



Seva Sahayog Foundation Project - Urmi (All About Menstruation) Monthly activity report – January to March '26

Project Overview:

Menstruation is still seen as a taboo topic in many communities. Because of this mindset, 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 Urmi 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 Urmi 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 Hygiene Kits, which include a year's supply of menstrual products for each beneficiary. Through this program, we aim to:

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

Highlights of the activity:

- A total of **473244 sanitary napkins** & **1456 Reusable cloth napkins** were distributed to girls through yearly hygiene kits and monthly kits during the month of January to March'26.
- A total of **4517 Yearly Urmi Hygiene kits** were distributed during January, February & March'26 to adolescent girls & women with the support of different CSR companies.
- **87 awareness sessions** were conducted during October, November & December 2026. A total of **4582 girls and women**, along with **172 Boys and male parents**, participated in these sessions.
- Each Hygiene Kit included **Sanitary napkin packets, Red dot bags, an information booklet on menstruation, and a cloth bag.**
- **Nutritious jaggery-peanut chikki** was distributed to participants after explaining the importance of a healthy diet, iron, and calcium-rich food for girls.



- **12 Female & Male volunteers from the CDK Global company** joined for an awareness session and kit distribution at C.R. Rangnathan School.
- In the month of January, 9 interns from Fergusson, Cummins, MIT & Kaveri College completed a 15-day internship with Urmi.
- For the first time, The Urmi Project conducted a menstruation awareness session for fathers of students of K. C. Thakare Vidyaniketan School.
- **4 volunteers from Media Ocean company** joined for an awareness session and kit distribution at Maruti Genu School, Kaspate Wasti, Wakad.
- **11 Volunteers from the Adient company** joined for an awareness session and kit distribution at Nane Madhaymik Vidyalay, Nane.
- **8 volunteers from DWS company** joined for an awareness session and kit distribution at Karmveer Bhaurao Patil High School, Yerwada.
- The Red Dot Bag activity was conducted at the Yerwada office premises of HSBC Company.
- In the months of February and March, **42 interns** from MESSC, Fergusson, NLS India, KHS, DES, Symbiosis, MES, Hujurpaga & Siddhivinayak College completed their internship with Urmi.
- An interactive session was conducted by Urmi for MES College students.
- A big Event organized by Seva Sahayog Foundation to display all the Seva Sahayog projects on the occasion of the 2026 volunteer year.

Distribution of Sanitary Napkins:

In January, February & March, Sanitary Napkins & Reusable cloth napkins were distributed to beneficiaries from different backgrounds in and around Pune to different schools, villages, & Vastis.

Month	No. Of Napkins Distributed/ Sold (in Napkins)	Reusable Cloth Napkins
January	138756	490
Feb & March	334488	966
Total	473244	1456

Girls' Awareness Sessions:

Date of Activity	Vasti Name / School Name	Awareness session attended by	Attendees
2-January to 30-March-2026	84 awareness sessions conducted for female beneficiaries across 32 schools in and around Pune, Sangli, & Ratnagiri-Khed	School girls and Government Hostels girls from 6 to T.Y Class, Mothers of some students, Teachers, and Village women.	4582



Boys Sessions:

Date of Activity	Vasti Name / School Name	Awareness session attended by	Attendees
17-Jan-26 & 19-Jan-26	3 awareness session conducted for male beneficiaries across 3 schools in Pune.	Awareness session for 8th & 9th class Boys, Teachers & Father parents	172

Details of Other Activities:

Date of Activity	Activity	Attended By	Remark
25-Apr-25	Urmi- Red Dot Bag activity	Senior officials from HSBC Company	<p>Under the Urmi project, a Red Dot Bag-making activity was conducted for the senior officials of HSBC Company. This activity helped create awareness about the implementation of the project at the ground level and thus gave clarity to decision makers in the company.</p> <p>Through this activity, the volunteers came together and actively participated in making Red Dot Bags. An introduction to the Seva Sahayog Foundation and the Urmi project was also given during the session.</p>
07-Feb-26	Interactive Session for College Students	MES College students participated in the session	<p>An interactive session was conducted by Gouritai Pendse at the Seva Sahayog Foundation office premises. Six students from MES College participated in the session. Gouritai interacted with the students through activities and shared scientific information about menstruation. Both male and female students actively participated in the session, took part in games, and shared their thoughts and experiences.</p>
14-Feb-26	Seva Fest Program Urmi Stall	General Public	<p>The SevaFest 2026, organized by the Seva Sahayog Foundation, was a volunteer conclave held on February 14, 2026, at Kalagram - P. L. Deshpande, Sinhgad Road, Pune.</p> <p>The event celebrated volunteerism and International Volunteer Year 2026 (IVY 2026), with a focus on community development and social impact. The fest, themed "Utsav Sevecha" (Festival of Service), included NGO interactions, volunteer appreciation, and workshops on solving social issues.</p> <p>At the event, the Urmi project set up a stall along with other Seva Sahayog project stalls. The Urmi team shared information about the project with visitors and engaged them in games and activities related to menstrual awareness. Through this event, Urmi reached many men and women and spread awareness about menstrual health and hygiene.</p>

Details about Awareness Sessions:

- **Awareness sessions for girls of Government hostels:** With CSR support from HSDI, in association with Seva Sahayog – Gramoday Project, the Urmi Project conducted menstrual health awareness sessions in the Pune outskirts, at the government hostels for tribal girls in Shinoli and Ghodegaon.
The sessions were conducted by Urmi trainer Vaishali Kanaskar, who shared clear and scientific information on menstruation. The topics included menstrual hygiene, nutrition, the importance of exercise, correct use and disposal of sanitary napkins, and common myths related to menstruation. Real-life examples were used to make the sessions easy to understand and relatable for the participants. After explaining the importance of good nutrition, peanut and jaggery chikki was distributed to all participants.
- **Awareness sessions for school girls & mothers:** The menstrual health & hygiene session was conducted for adolescent girls from rural and urban schools of Pune & Sangli.
Urmi trainer Gouri Pendse, Vaishali Kanaskar, and Deepti Bogam provided detailed scientific information covering many aspects of menstruation, including hygiene practices, nutrition, the importance of exercise, proper disposal of sanitary napkins, and myths associated with this natural process. Our trainers used real-life examples to make the information relatable and engaging for the attendees. They attentively and actively participated in these sessions and answered the questions asked to them. To promote responsible disposal practices, information about Red Dot Bags was shared. CDK Global company volunteers visited the C.R. Rangnathan School and interacted with students.
Urmi sessions were conducted at Kargani Girls High School, Kargani and Gajanan High School, Gomewadi, Sangli. A total of three sessions were held for girls from classes 7th to 10th and their parents. With the support of Bharatiya Stri Shakti Sanghatana, Gomewadi branch, and the cooperation of Neelatai Deshpande and Manishatai Deshpande, the sessions were conducted very smoothly. The sessions received a very positive response from parents, teachers, and students.
- **Awareness sessions for Boys:** Urmi Volunteer Virendra Kelkar conducted sessions for boys on the topic of scientific information about menstruation. The main objective of these sessions was to promote empathetic views towards their female classmates and family members who go through this natural process. Which in turn also reduces stigma related to the topics. Educating boys at this age with such knowledge to support their mothers, sisters, friends, and future partners during menstruation is very important.
- **Awareness sessions for Male parents:** The Urmi Project conducted a menstruation awareness session for male parents at K. C. Thackeray Vidya Niketan School, Somwar Peth, Pune. Fathers of students from classes 1st to 8th were invited for this session. Although around 100 male parents were expected, initially 20–22 parents were present. As the session progressed, the number increased to nearly 60 participants. The session focused on the importance of open discussion on menstruation, the role of men in supporting women’s health, common myths and restrictions related to menstruation, and basic scientific information about the menstrual cycle, hygiene, nutrition, and use of appropriate menstrual products. The session was conducted for approximately one hour, and received active participation and positive responses from the parents. Many parents shared that the session was informative and useful, and they expressed willingness to support their daughters and share the information with their families. The session was a meaningful and encouraging experience and strengthened Urmi’s efforts to involve male parents in menstruation awareness.



Feedback from Session attendees & Teachers:

- **Sharvari Santosh Dobhale (Kargani Girls High School, Kargani):** Kargani is a rural village, and through the Seva Sahayog Foundation's Urmi Project, Deepti Tai gave us very informative and helpful guidance. She explained the topic in a clear and easy way. We also received hygiene kits from the team.
Even though doctors have visited our school earlier, we never received such detailed and clear information on these topics. Through this session, we learned many new things. We understood the scientific, emotional, and intellectual changes that happen in our bodies and learned that these changes are natural and important for our development, and we should accept them. Today, we also received a hygiene kit, which is very useful for us. This kit was gifted by Mind Company. We are very thankful to them and request them to continue their good work in the future.
- **Deepali Pandhare, Teacher (Kargani Girls High School, Kargani):** Today, our school organized a menstruation awareness session and hygiene kit distribution program under Seva Sahayog's Urmi Project. In this program, the guests Neelatai, Deeptitai, Charushila Tai, and Manishatai gave very good information about menstrual hygiene management. They explained the care that should be taken during menstruation and the emotional and physical changes that happen during this time, how to accept these changes, and how to take care of health during periods. Information was also given on how to use sanitary pads and about new sanitary products, which many rural girls did not know about earlier. Proper methods for disposal of sanitary pads were also explained.
They also shared information about what kind of balanced diet should be taken. Many myths and misconceptions present in society were discussed and cleared, and new positive thoughts were encouraged.
- **Bhakti Chavhan (C.R. Ranganathan School):** Today, you came to our school and gave us very informative knowledge about menstruation. You explained what the uterus is and how it develops with age. For the first time, we understood the whole process in such detail, which we did not know earlier.
We also received new information about how a child is conceived and understood this process clearly. This information is very useful for us in our daily life. We already knew about sanitary pads, but for the first time we learned about other menstrual products that are available and how to use them properly. Thank you very much for sharing this valuable information with us.

❖ **Urmi Project Glimpse of Sessions:**



Awareness session at Sant Dyaneshwar Vidyalay



Awareness session at C.R. Rangnathan School



Awareness session at Eknathrao Khese Vidyalay



Awareness session for Boys at Eknathrao Khese Vidyalay



CDK Global Company volunteers at C.R. Rangnathan School



Awareness sessions in Gomewadi Sangali Schools

