PROJECT SANKALP

Cultivating Menstrual Health Resilience in Rural Communities of Greater Noida

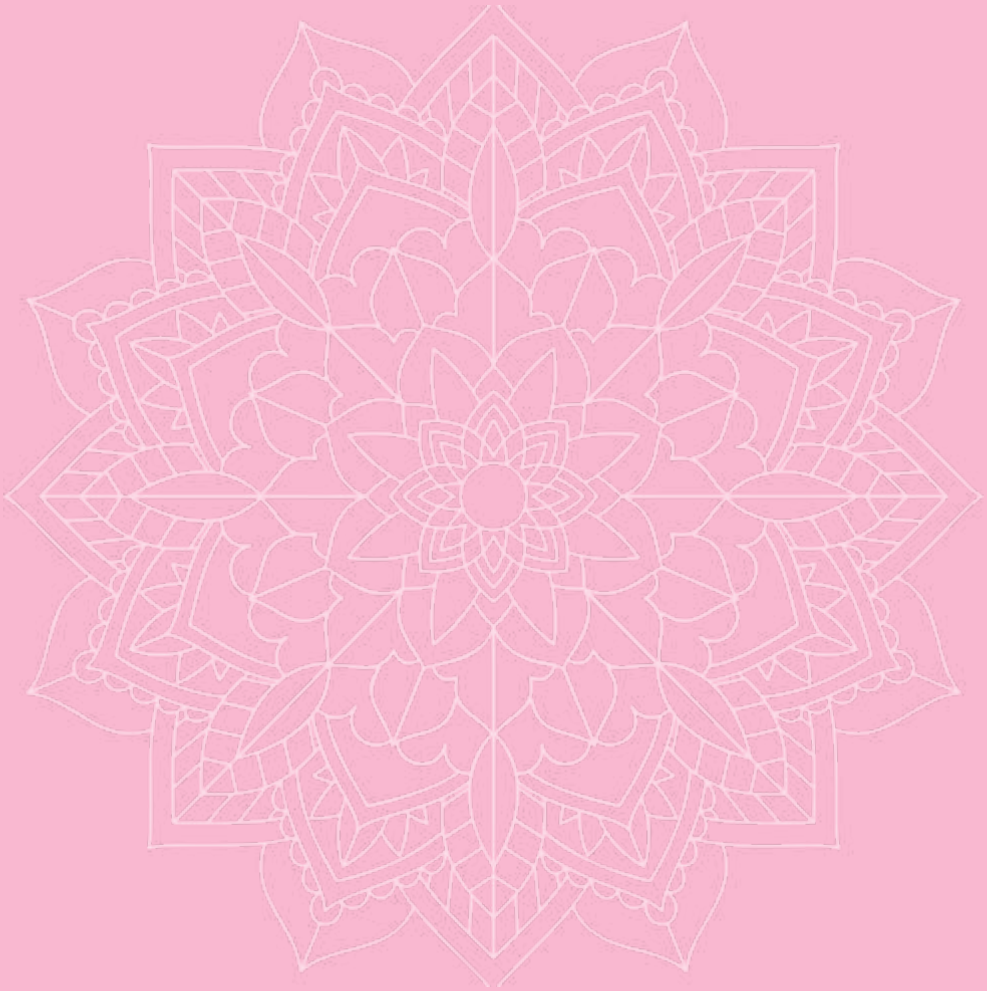
PROJECT END REPORT

March 2024



PINKISHE Foundation

NPCL
NOIDA POWER COMPANY LIMITED



This publication was developed by Pinkishe Foundation in collaboration with Noida Power Company Limited (NPCL).

Pinkishe Foundation is a grassroots movement that sprang to life in 2017, with the heartfelt aim to shed light on and challenge the stigmas surrounding menstruation in India. Our approach has always been hands-on and community-focused, empowering individuals through education, distribution of menstrual hygiene products, and fostering open conversations about menstrual health. By touching the lives of over half a million girls and women, we're on a mission to ensure that menstrual health is recognized as a right, not a privilege.

The financial backing and trust from NPCL have been instrumental in bringing Project Sankalp to life. Their contribution has not only amplified our ability to reach more communities but also enriched the project with essential resources, allowing us to make a deeper, more sustainable impact. Through this partnership, we've managed to forge a path that not only educates but empowers individuals and communities to champion menstrual health.

This report, a collaborative effort between Pinkishe Foundation, NPCL, and our invaluable partners, narrates the strides we've made together in Project Sankalp. It is a testament to the shared vision and collective endeavor towards improving menstrual health and breaking down the barriers of stigma and misinformation.

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PROJECT CLOSURE REPORT

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Acknowledgement



I am filled with immense gratitude as I reflect on the journey of Project Sankalp, an initiative that holds a special place in the heart of Pinkishe and reflects our commitment to making a positive impact in the lives of women and girls.

Firstly, I wish to extend deep gratitude to Noida Power Company Limited (NPCL) for entrusting us with this project. Together, we have not only distributed sanitary pads and installed incinerators but, more importantly, we have ignited a positive change in the communities we serve.

I extend my sincere appreciation to every member of the Pinkishe Foundation who has tirelessly worked towards the success of Project Sankalp. Each one of you has played a crucial role in fostering awareness, dispelling myths, and empowering women and girls with knowledge that is fundamental to their well-being.

I extend my heartfelt gratitude to the Local District Administration, Asha Workers, Anganwadi Workers, Gram and communities of Dabra, Salempur Gurjar, Pipalka Suratpur, Hatewa, Rampur Fatehpur, Ghodi Bachhera, and Junpat. Your openness to change and active participation in our initiatives have been inspiring.

As we continue our journey, let us carry forward the spirit of Project Sankalp and channel our collective energy towards creating a more equitable and informed society. Together, we can break down barriers and create a world where every woman and girl can embrace their menstruation with dignity and pride.

With deepest appreciation,

Shalini Gupta

National Secretary General

Pinkishe Foundation



1 EXECUTIVE SUMMARY

Menstrual health and hygiene in India are hindered by pervasive stigma, limited education, and inadequate access to resources. Taboos surrounding menstruation perpetuate shame and misinformation, while many women lack affordable sanitary products and proper sanitation facilities. Cultural norms often restrict women's activities during menstruation, further marginalising them. Addressing these challenges requires comprehensive efforts to destigmatise menstruation, improve education, ensure access to hygiene products and facilities, and promote gender equality.

The rural communities in Greater Noida, grappling with social challenges due to poverty and unhygienic living conditions, found women struggling to maintain proper health and hygiene during menstruation. Having worked in these areas for many years, Noida Power Company Limited (NPCL) recognised the urgent needs of these underserved women and girls, which sparked the inception of Project Sankalp.

This project represented a collaborative effort between NPCL and the Pinkishe Foundation, aiming to eliminate period poverty. Together, they embarked on addressing the critical issue of menstrual health and hygiene across seven rural villages of Greater Noida.

Project Sankalp aimed to dismantle the silence enveloping menstruation in seven villages, namely Dabra, Salempur Gurjar, Pipalka Suratpur, Hatewa, Ghodi Bachhera, Junpat, and Rampur Fatehpur. The project's mission was to comprehensively educate and empower 5,000 community women and adolescent girls, including 350 schoolgirls across seven government schools, about menstrual health while also challenging societal taboos. The project also involved the monthly distribution of sanitary pads to schoolgirls, the installation of incinerators across all seven schools and the gifting of sanitary pads to all women attending 100 comprehensive workshops conducted in the villages by Pinkishe educators.

As the project unfolded over ten months, starting in June 2023, the preparation phase saw the manufacturing of sanitary pads and the procurement of incinerators, alongside the mobilisation of community women through regular village visits by ground teams. The local administration lent its support, with Asha and Anganwadi workers playing vital roles in the project's groundwork and future sustainability. Concurrently, Pinkishe prepared local women to become menstrual educators, a crucial step towards empowering the community from within.

With the project officially launching in November, a series of daily sessions commenced, marking the start of direct engagement with the communities. It was during these sessions that Project Sankalp began to see its impact, not only meeting but surpassing its targets. The project successfully reached 5,006 community women and adolescent girls and 273 schoolgirls. Additionally, seven incinerators were installed in schools, ensuring proper sanitary pad disposal and marking a tangible success in Project Sankalp's objectives.

This collaboration with NPCL allowed Pinkishe to leverage its expertise and resources effectively, significantly improving the lives of women and girls within these communities. The achievement of reaching and, in some aspects, exceeding its targets underlines the success and positive impact of Project Sankalp, evidence of the power of collaborative effort and community engagement.

2 INTRODUCTION



2.1 Why Menstrual Health and Hygiene?

In many regions across the world, the silence, restrictive sociocultural norms, and taboos surrounding menstruation significantly amplify the challenges women and girls face. India is no exception and continues to grapple with inadequate menstrual health and hygiene management (MHHM) practices. Amid efforts to uplift women and girls by focusing on their economic and educational upliftment, a critical aspect often remains sidelined - their health. From the onset of menarche, women begin to encounter various challenges linked to menstruation, with these issues being particularly profound in rural areas.

The entrenched stigmas and taboos about menstruation in India have led women and adolescent girls to experience a life of shame, compounded by a lack of support. This culture of silence and neglect has fostered a pervasive ignorance about their own health. In the face of social challenges such as poverty, women are hit hardest. They are not only fighting for equality and respect in society but also for their basic right to health and dignity. This battle is not just about access to sanitary products but also about securing the education and support necessary to manage menstruation with dignity and confidence.

Issues Related to Menstrual Taboos and Stigmas in India

In India, deeply ingrained cultural taboos and stigmas about menstruation have perpetuated a silence that leaves adolescent girls unprepared for

managing their periods. These stigmas are often rooted in the widespread but misguided belief that women become ritually impure during their menstrual cycle. Studies indicate a significant portion, around 70% of girls, view menstruation as impure, and almost half experience feelings of shame associated with their periods. Such misconceptions contribute to the stigmatisation of menstruation and lead to the imposition of strict socio-cultural restrictions on girls as they reach menarche. These practices not only reinforce gender inequality but also compromise the menstrual health of countless young women. In rural areas, this silence becomes even more profound. Women and girls tend to feel shy about discussing their health concerns, choosing to remain silent due to these stigmas. This atmosphere of reticence and shame, coupled with misinformation, hampers open discussions about menstrual health.

Lack of Awareness and Accessibility

The lack of awareness and education around menstrual health management (MHM) is particularly alarming. Without proper knowledge and guidance, many women remain unaware of the hygienic practices necessary for safe period management. Consequently, in the absence of accessible sanitary products, they resort to using unhygienic alternatives. This practice not only compromises their health but also increases the risk of contracting infections and other serious diseases.

Further compounding the issue, data from FSG in 2016 revealed that 71% of girls had no knowledge of menstruation before experiencing their first period. This lack of preparedness leaves young girls vulnerable and uninformed about the changes happening in their bodies, contributing to a cycle of misinformation and poor menstrual hygiene practices. Together, these factors highlight a critical need for comprehensive education and improved access to menstrual health services and products, aiming to ensure that every woman and girl can manage her menstruation safely and with dignity.

Lack of proper infrastructure and support

In India, out of the 355 million women who are of menstruating age, shockingly, only 12% have access to sanitary napkins. This fact highlights a significant challenge in the accessibility of healthcare services, especially those that support menstrual health management (MHM). The lack of healthcare infrastructure not only makes it difficult for women to manage their menstrual health effectively but also has broader implications for their sexual and reproductive health outcomes. Adequate knowledge and resources for managing menstruation are essential, yet many girls lack access to the necessary infrastructure and support. This includes not just the availability of sanitary products but also proper toilets and educational programs in schools. The consequences of these inadequacies are profound. A report by the NGO Dasra in 2014 revealed that over 23 million girls drop out of school every year due to insufficient MHM facilities. This includes not only a lack of access to sanitary napkins but also a deficit in comprehensive knowledge about menstruation. Moreover, the absence of adequate sanitation facilities complicates this issue further. The unavailability of clean and private toilets, along with an insufficient water supply and proper disposal mechanisms, makes it challenging for women and girls to maintain their menstrual hygiene safely and comfortably.

Source:
https://pdf.usaid.gov/pdf_docs/PA00W863.pdf

Menstrual Health and Hygiene Conditions in Greater Noida

In Greater Noida, the stark contrast between urban and rural living conditions brings to light the challenges faced by rural and marginalized women and girls, especially when it comes to menstrual health and hygiene. They often grapple with the lack of basic amenities and encounter cultural barriers that restrict access to menstrual health resources. The scarcity of affordable hygiene products, coupled with insufficient sanitation facilities, highlighting their difficulties.

Furthermore, societal stigmas surrounding menstruation create additional obstacles, impeding women's empowerment and reinforcing cycles of poverty. Tackling these complex issues demands a holistic approach that encompasses enhancing infrastructure, raising awareness, and implementing inclusive policies to ensure the well-being of the entire community.

In preparation for launching this project, NPCL undertook a survey among 154 respondents in Greater Noida to gauge the prevailing conditions related to menstrual health and hygiene. The survey's findings revealed a clear need for clean and private washroom facilities, along with proper disposal systems for menstrual waste. It also highlighted the persistence of taboos surrounding menstruation, underlining the urgency for sensitive and widespread awareness campaigns. The respondents voiced a need for educational sessions tailored to students, aimed at sensitizing them to the impact of inadequate menstrual hygiene knowledge on women's physical and emotional health, including the heightened risk of infections and diminished productivity. These insights from the survey underscore the critical areas of focus for our initiatives, guiding our efforts to make meaningful improvements in the lives of the communities we serve.

2.2 Noida Power Company Limited

Established as a pivotal industrial and urban center, Noida Power Company Limited serves as a prominent power distribution entity, providing illumination to Greater Noida and its sprawling population of approximately one million residents across diverse settings such as hamlets, villages, and a burgeoning township spanning 335 square kilometres.

This company operates as a joint venture between the RP-Sanjiv Goenka Group, a renowned Indian conglomerate, and the Greater Noida Industrial Development Authority, an autonomous body under the Uttar Pradesh Government dedicated to town planning and infrastructure enhancement. This collaboration imbues the privatised electricity distribution sector in North India with a strategic edge.

Since receiving its licence from the Uttar Pradesh Government in December 1993, Noida Power Company Limited (NPCL) has been on a mission to light up lives. By tirelessly expanding its robust distribution network, NPCL has brought light and joy to numerous households and businesses throughout the region. Engaging closely with the communities in Noida has enabled NPCL to understand the unique challenges faced by those in rural and underserved areas.

Committed to making a difference, NPCL has channelled its efforts into community development through its Corporate Social Responsibility (CSR) initiatives. An example of their commitment is the transformation they brought to a co-educational school in Tugalpur, Greater Noida, where they constructed two new classrooms. But their efforts didn't stop there. In Fatepur and Rampur, Greater Noida, NPCL has been instrumental in building washrooms in government schools, addressing a critical need for basic sanitation facilities that support health and hygiene. Further enhancing educational environments, NPCL installed interactive Smart Panels in 10 government schools, revolutionizing the way students learn and interact. These initiatives are just a glimpse into the broad spectrum of activities NPCL has undertaken to fulfill its societal responsibilities, showcasing their commitment to not just powering homes, but also empowering communities.

2.3 Pinkishe Foundation

Founded in 2017 and headquartered in New Delhi, the Pinkishe Foundation has established itself as a leading non-profit organization committed to the empowerment of women and the advancement of gender equality, with a particular focus on menstrual health education across India. From its inception, the foundation has been dedicated to ensuring access to safe menstrual practices and

hygienic products, positively impacting around 500,000 women by distributing over 3.5 million sanitary pads. Moreover, Pinkishe has spearheaded educational initiatives aimed at challenging and changing the stigma surrounding menstruation.

The mission of the Pinkishe Foundation extends well beyond the simple distribution of menstrual aids. Driven by the vision to eradicate period poverty and enhance the dignity of all menstruators, the foundation engages in advocacy, campaigns, dialogue, menstrual literacy programs, and the promotion of sustainable menstrual products. Through these efforts, Pinkishe aspires to create an inclusive world where menstruation is managed safely and with dignity, recognizing it as a fundamental human right.

Further solidifying its commitment, the Pinkishe Foundation operates nationwide, running multiple programs to fight against period poverty. As a front-runner in addressing this issue in India, Pinkishe not only combats period poverty but also works tirelessly to ensure menstrual health is acknowledged and prioritized within the broader framework of public health and gender equality.

2.4 About Project Sankalp

Based on the assessment conducted prior to launching the project by a third-party agency called Centum Foundation deployed by NPCL, it was found that while women and girls had some knowledge about menstruation, there existed a significant gap between prevalent myths in society and accurate information about menstruation. To address this issue, Project Sankalp was initiated as a Corporate Social Responsibility endeavour by Noida Power Company Limited (NPCL) in collaboration with Pinkishe Foundation. The project aimed to provide comprehensive educational sessions on menstruation. These sessions were also aimed at covering various topics, including raising awareness about modern menstrual hygiene products like menstrual cups and tampons, methods to manage period pain and discomfort, proper tracking of menstrual cycles using a calendar, the importance of health and a balanced diet during period, understanding white discharge and its effects, identifying menstrual disorders and warning signs, and addressing societal taboos surrounding menstruation among women and girls in the community. The project involved the distribution of packets of sanitary pads to the community women and girls post the menstrual health and hygiene session and monthly distribution of two packets of sanitary pads to the school girls of class 6 to 8 who were menstruating. Furthermore, seven incinerators were planned to be installed in seven government schools, thereby providing a more hygienic solution for girls to dispose of their used sanitary pads during school hours if they were menstruating. The project was aligned closely with several sustainable development goals (SDGs) outlined by the United Nations, mainly SDGs 3,4,5



3 Project Geographical Area: Rural Demography of seven villages in Greater Noida

Under Project Sankalp, understanding the communities the project served is of great importance. The table below offers a snapshot of our target villages' demographic and educational landscape. It provides insights into the total and female populations, alongside literacy rates, painting a picture of the diverse settings in which we operate. This information guided the initiatives and helped tailor the interventions to meet the unique needs of each community. Here are the details of the target villages.

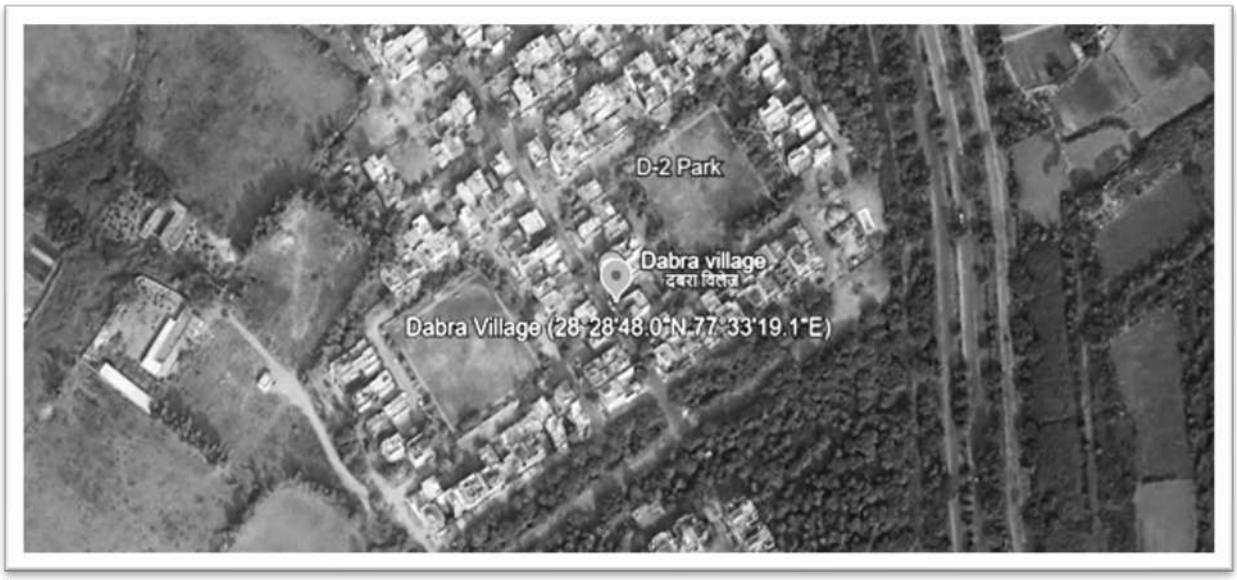
Table 1: Target Villages and Beneficiary Population Size

Village Name	Total Population	Female Population (%)	Total Literacy Rate (%)	Female Literacy Rate (%)
Dabra	2393	47.7 % (1141)	69.7 % (1668)	30.0 % (717)
Salempur Gurjar	4553	45.9 % (2088)	65.0 % (2959)	24.1 % (1095)
Pipalka Suratpur	1697	47.2 % (801)	63.9 % (1084)	23.4 % (397)
Hatewa	1759	47.2 % (831)	66.6 % (1172)	26.0 % (458)
Junpat	1967	47.6 % (937)	68.3 % (1343)	27.6 % (542)
Ghodi Bachhera	7902	48.1 % (3798)	63.2 % (4996)	26.8 % (2121)
Fatehpur Rampur	1681	46.9 % (788)	65.9 % (1107)	25.5 % (429)

Source – Census Report 2011

Dabra

Dabra is a Village in Dadri Block in Gautam Buddha Nagar District of Uttar Pradesh State, India. It belongs to the Meerut Division. This Place is in the border of the Gautam Buddha Nagar District and Ghaziabad District.



Salempur Gurjar

Salempur Gurjar village is located in Gautam Buddha Nagar tehsil of Gautam Buddha Nagar district in Uttar Pradesh, India. It is situated 10km away from sub-district headquarters and 20km away from district headquarters.



Pipalka Suratpur

Pipal Ka Suratpur is a village situated in the Dankaur Block within the Gautam Buddha Nagar District of Uttar Pradesh State, India. It falls under the Meerut Division and lies on the border between the Gautam Buddha Nagar District and Bulandshahr District.



3.4 Hatewa

Hatewa is a Village in Dankaur Block in Gautam Buddha Nagar District of Uttar Pradesh State, India. It belongs to the Meerut Division.

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Junpat

Junpat is a Village in Dadri Block in Gautam Buddha Nagar District of Uttar Pradesh State, India. It belongs to the Meerut Division.



Ghodi Bachhera

Ghodi Bachhera is a Village in Dadri Block in Gautam Buddha Nagar District of Uttar Pradesh State, India. It belongs to the Meerut Division

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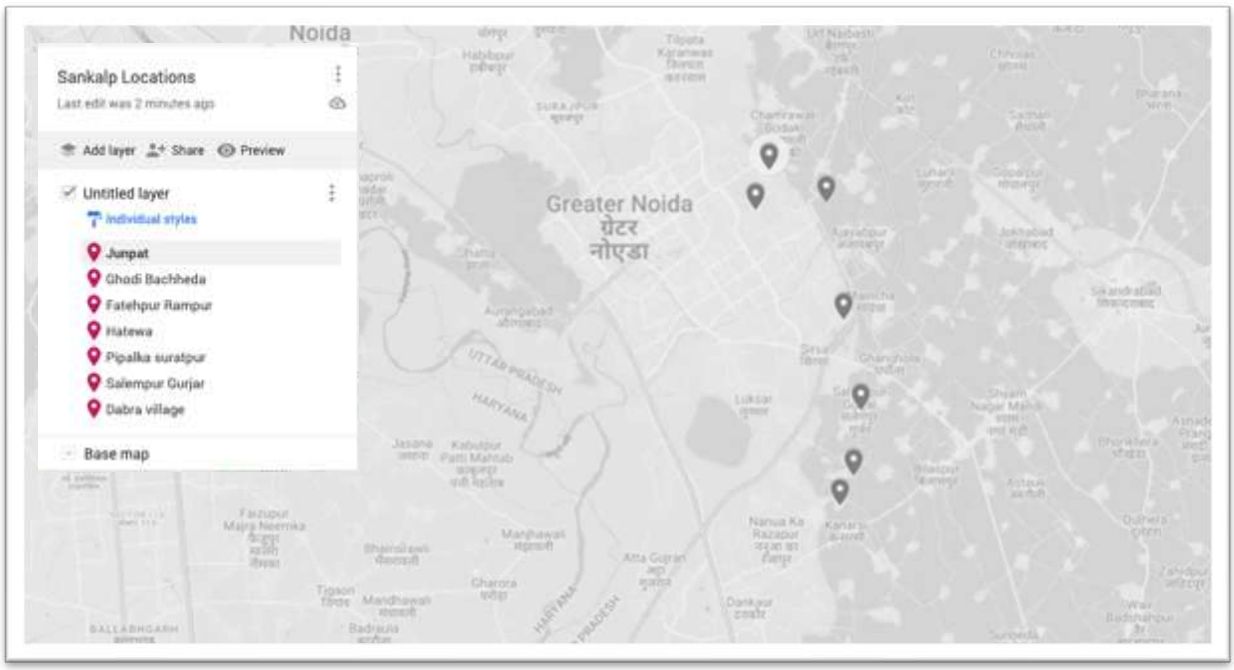
Fatehpur Rampur

Fatehpur Rampur is a Village in Dadri Block in Gautam Buddha Nagar District of Uttar Pradesh State, India. It belongs to the Meerut Division

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All Villages



4 Project Execution

4.1 Need Assessment and Rapport Building: The Beginning of Sankalp

The initiation of the Sankalp project was marked by the team's outreach into the communities they aimed to support. Initially, this involved systematic visits to various villages, where the objective was to immerse in and understand the local way of life. The team prioritized conversations with village leaders to gain insights into the social landscape and the particular obstacles encountered by women and girls.

Further extending their outreach, the team made their way into local schools, engaging with school principals to introduce the Sankalp project. They articulated the project's goals and its potential benefits for schoolgirls, aiming to establish a foundation of trust and collaboration. However, this endeavour was met with many major challenges from the start. The topic at hand, often shrouded in silence, was a sensitive subject, leading to initial resistance from the communities. Undaunted, the team persisted, making multiple visits and earnestly working to convey the positive intentions behind their initiative. Their consistent efforts and dedication to understanding the community's needs gradually paid off. With preparations in place, the team moved forward with their session planning and implementation. Drawing from their interactions with local stakeholders, precisely ASHA (Accredited Social Health Activist) and Anganwadi workers, a comprehensive list of 100 menstrual health and hygiene sessions was prepared. These sessions were meticulously designed to address the specific needs and concerns of the community.

4.2 Procuring Quality Resources for Menstrual Health Education

After the initial phase of engaging with communities and understanding their needs, the next crucial step was to gather the resources needed for the project. Pinkishe places a high priority on the quality of products distributed to beneficiaries, ensuring that no compromises are made. This commitment led the team on a search for the best incinerators at minimum cost. After speaking with several vendors, they selected incinerators to be installed in the schools where the Menstrual Health and Hygiene Management (MHHM) sessions would take place. Similarly, the team carefully chose sanitary pads by consulting multiple manufacturers to ensure the quality met their high standards.

In addition to selecting the right products, the team also focused on proper branding. They purchased 14,000 packets of sanitary pads, with each packet containing six pads. These were not only of high quality but also beautifully designed and custom branded specifically for the project. This detail ensured that the products resonated with the project's goals and appealed to the beneficiaries. Furthermore, the team procured seven incinerator machines to be installed in government schools. These machines are crucial for ensuring the proper disposal of used sanitary pads, addressing an important aspect of

menstrual hygiene. To make these machines user-friendly and accessible to everyone, they were labelled with usage instructions in Hindi. This thoughtful addition underscored the team's commitment to making the project as inclusive and effective as possible.





4.3 Enrolling & Deploying Menstrual Educators

As part of Project Sankalp, two local women from the target rural communities were chosen to serve as menstrual educators. Initially, they were new to the topic of menstrual education and harboured some apprehensions about conducting sessions. Despite their initial fears, these women showed a strong determination to learn and contribute to the cause of spreading menstrual health and hygiene management (MHHM) education among women and adolescent girls.

To equip them for their roles, the project team organized comprehensive training sessions. These sessions were designed to provide them with the necessary knowledge and tools to lead MHHM workshops effectively. Beyond theoretical knowledge, the educators received hands-on training in the rural areas of Greater Noida, giving them practical insights into how to conduct engaging and informative sessions. This careful selection and thorough training of menstrual educators were critical steps in ensuring the success of Project Sankalp. By empowering local women with the education and resources needed, the project not only aimed to spread vital MHHM knowledge but also to foster a supportive community network that sustains these efforts.

4.4 Enrolling ASHA and Anganwadi Workers

A key strategy for enhancing the reach and effectiveness of Project Sankalp involved enlisting ASHA (Accredited Social Health Activist) workers and Anganwadi workers, vital cogs in the community healthcare and welfare system. Recognizing their influential role and extensive reach within the communities, the project team initiated discussions with these workers to harness their support for the project's mobilization efforts.

Their collaboration was instrumental from the outset. ASHA and Anganwadi workers encouraged the community to participate in the educational sessions and played a pivotal role in liaising with community leaders. This collaboration was vital for identifying and finalizing the 100 locations where the menstrual health and hygiene management (MHHM) sessions were to be conducted, ensuring a wide and impactful reach. In acknowledgment of their contribution and support in the on-field execution of Project Sankalp, the project also covered their expenses. Through their involvement, ASHA and Anganwadi workers became key allies

in Project Sankalp's mission to spread awareness and education on menstrual health, effectively bridging the gap between the project's goals and the community's needs.



4.5 Sankalp Project Launch Event

Project Sankalp's launch event unfolded on November 7, 2023, marking a significant step forward in community engagement and menstrual health awareness. The event was graced by the esteemed Smt. Annapurna Garg (IAS), serving as the Additional Chief Executive Officer, at the Chajju Singh Gopal Rai Vaidic Uchchatar Madhyamik Vidyalaya located in Hatewa village, Greater Noida, Uttar Pradesh. It brought together a diverse group of attendees, including representatives from NPCL and Pinkishe, alongside dedicated volunteers, college students, gram pradhans, village elders, ASHA and Anganwadi workers, and key government officials from health and education departments.



The inauguration was not just a formal ceremony but a lively community gathering, highlighted by the installation of one of the seven procured incinerators at the Hatewa school. This crucial step promised to make a tangible difference in the lives of schoolgirls by addressing their menstrual hygiene needs. The event saw enthusiastic participation from about 250 community women and girls, reflecting the project's wide-reaching mpact and the community's eagerness to engage with the initiative. Moreover, the distribution of about 160 packets of sanitary pads among the primary stakeholders underscored the tangible benefits of Project Sankalp. School teachers and local Asha workers played pivotal roles in the seamless organization and execution of the launch, focusing on the collaborative spirit of the initiative. The distribution of approximately 250 refreshment packets to beneficiaries, including school teachers, staff members, and Asha workers, added a touch of gratitude and celebration to the event, making it a memorable day for all involved.





4.6 Menstrual Health and Hygiene Sessions

Community Women and Girls

In the proposed seven villages, the initiative unfolded to educate and empower women and girls about menstrual health and hygiene. With the invaluable assistance of Asha and Anganwadi workers, a central meeting place was chosen where women and girls gathered eagerly for the sessions. As the sessions commenced, warm greetings filled the air, expressing gratitude to the community for their presence. Rather than a one-sided lecture, the sessions were dynamic, encouraging active participation from all attendees. Initially, there was shyness and hesitation, especially when discussing the topic openly. But with the gentle guidance of menstrual educators, barriers began to crumble. Sharing personal stories of first-period experiences served as a catalyst, encouraging others to open up and share their own journeys. Engaging in discussions on growth, puberty, and the initiation of menstruation helped break the ice further. Other topics such as understanding the different phases of menstruation, different methods of dealing with pain and discomfort, awareness about modern menstrual products like menstrual cups and tampons, importance of maintaining hygiene and washing hands during periods, changing pads every 6 to 8 hours, awareness about the three openings in lower part of the female body, importance of having a healthy and balanced diet during periods and addressing some of the taboos that prevails in our society were confronted thus fostering a safe space for dialogue and learning.

Following the sessions, questions flowed freely, reflecting a new-found understanding and curiosity. Participants eagerly shared their thoughts and experiences through feedback questionnaires, ensuring their voices were heard and valued. Through storytelling, empathy, and education, these sessions became more than just gatherings—they became transformative experiences, empowering women and girls to embrace their bodies and prioritise their health and well-being.







Government Schools

In a series of engaging sessions across seven government schools, the team of educators embarked on a mission to empower adolescent girls with knowledge about menstrual health and hygiene. They started with ice-breaking activities, fostering a safe space for discussions. Encouraging the girls to share their first-period experiences, the menstrual educators emphasised the naturalness of menstruation, urging them to embrace it with pride. Discussions covered topics such as the menstrual cycle and its correct way of tracking, pain management, modern menstrual products like menstrual cups and tampons, maintaining proper hygiene, and the importance of having a healthy and balanced diet. We requested female teachers to share their own experiences, breaking down taboos and inspiring openness. Practical demonstrations on incinerator use were conducted, ensuring the safe disposal of sanitary pads. Post-session feedback was collected to evaluate effectiveness. Through open dialogue and practical demonstrations, the educators left a lasting impact, empowering girls to embrace their menstrual health confidently.

A few glimpses below:









4.7 Employee/Volunteer Engagement

Providing opportunities for NPCL employees to engage in the project and contribute

In line with the commitment to corporate social responsibility, NPCL employees enthusiastically participated in menstrual health and hygiene sessions for both school girls and community women. They actively engaged in discussions, shared personal experiences, and provided support to empower these groups. Their involvement reflects NPCL's dedication to promoting the well-being of girls and women in the community. Besides, they actively participated in the pad distribution after the menstrual health and hygiene sessions.

The Table below enlists the names of the people who actively engaged themselves during the menstrual health and hygiene session.

Table 2: Employee Engagement

Session Date	Number of NPCL Attendees	Names of Attendees
20-11-23	2	Prashasti Upadhyay and Akanksha Katoch
7-12-23	2	Neha Rai and Manisha Gurnani
19-12-23	2	Sonia Bisht and Ragini Pathak
11-01-24	2	Khushboo Gautam and Poornima Srivastava
31-01-24	2	Nikita Prakash and Ankita Mahajan

A few glimpses:





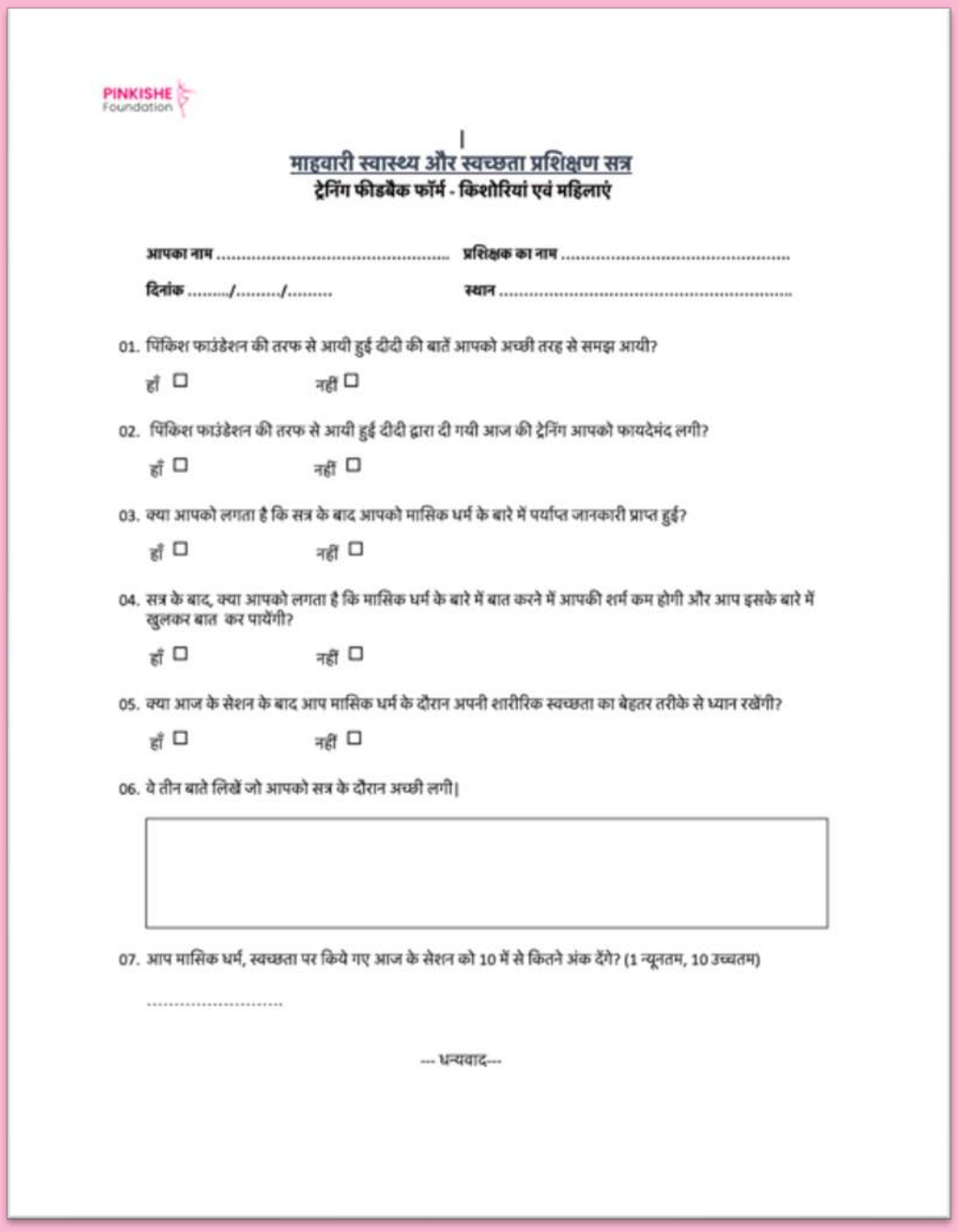




4.8 Training Effectiveness Evaluation

We designed a comprehensive feedback mechanism to assess the effectiveness of our content delivery and the conduct of our menstrual educators. This feedback was crucial in evaluating whether the session successfully met our project objectives and identifying areas for improvement.

The feedback questionnaires were crafted in Hindi. "Training Feedback Form - Women and Girls" was administered amongst schoolgirls and community women and consisted of simple yes or no questions, allowing respondents to quickly indicate their agreement or disagreement with specific aspects of the session. A snapshot of the questionnaire is given below.



PINKISHE Foundation

माहवारी स्वास्थ्य और स्वच्छता प्रशिक्षण सत्र

ट्रेनिंग फीडबैक फॉर्म - किशोरियां एवं महिलाएं

आपका नाम ..... **प्रशिक्षक का नाम** .....

दिनांक ...../...../..... **स्थान** .....

01. पिंकिश फाउंडेशन की तरफ से आयी हुई दीदी की बातें आपको अच्छी तरह से समझ आयी?

हाँ ☐ नहीं ☐

02. पिंकिश फाउंडेशन की तरफ से आयी हुई दीदी द्वारा दी गयी आज की ट्रेनिंग आपको फायदेमंद लगी?

हाँ ☐ नहीं ☐

03. क्या आपको लगता है कि सत्र के बाद आपको मासिक धर्म के बारे में पर्याप्त जानकारी प्राप्त हुई?

हाँ ☐ नहीं ☐

04. सत्र के बाद, क्या आपको लगता है कि मासिक धर्म के बारे में बात करने में आपकी शर्म कम होगी और आप इसके बारे में खुलकर बात कर पायेंगी?

हाँ ☐ नहीं ☐

05. क्या आज के सेशन के बाद आप मासिक धर्म के दौरान अपनी शारीरिक स्वच्छता का बेहतर तरीके से ध्यान रखेंगी?

हाँ ☐ नहीं ☐

06. वे तीन बाते लिखें जो आपको सत्र के दौरान अच्छी लगी।

07. आप मासिक धर्म, स्वच्छता पर किये गए आज के सेशन को 10 में से कितने अंक देंगे? (1 न्यूनतम, 10 उच्चतम)

.....

--- धन्यवाद---

5 PROJECT DATA: UNVEILING INSIGHTS

5.1 PROJECT TIMELINES

In pursuing our mission with Project Sankalp, we embarked on a journey marked by distinct stages, each contributing to the realisation of our vision. From initial surveys and preparations to the grand inauguration, followed by community and school engagements, culminating in the installation of essential infrastructure, our path was defined by purposeful progress. As we reflect on the milestones achieved and the transformative impact made, let's look at the intricacies of our project journey by examining the key tasks and their respective progress.

Table 3: Project Stages and Timelines

Phase/Task	Description	Progress	Start Date	End Date	Duration in Days
Project Preparation	Procurement Process Initiation, Project Team Deployment & Training	100%	13-Sep-23	5-Oct-23	22
Project Activation	Material Procurement, Village Mobilization, Project Launch	100%	6-Oct-23	7-Nov-23	32
Community Sessions	Workshops & Pad Distribution	100%	19-Nov-23	29-Feb-24	102
School Sessions	Workshops & Pad Distribution	100%	28-Nov-23	11-Dec-23	13
Incinerator Installation	Installation & Training	100%	7-Nov-23	15-Dec-23	38

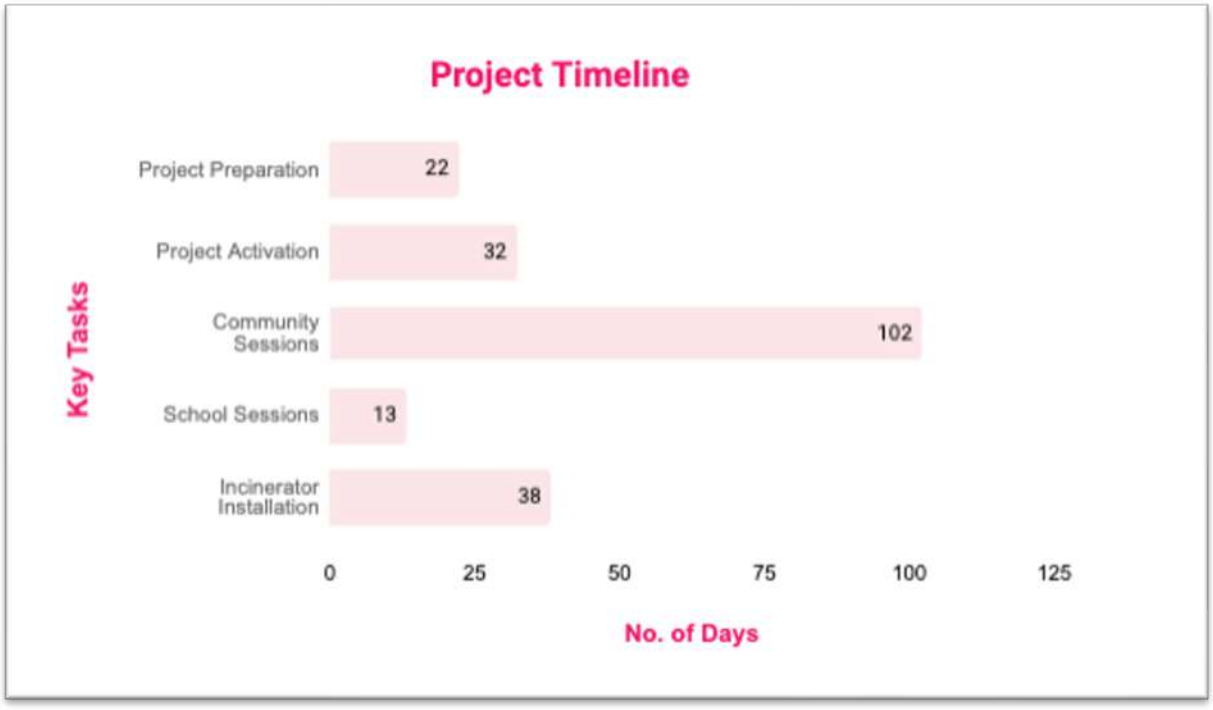


Fig. 1: The Bar-graph below shows the number of days involved in each stage of the project

5.2 Engagement Footprint: Communities

In this section, we shine a light on the efforts of our team and the warm participation of community members through a detailed overview of the workshops we've conducted. Presented in a clear, tabular format, this breakdown offers a glimpse into the monthly engagement and educational outreach of Project Sankalp across different villages. Each row represents a village we've had the privilege to work with, showing the number of workshop sessions held month by month. From the initial steps in November to the continued efforts in February, this table illustrates not only the scope of our work but also the growing connections and the shared journey of learning and empowerment with community women and girls. Through these numbers, we celebrate the collective progress and the individual stories that each session has woven into the fabric of our mission.

Table 4: Monthly Workshops Conducted : Community Sessions

Sl No.	Village Name	Nov'23	Dec' 23	Jan' 24	Feb-24	Total Sessions
1	Dabra	4	3	3	0	10
2	Salempur Gurjar	2	6	5	11	24

3	Pipalka Suratpur	2	4	0	0	6
4	Hatewa	2	6	3	2	13
5	Ghodi Bachhera	1	7	8	8	24
6	Junpat	0	2	5	4	11
7	Fatehpur Rampur	0	2	1	2	5
8	**Total Sessions**	**11**	**30**	**25**	**27**	**93**

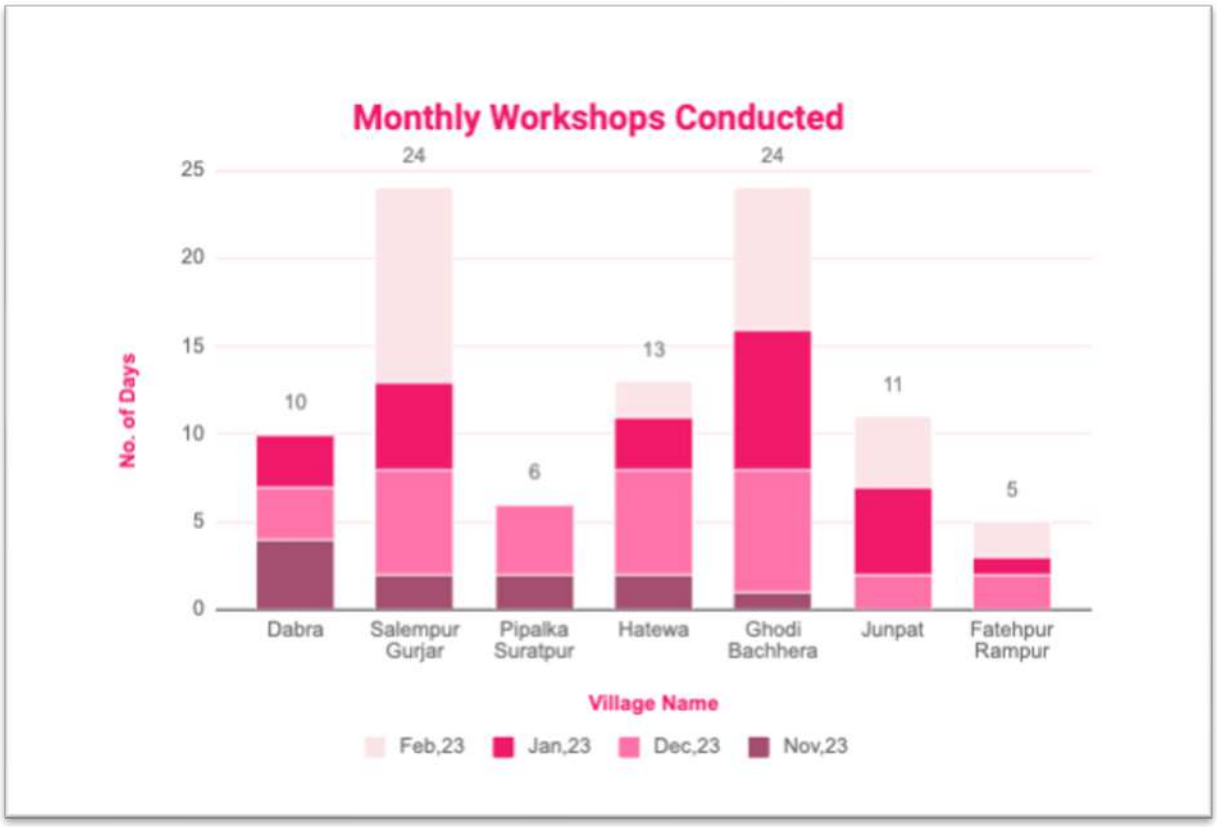


Fig. 2: Month-wise Menstrual Health and Hygiene workshops conducted in each village.

Table 5: Monthly Workshops Conducted : School Sessions

Sl No.	Schools	Nov'23	Dec' 23	Jan' 24	Feb-24	Total Sessions
1	One school each in seven villages	4	3	3	0	7

Training Sessions Distribution

In the "Training Sessions Distribution" section, we provide a straightforward overview of how our workshops were spread across different villages, focusing on the reach and impact of our efforts. This table breaks down the number of women and girls we've engaged in each village, alongside the proportion of our overall outreach attributed to each location.

This practical approach allows us to review the effectiveness of our distribution strategy, ensuring that our resources and efforts are aligned with the needs and population sizes of the communities we serve. From Dabra to Salempur Gurjar, each percentage reflects our commitment to equitable and thoughtful engagement tailored to each village's specific contexts and challenges.

By presenting this village-wise distribution, we aim to offer insights into how we allocate our workshops, striving for a balanced and impactful presence across our work areas. This section is not just about numbers but about our strategic planning and the deliberate steps we take to make meaningful connections with community women and girls, contributing to their empowerment and well-being.

Table 6: Distribution of Training Sessions Across Villages

Serial No.	Village Name	Number of Female Covered	Village wise percentage distribution of total females trained
1	Dabra	592	12%
2	Fatehpur Rampur	277	6%
3	Ghodi Bachhera	1241	25%
4	Hatewa	735	15%
5	Junpat	675	13%
6	Pipalka Suratpur	276	6%
7	Salempur Gurjar	1210	24%
Total Across all 7 Villages		**5006**	**100%**

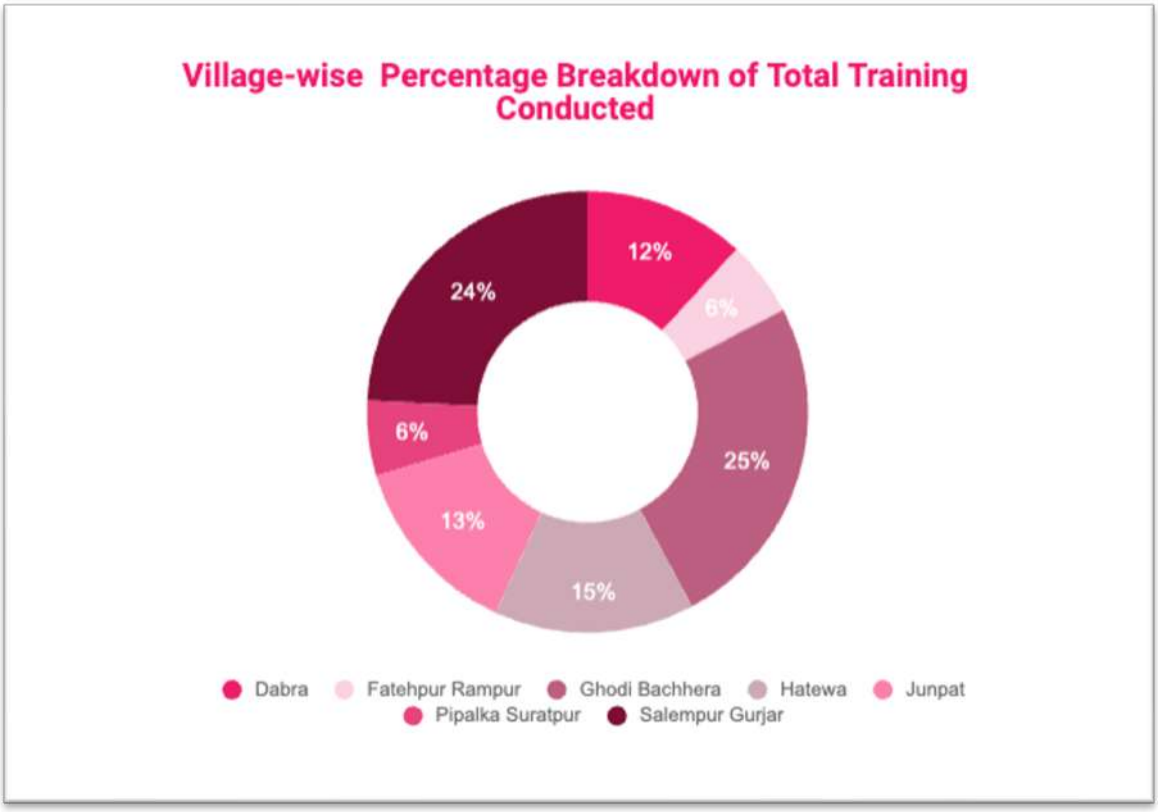


Fig. 3: Distribution of Training Sessions Across Villages: A Percentage Breakdown of Total Training Conducted.

Outreach Impact

Under this segment, we look closer at the hearts we've touched and the lives we've illuminated through our journey with Project Sankalp. This section, formatted in an easily understandable manner, highlights the extent of our outreach in each village, showcasing the number of women and girls we've reached alongside the percentage of the female population impacted. The essence of this table is not just in the numbers but in what these numbers represent - the stories, the smiles, and the strides towards empowerment. Each village's name stands as a testament to the warmth and openness with which our initiatives have been welcomed, allowing us to make meaningful contributions to the fabric of their communities. This detailed enumeration aims to reflect on our journey, celebrate our milestones, and renew our commitment to nurturing safe, informed, and empowered spaces for women and girls across these beautiful landscapes.

Table 7: Impact Overview: %age Female Population reached per village

Serial No.	Village Name	Total Female Population	Female Population Reached	% of Female Population Reached
1	Dabra	1141	592	52%

2	Salempur Gurjar	2088	1210	58%
3	Pipalka Suratpur	801	276	34%
4	Hatewa	831	735	88%
5	Ghodi Bachhera	3798	1241	33%
6	Junpat	937	675	72%
7	Fatehpur Rampur	788	277	35%
Total Across all 7 Villages		**10384**	**5006**	**48%**

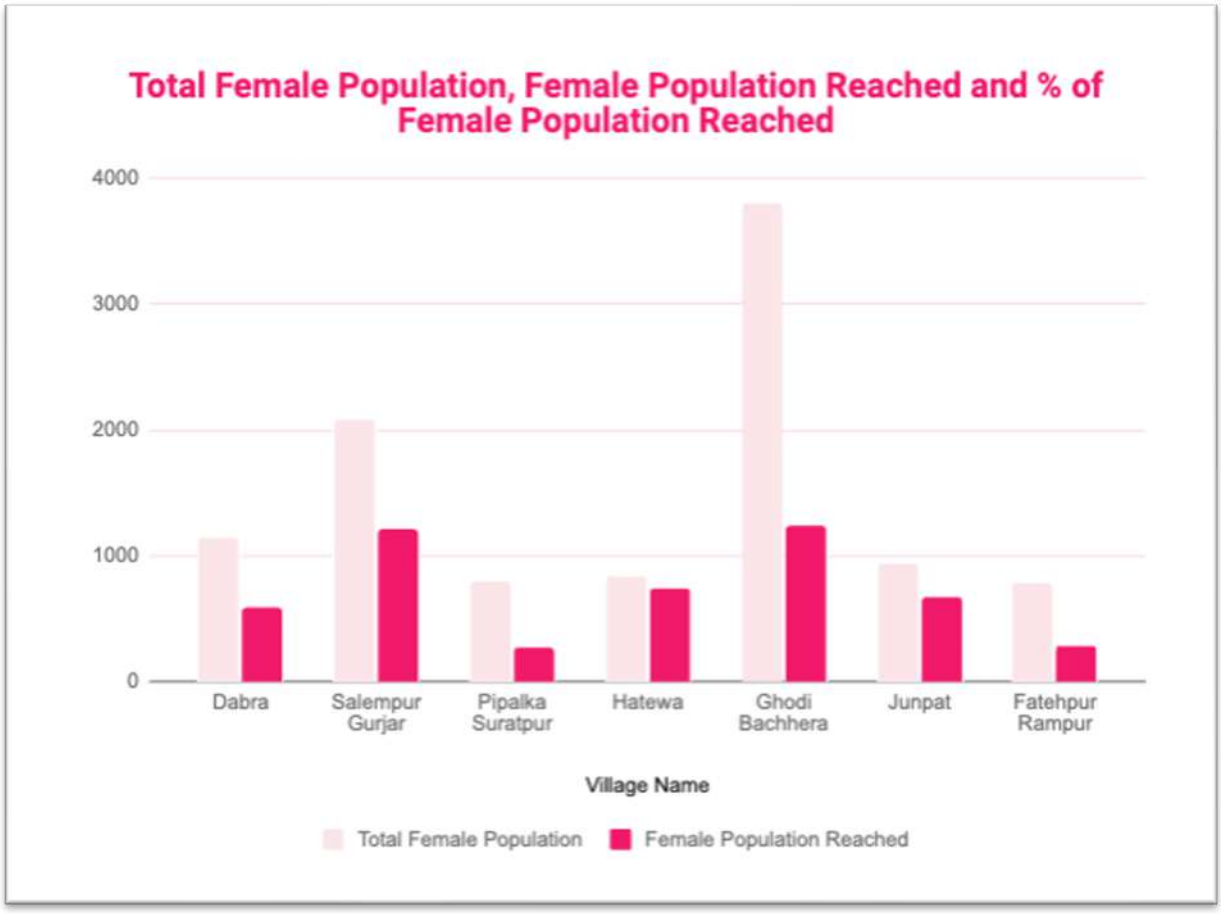


Fig. 4: Showing the village-wise percentage of female population reached vs total female population

5.3 Engagement Footprint: Schools

This section outlines our efforts within the government schools across the seven locations, displaying the amount of our educational outreach on menstrual health and hygiene. We detail our work through clear tables, noting the menstrual health sessions held, the number of incinerators installed for sanitary waste management, and the distribution of sanitary pads across various government schools.

Each entry illustrates a part of our dedicated mission to inform and equip students with the knowledge and resources necessary for proper menstrual hygiene management. This direct engagement in schools is a key strand of our work, ensuring that the message of health and hygiene reaches and resonates with the young minds we're privileged to educate. Through these statistics, we celebrate the tangible steps taken towards fostering a supportive, informed, and healthy school environment

MHHM Workshop in Schools

Table 8: Brief of Workshops conducted in government schools

Sl No.	School Name	Date of Workshop	Student Attendance
1	Government School, Dabra	9 Dec 2023	36
2	Government School, Salempur Gurjar	7 Dec 2023	60
3	Government School, Junpat	7 Dec 2023	44
4	Government School, Pipalka Suratpur	2 Dec 2023	23
5	Government School, Hatewa	6 Dec 2023	38
6	Government School, Ghodi Bachhera	28 Nov 2023	67
7	Government School, Fatehpur Rampur	11 Dec 2023	18
Total Students covered			**286**

Incinerator Installation

Table 9: Record of Incinerator Installation			
Sl No.	School Name	Incinerator Readiness	Student Attendance
1	Government School, Dabra	Yes	9 Dec 2023
2	Government School, Salempur Gurjar	Yes	7 Dec 2023
3	Government School, Junpat	Yes	7 Dec 2023
4	Government School, Pipalka Suratpur	Yes	2 Dec 2023
5	Government School, Hatewa	Yes	7 Dec 2023
6	Government School, Ghodi Bachhera	Yes	15 Dec 2023
7	Government School, Fatehpur Rampur	Yes	11 Dec 2023
Total Students covered			**286**

Monthly Pad Distribution in Schools

Table 10: Record of Incinerator Installation			
Sl No.	School Name	Count of Students	Count of Pad Packets Distributed in FY 23-24
1	Government School, Dabra	36	108
2	Government School, Salempur Gurjar	20	80
3	Government School, Junpat	25	100
4	Government School, Pipalka Suratpur	38	152
5	Government School, Hatewa	60	240
6	Government School, Ghodi Bachhera	67	201
7	Government School, Fatehpur Rampur	27	108
Total Students covered			**989**


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6 PROJECT TEAM

In the "Project Team" section, we recognized the team behind Project Sankalp, briefly outlining the pivotal roles they held. The Project Director steered the initiative, while the MHM Education Specialists developed the educational content. Our Project Coordinator ensured smooth operations, and the Research Analyst provided the data insights that guided our strategy.

Menstrual Educators were essential in delivering the health education, and our MIS & Data personnel managed the crucial data infrastructure. The Stocks and Logistics member ensured essential supplies reached where they were needed, and the Project Assistant supported with logistics and administrative tasks. Each role, succinctly described, was integral to the project's success.

Table 11: Project Core Team

Sl No.	School Name	Designation/Role	Key Responsibilities
1	Shalini Gupta	Project Director	Oversaw the overall project execution and steered the strategic direction.
2	Anindita Choudhary	MHM Education Specialist	Developed and refined educational content for menstrual health workshops.
3	Manisha	Project Manager	Managed schedules and logistics to ensure smooth operation of project activities.
4	Sukanya Bhattacharjee	Research Analyst	Analysed data to assess the need, impact and inform project decisions.
5	Anita Yadav	Menstrual Educator	Conducted educational sessions and provided support to school students.
6	Rajranai Mahour	Menstrual Educator	Delivered menstrual health education and facilitated awareness programs
7	Shivani Singh	MIS & Data	Handled the management and reporting of project-related data

8	Sujeet Mahato	Stocks and Logistics	Ensured the required materials for MHM were stocked and distributed effectively
9	Ranjit Kumar	Driver cum Project Assistant	Provided transport and logistical support to the project team.



7 IMPACT STORIES

Parveen's New Learning in Salempur Village

Parveen is from Salempur village. She used to think that women have only one opening in the lower part of their body. This changed when she attended a session by Pinkishe. At the session, a teacher from Pinkishe explained that women actually have three openings in the lower part of their body. Parveen was surprised and happy to learn this new information. She also learned about different ways to manage periods, like using menstrual cups and tampons, which she had never heard about before. This session was a big moment for Parveen. She felt good learning new things about her body and the choices she has to manage her periods.



Anita Learns to Track Her Cycle

Anita, who lives in Dabra village, had always been confused about how to keep track of her menstrual cycle. She thought it worked just like the regular calendar we all use every month. This confusion was cleared up when Pinkishe's menstrual educator, also named Anita, visited her village. Educator Anita explained that tracking menstrual cycles is different from just looking at a monthly calendar. She showed how to note the start date of one's period each month and explained that the time from the first day of one period to the first day of the next is what makes up a person's menstrual cycle. This new understanding helped Anita and others in her community start tracking their cycles accurately, making it easier for them to manage their menstrual health.

Sarvesh's Concerns and Guidance

Sarvesh, from Dabra village, was feeling anxious because her menstrual cycle had become irregular. She feared that this might be a sign of some illness. When Pinkishe's menstrual educator visited her village, Sarvesh shared her worries. The educator listened to Sarvesh's concerns and gave her some very important advice. She suggested that before Sarvesh considers any medication, it's crucial to consult a doctor to understand what's happening. In the meantime, the educator emphasized the importance of keeping a period calendar. By tracking her cycle, Sarvesh could gain insights into the hormonal changes in her body, helping both her and her doctor understand her situation better. This advice offered Sarvesh a way forward and helped ease her worries about her health.

Shivani's Learning Experience on Menstrual Health

Shivani, a student in Salempur Gurjar, found herself unsure about how to correctly use a sanitary pad. Additionally, she had questions about white discharge, a topic that hadn't been clearly explained to her before. This all changed after she attended a session at her school, conducted by Pinkishe's team. In this session, Shivani received detailed guidance on the proper way to use sanitary pads, an essential aspect of menstrual hygiene that she had been unclear about. Not only did she learn about the use of pads, but she was also educated on the topic of white discharge. The session provided her with the information she needed to understand this natural process, demystifying a subject that had once caused her confusion. Thanks to the knowledge shared during the session, Shivani left feeling more informed and confident in managing her menstrual health, equipped with the understanding to take care of her body better.



Sabita's New Learning on Women's Health

Sabita, a resident of Dabra village, held a common misconception about her body, believing there was only one opening in the lower part. This misunderstanding was addressed during a community session on MHHM led by a menstrual educator from Pinkishe. In this session, Sabita learned that a woman's body actually has three openings in the lower part, each with its own function and importance. The educator not only clarified this but also taught the correct ways to clean these areas. With this new knowledge, Sabita now understands the proper method for washing her private area, a practice that will help protect her from recurrent urinary tract infections (UTIs). This lesson was a crucial step towards improving her personal hygiene and health.

Empowering Women in Salempur Gurjar with Knowledge

In many rural areas, women often don't track their menstrual cycles, leading to challenges such as unwanted pregnancies and abortions. Recognizing this issue, Pinkishe's menstrual educator, Rajrani, held a session in Salempur Gurjar village to address it. Rajrani emphasized the importance of marking period cycles on a calendar, a simple yet effective practice for family planning and understanding one's body better. The women of the community, who had not been exposed to this idea before, greatly valued this new knowledge. Among them, a woman named Pooja expressed her gratitude, noting that this information could significantly reduce the risk of unwanted pregnancies and abortions among the village women. This session not only provided essential health education but also empowered the women of Salempur Gurjar to take control of their reproductive health.

The Impact of Installing Incinerator in Pipalka

Shivani Singh, a teacher in a government school in Pipalka, Suratpur, noticed a big problem at her school. Students didn't know where to throw away their used sanitary pads, so they ended up leaving them around the school. This caused a lot of mess, especially when street dogs would find them and scatter them even more. Shivani felt relieved and thankful when Pinkishe came to her school to talk about menstrual health and hygiene. She was especially happy about the new incinerator Pinkishe installed. With this, the girls could now safely dispose of their pads. Shivani believed that this would keep the school cleaner and help everyone be more hygienic.

Empowering Salempur Gurjar School with Menstrual Health Knowledge

In the government school of Salempur Gurjar, the team discovered a common challenge among the students: many were using cloth to manage their menstrual periods due to unfamiliarity with disposable pads. This method often led to discomfort and leakage, yet the lack of knowledge on how to use sanitary pads made them continue with cloths.

Recognizing the need for proper education on this matter, the educator took a hands-on approach during the sessions in the school. They provided a detailed demonstration on how to use disposable pads, showing the students the correct way to stick them. Initially, there was a sense of shyness among both teachers and students. However, as the session progressed, the atmosphere changed. Encouraged by the openness and the valuable information being shared, the teachers motivated more students to join the session. This included girls who had not yet started menstruating, ensuring that they would be well-prepared and informed when their time comes. This proactive approach helped build confidence and knowledge among the students, paving the way for healthier and more hygienic menstrual practices.



8 GAUGING LEARNING EFFECTIVENESS

This chapter presents the analysis of the feedback scores received from our training sessions. We have meticulously gathered participant responses to evaluate the effectiveness of our workshops and the clarity of the information provided. This analysis is critical as it helps us understand our sessions' impact and identify areas for improvement. We'll share insights on what participants found most beneficial, along with suggestions for how we can enhance future workshops to meet the needs of our audience better. This feedback is invaluable for refining our approach and ensuring that our educational efforts continue to resonate and bring about positive change.

By School Students

After our menstrual health and hygiene session at schools, we collected feedback from random students using printed forms as a structured questionnaire.

The following are the key metrics and analysis results:

Population Size (Number of respondents)	-	**78**
Overall Satisfaction Rating (Max 10)	-	**9.7**
Was the medium of delivering the session good?	-	**Agree 100%, Disagree 0%**
Would you openly talk about periods?	-	**Agree 100%, Disagree 0%**
Was the method of delivering the session good?	-	**Agree 100%, Disagree 0%**

By Community Women

The following are the key metrics and analysis results:

Population Size (Number of respondents)	-	**107**
Overall Satisfaction Rating (Max 10)	-	**9.7**
Was the medium of delivering the session good?	-	**Agree 100%, Disagree 0%**
Would you openly talk about periods?	-	**Agree 100%, Disagree 0%**
Was the method of delivering the session good?	-	**Agree 100%, Disagree 0%**

Key Appreciated Points:

Several aspects of the menstrual health and hygiene session stood out and were appreciated by the participants:

- **Interactive Approach:** Participants commended the interactive nature of the session, which encouraged active engagement and facilitated better understanding. The use of real-life scenarios and case studies resonated well with the audience, making the information relatable and practical.

- **Demonstrations and Visual Aids:** The inclusion of practical demonstrations and visual aids significantly enhanced the learning experience. Participants found it easier to grasp concepts through visual representation, fostering a deeper understanding of proper hygiene practices and the correct usage of menstrual hygiene products.

- **Cultural Sensitivity:** Project Sankalp demonstrated a commendable level of cultural sensitivity. The session acknowledged and respected diverse cultural perspectives on menstruation, creating an inclusive environment that resonated with participants from various backgrounds.

- **Practical Tips and Takeaways:** The session did not merely focus on theoretical knowledge but also provided practical tips and takeaways. Participants appreciated receiving actionable advice on choosing and using menstrual hygiene products, managing discomfort, and maintaining overall well-being during menstruation.

- **Open Dialogue:** The creation of a safe space for open dialogue was a highlight of the session. Participants felt encouraged to share their thoughts, ask questions, and discuss personal experiences.

This open communication channel not only facilitated learning but also contributed to breaking societal taboos around menstruation.



9 Project Fund Utilization Certificate



30/03/2024

FUND UTILIZATION CERTIFICATE

This is to certify that Pinkishe Foundation has received INR [redacted] as a donation from **Noida Power Company Limited** in the FY 2023-24.

Of this, INR [redacted] has been utilized in the FY 2023-24, and INR **0.00** is being carried forward to FY 2024- 25 as per the following details:

Program Name	Donation Received	Donation Utilized	Donation Carried Forward
Project Sankalp: Cultivating Menstrual Health Resilience in Rural Communities of Greater Noida	INR [redacted]	INR [redacted]	INR [redacted]

We, Arun Gupta, Shalini Gupta and Vandana Gupta, Trustees of Pinkishe Foundation, hereby certify that the information on this page is both true and accurate. Also, A separate fund utilization report duly signed and sealed by our Chartered Accountant/Statutory Auditor will be submitted in the due course to this effect.

[redacted] President [redacted] [redacted]

Arun Gupta	Vandana Gupta	Shalini Gupta
Trustee	Trustee	Trustee
30/03/2024	30/03/2024	30/03/2024

PINKISHE Foundation

REGD. OFFICE 312, RG Complex, Plot No. 8, M.J.I, Sector-5, Dwarka, New Delhi - 110078 INDIA

ADMIN OFFICE A-202, Neel Padam Kunj, Sector 1, Vaishali, Ghaziabad, Uttar Pradesh - 201010 INDIA

HEAD OFFICE Hall No. 1, First Floor, B-5, Gali No. 13, Madhu Vihar, I.P. Extension, Patparganj, Delhi - 110092 INDIA

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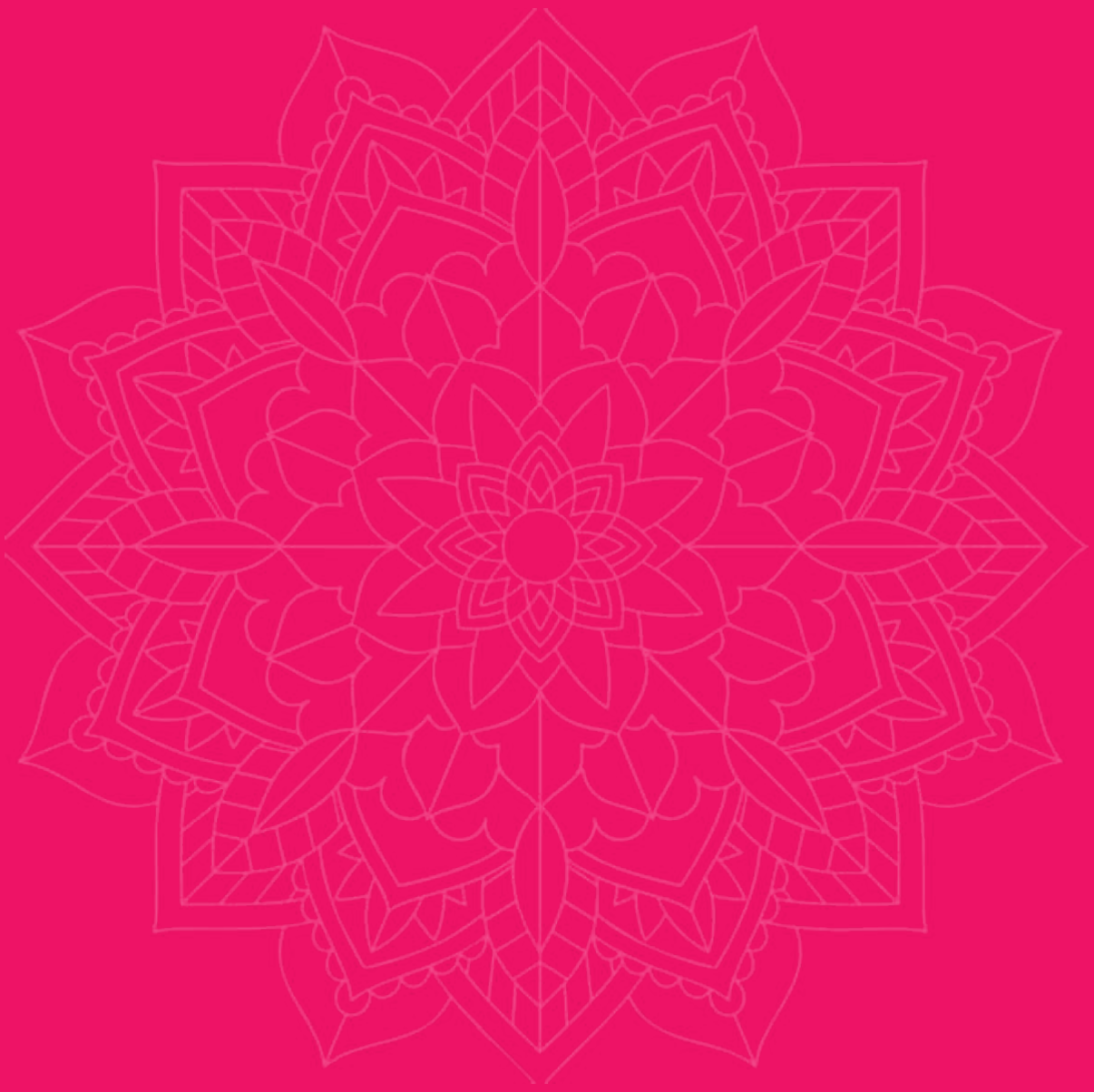



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