

# INDUS CORE EDUCATION FOUNDATION

UNITED NATIONS SUSTAINABILITY  
DEVELOPMENT GOAL (SDG 3.7  
AND 6.2)



Create and Improve  
awareness about the  
**MENSTRUAL HYGIENE**

**LIVING THE  
SUSTAINABLE  
DEVELOPMENT  
GOALS**



**Actionable ways WE can  
change the world.**



## Goal

Ensure universal access to sexual  
and reproductive health-care  
services, including for family  
planning, information and  
education

## PROJECT BACKGROUND

Menstruation is an integral and normal part of human life, indeed of human existence, and menstrual hygiene is fundamental to the dignity and wellbeing of women and girls and an important part of the basic hygiene, sanitation and reproductive health services to which every woman and girl has a right.

Globally, approximately 52% of the female population (26% of the total population) is of reproductive age. Most of these women and girls will menstruate each month for between two and seven days.

The subject of menstruation however, is too often taboo, and has many negative cultural attitudes associated with it, including the idea that menstruating women and girls are "contaminated", "dirty" and "impure".

Women and girls in rural setting and in particular girls in schools suffer most from stigma and lack of services and facilities to help them cope with the physical and psychological pains they undergo during their menstrual periods

inadequate preparations for the young girls not yet experiencing menstrual hygiene, lack of or inadequate water to clean and wash the body, lack of materials managing menstrual hygiene, private space and wash rooms and inappropriate facilities for disposal of materials for those who have used pads.

In spite of these issues, menstrual hygiene has been routinely ignored by professionals in the water, health and education sectors.

Currently the means of coping for girl pupils is the use of old cloth, dirty napkins and other un-hygiene materials.

Some schools have provided pads ranging from sophisticated imported pads to locally manufactured pads. In some urban population, parents provide the pads to the girls.

# TARGET ACHEIVED

- Total Number of Beneficiaries : 10,782
- Total Session carried out : 100+
- Districts Covered : 13
- Campaigns carried out : 98
- Experts on board : 7

**States Covered : Maharashtra, Madhya Pradesh, Gujrat**

Although menstruation is an integral and normal part of human life, indeed of human existence, the subject is however too often a taboo and has met many negative cultural hindrances and attitudes due to the perceptions among especially men and boys, including the idea that menstruating women and girls are "contaminated", "dirty" and "impure".

Women and girls in rural setting and in particular girls in schools suffer most from stigma and lack of services and facilities to help them cope with the physical and psychological pains they undergo during their menstrual periods; inadequate preparations for the young girls not yet experiencing menstrual hygiene, lack of or inadequate water to clean and wash the body, lack of materials managing menstrual hygiene, private space and wash rooms and inappropriate facilities for disposal of materials for those who have used pads.

In spite of these issues, menstrual hygiene has been routinely ignored by professionals in the water, health and education sectors

Our surveys have shown that a total of 70% of the girl students in rural areas report to miss 1-3 days of primary schools per month, which translates to a loss of 8 to 24 school days per year. This means per term a girl students may miss up to 8 days of study.

This represents around 10% of a girl students" attendance missed due to menstruation; a majority of these girls note that they are physically sick and weak, cannot concentrate, or feel psychologically effects.

In addition, 60% of the teachers note that the girls absentee themselves from school during their menstrual cycle.

**Ultimately, there is no health without hygiene.**



Teachers further noted that they calculate around 10% of the total number of girls dropping out of school due to menstrual management and their schools do not have satisfying menstrual facilities.

Over 50% of the Women Teachers affirmed the provision of menstrual pads to girls at school is not available and another 60% of the girl students stated that they need better facilities

In addition, issues around sensitization of boy students, and the role of the woman teacher were also cited.

INDUS CORE EDUCATION FOUNDATION (ICEF) proposes this project to respond to the needs of building capacity of schools and teachers in improving and upholding menstrual hygiene and sanitation girls in primary schools across Maharashtra, Gujrat and Karnataka in Rural as well as Tribal areas.

ICEF will offer direct in-kind support to schools and selected girls, train them in menstrual hygiene and sanitation practices and encourage the replication of acquired knowledge at household levels. At the same time focus on increasing awareness and capacity of young girls to deal with menstrual hygiene



**With last three years we have define a framework and process to achieve the goal- In the coming years the pace of delivery shall be manifolds**

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## PROGRAM GOAL

Our goal was to conduct the awareness session for around 100,000 students in the first phase spanning 2 years

Initially, schools/colleges and villages were selected in the Maharashtra subsequently, additional schools/colleges villages were selected states like Madhya Pradesh, Gujarat, Karnataka

We were able to achieve 50% this target in coordination with VLOs, Education Institutes and NGOs. Based on the self contribution and volunteers support, we spent a total outlay of Rs 3 million toward this.

Since each school has a student population of around 100-1,000 people, this modest start had addressed issues of initial awareness on Menstrual Hygiene around 10000+ students, parents.

It is hard to believe that investing Rs 200+ per students per year had make such a BIG difference in the lives of so many. We feel confident that with the support of Government agencies and Corporate CSR funding, we can achieve the big numbers.

## ACTIVITIES TO BE CARRIED

- Identify schools with utmost need and ear mark for support
- Support the schools to set up separate rest rooms for girls in menstrual period
- Support school management in piloting training lessons on local production of sanitary pads and menstrual management in schools



- Conduct school sensitization to increase awareness on the relevance of good menstrual hygiene management
- Facilitate interschool sanitation and hygiene visits and competitions (general cleaning, dialogue, essay writing, poems, dance and drama).
- Conduct joint support supervision visits on improved hygiene and sanitation practices

## RISK ANALYSIS

- Schools will not cooperate during project execution
  - ICEF will sign MoU with school management/principal making their commitment to the project and its continuity
- Local authorities are not supportive of the action
  - ICEF will conduct community outreach and sensitization to inform and invite local participation
- Cultural norms and practices within the target areas are not supportive of the action
  - ICEF will conduct community sensitization and awareness raising
- Economic situation does not remain favorable
  - ICEF will constantly monitor market situation to inform any price fluctuations and share with responsible authorities – any deviation from the cost; price monitoring to constantly update procurement needs.
- Girls are not receptive to the new knowledge and innovations
  - Targeted sensitization and awareness raising will be conducted with receptive age groups such as senior women teachers and other girls.

# PROGRAM BUDGET

- Students per Session planned : 100
- Average Remuneration to Experts(2) : 3000
- Average Travel Expense : 3500
- Average Lodging and Boarding : 2500
- Stationary and Print Material : 70
- Calculated Per student cost : 225



**Books with checklist and key first aid instructions are delivered to each students**

The program budget has been defined for each session considering the 100 students, faculties and parents to be covered in each session. This is done in order to allow the donor agency to plan their budget and decide the extent to which the program can be funded.

We expect the minimum of 10000 beneficiaries to be covered by each donor so that the program can be taken to the next level The total outlay for 100+ session is 22,50,000 (Twenty two lakh fifty thousand only)

Expense Heads (For 100 beneficiaries)	Amount (INR)
Stationary and Printing of First Aid, Checklist and Daily Notes	7000
Experts Remuneration (2 Per session)	6000
Travel Re-imbursement to the staff and experts	3500
Lodging/Boarding, Food and Snacks	2500
Salary to Administration Staff and Mobilization Expense	3500
<b>Total</b>	<b>22500</b>

## LONG TERM GOAL

Long term plan of this program is to setup the virtual clinic at each of the Tier 2 cities of the targeted states to have the counselling in the vernacular languages which will make the biggest impact.

Buying the tracking and monitoring tools for the monitoring the progress of the each person counselling, best in class videos/tools development which can act as a enablers for faculties to judge whether the students are facing any mental health issues. This requires significant funding and can be discussed with donor agencies separately on a case to case basis





# REASON FOR AVOIDANCE

- Stigma and fear of sharing the information is the major cause of ignorance.
- Girls with issues with Menstrual cycle are commonly assumed to be lazy, weak, unintelligent or difficult
- Menstruating women and girls are considered "contaminated" . "dirty" and "impure".

## OPERATION MANAGEMENT

A Steering Committee for this project was consisting of Atul Joshi, Sangeeta Joshi, and representatives from the donors, The Indus Core Education Foundation, government officials, and local communities were overseeing the project.

An Advisory Board had assisted committee in setting priorities and policies.

Day-to-day operations were carried out by a management team under the supervision of the Indus Core Education Foundation.

Funds received were credited to a companies account in a bank(s) and were operated by The Indus Core Education Foundation.

The Indus Core Education Foundation had the overall responsibility for executing the project and coordinated its activities with government agencies and other NGOs participating in the program.

## COST RECOVERY

In the first phase, while we build trust in the school/colleges/village, student and parents were asked to pay a good faith fee of Rs. 10 - 15 for a session and the community have been asked for the infrastructure support and provide volunteer for carrying the sessions.

The idea being that anything we collected from them, we reinvest in the project and for their immediate welfare.

We anticipated that by the second phase, the community served by a given school would have learned its value to them.



We anticipate that they will be willing to pay Rs. 50 per students to reduce the burden on the funding agency and program becomes self-sustainable and we can spend the money received from funding agency for the bigger goal like setting up the virtual clinic and call centers and full-time experts instead of volunteers

## BENEFICIARY SELECTION

Our campaign team send emails to the principal of the schools in the targeted region.

The priority has been done in Maharashtra, Gujrat, Karnataka due to proximity of the Indus Core Education Foundation to these states from Pune.

Based on the response received from the institutes, the expert is selected who can address the students and parents in this school.

The date of the awareness program is finalized with mutual consent from the school/colleges so that we can get the maximum participation.

4 hour session is planned for a the selected date and 2 hours post session discussion happens at the school. Major interaction happens post session as more and more students/parents wants to talk to the experts.

The contact details are shared with participants since some of the affected person do not want to talk in fornt of the crowd.



# KEY STATISTICS

- Participants hadn't previously attended any menstrual hygiene session : 77%
- Participants could differentiate pre and post session importance of cleanliness : 89%
- Participants believed that having knowledge on menstrual hygiene is helpful : 90%
- Respondents believed that talking about menstrual hygiene isn't shame : 88%

## FUTURE ACTIONS

An educational course on menstrual hygiene are being developed in Microsoft PowerPoint 2016.

At present this material is information rich and in the form of brief summary statements. Over the time we propose to convert this into a modular multimedia format.

Offering health education and learning how to communicate the message in a simple manner will be an integral part of the awareness session for the experts.

A second important way in which we propose to deliver these sessions is to develop homegrown video demonstrations. These will be recorded using local people who hold the respect of the communities and using local situations to provide better identification with the problems and the solutions.

These videos will be duplicated for distribution and the school staff later will be trained to brief students /parents and demonstrate the importance of Menstrual Hygiene issues so as to improve the knowledge among students and parents.

Local community centers and village meetings are other forums for generate awareness. NGOs and social workers will be provided the necessary tools, like the homegrown videos, to enable them to educate the rural girls population. The field coordinators will organize the above activities with the assistance of local NGOs and community leaders



Setting up the virtual clinic at the state level is a goal of this initiative where the help shall be given by the local experts in their native language.

The support in case of Menstrual Hygiene is needed at the personal and emotional level. So having the experts from the local community is the most effective way of the treatment.

The offline consultation is also a option on the plate.

Indus Core Education Foundation is working with various corporates to fund this program under CSR initiatives and planning to setup the Virtual Clinic near Pune where the experts are easily available to render their services.

Future plans is to have the washable and reusable pads manufacturing using the local SHG (Self Help Group) in order to increase revenue for SHG at the same time helping the rural girls hygiene.



**Awareness Session at Army Public School  
Pune**



# TARGET ACHEIVED

- Participants said that Menstrual Hygiene is as important as physical health : 97%
- Participants believe that sharing information with peer is good : 90%
- Participants believe that asking for helps not a weakness : 7
- Felt that talking about Menstrual Hygiene is not something to be ashamed of : 90%



**Menstrual Hygiene Awareness Session at Army Public School Pune**



**Personal Hygiene and Menstrual Health Awareness Session at Army Public School Pune**



**Session at MIS International School Pune**



**Menstrual Health Session at BR High School Akola**



**Menstrual Awareness Program at Ramtek Nagpur**



**Menstrual Hygiene session for Class 6 students at Inamdar School Sangli MH INDIA**

## REASON FOR SUCCESS

This is an ambitious project and we are very confident of success. In fact, failure is not an option for us.

We list here the most important reasons for our optimism.

- The timing is right. India is undergoing a tremendous transformation in gender equality and there are increase cases poor personal hygiene and trauma due to lack of awareness and tools among rural female students, corporate staff, business. With India to emerge as a modern technological giant, however, depends on its ability to manage personal hygiene impacting the reproductive impact
- Central and State governments are key partners in our proposed activities. They have long-term vested interest in seeing this project succeed. as these initiative under United Nations Sustainability Goal 2030 SDG has much more focused by international agencies like UNDP, World Bank, and WHO. Therefore, a significant start has already been made.
- The approach is holistic. It is designed to be sustainable and yield long-term changes in menstrual hygiene, WASH and mental health awareness. The basis measure of success will be winning the trust of the populations, making significant behavioral changes in their daily lives
- The Indus Core Education Foundation and its senior management have previously demonstrated their ability to organize and manage major projects and coordinate their activities on an international scale. In particular, for many years Atul Joshi has been the chief executive of a company that has hundreds of multinational corporate clients in various countries
- 95% of the female population between the age of 15-19 lack of awareness of personal hygiene in rural areas and day by day many of the non government organization and Government departments are putting attention to minimize its impact on the girls life.

## ABOUT THE INDUS CORE EDUCATION FOUNDATION

Indus core education foundation is a Pune Maharashtra India based not for profit organization focusing on two major United Nations Sustainability Goals (SDG 2030). Our focus is on SDG 3.7, 3.4, 4.C and 6.2 Indus Core Education is working from last 5 years to spread the awareness on the Menstrual Hygiene, Mental Health Awareness among the students of Schools, Colleges and Universities in addition to the parents of Rural, Semi urban and Urban areas of India.

## FOR MORE INFORMATION

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DEVELOPMENT GOAL (SDG 3.7  
AND 6.2)

## About Indus Core Education Foundation

- Pune-based Indus Core Education was started out of the deep understanding that the state of the education in India which requires the awareness about the healthcare and teaching
- Another vision is that communities living in socio-economic backwardness and information poverty can be empowered to improve their lives on their own, simply by providing them access to information and knowledge on using digital tools.
- Indus Core Education Foundation was registered as a not-for-profit organization under Section 25 of the Company Act 2013, to carry out this mission of empowering student and teachers fraternity.
- Indus Core Education Foundation has adopted a multi-stakeholder and multi-dimensional approach and aligned its objectives the United Nations Sustainability Development Goals 2030 and focusing its work on SDG 3.4, 3.7, 6.2 and SDG 4.C.
- These goals are interlined with each other as the health and well being of the population and are directly related to the productivity improvement and leads to better work life balance and improve quality of life.

## Mission

Our mission is to adopt a passion and commitment for constantly empowering social sector, rural and urban population. The focus is on the Students, Young and Senior Citizen population



## Vision

Our vision is a world where safe and healthy society is valued, promoted and protected; with knowledge sharing using technological advancements. Where everyone can participate fully in society free from frauds and discrimination.

Indus Core Education Foundation (ICEF) has played its part as the implementing agency for creating awareness on various aspects of Health and Education Technological Advancements.

Its impact and overcoming strategies and will continue to work PAN INDIA to provide support, expert advice, literacy, tools and technical support to make India joyous and tension free.

## Key statistics

- Total Number of Beneficiaries : 20,782
- Total Session carried out : 100+
- Districts Covered : 13
- Campaigns carried out : 98
- Experts on board : 7



**Ultimately, Prevention is  
better than the remedy**

# TARGET TO ACHEIVE

- Number of Beneficiaries to reach : 100,000
- Total Session to be carried out : 300+
- Melas to be Conduct : 200
- Campaigns to be carried out : 200

**States focused : Maharashtra, Madhya Pradesh, Gujrat, Andhra Pradesh, Telangana, Chhattisgarh and Jharkhand**

## Some of the sessions



Session at Maharashtra Police Academy about the Financial Inclusion and Literacy



Session for the DY Patil group and making all teaching and non teaching staff aware of the Technological Advancements

## IMPACT

Currently all the programs are done with the volunteering and the individual contribution. No agency has been participated in this project, as we are reaching out to the funding institution to contribute to this cause

We bring together new paradigms that fully exploit modern technology and incorporate anticipated developments

We shall establish collaborations with corporates facilitate the continuous improvement into the education delivery



## TEAM



Mr. Atul Joshi is passionate about enabling people to excel in their personal and professional lives and working in the field of Mental health from last 15 years



Mr. Nawnath Gaikwad is having more than 30+ years of experience in Hypnotherapy and guided more than 1,00,000 students on Mental Health and avoid Suicidal Tendencies



Mrs. Aruna Shete - having worked on women's issues for over 30 years as a grassroots worker, trainer, implementer and a leader enabling women to live a life of dignity, freedom



Dr. Sangeeta Joshi being a Homeopath by profession - has 26 years of experience in handling health system research projects in tribal and urban areas specialized in Clinical Psychology and Counselling



Mr. Vinod Patrikar is a part of the foundation's legal team, he primarily worked on compliance with the tax laws applicable and monitoring international grants, and overseeing corporate governance



**We are exploring the possible partnership with your organization under CSR Initiatives to achieve the goal**  
**Please reach out to us at +91 7720019481/84/85 or write to us at**  
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