

Seva Sahayog Foundation

Project - Urmi (All About Menstruation)

Quarterly report – October to December'25

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 **333556 sanitary napkins** & **1280 Reusable cloth napkins** were distributed to girls through yearly hygiene kits and monthly kits during the months of October to December'25.
- A total of **3064 Yearly Urmi Hygiene kits** were distributed during October, November & December'25 to adolescent girls & women with the support of different CSR companies.
- **50 awareness sessions** were conducted during October, November & December 2026. A total of **2741 girls and women**, along with **168 boys**, 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.
- For the first time, Urmi conducted awareness sessions for school girls in Hyderabad and received a very good response from both the girls and teachers.

- Volunteers from TSYS Company participated in the awareness session and distribution activities.
- The Red Dot Bag activity was conducted at the Yerwada office premises of HSBC Company, Western Union Company & Balewadi Office premises of Cummins India Company.
- Around 13 students from Fergusson College participated in making and packing yearly hygiene kits for dispatch to schools in Hyderabad. Also, in December, 8 interns from Fergusson, Garware and Cummins College completed a 15 days' internship with Urmi.
- Uterus models were prepared with the help of interns to help students understand scientific information about menstruation in a simple and effective way.
- For the first time, Urmi conducted a 3-day residential ToT (Training of Trainers) program for women from the Chalisgaon cluster.

Distribution of Sanitary Napkins:

In October, November & December, 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
October	11656	42
November	126340	1064
December	195560	174
Total	333556	1280

Girls Awareness Sessions:

Date of Activity	Vasti / School	Awareness session attended by	Attendees
08-October to 23- December 2025	50 awareness session conducted for female beneficiaries across 9 KVP Abhyasika and 23 schools in and around Pune and with support of 2 different Ngo's	<ul style="list-style-type: none"> • 7th class girls to Junior college students • KVP beneficiaries of Seva Sahayog • Women Beneficiaries of FPA & Srujan Mahila Shakti Sanstha 	2741

❖ **Boys Awareness Sessions:**

Date of Activity	Vasti Name / School Name	Awareness session attended by	Attendees
18-November to 11 - December 2025	3 awareness session conducted for male beneficiaries across 3 schools.	8th class to 10th class boys and teachers	168

Details of Other Activities:

Date of Activity	Activity	Attended By	Remark
06-Oct-25 To 10-Oct-25	Red Dot Bag activity	HSBC company employees, Yerwada Business bay.	<p>Under the Urmi Project, a Red Dot Bag making activity was conducted for the employees of HSBC Company from 6th to 10th October. This activity helped create awareness about proper sanitary waste disposal among both the community and the volunteers.</p> <p>A total of 270 volunteers participated in the activity, and around 6,644 Red Dot Bags were made. Some volunteers also prepared the bags at home with the help of their family members, including spouses and children. This not only helped normalize discussions around menstrual hygiene but also created awareness among family members about the importance of proper sanitary waste disposal.</p> <p>An introduction about Seva Sahayog and the Urmi Project was also shared during the activity for the new volunteers.</p>
09-Oct-25	Red Dot Bag activity	Western Union company employees, Yerwada Business bay.	<p>Under the Urmi Project, a Red Dot Bag making activity was conducted for the employees of Western Union Company.</p> <p>This activity helped create awareness about proper sanitary waste disposal among both the community and the volunteers. More than 100 volunteers came together and participated in making Red Dot Bags, and around 1,324 bags were made during the activity.</p> <p>An introduction about Seva Sahayog and the Urmi Project was also shared with the participants.</p> <p>Although the session was mainly planned for company employees as part of an engagement activity, the security and support staff also joined in. The Red Dot Bag activity clearly showed that menstruation and related topics are natural and nothing to be ashamed of.</p>

10-Oct- 25	Urmi Hygiene kit assembly	Ferguson college Male & female students	<p>Ferguson College students participated in the activity of assembling Urmi hygiene kits. A total of 635 kits were assembled during this activity, and these kits were later dispatched to schools in Hyderabad. Each kit included sanitary napkins, an information booklet, and Red Dot Bags.</p> <p>Through this activity, students learned about the Urmi project and gained a better understanding of the topic. It also helped to break the taboo around the subject.</p>
25-Nov-25 & 26-Nov-25	Red Dot Bag activity	HSBC company employees, Yerwada Business bay.	<p>Under the Urmi Project, a Red Dot Bag making activity was conducted for the employees of HSBC Company on 25th & 26th November in thire office premises. A total of 39 volunteers participated in the activity, and around 720 Red Dot Bags were made.</p> <p>An introduction about Seva Sahayog and the Urmi Project was also shared during the activity for the new volunteers.</p>
27th-Nov-25 & 28th-Nov-25	Red Dot Bag activity	Cummins India company employees, Balewadi.	<p>Under the Urmi Project, a Red Dot Bag making activity was conducted for the employees of Cummins India Company.</p> <p>This activity helped create awareness about proper sanitary waste disposal among both the community and the volunteers. 54 volunteers came together and participated in making Red Dot Bags, and around 1,391 bags were made during the activity.</p> <p>An introduction about Seva Sahayog and the Urmi Project was also shared with the participants.</p>

Detailed Information about Train the trainer (ToT) Program:

Date of Activity	Activity	Session Topics / activities covered during the training	Sessions facilitated By	Participants
17-Dec-25	Train the Trainer Session Day 1	Conceptual Understanding and Knowledge Building	Gouri Pendse, Sonali Ghatpande, Vaishali Kanaskar	5 from Chalisgaon and 1 from Pune
18-Dec-25	Train the Trainer Session Day 2	Addressing Myths and Training Skills	Gouri Pendse, Sonali Ghatpande, Pranjali Inamdar, Virendra Kelkar	
19-Dec-25	Train the Trainer Session Day 3	Practical Application and Feedback	Gouri Pendse	

Day 1: Conceptual Understanding and Knowledge Building

- The first day of the training began with a prayer, followed by an introduction to Seva Sahayog and the Urmi Project by Urmi volunteers Sonali Ghatpande and Gouri Pendse.
- This was followed by a session conducted by Gouri Pendse on the need for menstrual awareness sessions, the target groups for these sessions, and the importance of proper training to effectively conduct menstrual health awareness programs.
- An interactive group discussion activity was conducted to help participants overcome hesitation and feel more comfortable discussing sensitive topics. Participants were divided into groups and given topics based on personal experiences related to menstruation.
- Another activity involved giving chits to participants and asking them to write one word that comes to their mind when they hear periods or menstruation.
- These activities were facilitated by volunteer Gouri Pendse with support from trainer Pranjali Inamdar.
- A detailed scientific session on menstrual health and hygiene was conducted by Trainer Vaishali Kanaskar, providing participants with accurate and in-depth information.
- The day concluded with a detailed session on menstrual health and hygiene, highlighting the importance of healthy practices for overall well-being.

Day 2: Addressing Myths and Training Skills

- The second day began with a prayer, followed by a session on how to conduct awareness sessions in a simple and effective manner. This session focused on using simple language and content delivery and was facilitated by Urmi volunteer Sonali Ghatpande.
- Participants then took part in an interactive session on common misconceptions and myths related to menstruation. They shared region specific beliefs and misconceptions from their communities. This session was conducted by Trainer Pranjali Inamdar.
- A menstruation awareness session specially designed for boys was conducted by Virendra Ji Kelkar. This session emphasized the important role of boys and men in creating a supportive, informed, and respectful environment around menstrual health.
- Information about different menstrual products and their use was shared by Deepti Bogam
- An interactive learning activity using a snakes and ladders game was conducted to demonstrate child friendly and engaging teaching methods.
- The day concluded with sessions on hygiene, nutrition, physical exercise, menstrual myths and misconceptions, and menstruation related educational games.

Day 3: Practical Application and Feedback

- The third day focused on practical learning. Participants conducted demo sessions to demonstrate their understanding of the content and their facilitation skills. These sessions helped build confidence and practical experience.
- Guidance was provided on session preparation, do's and don'ts for trainers, hygiene kit information and the importance of pre- and post-assessment forms to measure impact.
- Participants shared their feedback on the three-day training program. Certificate were distributed to all participants who successfully participated in the training.

Special Focus: Tot for Chalisgaon Women

A key highlight of the program was the participation of women from Chalisgaon. For most of them, this was their first experience of traveling to Pune and staying away from home

for training. Initially, many participants were shy and hesitant to speak, and some felt nervous due to their first visit to a metropolitan city.

As the training progressed, a noticeable positive change was observed. Participants became more confident, actively asked questions, shared personal experiences, and participated enthusiastically in group discussions and activities.

The training covered the following key areas:

- Basic understanding of menstruation and physical changes during adolescence
- Importance of menstrual hygiene and healthy practices
- Effective communication of sensitive topics with girls and women
- Practical guidance on planning and conducting Urmi awareness sessions

Conclusion

The Urmi Tot program successfully enhanced participants' knowledge, confidence, and facilitation skills. The women trained through this program are now better prepared to conduct awareness sessions in their communities and act as community trainers and ambassadors for menstrual health awareness.

This initiative strongly aligns with CSR objectives by creating sustainable impact through capacity building, empowerment of women, and community level awareness.

Details about Sessions:

- **Awareness sessions for KVP Girls:** A menstrual health and hygiene session was conducted for adolescent girls of the Kishori Vikas Prakalp in Pune abyasika's. Some of the girls' mothers also attended the session. Urmi trainer Vaishali Kanaskar, Pranjali Inamdar & Deepti Bogam shared detailed scientific information on various topics related to menstruation, such as hygiene practices, nutrition, the importance of exercise, proper disposal of sanitary napkins, and common myths about menstruation. The participants listened carefully, took part actively, and answered questions during the session. Information about Red Dot Bags was also shared to encourage responsible disposal practices. After explaining the importance of Nutrition, we distributed the Peanut and jaggery chikki to the participants.
- **Awareness sessions for school girls:** The menstrual health & hygiene session was conducted for adolescent girls from rural and urban schools of Pune, Hyderabad & Chalisgaon. Urmi trainer Gouri Pendse, Vaishali Kanaskar, Pranjali Inamdar 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. Mindtickle company employees also participated in some 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 Dehene and Rajgurunagar. The sessions were conducted by Urmi trainer Pranjali Inamdar, 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.

The girls actively participated in the sessions and confidently asked and answered questions. To encourage safe and responsible disposal, information about the use of Red Dot Bags was also shared. After explaining the importance of good nutrition, peanut and jaggery chikki was distributed to all participants.

- **Awareness sessions for school girls of Hyderabad:** Awareness sessions on menstrual health and hygiene were conducted in Zilla Parishad schools in Hyderabad. A total of five awareness sessions were held in three schools, reaching more than 465 girls and their teachers. The school principals made sure that at least two teachers were present in every session, so that the information could also reach girls who were absent. For all these sessions, our Hyderabad volunteer Smita Kunden & Vandana Munigaru supported us. During the sessions, we explained the content in Hindi and English, and Vandana Tai explained the same in Telugu. This made the sessions very interactive and helped us connect well with the girls. One important thing we noticed is that girls are the same everywhere. Their curiosity, questions, and a little shyness are common in all places. Still, the girls listened carefully, participated actively, and asked their questions openly. Vandana Tai also answered their questions using local examples in Telugu, which helped the girls understand better. The girls also felt very happy knowing that someone had come all the way from Pune just to talk and spend time with them. Support for these sessions and for distributing hygiene kits was provided by CDK Global. The NGO MI Secunderabad helped us reach these schools, and their representatives were present during both sessions.
We received a very positive response from the school principals, teachers, and students. Overall, the entire visit and the sessions were successful.
- **Awareness sessions for Boys:** Urmi Volunteer Gauri Pendse conducted sessions for boys on the topic of scientific information about menstruation. The main objective of this 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.

Feedback from Session attendee, school teachers & Red Dot Bag Activity participant:

- **WEP Women Beneficiary:** Namaste, today we were all invited to attend an information session on menstruation. Initially, I was not interested and didn't plan to attend because I thought I already knew everything about periods, they have been a part of our lives for the past 20 to 25 years. I wondered what new information they could give us. But they said every single woman will learn at least one new thing from this session, the session would be worth it and that's exactly what happened. I learned many new things from this session. Thank you, Gouri Tai. As women, we do everything for our families but not a single thing for ourselves. We need to take care of ourselves, not just focus on our work. Thank you, Global Payments, for organizing this wonderful session for us. I can't express it in words, but I am truly very thankful.
- My name is **Sheetal Vishal Shelar**, and I work as a Senior Security Head Guard. I really liked this activity. You all are doing a great job by taking care of women's hygiene. I will also teach this to my daughter and tell her to share this information in her school and with her friends so that more people become aware, like a chain of awareness. My male colleagues were also with me. At first, they didn't know what these bags were made for. When I explained it to them, they felt a bit shy, and their excitement to make the bags went down. Then I told them, "There are

women in every home, your mother, sister, or wife so you can also share this with them.” After that, they understood the importance of this method of disposal. This way of disposal is also helpful for waste pickers. I really liked this activity.

- **Siddhi Nikhod (Kasturba Gandhi Vasahat, Aundh KVP Abhyasika):** Namaskar, my name is Siddhi Nikhod. Today, Vaishali Tai from Seva Sahayog Foundation URMI Project came to our abhyasika. She took an amazing awareness session on the topic of menstruation. It is a sensitive topic on which people don't talk freely at home. Many girls feel uneducated or have a lack of information, but Vaishali Tai talked with us very freely on this topic, so now I feel that I can talk freely about this topic at home. Many people have so many myths and taboos about this, but I feel this process is very pure, that through this process one woman can create another new life. Today, I got to know about all this and this session was very detailed. So many young girls also listened to this session and they got to know very well. We didn't get this information from schools and colleges. This type of detailed information no one can get by spending money. Today we got hygiene kits also. We belong to a vasti area, so our parents can't afford expensive sanitary napkins. Thank you, DWS Company and Seva Sahayog, for all the information and hygiene kits.
- **Deepti Madyapatne (Teacher at Lokmanya Tilak Vidyalaya, Wakad):** My name is Deepti Madhyapatne. I am a science teacher at Lokmanya Tilak Vidyalaya. Tai gave us information about menstruation very confidently, and her personality is so energetic that we understood each and every thing explained by Tai. Our girls listened to the session from the bottom of their hearts. It was a part of their education, and Tai also explained myths and taboos using scientific information. This generation will definitely educate the upcoming generation in the future. Tai told us not to panic when menstruation starts and also explained how to take care of hygiene during those days and how to dispose of sanitary napkins, so that we can prevent pollution. Everything in the session was scientific. I also focused on the information that Tai was telling. One teacher should be like this, who makes students confident and clears every doubt.
- **Rupa Ganesh Kunjir (Priyadarshani Shikshan Sanstha 9th A):** I am studying in 9th class. Today, with the support of Mindtickle company, this session was organised for us. Thank you so much for that. From this session, we received very good information—like whether the blood coming out from our uterus is pure or impure, why we use red-dot bags, how to maintain hygiene, and many important facts about periods. We learned many new things. When such sessions happen again, it helps us remember these points and avoid believing in false things. Thank you once again for this session.
- **Mrs. Suvarana Bhalerao (Janata Highschool School Teacher) :** Today, an awareness session under the Urmi Project of Seva Sahayog Foundation was conducted at Janata High School by Vaishalitai. She shared very useful and clear information about menstruation. New and latest menstrual products were also shown and explained during the session. Many myths and doubts in the minds of the girls were cleared. The questionnaire prepared for the session was very helpful, and the girls learned a lot through it.
I would also like to thank CDK Global for supporting and helping to organize such an important and informative programme in our school. Thank you.
- **Anand Vidya Niketan School Teacher:** When we first saw the banner, many of us felt curious and a little confused. We were not sure if this session was meant for us. But when we read that it was an Awareness Session for Boys, we clearly understood the purpose. At the beginning of the session, madam explained that our society is made up of 50% males and 50% females, so awareness is everyone's responsibility. This knowledge is important not only for girls but also for boys. Through this session, our students received very useful and correct information.

They will use this knowledge in the right way and also share it with their mothers and sisters. We are very thankful to Gouri Tai Pendse and the team from Anand Vidya Niketan School for conducting such a meaningful and informative session.

- **Dhanashree Baban Thokal (Sy.B.com Students- Government Hostel Dehene):** Today, tai gave us important information about menstruation. She explained what food we should eat and why we should avoid junk food. We are happy that in our hostel we get good and healthy food. We also learned that the blood during periods is not impure; it is natural and clean. Tai told us the importance of doing exercise every day. She also taught us how to dispose of sanitary pads in a proper and safe way. This session was very useful and helped us understand menstruation better.

- **Shrutika Jagdale (Dehene Government Hostel Superintendent):** Under the Urmi Project, Pranjali tai came from Pune and shared very useful information with us. Many of the things she explained were new to me, and I did not know about them earlier.

We learned that periods are a very important part of our life, but we usually have limited information and many misconceptions about them. Tai explained the full process of menstruation and the exact changes that happen in our body. I already knew about physical and emotional changes, but today I understood that intellectual changes also happen during this time. We experience all these changes, but we never really think about them.

The change should start from ourselves. Many beliefs are passed on to us by our mothers and grandmothers, and we follow them without questioning. Even if we know some of these beliefs are not correct, we still follow them. Now we understand that instead of arguing, we should first change ourselves. We can also share this information calmly with our mothers and grandmothers. If they do not understand, we should not argue.

We can surely share this knowledge with our sisters, friends, and classmates. All students understood this session in a very simple way, and we should pass this information to friends who were absent today and to our sisters at home.

We can give a return gift by saying thank you and by bringing positive change in ourselves. We are also thankful to Seva Sahayog and HSBC for providing the kits and for supporting this program.

Glimpse of Sessions:



Red Dot Bag Activity at HSBC Company



Red Dot Bag Activity at Western Union Company



Awareness Session for WEP Women's



Awareness session for KVP girls



Awareness session at Nehru Nagar Hyderabad School



3 Day residential Train the Trainer programme for Chalisgaon women's