

Seva Sahayog Foundation

Project - Urmii (All About Menstruation)

Urmii Quarterly Report – April to June '25

Project Overview:

Menstruation is still seen as a taboo topic in many communities. Because of this mind set, people often avoid talking about it openly. As a result, many adolescent girls and women face health problems since they feel shy to share their concerns or don't know what is normal when it comes to menstrual health and hygiene.

To address this, the Urmii Project was started in 2018 in Pune to spread awareness about menstrual health and hygiene among women and adolescent girls. While working on other community projects, our team noticed that many girls and women living in slum areas (vastis) had very little knowledge about menstruation. Most adolescent girls were not prepared for their first period and faced challenges in their daily lives. Even many women lacked proper scientific information about menstruation.

Through the Urmii Project, we have so far reached out to 39,300+ girls and women and 1,900+ boys to raise awareness about menstrual health and hygiene. Along with the awareness sessions, we also distribute sanitary napkins and Maitrin Hygiene Kits, which include a year's supply of menstrual products for each beneficiary. Through this program we aim to:

- Increase awareness about menstruation and promote healthy hygiene practices: for example, avoiding period-delaying pills, tracking menstrual cycles, and maintaining a healthy diet.
- Encourage open discussion about menstruation in society.
- Spread knowledge about the different menstrual hygiene products available.
- Make menstrual products accessible to those in need through individual and CSR sponsorships to support healthy habits.
- Promote proper disposal of used sanitary waste to encourage cleanliness and reduce health risks.

Highlights:

- A total of 12 awareness sessions were conducted, reaching 608 beneficiaries.
- 4912 Sanitary Napkins & 2 Reusable cloth napkins were distributed during the month of April, May & June '25 to women and girls.
- Awareness sessions were conducted for adolescent beneficiaries from the Vastis through Nirman Sanstha, beneficiaries of Family Planning Association and the housekeeping staff at Amdocs company in Pune.
- Information about **Red Dot Bags** was shared with company volunteers from **MasterCard**, and they were taught how to make Red Dot Bags, promoting safe & responsible disposal practices.

- Around 30 college and school students actively participated in making **Red Dot Bags** and around 10000+ Red dot bags made through activity.
- Student volunteers and interns from various colleges actively participated in volunteer engagement activities such as creation of informative posters on topics such as Yoga, Diet, Menstruation Awareness, and International Menstrual Hygiene Day.
- On the occasion of World Menstrual Hygiene Day, Kaustubh Jogalekar Ji conducted a demonstration session on menstruation for boys at the Seva Sahayog office. The session was attended by members of the Urmi project and several staff members from the Seva Sahayog office.
- On the occasion of International Menstrual Hygiene Day, the Urmi Project organized a donation campaign, designed informative posters, and shared them on Instagram and other social media platforms to raise awareness and encourage contributions.
- Urmi celebrated **World Environment Day on 05th June** by sharing awareness posters on social media.
- Red dog bag activity was conducted in Cummins India Company in their Dahanukar Office premises.
- Urmi organized a Red Dot Bag activity for Soham Trust (Doctors for Beggars) at their production and training center in Bibwewadi.
- The Urmi stall was set up at a personal event of an Urmi Volunteer. Many guests visited the stall, and detailed information about the Urmi project was shared.
- Several volunteers and interns participated in various activities, including Red Dot Bag completion, poster-making, and kitting.
- Sanitary Napkins were distributed by Seva Sahayog to beneficiaries of Vanvasi Kaklyan Ashram beneficiaries in Pachavali & Mandangad villages near Dapoli.

❖ **Menstrual Awareness & Hygiene Sessions list:**

Date of Activity	Vasti/School	Attended by	Attendees
10-Apr to 28-May-2025	12 awareness session conducted for female beneficiaries from Pune's different vasti area with the support of Reach Trust, Nirman Sanstha, Family Planning Association (FPA) and Amdocs Company	Women's and Girls beneficiaries of Reach trust, Nirman Sanstha, FPA and Amdocs company housekeeping staff	608

❖ **Details of Other Activities:**

Date of Activity	Activity	Attended By	Remark
25-Apr-25	Urmi- Red Dot Bag activity	74 volunteers from MasterCard company	Under the Urmi project Red Dot Bag making activity was conducted for employees of Mastercard company. This activity helps create awareness about proper sanitary waste disposal among the community as well as volunteers. Through this activity, volunteers came together to participate in making Red Dot Bags. Around 1375 Red dot bags were made during these activities. An introduction about the Seva Sahayog & Urmi Project was also given during the activity.
20-May-25 to 28-May-25	Donation Campaign	Social Media Platform users	On the occasion of International Menstrual Hygiene Day, the Urmi Project organized a donation campaign, designed informative posters, and shared them on Instagram to raise awareness and encourage contributions.
28-05-25	Demo session on Menstruation topic.	19 Urmi Volunteers & SSF office staff (Male & female)	On the occasion of World Menstrual Hygiene Day, Kaustub Ji conducted a demonstration session on menstruation for boys at the Seva Sahayog office. The session was attended by all members of the Urmi project and several staff members from the Seva Sahayog office.
8-Jun-25	Urmi Project Stall	Guests from the function visited the stall.	On the occasion of Mangala Kulkarni Aaji's (mother-in-law of Gauritai Pendse) 95th birthday, a get-together program was organized at Moreshwar Sabhagruha, Kothrud. As part of this event, with a sense of social responsibility, an opportunity was given to three social organizations to set up stalls and present their initiatives. Among these three organizations, Seva Sahayog Urmi Project also had the opportunity to set up a stall. The stall received an enthusiastic and positive response from the guests attending the program.

20-Jun-25 & 24- June-25	Urmi- Red Dot Bag activity	48 & 44 volunteers from Cummins India company	Under the Urmi Project, Red Dot Bag making activities were conducted on 20th and 24th June for the employees of Cummins India at their Dahanukar office premises. These sessions aimed to raise awareness about proper sanitary waste disposal among both the community and volunteers. During the activity, volunteers actively participated in making Red Dot Bags, with a total of approximately 2,281 bags produced. In addition, an introduction about the Seva Sahayog & Urmi Project was also given during the activity.
24-Jun-25	Urmi- Red Dot Bag making training	Soham Trust beneficiaries (Doctor for Beggars)	A training session for making Red Dot Bags was organized by Urmi at the Soham Trust's training and production center, which was started by Dr. Abhijit Sonawane to support people from the beggar community. Through this initiative, 'Urmi' has made a meaningful effort to provide a new direction, self-respect, and livelihood opportunities to beggars who are determined to live with dignity and hard work. Urmi's involvement in Dr. Sonawane's hopeful movement marks a positive and compassionate step in his inspiring journey. The trained participants will receive some amount for the bags they produce.

❖ Session feedback from attendees:

- Asha Deepak Bhosale (Nirman Sanstha, Shanti Nagar):** Today, we realize the importance of healthy diet and how we can avoid weakness during menstruation. We also learned that it's important to visit a doctor in case of any illness. I feel very motivated today and now understand the importance of taking care of myself so that I can take care of my family. Today, Soanli Tai shared very valuable and knowledgeable information about menstruation. This information should reach every young and adult girl, as many were initially shy and uncomfortable discussing such topics. However, after the session, they now feel more confident to talk freely about menstruation and related topics. Arranging sessions on such topics is very important and useful for all.
- Apoorva Naik (Reach Trust Women Empowerment, Fursungi):** Tai gave us very detailed and helpful information about menstruation that we were previously unaware of, and we learned many new things. We are all very thankful to her for sharing such valuable knowledge. For a long time, people have tried to convince us that women are impure during menstruation and should not touch anything, enter places of worship and that they should remain isolated for those four days. But Tai explained that these beliefs are wrong. Some temples, like ISKCON, do not follow such practices and allow

menstruating women to enter and pray. Women should be aware of the truth so that future generations can grow up free from these myths and taboos and not feel afraid or ashamed during their menstrual cycle.

- Rustar Sameer Shaik (Nirman Sanstha, Indira Nagar):** Today, we met Sonali Tai, and she gave us very detailed information about menstruation that we were previously unaware of. Earlier, we only knew that menstruation is a monthly cycle, but after meeting Tai, we learned that just like seasonal cycles—summer, winter, and monsoon—menstruation is also an important natural cycle. With the onset of the first period, many changes occur in the reproductive system, including the uterus and ovaries. Before this session, we were not comfortable sharing or discussing this topic openly with our daughters, but now we feel confident and empowered to talk about it. Thank you so much.
- Nandini Kiran Dambale (Tadiwala Road, FPA)**
I am very grateful to the instructors for the information given. The team provided valuable information. We became aware of many previously unknown aspects, thanks to this session. We were not aware about the variety of products available. We understood detailed information regarding the female reproductive organs. The team helped us overcome common myths and taboos, and gave us insight on hygiene requirements, also asserted that menstruation is a natural process.
- Neha (Janta Vasahat, FPA)**
As a mother to a daughter, I used to reinforce taboos around menstruation, which was a mistake. A mother's role is important; the way we approach menstruation at home. I will be mindful of the way we approach menstruation at home. I remember asking my daughter why she used to change pads so frequently. I used to think in monetary terms but now due to this session, I will prioritize hygiene. The team's explanation of pad hygiene is insightful. I liked the friendliness of the instructors and their enthusiasm and helpfulness.

❖ Glimpses of the sessions:





Boys Demo Session at SSF Office



Session at Indiranagar Vasti



DONATE TODAY

Urmi a project by Seva Sahayog Foundation works towards providing awareness on Menstruation and distributes Sanitary Napkins to the underprivileged girls and women. You can help them by donating Hygiene Kits.

Each Hygiene Kit costs just ₹ 500 and includes:

- Awareness Session
- Menstruation Information Booklet
- Disposable Sanitary Napkins
- Reusable Cloth Napkins
- Red Dot Bags

"LET US MAKE MORE AND MORE FEMALES AWARE OF THE IMPORTANCE OF MENSTRUAL HYGIENE FOR BETTER LIFE, Let's work together for a period friendly world"

International Menstrual Hygiene Day
May 28

Our Contact: 7823031513
Email: urmi@sevasahayog.org
Website: <https://sevasahayog.org/program/urmi>

Donation Drive Poster



Red Dot Bag Activity at Mastercard



Urmi Stall at Volunteers event



Red Dot Bag Activity training

Thank You!!!