaon

SWARA

Swara is a celebration of women's voices through poetry, songs, and storytelling. This platform brings together women artists and writers to express themselves, share cultural narratives, and use art to reflect on topics that matter—from festivals to menstruation and beyond.

In 2024-25, Swara continued as a heartfelt stage for women poets, artists, and storytellers to share their voices. Through Hindi poetry, music, and storytelling, the program celebrated local culture, emotions, and powerful ideas — all led by women.

This year's Swara events explored a wide range of themes, from tributes to literary icons like Amrita Pritam and Shivani ji to festive sessions during Diwali, Chhath Puja, and Bal Diwas. Evenings filled with ghazals, folk songs, and original verses became moments of pride, connection, and reflection. And at times, Swara didn't just celebrate art, it also used it as a tool to speak up for social change like menstruation.

Total Swara
Events
in FY 2024-25

20



KEY ELEMENTS OF THE PROGRAM

- Celebrating Women's Creative Expression
- Blending Art with Social Awareness
- Honouring Literary and Cultural Icons
- Hosting Thematic Events on National Days & Festivals
- Bringing Poetry, Music & Storytelling to the Forefront

SPOTLIGHT EVENT: LAAL RANG ZINDAGI KA

'Laal Rang Zindagi Ka', hosted under the banner of Project Swara, was a powerful coming together of poetry and purpose. Around 20 women poets, many writing on menstruation for the first time, shared deeply personal verses that challenged taboos and brought lived experiences to the forefront. Their poems, honest and unapologetic, created a space where silence around periods was replaced by empathy and understanding.

A compelling Kathak performance by **Rashika Bhasin** added a visual dimension to the theme, while dignitaries like Smt. Suman Keshari, Dr. Alpana Suhasini, and Ms. Manju Mann lent their voices and presence to the evening. More than just a literary event, Laal Rang Zindagi Ka reaffirmed Swara's role in using art as a means of awareness and social dialogue.



PRAVEENA

Praveena offers free stitching and embroidery training to underserved girls and women at our center in Delhi. It's a space where participants build livelihood skills, gain confidence, and start their journey toward financial independence and self-reliance.

In 2024-25, Project Praveena continued to provide stitching and embroidery training to girls and women who were looking for a way to earn and become a little more independent. For many, it wasn't just about learning a skill, it was about doing something they could call their own.

This year, more girls joined the centres, especially from families where financial stress is a constant. Some came in with no experience at all, unsure of what to expect. But over time, they picked up the basics, practiced patiently, and began creating things they were proud of. A few even started earning from what they made, and that small step made a big difference at home. During Diwali, we celebrated Roshan Diwali at the centre. The girls decorated the space with rangolis, danced, sang, and shared a meal together. It was a simple, joyful day, but it reflected how far they had come. For many, this was the first time they were part of something where their effort and presence truly mattered.

KEY ELEMENTS OF PROJECT PRAVEENA

- Free Tailoring & Embroidery Training
- Focus on Livelihood & Self-Reliance
- Community-Centric Learning Environment
- Engagement in On-Demand Product Making

Girls Trained in
FY 2024-25 -

20



GEETA | PRAVEENA GRADUATE

Geeta didn't want to follow the same path as her sister, working as a housemaid just to make ends meet. Her mother cooks in other people's homes, her father takes up masonry work whenever he finds it. Money has always been tight. When Geeta heard about the Praveena stitching centre, she saw a chance to do something different. She joined the course, learned tailoring and embroidery, and slowly found confidence in her work. Today, she earns by creating embroidered pieces from home. It's not always easy, but it's her own, and that matters for her.

SHAHIN | PRAVEENA GRADUATE

For Shahin, working wasn't a choice; it was a need. Her father is a rickshaw puller, and with three younger siblings, there was little left at the end of the day. After completing her training with Praveena, she got a job at a boutique nearby. Now she contributes to the family income, helps pay for her siblings' school supplies, and holds her head a little higher. The change hasn't just been in what she does, but how she sees herself.

PUNYAKALASH

Punyakalash is a community-funded initiative where individuals contribute ₹200 each month to support someone in urgent need. From livelihood support to medical help, each cause is selected with care, and help is delivered with dignity by local members themselves.

In 2024-25, Punyakalash continued to remind us that even the smallest acts of giving can spark life-changing moments. Powered by ₹200 monthly contributions from a collective of generous individuals, the project quietly reached people going through tough times — women trying to earn a living, families with no support, children in need of care, and elders left to fend for themselves.

This year, support extended beyond groceries and basic help. It included setting up food carts for abandoned couples, providing sanitary pads for girls in orphanages, helping women start or restart small businesses, and standing beside families during important personal milestones. What makes Punyakalash different is its simplicity, it doesn't aim to make noise, but it does aim to make sure no one feels forgotten.

KEY ELEMENTS OF PUNYAKALASH PROGRAM

- Monthly contributions of ₹200 by each member
- Causes nominated and selected by the member community
- Need-based support delivered personally by local volunteers
- Support provided through essentials like groceries, equipment, or supplies



SUPPORT EXTENDED UNDER PUNYAKALASH (FY 2024-25)

Pramila ji	Khichripur, Delhi	Fully stocked food cart with gas stove, cylinder, utensils, and groceries
CMS Orphanage	Kodaikanal, Tamil Nadu	6-month supply of sanitary pads; menstrual education planned in Tamil
Shakuntala ji	Mandawali, Delhi	Sewing machine, threads, and needles to support home-based livelihood
Donation Drive	Khichripur Village, Delhi	Thela stocked with tea/snacks, groceries, rent support, clothes and sweets for kids
Jyoti	Madhu Vihar, Delhi	Wedding support through financial and material aid
Priya	Khichripur Village, Delhi	School essentials supplied for stationery business (notebooks, supplies, etc.)



The Work We Started New projects

Every year brings with it new ideas, partnerships, and opportunities to reach further—and deeper. 2024–25 was a year of significant expansion for Pinkishe Foundation, as we launched four major projects across geographies and communities. These initiatives weren't just about adding numbers to our reach, but about adapting our approach to local needs, co-creating with new partners, and strengthening the menstrual health ecosystem at scale.





PROJECT KISHORI

Partner:
P&G Whisper

In just four months, Project Kishori mobilized an ambitious awareness drive across four districts in Uttar Pradesh—Baghpat, Hapur, Bulandshahr, and Meerut. Through 600 street-play based sessions, we reached over 50,000 beneficiaries, including both girls and boys. What stood out wasn't just the scale—but the shift in public discourse as menstrual awareness entered schoolyards, and even the smallest village squares through accessible, community-led engagement.



PROJECT HER COMFORT

Partner: Artemis Health and Sciences Foundation

Launched in Gurugram, this initiative focused on bridging menstrual health gaps in both government schools and underserved urban settlements. With a mix of education sessions and kit distribution, we reached 1,500 women and adolescent girls. The project's success led to an extended drive on International Women's Day, bringing the total number of beneficiaries to 2,000. Project Her Comfort reminded us that dignity begins with access, and impact grows when care is continuous.

PROJECT UDAAN - PHASE III

Partner: Flipkart Foundation

Now in its third phase, Project Udaan expanded to cover schoolgirls in Gujarat and Uttar Pradesh—reaching 1,600 beneficiaries. Our focus remained clear, which was to build awareness early, and make sustainable menstrual choices possible. Each session paired knowledge with action, as girls received reusable eco-friendly kits alongside participatory sessions. This phase continued our long-term commitment to greener, more informed menstrual practices.



PROJECT LAADLI

Partners:
Zee Entertainment and Give India

Launched in rural belts of Delhi NCR and Uttar Pradesh, Project Laadli took menstrual awareness and product access to deeply traditional, often restrictive, community settings. We reached 4,200 women and girls with reusable pad kits and relatable, stigma-breaking sessions. The project was not just about distributing products, it was about entering difficult spaces, listening without judgment, and slowly shifting deeply rooted social norms.

The Events That Made This Year Special



Employee Engagement Highlights

This year, Pinkishe Foundation collaborated with several corporate partners to conduct menstrual health and hygiene awareness sessions, training workshops, and kit distribution drives across India. These employee engagement events created meaningful opportunities for professionals to directly contribute to community wellbeing.



Merkle-Dentsu (Year 2)

Our renewed partnership with Merkle-Dentsu scaled up fourfold, reaching communities from Maharashtra to Haryana. In a powerful session held on World Menstrual Hygiene Day in Mundhwa, Pune, Dentsu employees shared their first-period stories with local women, turning vulnerability into strength and building trust among beneficiaries.



Kepler Cannon

At Bhanwar Singh Camp in South Delhi, Kepler Cannon's team underwent training and conducted menstrual hygiene sessions, led by employee Sameeha. Male and female team members participated equally and concluded by distributing sanitary pads to all attendees, showing us how empathy transcends roles.



Prodege India Pvt Ltd

In Delhi Cantonment's underserved slums, the Prodege India team engaged in a focused awareness session that benefited 46 women and girls. Their involvement brought dignity and care to those often left behind.



TE Connectivity & NASSCOM Foundation

In Bangalore and Pune, employees from TE Connectivity came together to assemble hygiene kits, interact with schoolgirls, and distribute kits during awareness sessions. The joyful exchanges and hands-on involvement added a vibrant touch to menstrual health education.

Global Youth Collaborations: Project RISHI with UC Berkeley & UC San Diego



This year, Pinkishe Foundation partnered with student-led chapters of Project RISHI from two leading universities in the United States—UC Berkeley and UC San Diego—to bring innovative, youth-driven menstrual health initiatives to rural India.

In Himachal Pradesh, UC Berkeley students co-adopted Bharog Baneri village and helped organize a Sakhi workshop at Rajkiya Prathamik Pathshala, where even male teachers were trained—an inspiring step towards

inclusive menstrual education.

Meanwhile, in Vemavaram, Andhra Pradesh, UC San Diego's Project RISHI joined hands with us to launch Project Period Pantry, a unique initiative aimed at setting up private, well-stocked menstrual hygiene pantries in girls' school washrooms. The effort formally began with a signed MoU, laying the groundwork for dignified and consistent access to menstrual products for schoolgirls.

The Paree Project - Ria Govil's Journey from the US to India



Driven by compassion and purpose, 15-year-old Ria Govil from the US began a small pad collection initiative that soon blossomed into "The Paree Project." Determined to make a deeper impact, Ria and her mother Anjali Govil travelled all the way to India to join hands with Pinkishe Foundation. Together, we reached women and girls in rural communities with menstrual kits and awareness—an inspiring tale of youth-led change across continents.

Digital Leap: WhatsApp Communities



To scale up outreach and coordination, WhatsApp Communities have emerged as a key tool in Pinkishe's digital ecosystem. From volunteer mobilization to timely resource sharing and event alerts, these groups have helped us stay connected with thousands of field-level champions across India—faster and more effectively than ever before.

Period Pe Charcha - Friendship Day Celebration



To mark Friendship Day, Pinkishe Foundation hosted a special event at Lodhi Garden, Delhi, where college students came together not just to celebrate friendship but to talk periods. They brainstormed ideas, pledged to take charge, and explored how they could contribute to spreading menstrual awareness in their own communities. In a park full of laughter and ideas, friendships turned into something more — a shared commitment to take menstrual awareness forward.

Period Pain Simulator Buzz

To engage men in the menstrual health dialogue in a light-hearted yet impactful way, we brought the Period Pain Simulator to offices and campuses across the country. These camps turned curiosity into conversation and laughter into learning!



Cars24 Office

What started as fun quickly turned into surprise, groans, and newfound respect—period pain got real, real fast.

Shri Ram College of Commerce –

Students queued up with giggles and walked away with widened eyes—curiosity gave way to “how do you all do this every month?!”

IIIT Delhi & NSS at IIT Roorkee –

Tech brains met tummy cramps—turns out, empathy can be engineered through experience. With a fresh and surprising approach, these simulator camps sparked laughter, learning, and long-overdue conversations about periods.



Sugamya Finance –

Shock, laughter, and a lot of “I had no idea” moments—one simulator, many changed perspectives.

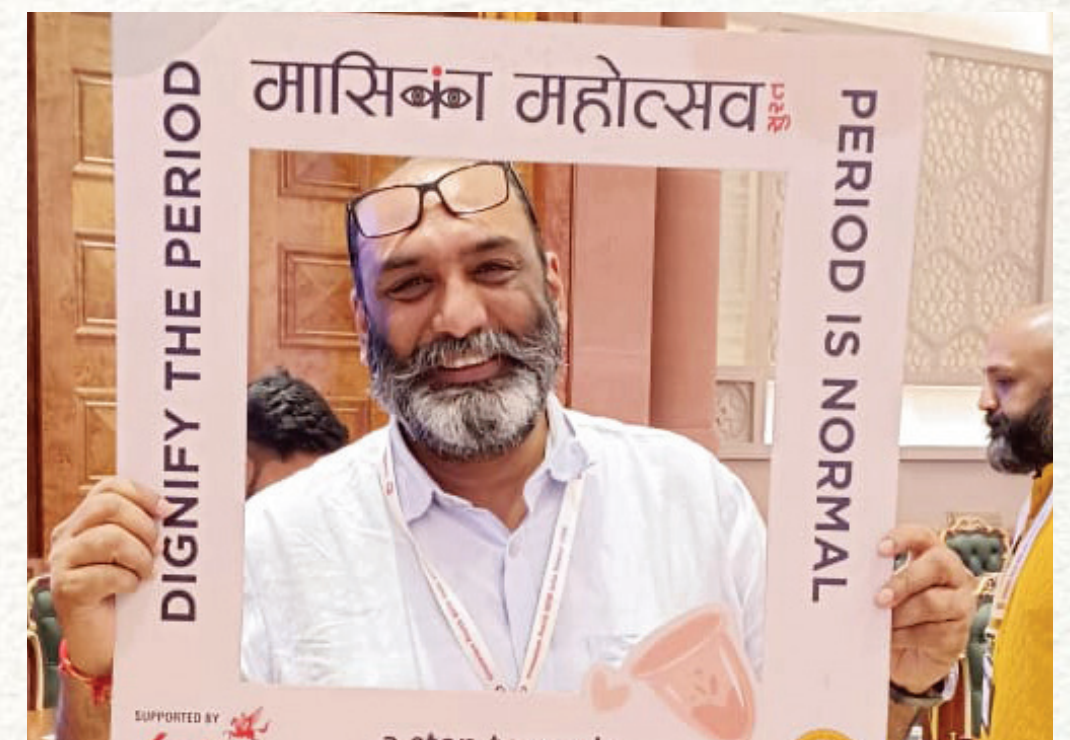
Events We Were Invited To

This year saw Pinkishe Foundation being invited to some of India's most influential platforms on hygiene, CSR, and public health. These moments not only recognized our work but also gave us a louder voice for the cause.



4th MHM India Summit 2024 - Bharat Mandapam, Pragati Maidan

Our President Mr. Arun Gupta spoke in the plenary session, advocating for more CSR funding in menstrual health. His data-backed message struck a chord with over 200 delegates and 50 speakers from across the sector.





JBM Group's Sarvotkarsh CSR Mega Convention

Our booth turned into a hub of conversations with games, puzzles, and a crowd-favorite period pain simulator. The event created space for light-hearted engagement around serious issues.

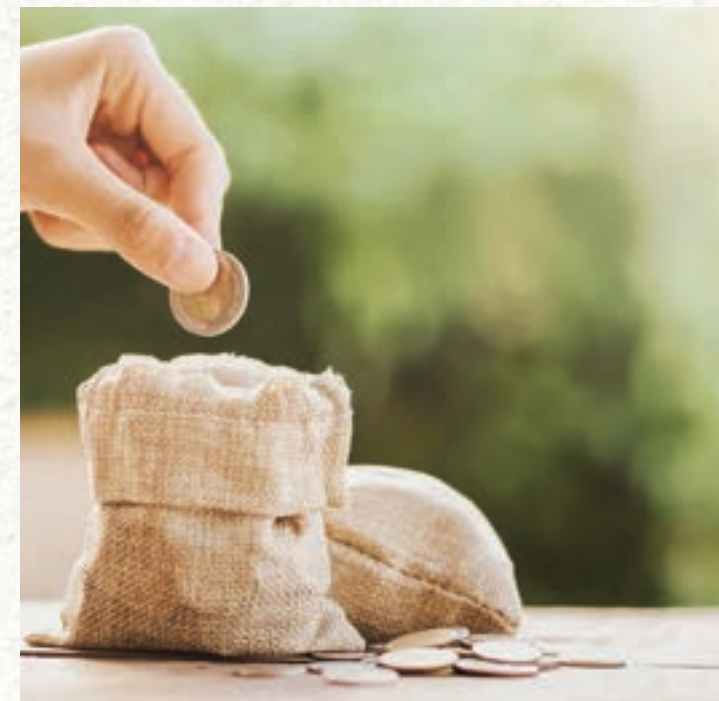


Flipkart Foundation Conference – India Habitat Centre

Pinkishe was recognized as a grassroots innovator and changemaker in menstrual equity, alongside other social sector leaders.

Merkle VP Joins Hands for Menstrual Awareness in Pune

In a truly special moment, Erin Kelsh, Vice President at Merkle, flew in from the US to be part of our awareness session at Shree Somnath Prathamik Vidyalaya in Pune. She personally interacted with 100 schoolgirls, reinforcing the idea that menstrual health is not just a local concern, but a global cause worth traveling for.



Give.do Fundraiser Launched

With growing momentum to end period poverty, Give.do initiated a large-scale fundraising campaign in support of Pinkishe Foundation. This effort mobilizes retail donations to fund menstrual health workshops and the distribution of sustainable products to rural women and girls across India.

Adobe Pro Bono Residency 2024

Pinkishe Foundation was selected for the prestigious Adobe Pro Bono Residency, facilitated by NASSCOM Foundation. For three months, three dedicated Adobe consultants worked closely with us, offering invaluable guidance across marketing, tech, and strategy. Their support not only sharpened our digital game but also helped us lay strong foundations for scaling impact with clarity and confidence.



THE PARTNERS WHO SUPPORTED US

It takes more than intention to make change happen, it takes a network of people and institutions willing to act. This year, we were fortunate to be backed by partners who brought not just resources, but trust, ideas, and alignment with our mission. From corporate houses to government bodies, academic institutions to grassroots NGOs — each of them played a vital role in helping us reach further and work better. Their support helped us walk into new geographies, build on-the-ground credibility, and deliver with consistency and scale. What you see across this report — in impact, in reach, in momentum, is a reflection of what we built together.

COLLEGE BODIES

- Aaghaz, Women Development Cell, College of Vocational Studies
 - Connecting Dreams Foundation, Sri Venkateswara College
 - Gender Champion Club, Motilal Nehru College
 - Government College for Women, Udhampur -JK NCC BN Girls Jammu
 - Indian Institute of Information Technology
 - Net Impact Delhi University
 - Netaji Subhas University of Technology
 - NSS- Maharaja Agrasen institute of technology
 - NSS- PGDAV College
 - RISE, Indian School of Business
 - Roobi Hood Army
 - Rotaract Club Of Ashoka University
 - Rotaract Club of Dav C Dental Yamunanagar
 - Rotaract Club of Medcrew
- Rotaract Club Of Sri Guru Gobind Singh Collage Of Commerce
 - Rotary Club of Faridabad Tulips
 - She unit - SGGSCC
 - Shri Ram College of Commerce
 - Student for Sewa, Aatma ram sanatan dharma college
 - Student For Sewa, ARSD College
 - SAMTA WDC, Sri Aurobindo College Eve
 - The Extension Society, Sri Venkateswara College
 - The UBA Cell of Sikkim Institute of Science and Technology
 - Women Development Cell (SAMTA), Sri Aurobindo College
 - Women Development Cell, Hansraj College
 - Woxsen University
 - National Service Scheme IIT Delhi
 - National Service Scheme IIT Roorkee

CORPORATE & GOVERNMENT PARTNERS



(P&G) -The Procter and Gamble Company



Artemis Health Sciences Foundation



ICCPL



TE connectivity



Zee Entertainment Enterprises Ltd



Phonepe



Drishti Foundation



Adobe



Department of Women an & child development



Basic Education Department, UP



Ministry of Culture, GOI



NSE



Kepler Cannon



Merkle Inc



CARS 24



Future Generali



NPCSL



Sugamya Finance Pvt. Ltd.



Flipkart Foundation



Sarin Technologies India Pvt Ltd



Nasscom Foundation



Prodege India Private Limited



Give India

NGO PARTNERS

- Crayash Charitable trust
 - Delhi Mahila Ayog Evam Ekta Shiksha Sansthan
 - Ek kiran welfare foundation
 - Gyanda Bharti Charitable and Educational trust
 - Jan Sahash
 - Jeevan Jyoti Jan Kalyan Kendra
 - Keertika Protection Home
 - Kridha Foundation
 - Maitri- Befriend Menstruation, Institute of home economics
- Meher Roshni Foundation
 - MukT Akash Sanstha
 - NalandaWay Foundation
 - Navriseup India Care Foundation
 - Parinaama Development Foundation
 - Pragati welfare society
 - Project Paree
 - Project Period
 - Sampark Sathi Foundation
 - Samritans All Around
- TORCH Foundation
 - Udayan Care
 - Uplift by Unwind
 - Uthirathin Uthavigal Charitable Trust
 - Vishalakshi Foundation
 - The learning huts foundation
 - Rotary Club
 - Rotaract Club
 - GirlUp
 - Leo Club
 - Shiksha Rath NGO

THE RECOGNITION WE RECEIVED

We don't do this work for awards or recognition. But when they come from credible institutions, respected platforms, and national bodies, they affirm the direction we've taken. Each of these recognitions is not just a stamp of approval, but a reflection of the years of work behind it—the groundwork, the trust we've built, and the consistency with which we've shown up.

This year, some of the most respected voices across the public, private, and development sectors acknowledged our work, through certifications, grants, invitations to policymaking tables, and awards that highlight not just what we do, but how we do it. These recognitions remind us to stay steady. And they remind our community—our team, our partners, and our supporters—that every effort counts, and it's being seen.

CERTIFICATIONS & AWARDS

1

Heroes of Change Award 2024 – Republic TV Network

Our founder, **Khyati Gupta**, was one of just eight individuals in the country honoured with this award. The selection was independently verified by Ernst & Young (EY), making it a moment of quiet pride for us all.



2

Great Place to Work – 3rd Year in a Row

A recognition of the workplace culture we've nurtured, acknowledging our commitment to a positive, inclusive work culture.



3

Institutional Collaborations & Endorsements

Google Ad Grants – \$10,000/Month in Support Google continues to support our mission by helping us expand our digital outreach — bringing visibility to the cause and connecting us to new allies.

4

Gold Certification for Governance & Transparency

A marker of the systems we've built over time — of doing things the right way, with accountability, clarity, and care.



5

Ministry of Culture – Cultural Promotion Grant for Swara

The Government of India recognised Swara for its unique contribution to cultural expression and women's voices through poetry and storytelling.

6

Named Among India's Top 20 Best NGOs

Recognized for long-term commitment to impact, and for staying grounded even as we grow.



7

Bureau of Indian Standards (BIS) – National Policy Group Appointment

Our President, **Arun Gupta**, was invited to join BIS's Consultative Group on Textile Sustainability, adding Pinkishe's voice to conversations that shape national standards.

8

Listed Among India's Top 10 Best Workplaces for Women

A reflection of the culture we're building, one that supports and uplifts every woman who joins our journey.



THE RESOURCES THAT MADE IT ALL POSSIBLE - FINANCIALS

Transparency is the foundation of trust. We're proud to share our audited financial report for 2024-25, a reflection of how every rupee was accounted for and channeled towards impact.

PINKISHE FOUNDATION 312, RG COMPLEX, PLOT NO.8, MLU SECTOR -5, DWARKA, DELHI -110078 BALANCE SHEET AS AT 31.03.2025					
LIABILITIES	AMOUNT (INR)		ASSETS	AMOUNT (INR)	
	FY 2024-25	FY 2023-24		FY 2024-25	FY 2023-24
CAPITAL FUND			FIXED ASSETS		
Opening balance	87,82,710	84,77,730	(Annexure-1)	3,07,136	4,08,434
Add : Surplus for the year	6,97,491	3,04,980			
Less : Deficit for the year	-	-	LOAN & ADVANCES		
Closing Balance	94,80,201	87,82,710	Rent Security	30,000	30,000
			Stock of Pads Received in Kind	27,83,539	-
CURRENT LIABILITIES			CURRENT ASSETS		
Sundry Creditors	9,000	-	Fixed Deposit	37,42,186	29,95,000
Audit Fees	-	-	TDS Receivable	14,142	46,740
Rent Payable	-	-	Give India (Foundation)	3,828	41,253
Expenses payable (Credit Card	-	-	Prepaid Expenses	12,000	3,764
Tds Payable	-	1,23,213	Interest Receivable	18,640	8,593
			Advance to Employee	18,105	16,696
			TDS Excess paid	22,166	-
			Sundry Debtors	31,875	-
			CASH & BANK BALANCES		
			Cash In Hand	1,336	4,646
			Balance with Banks (Non FCRA)	25,02,175	3,18,678
			Balance with Banks (FCRA)	-	50,28,522
			Amazon Pay	2,073	3,497
			Phone Pe	-	100
Total	94,89,201	89,05,923	Total	94,89,201	89,05,923

As per our report of even date attached.
For Pinkishe Foundation

For PINKISHE FOUNDATION

For PINKISHE FOUNDATION

(Arun Gupta)
President
Place : Delhi
Date : 07/11/25

(Vandana Gupta)
Treasurer

For Chandni Taneja & Associates
Chartered Accountants
FRN: 032222C

(CA Chandni Taneja)
Proprietor
M. No. 422731
UDIN: 25422331BMJKN5137
07/11/25

PINKISHE FOUNDATION					
312, RG COMPLEX , PLOT NO.8, MLU SECTOR -5, DWARKA , DELHI -110078					
INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED ON 31-03-2025					
PARTICULARS	AMOUNT (INR)		PARTICULARS	AMOUNT (INR)	
	FY 2024-25	FY 2023-24		FY 2024-25	FY 2023-24
EXPENDITURE TOWARDS OBJECTS OF THE TRUST			INCOME OF THE TRUST		
MENSTRUAL HEALTH & HYGIENE			RECEIPTS		
Project Pad Bank			Donation	2,46,78,753	50,69,576
-Pad Bank Activities Expenses	33,02,301	67,01,145	Donation (FCRA)	2,53,148	84,59,680
-Pad Bank Campaigning & Awareness Expenses	2,73,466	4,67,651	Donation (Indus)	69,00,000	-
Pad Bank Running Expenses	8,11,559	16,36,634	Interest Income	1,74,776	3,11,300
Social Exchange Expense	29,500		Discount received	180	20
Project Women's Day (Artemis)					
Admin Costs	39,000	-			
Human Resource Cost	66,000	-			
Product Cost	2,25,498	-			
Project Implementation Cost	1,70,976	-			
Project Her Comfort (Artemis)					
Admin Costs	88,690	-			
Human Resource Cost	1,32,000	-			
Launch & PR Expense	1,04,163	-			
Logistics, Communication, Local Travel, Graphics	1,00,514	-			
Product Cost	6,75,638	-			
Short Film Production	1,00,000	-			
Project Sakhi					
Sakhi Activity	-	2,61,630			
Sakhi Awareness	-	18,322			
Sakhi Running	28,788				
Project Sakhi Meerut	-	16,500			
Project Smile Foundation	20,250				
RECOGNIZING WOMEN'S ACHIEVEMENTS	-	-			
COMMUNITIES WELFARE					
Communities Activity	-	7,533			
Campaign/Awareness	4,38,181	12,960			
Communities Running	-	9,164			
Project Punya Kalash for Communities Welfare	1,13,136	20,449			
The Udaan Project (Flipkart)	9,27,217	-			
Project Ladli (Zee)	44,57,286	-			
UTILISATION OF DONATION IN KIND	66,93,966	-			
EDUCATIONAL & EMPOWERMENT PROGRAM					
Pink Talk Activity	7,718	9,963			
Pink Talk Running	-	1,499			
SKILL DEVELOPMENT & LIVLIHOOD PROGRAM					
Praveena-Activity	49,964	1,07,405			
Praveena Running	6,612	1,13,030			
ART, LITERATURE & CULTURAL PROMOTION					
Project Swara					
Swara Campaign/Awareness	13,612	-			
Swara Running	4,726	20,568			
PROJECT NARI SAMMAN (INDUS)					
Admin Cost	4,07,394	-			
Goods Transportation and Contingency Cost	93,053	-			
Human Resource Cost	6,63,111				
Set Up Cost	55,39,138				
Travel Cost	2,25,996				

For PINKISHE FOUNDATION
President

For PINKISHE FOUNDATION
Treasurer

MADVOCATION PROJECT (OUT OF FCRA DONATION)					
Admin Cost	8,882	3,106			
Campaign Cost	37,91,636	14,08,629			
Communication Cost	82,327	91,947			
Development Cost	1,64,317	4,59,680			
Material Cost	18,635	1,80,663			
Rent Expenses	1,28,740	1,85,610			
Salary Expenses	5,31,743	8,15,000			
Travel Expenses	1,46,255	1,39,255			
OTHER PROJECTS (OUT OF FCRA DONATION)					
- Pad Bank Activity Expenses	3,01,276	2,55,881			
Video Productions	-	75,000			
Delhi Flood Relief	-	12,370			
Printing & Stationery Expenses	915	26,540			
Registration Fees	-	6,499			
EXPENDITURE TOWARDS					
ADMINISTRATION OF THE TRUST					
Accounting Charges	-	1,24,800			
Audit Fees	-	5,400			
Bank Charges	1,345	56,018			
Other Registration Expenses	5,900	5,900			
Depreciation	1,33,297	1,90,781			
Internet Service	-	16,597			
Telephone Expenses	8,800	1,987			
Office Expenses	60,303	46,409			
Interest & Late Fee	-	-			
Courier Expenses	-	-			
Professional Charges	1,10,000	22,200			
Miscellaneous Expenses	5,545	871			
Bad Debts	-	-			
Excess of income over expenditure	6,97,491	3,04,979.68			
Total	3,20,06,857	1,38,40,575.49	Total	3,20,06,857	1,38,40,575

As per our report of even date attached.
For Pinkishe Foundation

For PINKISHE FOUNDATION
(Arun Gupta)
President
Place : Delhi
Date : 07/9/25

For PINKISHE FOUNDATION
(Vandana Gupta)
Treasurer

For Chandni Taneja and Company
Chartered Accountants
FRN: 032272C
(CA Chandni Taneja)
Proprietor
M. No. 422731
UDIN: 25422731BJKN7S137
07/9/25

Schedule of Fixed Assets

Particulars	Rate	Opening	Addition more than 180 Days	Addition less than 180 Days	Depreciation	Closing
AC	15	27,401			4,110.09	23,291
BATTERY	15	1,765			264.82	1,501
CHAIR	10	12,321		-	1,232.10	11,089
computer	40	2,18,700			87,480.00	1,31,220
inverter	15	43,419			6,512.83	36,906
laptop	40	59,094			23,637.45	35,456
mouse	15	4,474			671.03	3,803
Table	10	-	32,000		3,200.00	28,800
printer	15	18,315			2,747.24	15,568
mobile	15	22,946			3,441.86	19,504
		4,08,434	32,000	-	1,33,297	3,07,136

For PINKISHE FOUNDATION
(Arun Gupta)
President
President

For PINKISHE FOUNDATION
(Vandana Gupta)
Treasurer

For Chandni Taneja and Company
(CA Chandni Taneja)
Proprietor

PINKISHE FOUNDATION			
312, RG COMPLEX , PLOT NO.8, MLU SECTER -5, D'WARKA , DELHI -110078			
RECEIPT AND PAYMENT ACCOUNT FOR THE PERIOD FROM 1.4.2024 TO 31.03.2025			
RECLIPITS	AMOUNT (24-25)	PAYMENTS	AMOUNT (24-25)
<u>Opening Balance</u>			
- Cash	4,646	EXPENDITURE TOWARDS OBJECTS OF THE TRUST	2,42,90,210
- Bank	53,50,797	EXPENDITURE TOWARDS ADMINISTRATION OF THE TRUST (EXCEPT DEPRECIATION)	1,91,893
- FD	30,03,593		
	83,59,036	FIXED ASSETS PURCHASED	32,000
Donation received except in Kind	2,23,54,396	ADJUSTMENT IN CURRENT LIABILITIES	1,14,213
Interest on FD	1,74,776	ADJUSTMENT IN CURRENT ASSETS (Other than Cash, Bank and FD)	(6,337)
Discount Received	180		
	-	<u>Closing Balance</u>	
Cash Deposit	-	- Cash	1,336
	-	- Bank	25,04,248
		- FD	37,60,826
			62,66,409
Total Rs..	3,08,88,388	Total Rs..	3,08,88,388

As per our report of even date attached.

For Pinkish Foundation

For Chandni Taneja and Company

Chartered Accountants

FRN: 032222C

(CA Chandni Taneja)
Proprietor
M. No. 422731
UDIN: 25422731BMJ3KNTS137

03/9/25

For PINKISHE FOUNDATION
President
(Arun Gupta)
President
Place : Delhi
Date : 07/11/25

For PINKISHE FOUNDATION
Vandana
Treasurer
(Vandana Gupta)
Treasurer

Under Section 18, FCRA 2010 read with Rule 17 FCRA 2011, submission of AR is mandatory. However, after cancellation/expiry of registration certificate, it is optional and does not entitle for any claim whatsoever.

Form FC-4

[See rule 17]

Darpan ID : DL/2018/0184509

The Secretary to the Government of India,
Ministry of Home Affairs,
Foreigners Division (FCRA Wing)
Major Dhyan Chand National Stadium, India Gate
New Delhi - 110002

Subject: Account of Foreign Contribution (FC) for the year ending on the 31st March,

1. (a) Name and address of person/association: Pinkishe Foundation
312, R.G. Complex, Plot No. 8, MLU Sector - 5, Dwarka, 110078

- (b) FCRA registration/prior permission number and date: 231661924 20/06/2023

2. Details of receipt of foreign contribution :

- (i) Foreign Contribution received in cash/kind(value):

- (a) Brought forward foreign contribution at the beginning of the year(Rs.) 4919910.00

- (b) Income During the year*:

- (i) Interest: 753.00

- (ii) Other receipts from projects/activities:

Sl. No	Name and location of project/activity	Year of commencement of the project / activity	Income during the year (Rs.)
--------	---------------------------------------	--	------------------------------

- (iii) Transfer of Foreign Contribution part of income-tax refund from non-FCRA bank account: 0.00

- (c) Foreign contribution received from foreign source during the financial year (Rs.):

- (i) Directly from a foreign source: 253148.00

- (ii) as transfer from a local source: 0.00

- (d) Total Foreign Contribution (a+b+c) (Rs.): 5173811.00

*i.e. interest accrued on foreign contribution, or any other income derived from foreign contribution,

e.g. sale proceeds from assets created from foreign contribution, or interest thereon during the year, income from projects/activities.

- (ii) (a). Donor wise detail of foreign contribution received:

Sl.No	Name of donors	Institutional/Individual	Detail of the donor: official address; email address; website address:	Purposes for which received (social,cultural,educational,economic,religious)	Specific activity / project	Amount Rs
(1)	(2)	(3)	(4)	(5)	(6)	(7)

Under Section 18, FCRA 2010 read with Rule 17 FCRA 2011, submission of AR is mandatory. However, after cancellation/expiry of registration certificate, it is optional and does not entitle for any claim whatsoever.

Sl.No	Name of donors	Institutional/Individual	Detail of the donor: official address; email address; website address:	Purposes for which received (social, cultural, educational, economic, religious)	Specific activity / project	Amount Rs
1	UK Online Giving Foundation	Institutional	Womble Bond Dickinson (UK) LLP 4 More London Riverside, LONDON SE12AU, United Kingdom, Email Id: , Website Address :	Social	MENSURAL HEALTH AND HYGIENE FOR ADOLESCENT GIRLS AND RURAL WOMEN	250022.00
2	Charities Aid Foundation America	Institutional	www.cafamerica.org 225 Reinekers Lane, Suite 375, Alexandria, VA 22314, United States of America, Email Id: info@cafamerica.org, Website Address : https://cafamerica.org/	Social	MENSURAL HEALTH AND HYGIENE FOR ADOLESCENT GIRLS AND RURAL WOMEN	3126.00

(b) Cumulative purpose-wise (social, cultural, educational, economic, religious) amount of all foreign contribution donations received:

Sl.No	Purpose	Amount
1	Social	253148.00

3. Details of Utilisation of foreign contribution:

(a) Details of activities/projects for which foreign contribution has been received and utilised (in rupees)

Sl. No.	Name of project/activity	Address/Location	Previous Balance		Receipt during the year		Utilised		Balance	
			In cash	In Kind	In cash	In Kind	In cash	In Kind	In cash	In Kind
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
1	MENSURAL HEALTH AND HYGIENE FOR ADOLESCENT GIRLS AND RURAL WOMEN	HAPUR Ghaziabad Uttar Pradesh 245101	1391228.00	0.00	0.00	0.00	1391228.00	0.00	0.00	0.00
2	MENSURAL HEALTH AND HYGIENE FOR ADOLESCENT GIRLS AND RURAL WOMEN	BULAND SHAHR Bulandshahr Uttar Pradesh 203001	1848245.00	0.00	0.00	0.00	1848245.00	0.00	0.00	0.00

Under Section 18, FCRA 2010 read with Rule 17 FCRA 2011, submission of AR is mandatory. However, after cancellation/expiry of registration certificate, it is optional and does not entitle for any claim whatsoever.

3	MENSURAL HEALTH AND HYGIENE FOR ADOLESCENT GIRLS AND RURAL WOMEN	Meerut Meerut Uttar Pradesh 250001	1680437.00	0.00	0.00	0.00	1680437.00	0.00	0.00	0.00
4	MENSURAL HEALTH AND HYGIENE FOR ADOLESCENT GIRLS AND RURAL WOMEN	DELHI East Delhi Delhi 110092	0.00	0.00	245019.00	0.00	245019.00	0.00	0.00	0.00
Total			4919910.00	0.00	245019.00	0.00	5164929.00	0.00	0.00	0.00

(i) Utilisation** for projects as per aims and objectives of the person/association(Rs.): 5164929.00

(ii) Total administrative expenses as provided in rule 5 of the Foreign Contribution (Regulation) Rules, 2011 (Rs.): 8882.00

(iii) Total utilisation of foreign contribution (Rs.) (i+ii): 5173811.00

** It is affirmed that the utilisation of foreign contribution is not in contravention of the provisions contained in the Foreign Contribution(Regulation) Act, 2010 (42 of 2010) and more particularly in section 9 and section 12 of the Act which, inter-alia, states that the acceptance of foreign contribution is not likely to affect prejudicially:

- (A) the sovereignty and integrity of India, or
- (B) the security, strategic, scientific or economic interest of the state; or
- (C) the public interest; or
- (D) freedom or fairness of election to any Legislature; or
- (E) friendly relations with any foreign state; or
- (F) harmony between religious, racial, social, linguistic or regional groups, castes or communities.

(b) Details of purchase of fresh assets included in Para 3(a) above:

Sl. No.	Name of project/activity	Details of fresh assets	Objective of acquiring fresh assets	Cost of fresh assets (In Rs.)
---------	--------------------------	-------------------------	-------------------------------------	-------------------------------

(ba) Details of movable assets created out of foreign Contribution (as on 31st March of Financial Year):

Sl. No.	Description of the assets	Address/Location where the asset is kept	Value as on beginning of the Financial Year (in Rs.)	Value of assets acquired during the Financial Year (in Rs.)	Value of assets disposed during the Financial Year (in Rs.)	Value as per the balance sheet at the end of the Financial Year (in Rs.)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
i	MOVABLE ASSETS	NA New Delhi 110092 Delhi	0.00	0.00	0.00	0.00

Under Section 18, FCRA 2010 read with Rule 17 FCRA 2011, submission of AR is mandatory. However, after cancellation/expiry of registration certificate, it is optional and does not entitle for any claim whatsoever.

(bb) Details of immovable properties acquired out of foreign contribution (as on 31st March of Financial Year):

Sl. No.	Details of immovable asset (Land/Building etc.)	Size	Address/Location	Value as per the balance sheet (in Rs.)
(1)	(2)	(3)	(4)	(5)
i	IMMOVABLE PROPERTIES	NA	NA New Delhi 110092 Delhi	0.00
	Total			0.00

(c) Foreign contribution transferred to other person/associations before 29.09.2020 (with effect from the operation of the Foreign Contribution (Regulation) Amendment Act, 2020):

Sl. No.	Name of the person/association	Date	Purpose	Amount
(1)	(2)	(3)	(4)	(5)

(d) Total utilisation in the year (Rs.) (a+c): 5173811.00

4. Details of unutilised foreign contribution:

(i) Total foreign contribution invested in term Deposits (Rs.):

Sr. No.	Details	Total (in Rs.)
(a)	Opening Balance Of FD	0.00
(b)	FD made during the year	0.00
(c)	Less: realisation of previous FD	0.00
d	Closing balance of FD	0.00

(ii) Balance of unutilised foreign contribution, in cash/bank, at the end of the year (Rs.):

- (a) Cash in hand: 0.00
 (b) in FC designated bank account: 0.00
 (c) in utilisation bank account(s): 0.00
 (d) total Rs. (a+b+c): 0.00

(iv) Carry forward of unspent part of allowable administrative expenses in a financial year.

Sl. No.	Particulars	Amount (in Rs.)
(A)	Brought forward unspent part of allowable administrative expenses	0.00
(B)	Total foreign contribution received during the year	253901.00
(C)	Allowable administrative expenses of current financial year [20 per cent. of B]	50780.20
(D)	Total administrative expenses incurred during the current year	8882.00
(E)	Administrative expenses of current year utilised out of A above.	0.00
(F)	Administrative expenses of current year utilised out of C above.	8882.00
(G)	Unspent part of C above available to be carried forward.	41898.20
(H)	Out of G above, amount to be carried forward to next financial year.	0.00
(I)	Reason for carry forward of unspent part of allowable administrative expenses to next financial year.	No carry forward of any FCRA contribution during the year

Under Section 18, FCRA 2010 read with Rule 17 FCRA 2011, submission of AR is mandatory. However, after cancellation/expiry of registration certificate, it is optional and does not entitle for any claim whatsoever.

5. Details of foreigners as Key functionary/working/associated: 0

6. Details of land and building remained unutilised for more than two years:

Sl. No.	Location of land and building	Year of acquisition	Purpose of acquisition	Reason of unutilisation
(1)	(2)	(3)	(4)	(5)

(7) (a) Details of FCRA Account for receipt of foreign contribution (As on 31st March of the year ending):

Name of the Bank	Branch Address (With pincode)	Phone No.	e-mail	IFSC Code	Account number	Date of Opening Account
(1)	(2)	(3)	(4)	(5)	(6)	(7)
STATE BANK OF INDIA	11 Sansad Marg, New Delhi 110 001	01123374390	FCRASUPPORT 4.00691@SBI.CO.IN	SBIN0000691	XXXXXXXXXX XXXX9097	25/11/2020

(b) Details of another FCRA Account (if any) for keeping or utilising foreign contribution (As on 31st March of the year ending):

(c) Details of all utilisation bank accounts (if any) for utilisation of Foreign Contribution (As on 31st March of the year ending):

Name of the Bank	Branch Address (With pincode)	Phone No.	E-mail	IFSC Code	Account No	Date of Opening Account
(1)	(2)	(3)	(4)	(5)	(6)	(7)
INDUSIND BANK LIMITED	UPPER GROUND FLOOR, JAIPUR IA MALL, MOHAN NAGAR, LINK ROAD, AHINSA KHAND 1, INDIRAPURAM, GHAZIABAD, UTTAR PRADESH 201014, INDIRAPURAM, Uttar Pradesh, Ghaziabad	01204250122	reachus@indusind.com	INDB0001846	XXXXXXXXXX6694	08/11/2025
STATE BANK OF INDIA	13, NITI KHAND - 1 INDRAPURAM GHAZIABAD 201102 GHAZIABAD UTTAR PRADESH, Indrapuram, Uttar Pradesh, Ghaziabad	01202605713	sbi.05226@sbi.co.in	SBIN0005226	XXXXXXXX6886	29/09/2023

8. *Whether during the period under report:

- (i) any foreign contribution was transferred to any FCRA registered association? No
 (ii) any foreign contribution was transferred to any Non FCRA registered association? No

Under Section 18, FCRA 2010 read with Rule 17 FCRA 2011, submission of AR is mandatory. However, after cancellation/expiry of registration certificate, it is optional and does not entitle for any claim whatsoever.

(iii)	any functionary of the Association has been prosecuted or convicted under the law of the land?	No
(iv)	any asset created out of foreign contribution is registered in names other than the name of Association?	No
(v)	any domestic contribution has been created in any FCRA Account?	No
(vi)	the Association has received any foreign Contribution in an account other than the designated FCRA receipt Account?	No
(vii)	the Association has utilised foreign contribution for any purpose other than the defined purposes in the FCRA certificate of registration or prior permission?	No
(viii)	the Association has invested any foreign contribution in any speculative activity as defined in rule 4 of the Foreign Contribution (Regulation) Rules, 2011?	No
(ix)	the Association or any of its functionary/office bearer has violated any of the conditions as enumerated under sub-section (4) of section 12 of the Act?	No
(x)	the Association has made expenditure on Administrative expenses exceeding 20 per cent of the foreign contribution received?	No
(xi)	any fixed asset acquired out of foreign contribution has been sold out?	No
(xii)	sale proceed of above fixed asset has been diverted / has not been deposited in FCRA Account?	No
(xiii)	any FD proceeds has been credited in any account other than FCRA Account?	No
(xiv)	any organization/entity not belonging to the Association is being managed/financially supported by the Association?	No
(xv)	the Association has utilised any foreign contribution outside India?	No

*Note: Wherever the answer of above question is in 'yes', brief details must be provided.

9. Details of Chartered Accountant issuing the certificate under sub-rule (5) of rule 17:

(i)	name of the Chartered Accountant:	CHANDNI TANEJA
(ii)	address:	A-14, KRISHNA APRA DMALL, SHAKTI KHAND-2, INDIRAPURAM, GHAZIABAD, Ghaziabad, Uttar Pradesh
(iii)	Member Registration number:	422731
(iv)	e-mail Address:	chandnitanejaandcompany@gmail.com
(v)	date of issue of certificate:	31/10/2025
(vi)	Whether any violation of the Act has been pointed out in certificate, and if so, details thereof:	

Declaration

I/We ARUN GUPTA hereby declare that the above particulars furnished by me are true and correct

I also affirm that the receipt of foreign contribution and its utilisation have not been violative of any of the provisions of the Foreign Contribution (Regulation) Act, 2010 (42 of 2010), and the rules, notifications or orders issued thereunder from time to time and the foreign contribution was utilised for the purpose(s) for which the person/association was granted registration/prior permission by the Central Government.



ARUN GUPTA
[Name of the Chief Functionary
(President)]

(Seal of the Association)
For PINKISHE FOUNDATION

President

FCRA Annual Returns for the financial year has been Submitted on 25/11/2025

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WHAT'S COMING NEXT!

After years of walking the long road, we're about to take a leap.

Something new is taking shape behind the scenes, the kind of initiative that doesn't come along often. It's big. It's thoughtful. And it sits at the meeting point of innovation and urgency, where solutions are truly needed.

We've tightened our belts for what lies ahead.

We're working on something that could bring help closer than ever — sometimes just a step away, sometimes just a call away.

And in places where access has always been the hardest, we're working to make it effortless, almost automatic.

A powerful partnership has been forged. A new system is being put in place — one that could quietly transform access and response, for those who've been left behind for too long.

All we'll say for now is that next year won't look like the last.

The blueprint is drawn. The foundation is ready. Now, it's time to build what's next.





REGISTERED ADDRESS |

**312, R.G. Complex,
PLOT No-8, MLU Sector - 5,
DWARKA, NEW DELHI,
Pin- 110078**

ADDRESS FOR COMMUNICATION |

**Hall No.1, Property No. B5, St. No. 13,
Madhu Vihar, I.P. Extension,
Patparganj, Delhi-110092 INDIA**