

IAHV

Project Pavitra

Spreading Menstrual Education

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Charity confidential
IAHV UK
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Peace is possible in our lifetime –
Re-awakening of Human Values is the key

Agenda

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Project Background- The Need

- According to a study by A.C.Nielsen, 66% of Indian girls do not know anything about menstruation before their first period
- For 23% of the girls in rural areas of India, having their period is one of the reasons to quit school/miss school during periods
- 43%-88% percent of girls in urban India use reusable cloth, yet they are often washed without soap or clean water. Only 12% of schools have soap available
- In India 14% of the girls report that they suffer from menstrual infections
- Menstruation is considered taboo and there is silence about the subject
- Girls don't have right guidance available to deal with the changes that happen in the body at the onset of puberty and also about hygienic menstrual practices
- Reproductive tract infections are 70% more common among women who use unhygienic materials to manage their menses. These infections can also be passed on from pregnant woman to unborn child
- Cervical cancer incidence in India is almost twice the global average and is associated with inadequate menstrual hygiene
- About 200 million women in India lack awareness of menstrual hygiene and associated healthcare practices, according to a study by Plan India and A.C. Nielsen.

Progress since inception

Project growth since inception

- Developed a well researched training module that combines scientific information about menstrual hygiene with fundamentals of Ayurveda and Yoga
- Piloted the 3 day workshop- 90 minutes daily
- Created Evaluation framework: pre and post training survey formats
- Expanded to 24 States in India and 5 countries in Africa, Nepal, Cambodia, Bhutan and Hong Kong
- 52,250 girls benefitted from the training since the inception and 3,250 female trainers created to deliver the training module complimentarily to girls

Project growth since last year (2019)

- Expanded in 5 Countries in Africa, Nepal, Cambodia and Hong Kong and Bhutan
- Partnered with Ranchi District Administration in Jharkhand to train 25,000 girls in Government schools
- Partnered with Kothagudem District Administration, Telangana to train 40,000 girls in tribal areas and Government schools
- Partnered with 3 Corporates to run the programs in selected geographies
- Strengthened the central secretariat team- 3 young Fellows joined the team
- Conducted baseline study in three geographies



Participant Testimonials

I loved this course because it brought a sense of calmness in my mind with positive thoughts. I feel that this helped me in my physical fitness and now I can handle my periods without fear

- Ritu

9th Class Student from Govt. Senior Secondary School, Bhadsoh, Patiala, Punjab

I knew what is yoga and used to practice it, but didn't know yoga would help us to reduce pain during period. I hope everyone gets to do this course to understand the benefits of yoga, so they get the tools to ease the pain during their periods. It will help them in not taking more medicines and not skipping school due to pain.

- Shweta

8th Class Student from Kasturba Gandhi Balika Vidyalaya, Mulakalapally, Kothaquadem, Telangana

Snippets from Training Evaluation

How should you dispose used sanitary pad/cloth?

	Pre	Post
Latrine	1	
Burn	77	4
Open bin	74	25
Closed bin	21	145


There is a 590% increment in awareness about proper disposal of used sanitary products

Snippets from Training Evaluation

What products can be used?

	Pre	Post
Cloth	2	
Sanitary pads	136	51
Both	35	122

There is a 249% increment in awareness about the usage of both clean cotton cloth and sanitary pads as a good practice



“Looking at those bashful faces of the young girls of the Chotanagpur Balika Uchch Vidyalaya in Mudma, Ranchi in Jharkhand, it dawned on me that I am trying to address a topic that is considered so taboo that not even their mother will talk to them about it.”

- Ria Tayal, Master Trainer

Projection for next year

- We aim to expand in Africa and South-east Asia
- We want to work with 20 more aspirational district administrations in India
- We want to grow our trainer pool to 5000
- We want to reach out to over 5,00,000 girls
- We want to create an e-learning platform for Training of trainers
- We want to create multi-media educational materials
- We want to run online and offline communications campaign to change mindsets



Our ask

Funding

- We want to raise £20,000 to recruit Fellows, develop educational materials and run communication campaign

Volunteering opportunity

- We would need 10 plus volunteers for 3 hours per week with writing/designing skills to develop educational materials and creatives for social media campaign

Corporate Partnership or Local Government Partnership

- We are aiming to grow in this area and have partnership with Corporates
- We are planning to reach out to remote villages through partnership with Aspirational district administrations



Key contacts, urls and social media

Key contacts

Project Manager, India:

- **Karuna Malhotra**
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Project Manager, U.K.:

- **Anjali Mittal**
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Key urls

Project page:

<http://www.iahv.org.uk/project/pavitra/>

Global Giving:

<https://www.globalgiving.org/projects/pavitra/>

Short film about the project:

<https://youtu.be/dEbtbPgDwHA>

Social Media

Facebook:

<https://www.facebook.com/Projectpavitra>

Instagram: [@project_pavitra](https://www.instagram.com/project_pavitra)

Twitter: [@PavitraProject](https://twitter.com/PavitraProject)

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Thank you!

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