

PINKISHE FOUNDATION

IMPACT ASSESSMENT

a. Strategic Intent and Planning

i. What is the social or environmental challenge the organization and/or the instrument listed is addressing? Has this changed in the last year?

Problem Statement

Menstruation is a natural biological process, yet millions of women and girls in India continue to suffer due to a lack of education, awareness, and access to proper menstrual hygiene resources. In many communities, menstruation is rarely discussed, leading to widespread misinformation, stigma, and shame. 71% of girls have no knowledge about menstruation before their first period (FSG, 2016), and many women spend their entire lives unaware of safe menstrual hygiene practices. This lack of education not only affects their health but also limits their confidence, mobility, and participation in daily life.

The consequences of this silence are severe. One in five girls drops out of school due to menstrual challenges, while countless working women struggle with inadequate menstrual hygiene facilities in workplaces and public spaces. Limited access to affordable menstrual products forces many to rely on unsafe alternatives like rags, leaves, or ash, increasing the risk of infections and long-term health issues. The problem is further aggravated by the lack of clean toilets, disposal mechanisms, and proper sanitation infrastructure, particularly in rural and underserved areas.

Beyond the physical challenges, cultural taboos and societal restrictions further isolate menstruators, restricting their movement, economic participation, and self-esteem. In many regions, menstruating women and girls face social exclusion, reinforcing gender inequalities and depriving them of opportunities for education, employment, and an improved quality of life.

This is why intervention is critical. Ensuring comprehensive menstrual health education, access to hygiene products, and improved sanitation infrastructure can empower women and girls to manage their periods safely and with dignity. By breaking the silence and addressing menstrual health as a fundamental issue, we can take a step toward better health, gender equality, and a future where menstruation is no longer a barrier to progress.

Extent of the Challenge:

The lack of education, awareness, and access to menstrual hygiene resources creates significant challenges that impact the health, education, workforce participation, and social inclusion of women and girls.

1. Health Risks – Urinary Infections and Cervical Cancer

Poor menstrual hygiene practices, such as using unclean materials or improper sanitation, increase the risk of infections and long-term health issues, including cervical cancer.

2. Limited Workforce Participation

Inadequate menstrual hygiene facilities and stigma force many women to miss work or drop out of employment, reducing their economic participation and financial independence.

3. High School Dropout Rates

Lack of menstrual products, proper sanitation, and awareness forces one in five girls to drop out of school, limiting their education and future opportunities.

4. Social Isolation and Restricted Opportunities

Cultural taboos exclude menstruating women and girls from daily activities, religious practices, and even household interactions, reinforcing gender inequality and societal exclusion.

Causes and Consequences:

The menstrual health crisis stems from a combination of social, economic, and infrastructural factors, leading to widespread challenges for women and girls. These causes not only affect their immediate well-being but also have long-term consequences on health, education, and economic empowerment.

Causes:**1. Lack of Education and Awareness**

Limited discussions around menstruation leave girls unprepared for their first period, leading to misconceptions, fear, and unhealthy practices.

2. Cultural Taboos and Stigma

Deep-rooted beliefs label menstruation as impure, leading to social exclusion, shame, and restrictions on participation in daily activities.

3. Limited Access to Menstrual Hygiene Products

High costs and limited availability of sanitary products force many to rely on unsafe alternatives, increasing health risks.

4. Inadequate Sanitation Facilities

Many schools, workplaces, and public spaces lack clean toilets, water supply, and disposal systems, making it difficult to manage menstruation safely.

5. Economic Barriers and Period Poverty

Financial constraints make menstrual hygiene products unaffordable, forcing women to prioritize other household needs over their own health.

Consequences:**1. Health Risks**

Poor hygiene practices increase the risk of infections, reproductive health issues, and in severe cases, cervical cancer.

2. School Dropouts and Educational Barriers

Lack of proper facilities and stigma discourage girls from attending school, leading to high dropout rates and limiting future opportunities.

3. Workforce Exclusion

Women face work absences due to poor menstrual hygiene infrastructure, affecting their economic stability and career growth.

4. Psychological and Social Impact

Shame and restrictions lower self-esteem, reinforcing gender disparities and limiting women's autonomy in personal and social spaces.

5. Intergenerational Cycle of Misinformation

Without proper awareness, misconceptions are passed down, keeping future generations trapped in the same cycle of stigma and poor menstrual health.

Addressing the Challenge:

The organization takes a comprehensive, multi-pronged approach to tackling menstrual health challenges, particularly in rural and underserved communities. Through awareness, education, accessibility, and sustainable practices, it ensures that women and girls have the knowledge, resources, and support needed to manage menstruation with dignity.

1. Awareness Generation

Large-scale menstrual hygiene awareness workshops are conducted to educate women and girls about safe menstrual practices, breaking stigma, and promoting open conversations. These workshops also help distribute affordable and accessible menstrual hygiene products, particularly to those facing economic barriers.

2. Increasing Access to Menstrual Hygiene Resources

To address period poverty and accessibility challenges, the organization distributes sanitary pads and provides additional infrastructure support by installing pad vending machines and incinerators in schools and public spaces. This initiative ensures safe disposal and easy access to menstrual hygiene products, reducing the stress and stigma associated with managing periods in public spaces.

3. Training Menstrual Educators

To sustain awareness efforts, the organization trains women, school teachers, and college students as menstrual educators, equipping them with the knowledge and skills to educate their communities. This peer-led model ensures long-term impact and wider outreach in promoting menstrual health literacy.

4. Community Empowerment

By engaging local volunteers and grassroots networks, the organization creates community ownership, ensuring that menstrual health initiatives are sustainable and culturally inclusive. This approach helps build a supportive ecosystem where menstrual health is prioritized and openly discussed.

5. Promoting Sustainable Menstrual Hygiene Practices

The organization actively advocates for eco-friendly and reusable menstrual products, reducing environmental impact while ensuring safe and hygienic menstrual management. Encouraging sustainable solutions empowers women to make informed choices about their menstrual health.

6. Collaboration and Partnerships

Through strategic collaborations with NGOs, government bodies, and private sector partners, the organization expands its reach and impact. These partnerships help in policy advocacy, resource mobilization, and large-scale implementation of menstrual health programs, ensuring a holistic and inclusive approach to menstrual hygiene management.

Changes over the last year:

INITIATIVES	FY 2021-22	FY 2022-23	FY 2023-24
MHHM Sessions Conducted	372	416	1107
Beneficiaries Reached	47031	51229	146087
Menstrual Kits Distributed	35199	290381	89769
Sanitary Pads Distributed	211194	2032667	628387

Over the past year, Pinkishe Foundation has expanded its impact, strengthened collaborations, and deepened its reach, ensuring that menstrual health education and resources are accessible to even the most marginalized communities. The organization's interventions have led to quantitative progress as well as

qualitative transformations, contributing to long-term, systemic change in menstrual health management across India.

Key Adaptations and Progress

- **Expansion into Remote and Underserved Areas**
 - One of the most significant changes over the last year has been the successful extension of menstrual health initiatives to some of the most inaccessible locations.
 - Women and girls in remote villages, conflict-affected regions, and hard-to-reach rural areas have now been included in awareness campaigns and menstrual product distribution drives.
 - This expansion has ensured that those who were previously left out due to geographical, social, or economic barriers are now receiving the education, resources, and support they need.
- **Strengthening Government and Institutional Partnerships**
 - Recognizing the importance of systemic change, Pinkishe Foundation has reinforced collaborations with key government bodies, including the Basic Education Department, BSF, CRPF, and the Indian Army.
 - These partnerships have helped integrate menstrual health education into structured programs, ensuring long-term sustainability beyond direct interventions.
 - The involvement of government and defense institutions has also expanded the program's reach into schools, border areas, and rural outposts, improving access for underserved women and girls.
- **Scaling-Up Awareness and Distribution Efforts**
 - The number of MHHM sessions conducted has surged from 416 in FY 2022-23 to 1107 in FY 2023-24, reflecting a stronger focus on education and awareness-building.
 - Beneficiary reach has nearly tripled over the last year, from 51,229 in FY 2022-23 to 146,087 in FY 2023-24, demonstrating the growing scale of impact.
 - The distribution of sanitary pads and menstrual kits has also expanded significantly, ensuring that more women and girls have access to essential hygiene resources.
- **Building Long-Term Resilience in Communities**
 - Pinkishe's interventions have not only improved menstrual health awareness but also contributed to community resilience.
 - Villages that have benefited from repeated interventions over multiple years are now seeing long-term changes in attitudes and practices related to menstrual hygiene.
 - Schools and local leaders are becoming self-sufficient in promoting menstrual health, reducing dependency on external aid and fostering community-driven solutions.
- **A Step Towards Nationwide Change**
 - With consistent interventions over several years, Pinkishe Foundation is contributing to multi-dimensional progress at the national level.
 - The ongoing efforts in awareness, education, accessibility, and policy-level engagement are paving the way for widespread acceptance of menstrual hygiene as a fundamental health and rights issue.
 - If these efforts continue at the current scale and intensity, India can witness transformative, long-term change in menstrual health management—where periods are no longer a reason for exclusion, school dropouts, or health risks.

Through these strategic adaptations and expansions, Pinkishe Foundation continues to evolve in response to community needs, ensuring that every menstruator, regardless of location or socio-economic status, has access to menstrual health education and hygiene resources.

ii. How is the organization attending to the challenge or planning to attend to the challenge? Has this changed in the last year?

The organization follows a structured, multi-layered approach to address menstrual health challenges, ensuring education, accessibility, sustainability, and collective action in rural and underserved areas. Over the past year, these efforts have expanded and strengthened, reaching more communities and fostering long-term impact.

1. Bridging the Knowledge Gap

To ensure that women and girls receive proper menstrual health and hygiene management (MHM) education, the organization conducts awareness sessions in rural and underserved areas, breaking myths and empowering them with the right knowledge.

2. Improving Accessibility and Affordability

To tackle economic constraints and lack of access, the organization installs pad vending machines and distributes free sanitary pads to those in need, ensuring continuous and dignified menstrual management.

3. Promoting Hygienic Practices

Addressing unhygienic menstrual management, the organization educates women on safe practices and has installed incinerators in select locations to ensure proper disposal of menstrual waste.

4. Encouraging Sustainability

To reduce environmental impact and promote sustainable menstrual hygiene, the organization manufactures and distributes reusable sanitary pads, offering an affordable and eco-friendly alternative to disposable options.

5. Creating a Collective Movement Against Period Poverty

Recognizing that lasting change requires collaborative efforts, the organization has partnered with 100+ organizations, strengthening the fight against period poverty and menstrual stigma through collective advocacy and grassroots initiatives.

Changes Over the Last Year

Over the past year, the organization has expanded its outreach, strengthened its collaborations with government and private stakeholders, and enhanced its sustainability efforts, ensuring a larger, more impactful, and inclusive approach to menstrual health management.

iii. Who is being impacted (target segment)? Has this changed in the last year?

The organization's initiatives primarily impact women and girls across India, with a special focus on vulnerable and marginalized communities in the rural and underserved areas. The programs are designed to support:

- Rape survivors and sex workers who often lack access to menstrual hygiene resources.
- Specially-abled individuals who face additional challenges in managing their periods.
- Migrants, construction workers, and slum dwellers who struggle with accessibility and affordability.
- Menstruating trans people, ensuring inclusivity in menstrual health initiatives.

Over the last year, the organization has expanded its reach, impacting 28+ states and Union Territories, and strengthening community-driven efforts to dismantle economic and societal barriers. The goal remains to ensure that every menstruator, regardless of their background, has access to menstrual health education and hygienic products.

iv. What will be the outcomes of the activities, intervention, programs or project? Disclosure should include positive and potential unintended negative outcomes.

Pinkishe Foundation envisions a transformative impact on menstrual health management by creating a sustainable, stigma-free, and inclusive environment where every menstruator experiences periods with dignity and safety. The outcomes of our activities are structured across short-term, medium-term, and long-term goals, ensuring a systematic approach to menstrual health awareness, accessibility, and empowerment.

Long-Term Goals (Systemic & Nationwide Change)

- Every menstruator across India will experience safe and dignified menstruation, recognized as a fundamental human right.
- Eradication of menstrual stigma and taboos, fostering a society where menstruation is openly discussed and accepted.
- Increased economic empowerment for women, reducing period poverty and enabling self-sufficiency.
- Uninterrupted education for every girl, ensuring that menstruation does not hinder school attendance or academic progression.

Medium-Term Goals (Sustained Social and Policy-Level Impact)

- Raised awareness and advocacy for menstrual rights, making menstrual health a recognized priority at the national and regional levels.
- Communities actively supporting women's causes, promoting menstrual equity and breaking social taboos.
- Economic self-sufficiency for women, leading to greater participation in the workforce and financial independence.
- Improved menstrual hygiene practices through education, awareness, and increased access to menstrual products.
- Recognition and prioritization of Menstrual Health & Hygiene (MHH) and Sexual & Reproductive Health (SRH) policies, ensuring sustainable government interventions and institutional support.

Short-Term Goals (Immediate Impact & Behavioral Change)

- Immediate improvement in menstrual hygiene practices among women and girls through awareness programs and menstrual product accessibility.
- Empowered menstruators making informed choices, leading to a shift towards eco-friendly menstrual products.
- Improved access to menstrual health services in schools, workplaces, educational institutes, and public spaces.
- Increased support from families, men, and communities, breaking gender norms and fostering an inclusive ecosystem for menstruators.
- Initiation of open conversations on social taboos, leading to a gradual cultural shift in how menstruation is perceived and discussed.

Inputs Driving These Outcomes

- Workshops and campaigns to educate communities about menstruation rights and hygiene.

- Programs involving civil society and local communities to address menstrual health challenges.
- Partnerships with private-sector stakeholders and local enterprises to ensure menstrual products, supplies, and facilities are widely accessible.
- Economic and social empowerment initiatives, providing women with self-sustaining opportunities and skills.
- Comprehensive research on MHHM practices, sharing valuable findings and scaling best approaches.
- Advocacy efforts for menstrual health awareness at local, regional, and national levels.
- Promotion of sustainable menstrual hygiene products, encouraging eco-friendly alternatives and responsible disposal.

Positive & Potential Unintended Negative Outcomes

Positive Outcomes:

- **Increased Awareness & Stigma Reduction:** More open discussions about menstruation, leading to cultural acceptance and reduced discrimination.
- **Improved Menstrual Health Practices:** More women and girls adopting safe and hygienic menstrual practices.
- **Economic Empowerment:** Women experiencing greater financial stability through skill-building initiatives, increased workforce participation, and period poverty elimination.
- **Increased School Attendance:** Girls no longer missing school due to lack of menstrual products or period-related shame.
- **Sustainability & Environmental Impact:** A higher adoption of reusable products, reducing plastic-based menstrual waste.

Potential Unintended Negative Outcomes:

- **Community Resistance to Change:** Some deeply conservative areas may push back against open discussions on menstruation, leading to slower adoption of awareness initiatives.
- **Dependency on Free Menstrual Products:** A shift towards self-sufficiency models is needed to ensure that beneficiaries do not become dependent solely on external aid.
- **Resistance to Sustainable Alternatives:** Adoption of reusable menstrual products may be slow due to cultural barriers and ingrained habits, requiring long-term behavioral change efforts.

Logical Framework Analysis (LFA) of Expected Outcomes:

Goal / Objective: Achieve Menstrual Health Equity & Stigma-Free Menstruation for All

- **Indicators:** Nationwide reduction in period poverty, improved school attendance, and open menstrual conversations.

Purpose / Outcome: Empowered Women & Girls with Improved Menstrual Health

- **Indicators:**
 - Increased access to menstrual hygiene resources.
 - Greater knowledge and awareness of menstrual health rights.
- **Outputs: Structured Interventions to Drive Impact**
 - **Menstrual Hygiene Education Sessions:** Over 1107 sessions conducted in FY 2023-24, ensuring deep community engagement.

- Product Accessibility & Distribution: Over 3.45 million sanitary pads and 89,769 menstrual kits distributed.
- Government & Institutional Partnerships Strengthened: Greater collaboration with state bodies, BSF, CRPF, and Indian Army.
- Trained Menstrual Educators: 750 trainers prepared to continue grassroots menstrual health advocacy.

- **Activities – Key Interventions Driving the Outcomes**

- Conducting Workshops & Awareness Campaigns: Normalizing conversations around menstruation.
- Distribution of Menstrual Hygiene Products: Providing pads and reusable products to underserved women.
- Training of Menstrual Health Educators: Expanding community-driven awareness models.
- Integration of Menstrual Hygiene in Schools: Ensuring every school has MHHM-friendly facilities and access to products.
- Policy Advocacy for Menstrual Rights: Working with policymakers to ensure stronger legal frameworks for menstrual health.

A Systematic & Sustainable Approach to Change

Pinkishe Foundation's interventions are designed to not only provide immediate relief but also bring about long-term systemic change. By continuously refining its approach, engaging with communities, and adapting to challenges, the foundation is ensuring that menstrual health becomes a national priority rather than an overlooked issue.

b. Approach:

i. What is the baseline status at the start of the activity/intervention/program, and what was the situation at the end of the last reporting period?

At the start of Pinkishe Foundation's menstrual health interventions, an extensive situation analysis was conducted to assess the challenges, gaps, and needs in menstrual health management across India, particularly in rural and underserved areas. The findings revealed deep-rooted stigma, lack of awareness, poor access to menstrual products, inadequate infrastructure, and severe environmental concerns related to menstrual waste disposal, all of which created significant barriers for women and girls in managing their menstrual health with dignity.

Baseline Status at the Start of the Activity/Intervention:

Menstrual Taboos and Stigma

- 70% of girls considered menstruation impure, leading to shame, secrecy, and exclusion from daily activities, religious practices, and even school.
- 71% of adolescent girls had no knowledge about menstruation before their first period, leaving them unprepared and misinformed.
- The silence around menstruation prevented women from seeking support or adopting proper hygiene practices, reinforcing gender inequalities.

Limited Access to Menstrual Hygiene Products

- Only 48% of rural women used sanitary napkins, forcing many to resort to unsafe alternatives like rags, ash, cow dung, or leaves.

- Economic barriers and the high cost of menstrual products made it difficult for low-income communities to access proper hygiene solutions.
- Period poverty increased the risk of infections, discomfort, and health complications, affecting the well-being of millions of menstruators.

Inadequate Infrastructure and Sanitation Facilities

- Only 12% of menstruating women had access to sanitary napkins, highlighting a critical gap in menstrual health services.
- Many schools, workplaces, and public spaces lacked clean toilets, running water, or safe disposal systems, making it nearly impossible for women to manage their periods hygienically.
- The absence of menstrual hygiene-friendly environments contributed to 23 million girls dropping out of school annually (Dasra, 2014), depriving them of education and opportunities.

Workplace and Social Exclusion

- The stigma and lack of support for menstrual health resulted in women missing work, leading to reduced workforce participation and economic instability.
- Many women were forced to stay at home or limit their mobility during menstruation, further reinforcing gender-based social restrictions.

Alarming Menstrual Waste Crisis

- According to the Centre for Science and Environment (CSE, 2022), India generates 377 tonnes of sanitary pad waste daily, contributing to 0.65% of all municipal solid waste.
- Most of this waste is non-biodegradable plastic, taking nearly 500 years to decompose, posing severe environmental and public health risks.
- The lack of proper disposal mechanisms has led to open burning, landfill dumping, and water pollution, exacerbating climate and health concerns.

Progress and Situation at the End of the Last Reporting Period:

Significant progress has been made over the years due to widespread awareness campaigns, large-scale product distribution, government interventions, and grassroots-level advocacy. The impact of these efforts is visible in the following key areas:

Improved Menstrual Health Awareness and Attitude Shift

- Awareness about menstrual hygiene has increased from 57.6% (NFHS-4) to 73.1% (NFHS-5).
- More open conversations around menstruation are taking place in communities, challenging deep-rooted taboos and helping normalize discussions about menstrual health.
- Involvement of men and boys in awareness campaigns has further contributed to reducing stigma and encouraging inclusivity.

Greater Access to Menstrual Products

- The use of sanitary napkins in rural areas has increased from 48% (NFHS-4) to 73% (NFHS-5).
- Pinkishe Foundation has contributed to this progress through PadBank and other initiatives, distributing millions of sanitary pads to underprivileged women and girls.
- More women are now switching to sustainable alternatives like reusable cloth pads, reducing dependency on single-use disposable pads.

Enhanced Infrastructure and Policy Support

- The introduction of India's first Menstrual Hygiene Policy, influenced by advocacy from

organizations like Pinkishe Foundation, has placed menstrual health as a national priority.

- More schools and workplaces now provide menstrual hygiene facilities, including clean toilets, running water, and safe disposal systems, improving menstrual management in public spaces.
- The installation of pad vending machines and incinerators in several locations has increased access and proper waste disposal, making menstruation easier to manage.

Reduced School Dropouts and Economic Impact

- With better awareness and improved access to menstrual products in schools, fewer girls are missing classes due to periods.
- More organizations and workplaces are implementing menstrual-friendly policies, reducing work absences and economic losses due to period-related challenges.

Action Taken to Address Menstrual Waste Disposal

- Recognizing the severe environmental impact of menstrual waste, Pinkishe Foundation has intensified efforts to promote sustainable menstrual products, such as reusable cloth pads.
- Installation of incinerators in schools and public spaces has improved safe disposal options, reducing landfill waste and unsafe disposal practices.
- Awareness programs now educate menstruators about responsible disposal methods, ensuring that environmental consciousness is integrated into menstrual health initiatives.

Key Learnings and Remaining Challenges:

While progress has been significant, challenges remain in reaching the most marginalized communities and ensuring long-term sustainability. Key learnings from program implementation highlight the following:

1. **Need for Stronger Rural Outreach:** Some remote areas still struggle with limited access to menstrual products and awareness programs. Expanding digital and on-ground outreach efforts remains a priority.
2. **Strengthening Menstrual Waste Management:** With the increase in disposable pad usage, there is a greater need for waste management solutions, including safe disposal systems and environmental awareness on sustainable options.
3. **Bridging the Gap in Workplace and Public Sanitation:** While school infrastructure has improved, many workplaces, community centers, and public spaces still lack menstrual hygiene facilities, limiting mobility for menstruators.
4. **Long-Term Economic and Policy Support:** To sustain the impact, continued government support, corporate partnerships, and funding for menstrual health programs will be critical in scaling long-term solutions.

Pinkishe Foundation continues to build on these learnings, ensuring that menstrual health management is not just about short-term relief but long-term empowerment, making menstruation a matter of dignity, not discomfort or shame.

- ii. **What is the solution implementation plan, and how are you ensuring sustainability? Has there been any material change in the implementation model in the last year?**

Solution Implementation Plan and Sustainability Approach

Pinkishe Foundation follows a structured and multi-layered approach to menstrual health interventions, ensuring that the impact is not just immediate but sustained over time. Our model focuses on awareness, accessibility, capacity building, and sustainability, enabling communities to manage menstrual health with dignity and independence.

Implementation Plan:**Structured Awareness and Knowledge Dissemination**

- Large-scale workshops and awareness sessions are conducted in schools, communities, and workplaces to educate women, girls, and even men and boys about menstrual hygiene management (MHM), breaking myths, and reducing stigma.
- These awareness initiatives are designed to create an intergenerational impact, where beneficiaries not only change their own behaviors but also influence those around them.

Building Capacity through Community-Led Leadership

- We train and empower menstrual health educators, including teachers, local volunteers, ASHA workers, and college students, to serve as sustained knowledge providers in their own communities.
- These trained educators ensure that menstrual health education continues long after the initial intervention ends, fostering a community-driven approach.

Ensuring Accessibility to Menstrual Products

- To combat period poverty, Pinkishe Foundation distributes free sanitary pads to underprivileged women and girls through its PadBank initiative.
- Reusable cloth pads are actively promoted to reduce long-term dependency on donations while also addressing environmental concerns.
- Pad vending machines and incinerators have been installed in key locations to ensure that products are easily accessible and disposal is hygienic and safe.

Embedding Menstrual Hygiene into Institutional Frameworks

- We partner with schools, government bodies, CSR initiatives, and NGOs to integrate menstrual health awareness into policy frameworks, school curriculums, and workplace wellness programs.
- This ensures that menstrual hygiene is not treated as an isolated intervention but is embedded into broader health and education systems for long-term impact.

Sustainability through Eco-Friendly Solutions

- We actively encourage the adoption of reusable menstrual products, reducing environmental waste from disposable pads while providing a cost-effective alternative for beneficiaries.
- Menstrual waste management solutions, such as incinerators, are being scaled up to promote proper disposal practices.

Data-Driven Monitoring and Evaluation

- We have implemented a monitoring system that allows us to track impact, collect feedback, and refine our strategies based on real-time data.
- Feedback from beneficiaries, volunteers, and institutional partners helps improve program effectiveness and ensure responsiveness to evolving community needs.

Measures Taken for Sustainability:

Pinkishe Foundation ensures the sustainability of its programs through a multi-pronged approach that goes beyond one-time interventions and aims for systemic change.

- **Creating Local Champions:** By training menstrual educators within communities, we establish long-term resource persons who continue to spread awareness and provide guidance on menstrual hygiene.
- **Encouraging Self-Sufficiency:** Instead of making communities dependent on product donations, we are transitioning towards reusable solutions like cloth pads, which last up to two years, providing an affordable and sustainable alternative.
- **Strengthening Institutional Partnerships:** Collaboration with schools, government agencies, and corporate partners ensures that menstrual health awareness is institutionalized and not just

reliant on external organizations.

- **Community Ownership:** By involving local leaders, volunteers, and community groups, we foster a sense of ownership, making menstrual hygiene a community-driven movement rather than an external initiative.
- **Scaling Sustainable Infrastructure:** Investments in menstrual hygiene-friendly infrastructure, such as pad vending machines, disposal units, and incinerators, ensure that safe and accessible menstrual health management becomes a standard practice.

Material Changes in the Implementation Model Over the Last Year:

Over the past year, Pinkishe Foundation has made strategic enhancements to its implementation model, ensuring that our programs are more sustainable, scalable, and impactful:

- **Transition to More Sustainable Products:** While pad distribution remains critical, we have significantly increased our focus on reusable menstrual products, reducing dependency on ongoing donations and addressing environmental concerns.
- **Expansion of Digital and Community-Based Outreach:** To broaden our impact, we have incorporated digital workshops, peer-led education models, and mobile-based awareness programs, ensuring menstrual health education reaches even the most remote areas.
- **Deeper Institutional Integration:** Stronger collaborations with government agencies, schools, and CSR partners have allowed menstrual health management to be integrated into educational policies, workplace wellness programs, and healthcare initiatives, ensuring a long-term systemic impact.
- **Strengthened Monitoring and Feedback Mechanism:** We have refined our monitoring and evaluation processes, leveraging survey-based impact assessments and community feedback loops to ensure continuous improvement in program execution.

By continuously adapting and strengthening our strategies, we ensure that menstrual health awareness, accessibility, and sustainability are not temporary solutions but long-lasting systemic changes that empower women and girls for years to come.

iii. What is the alignment of the solution with Sustainable Development Goals (SDGs) and national/state priorities?

Pinkishe Foundation's menstrual health interventions are closely aligned with the United Nations Sustainable Development Goals (SDGs) and India's national and state-level priorities, contributing to multiple global and local development targets. By addressing menstrual hygiene challenges through education, accessibility, sustainability, and advocacy, our initiatives directly support the following SDGs:

1. **SDG 3: Good Health and Well-Being** - By promoting safe menstrual hygiene practices, increasing access to sanitary products, and educating women and girls about reproductive health, we help reduce the risk of infections, reproductive health issues, and long-term complications like cervical cancer.
2. **SDG 4: Quality Education** - Lack of menstrual hygiene facilities leads to school absenteeism and dropouts among adolescent girls. Our awareness sessions, provision of sanitary products, and installation of menstrual hygiene infrastructure ensure that girls can attend school without disruption, thereby improving educational retention and outcomes.
3. **SDG 5: Gender Equality** - Menstrual stigma and lack of resources prevent women and girls from fully participating in society. Through awareness campaigns, community engagement, and advocacy efforts, we work towards breaking taboos, reducing gender-based discrimination, and

promoting menstrual equity.

4. **SDG 6: Clean Water and Sanitation** - The foundation's work includes installing incinerators, advocating for proper menstrual waste disposal, and improving sanitation facilities in schools and public places, which aligns with the goal of ensuring access to clean water, sanitation, and hygiene for all.
5. **SDG 12: Responsible Consumption and Production** - By promoting and distributing reusable menstrual products, we encourage sustainable menstrual hygiene management, reducing environmental waste from disposable sanitary pads.

Alignment with National and State Priorities:

1. **National Menstrual Hygiene Policy** - The government's new Menstrual Hygiene Policy is a significant step toward improving menstrual health management in India. Pinkishe Foundation, like many other organizations, through its advocacy and interventions, has contributed to the policy's recognition of menstrual health as a national priority.
2. **Swachh Bharat Abhiyan (Clean India Mission)** - Our focus on proper menstrual waste disposal through incinerators and awareness programs aligns with the goals of sanitation and waste management under this national initiative.
3. **Beti Bachao Beti Padhao (Save the Girl Child, Educate the Girl Child)** - By working towards reducing school dropout rates due to menstrual challenges, we directly support this initiative's objective of empowering and educating girls.

By aligning with global SDGs and national priorities, Pinkishe Foundation ensures that menstrual health is not just addressed at an individual level but also integrated into policy, education, and sustainable development frameworks, contributing to a more equitable and healthier future for women and girls across India.

iv. How has stakeholder feedback been incorporated in this reporting period?

Pinkishe Foundation has adopted a structured and proactive approach to integrating stakeholder feedback into its menstrual health interventions. Recognizing the importance of engaging with beneficiaries, community members, government bodies, educational institutions, and partner organizations, we have strategically mapped, prioritized, and acted upon stakeholder input to refine our initiatives and improve impact.

Stakeholder Mapping and Prioritization:

During this reporting period, Pinkishe Foundation identified and engaged with key stakeholders involved in or impacted by our menstrual health programs. These stakeholders were categorized based on their influence, level of engagement, and role in ensuring program success:

- **Primary Stakeholders:** Beneficiaries (women, adolescent girls, menstruating trans persons), schools, community health workers (ASHA and Anganwadi workers), and families.
- **Secondary Stakeholders:** Government authorities, corporate and NGO partners, educational institutions, and menstrual product manufacturers.
- **Strategic Partners:** Organizations and institutions that support our work through funding, advocacy, and policy-level influence.

Stakeholder Engagement Strategies:

Pinkishe Foundation employed a multi-channel engagement approach tailored to different stakeholder

groups:

- **Direct Beneficiary Interactions:** Regular awareness sessions, feedback surveys, and focus group discussions were conducted in schools and communities to understand the experiences and challenges of menstruators.
- **Institutional Engagement:** Meetings and workshops were organized with government officials, education departments, and corporate CSR partners to ensure that our programs align with broader national and state policies.
- **Collaborations with Schools and Community Health Networks:** Continuous discussions with teachers, health workers, and school administrators helped integrate menstrual health education into local institutions, making interventions more sustainable.
- **Partner Organization Consultations:** Our NGO and corporate partners provided valuable insights on scalability, resource mobilization, and sustainable implementation models.

Key Areas Where Stakeholder Feedback Led to Program Enhancements:

- **Community-Centric Awareness Programs:**
 - Based on feedback from beneficiaries and community leaders, we adjusted awareness sessions to address specific cultural taboos and misconceptions about menstruation.
 - Programs were modified to be more interactive and inclusive, ensuring sensitive and region-specific communication.
- **Expansion of Sustainable Menstrual Product Distribution:**
 - Feedback from beneficiaries and school authorities highlighted the demand for reusable menstrual products due to cost concerns and environmental awareness.
 - In response, Pinkishe scaled up the distribution of reusable cloth pads and integrated educational components on menstrual waste management into training sessions.
- **Strengthening Training for Menstrual Health Educators:**
 - Feedback from trainers and volunteers revealed the need for more structured and practical training modules for menstrual educators.
 - Training materials were revised to include more real-life case studies, hands-on demonstrations, and multilingual resources to enhance effectiveness.
- **Improving Implementation and Partnerships:**
 - Input from partner organizations and government representatives helped streamline implementation strategies, ensuring better coordination with schools, health departments, and policy-makers.
 - Strengthened partnerships with state governments, education departments, and corporate sponsors led to improved funding, logistics, and program reach.

Adaptive Measures and Continuous Improvement

Pinkishe Foundation is committed to an adaptive management approach, ensuring that programs remain responsive to evolving community needs. Key measures taken in response to stakeholder feedback include:

- Enhanced monitoring and evaluation mechanisms to track impact and beneficiary experiences more effectively.
- Regular review and refinement of program content to stay aligned with regional needs and cultural sensitivities.
- Increased community-led initiatives, empowering local menstrual educators and grassroots volunteers to take ownership of awareness campaigns and product distribution.

By actively integrating stakeholder feedback, Pinkishe Foundation ensures that its menstrual health programs remain effective, relevant, and impactful, fostering long-term systemic change in menstrual

health management across communities.

v. What are the biggest risks to achieving the desired impact? How are these risks being mitigated?

Over the past year, Pinkishe Foundation has proactively identified and mitigated key risks that could impact the effectiveness and sustainability of its menstrual health initiatives. These risks range from community resistance and logistical challenges to funding constraints and program sustainability. The organization has taken strategic measures to ensure that these risks are addressed effectively, allowing its programs to remain impactful, scalable, and resilient.

Heads	Risks	Mitigation Strategy
Mobilization of Beneficiaries	Difficulty in reaching target groups due to lack of awareness or engagement.	Implementing primary and secondary outreach strategies, including community awareness campaigns, school interventions, and partnerships with local influencers to enhance engagement.
Resistance from Conservative Communities	Cultural taboos and stigma preventing participation in menstrual health programs.	Engaging community leaders, religious figures, and local influencers to advocate for menstrual health. Conducting sensitization workshops to address misconceptions.
Menstrual Health Education	Deep-rooted cultural taboos leading to hesitation in attending awareness sessions.	Strengthening comprehensive menstrual health education programs and training local menstrual health educators, including teachers, ASHA workers, and volunteers, to normalize the conversation.
Training of Trainers	Dropouts or low participation of trainers, affecting continuity.	Increasing trainer enrollment from diverse regions, offering certifications and incentives, and ensuring ongoing support for trainers to maintain retention.
Distribution of Menstrual Products	Logistics challenges in reaching remote and underserved areas.	Strengthening supply chain networks by partnering with local distributors, women-led cooperatives, and community-based organizations to streamline last-mile delivery.
Sustainability Practices	Resistance to eco-friendly reusable menstrual products due to preference for disposables.	Conducting awareness campaigns on the economic and environmental benefits of sustainable menstrual products, offering incentives, and providing practical demonstrations on their use and care.
Fundraising and Financial Sustainability	Dependence on discretionary donations and grants leading to financial risks.	Diversifying funding sources by engaging in CSR partnerships, applying for social stock exchange grants, and launching donor engagement initiatives to ensure financial resilience.
Collaboration with Stakeholders	Misalignment of goals between partner organizations, government agencies, and funders.	Organizing regular stakeholder meetings, feedback sessions, and collaborative planning forums to ensure alignment and shared objectives.

Additional Risk Factors and Responses:

- **Adapting to External Challenges (COVID-19 and Market Uncertainty)**
 - During the pandemic, Pinkishe shifted to online awareness programs and digital workshops, ensuring that menstrual health education remained accessible.
 - Pad distribution drives were conducted under strict safety protocols, allowing continued support for underserved women and girls.
- **Ensuring Transparency and Governance**
 - The organization has enhanced its governance framework by implementing robust oversight, regular audits, and increased transparency measures to maintain stakeholder trust and compliance.

By taking proactive and adaptive measures, Pinkishe Foundation continues to mitigate risks effectively, ensuring that its menstrual health interventions remain scalable, impactful, and sustainable in the long run.

c. Impact Scorecard:

i. What are the metrics monitored and what has been the trend?

Pinkishe Foundation employs a comprehensive impact assessment framework to track progress, measure effectiveness, and refine interventions. Key metrics monitored include beneficiary reach, product distribution, awareness levels, program participation, and sustainability impact. Over time, these indicators have exhibited a strong upward trend, reflecting wider outreach, increased acceptance of menstrual health education, and improved accessibility to menstrual hygiene products.

Key Metrics and Trends

- **Menstrual Health Awareness & Education**
 - 2082 workshops and camps were conducted, benefiting 416,666 women and girls.
 - Increased participation indicates a growing acceptance of menstrual health education.
- **Distribution of Menstrual Hygiene Products**
 - 3458381 sanitary pads distributed, providing better accessibility to menstrual products.
 - Increased distribution has helped reduce period poverty among beneficiaries.
- **Training and Capacity Building**
 - 750 menstrual health educators trained across India, creating a strong network of peer educators.
 - Training efforts have expanded the impact of awareness programs, especially in rural areas.
- **Community Engagement & Outreach**
 - 100+ NGOs and student organizations partnered with Pinkishe, ensuring strong grassroots advocacy.
 - Expanded partnerships have strengthened menstrual hygiene education efforts nationwide.
- **Sustainability & Eco-Friendly Practices**
 - Increased awareness and adoption of reusable cloth pads, promoting sustainability.
 - Growing demand for eco-friendly alternatives to disposable pads, reducing menstrual waste.
- **Financial and Operational Oversight**
 - Regular weekly reviews with vertical managers, quarterly board assessments, and internal financial audits conducted to ensure accountability and program efficiency.
- **Digital and Community Awareness Reach**
 - Awareness campaigns have reached tens of millions, fostering open discussions about menstruation.

- Increased social media and community engagement has contributed to greater menstrual health acceptance.

ii. Briefly include narratives of impact on target segment(s) in the reporting period.

During the last reporting period, Pinkishe Foundation expanded its outreach, scaled up its interventions, and strengthened its impact on menstrual health awareness and accessibility.

- **Training and Education Success**

- 750 menstrual educators trained nationwide, ensuring menstrual awareness is spread at the grassroots level.
- 2082 awareness workshops conducted, reaching 416,666 women and girls with essential menstrual health knowledge.

- **Product Accessibility and Distribution Impact**

- Over 3.45 million sanitary pads distributed to menstruators in rural and underserved communities.
- Increased adoption of reusable menstrual products, ensuring sustainability in menstrual health management.

- **Community Engagement and Institutional Collaborations**

- 100+ NGOs and student organizations partnered with Pinkishe, expanding menstrual health advocacy.
- Schools and workplaces have started implementing menstrual-friendly policies, improving hygiene accessibility.

- **Financial and Governance Strengthening**

- Regular operational reviews, internal financial audits, and impact evaluations have ensured program sustainability and donor accountability.

Challenges Identified & Strategic Interventions

Despite the positive trends in menstrual health accessibility and awareness, several challenges persist, requiring targeted interventions:

- **Cultural Barriers and Deep-Rooted Stigma**

- Some communities still resist open discussions on menstruation.
- Strengthening community engagement models and partnering with local leaders is helping normalize menstrual health conversations.

- **Logistical Constraints in Remote Areas**

- Reaching marginalized communities remains a challenge due to infrastructure gaps.
- Expanding local supply chain networks and grassroots partnerships is improving last-mile delivery of menstrual products.

- **Menstrual Waste Management Issues**

- India generates 377 tonnes of sanitary pad waste daily (CSE, 2022), posing environmental risks.
- Encouraging adoption of reusable menstrual products and proper waste disposal has started reducing menstrual waste pollution to some extent.

Overall Trend and Way Forward

Pinkishe Foundation has witnessed significant progress in menstrual health education, accessibility, and advocacy. The past year has demonstrated a growing acceptance of menstrual health awareness, increased

collaboration with institutions, and greater adoption of sustainable menstrual hygiene practices. Moving forward, the foundation will continue to:

- Expand its reach in remote and underserved communities.
- Enhance training for menstrual educators to create more localized impact.
- Strengthen sustainable menstrual hygiene solutions, reducing menstrual waste while improving accessibility.
- Leverage digital outreach and policy advocacy to promote long-term menstrual health awareness at a national scale.

Through continuous monitoring, adaptive strategies, and stakeholder engagement, Pinkishe Foundation remains committed to ensuring menstrual health is accessible, stigma-free, and environmentally responsible for all menstruators across India.

iii. Beneficiary/Stakeholder Validation through surveys and other feedback mechanisms.

Pinkishe Foundation places immense value on validating the impact of its initiatives through direct feedback from beneficiaries and stakeholders. A robust validation system has been implemented to ensure that menstrual health programs are responsive, effective, and culturally relevant. Through regular surveys, feedback sessions, and direct engagement with community members, the foundation continuously refines its programs to maximize impact and sustainability.

Stakeholder Validation Process:

- **Understanding Impact in the Absence of the Program**
 - Stakeholders were consulted to evaluate what the scenario would have been like without the program.
 - Insights revealed that, without Pinkishe's interventions, awareness levels on menstrual health would have remained low, access to menstrual hygiene products would still be limited, and stigma around menstruation would persist.
- **Assessing Program Contribution to Change**
 - Beneficiaries and community leaders were engaged to assess the specific contributions of the program.
 - Stakeholders confirmed that Pinkishe's awareness sessions, menstrual health education, and pad distribution drives have led to greater knowledge, improved menstrual hygiene practices, and reduced stigma around menstruation.
- **Identifying Unintended Negative Impacts**

While the overall response to the program has been positive, stakeholders highlighted key challenges that require attention:

- Cultural resistance in certain communities, where menstruation remains a taboo subject despite efforts to normalize discussions.
- Sustaining behavioral change, as some beneficiaries tend to revert to previous unhygienic practices due to a lack of consistent follow-up programs.
- **Creating a Holistic Impact Picture**
 - Beyond tracking numbers, Pinkishe Foundation focuses on qualitative impact, capturing stories of change and empowerment.
 - Success stories from beneficiaries have reinforced the effectiveness of menstrual health education, showcasing improved school attendance, greater confidence among women, and increased acceptance of sustainable menstrual hygiene practices.

- Feedback from partner organizations, schools, and healthcare providers has been critical in tailoring initiatives to meet the specific cultural and regional needs of communities.

Validation Findings and Impact Assessment:

- **Scenario in the Absence of the Program**

- Stakeholders emphasized that, without the program, period poverty would still be a widespread issue.
- Schools and workplaces would continue to lack menstrual-friendly infrastructure, leading to absenteeism among girls and women.
- Stigma and misinformation around menstruation would persist, limiting access to essential menstrual health resources.

- **Program Contribution and Achievements**

- Stakeholders unanimously credited the program for improving menstrual health awareness and access to hygiene products.
- Improved menstrual health education has resulted in a decline in misconceptions and restrictions related to menstruation in targeted communities.
- Schools and workplaces are becoming more menstrual-friendly, with increased adoption of pad vending machines, proper disposal units, and structured awareness sessions.

- **Challenges and Areas for Improvement**

- **Waste Management Concerns:** Increased sanitary pad usage has led to disposal challenges, highlighting the need for scalable waste management solutions such as incinerators and biodegradable pad options.
- **Cultural Barriers in Ultra-Conservative Areas:** While progress has been made, some rural communities remain resistant to menstrual health discussions. The foundation is addressing this by engaging local leaders and influencers to facilitate dialogue.
- **Sustainability of Awareness Programs:** Ensuring long-term behavioral change remains a challenge. Pinkishe is working on developing refresher programs and follow-up support systems to maintain impact.

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