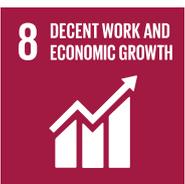
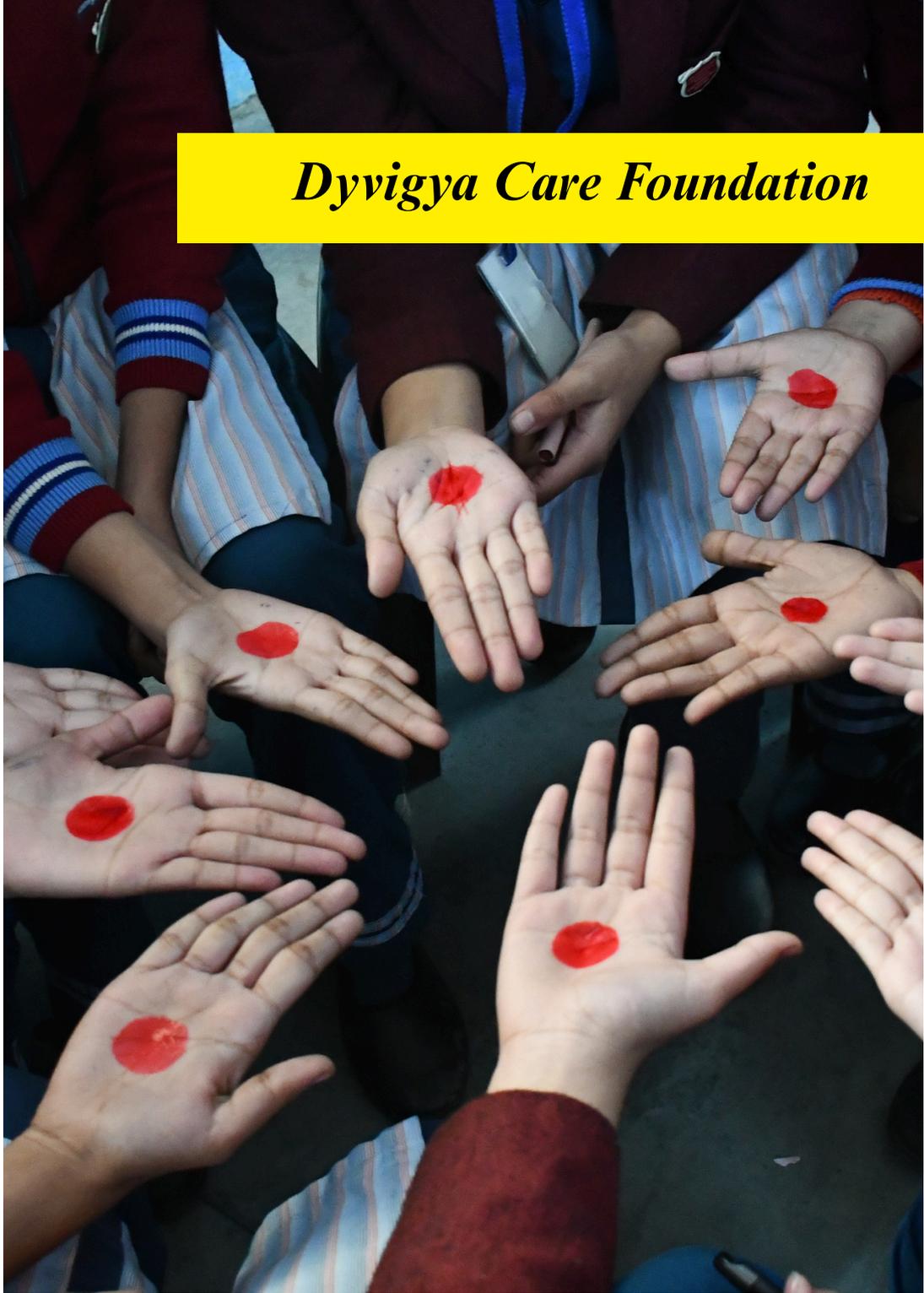




*Dyvigya Care Foundation*



7-Year Initiatives Report

# PROJECT MENSTRUATION

From Year 2018-2025



# CONTENTS:

• Founder's Profile	3
• Founder's Note	4
• About Us	5
• Mission & Vision	6
• Overview	7
• SDGs	8
• Why Project Menstruation?	9
• Project Objectives	10
• Key Interventions	14
• Other Activities	27
• Overall Impact	35
• Recognition	37
• Partners & Stakeholders	42
• Contact & Legal Status	44



## FOUNDER'S PROFILE

**MRS NEENA GAURI JAIN**

Neena Gauri Jain is the Founder of Dyvigya Care Wellness Foundation and a grassroots social change-maker with over two decades of experience advancing women's empowerment and dignity. Her leadership has shaped the Foundation's menstrual equity work through a holistic approach that integrates awareness, access to menstrual products, infrastructure support, and community capacity-building.

Recognising menstruation as a critical health and equity issue, she has focused on breaking stigma, normalising conversations, and enabling sustained menstrual care for women and adolescent girls across diverse settings. Alongside this, she has spent over 12 years working in livelihood generation through skill development.

Her work has been recognised through 50+ national and state-level awards, including the Asia Pacific Excellence Award and multiple honours from Union and State Cabinet Ministers. A mother of four, she continues to lead Dyvigya Care Wellness Foundation with empathy, discipline, and strong execution capability.



# FOUNDER'S NOTE

**MRS NEENA GAURI JAIN**

Dear Readers,

Over the past seven years, Dyvigya Care Wellness Foundation's work on menstrual equity has focused on moving menstruation from silence to informed, dignified practice. Our efforts have centred on building awareness, improving access to menstrual products, strengthening supportive infrastructure, and enabling community capacity to ensure that menstruation does not become a barrier to education, health, or participation. Working across schools, communities, prisons, and rural settings, we have witnessed how lack of information and access continues to affect women and adolescent girls. These realities strengthened our commitment to sustained, community-rooted solutions rather than short-term interventions, particularly during periods of wider social and health uncertainty.

The progress reflected in this report is the result of collective effort. Partnerships with institutions, community organisations, government stakeholders, and the continued trust of our donors have enabled continuity and scale in our work. As we move forward, we remain committed to advancing menstrual equity as a foundational element of women's wellbeing and dignity.



# ABOUT US

Dyvigya Care Wellness Foundation (DYCWF) is a Uttar Pradesh-based organization, registered under Section 8 of the Company's Act, 2016. Founded with the vision to uplift marginalized communities and promote sustainable development, our organization has spent the past years working tirelessly toward creating lasting positive change in the lives of those in need. Our foundation was established with a core belief in the power of community-driven initiatives and the potential for transformation through education, health, skill development, and environmental sustainability.

From our early days, we have focused on building strong relationships with local communities, government bodies, and other stakeholders to implement meaningful projects that address key challenges such as poverty, gender inequality, lack of education, and access to basic amenities. We prioritize grassroots-level interventions that create long-term, scalable impact, empowering individuals and communities to thrive independently.

Our approach is rooted in compassion, collaboration, and a relentless drive to make a difference. Over the years, we have expanded our reach to multiple districts in Uttar Pradesh, providing vocational training, improving health and sanitation standards, promoting women's rights, and supporting the welfare of animals. We have also focused on environmental sustainability, championing eco-friendly solutions like waste-to-product initiatives and tree plantation programs.

As we continue to grow, our foundation remains committed to working hand-in-hand with local communities, government agencies, and like-minded organizations to implement projects that improve the quality of life for those who need it most. Our work is guided by the belief that true change happens when we empower individuals and create opportunities for growth and development at every level.



# VISION

To co-create a future rooted in dignity — where women lead, rural communities thrive, and nature and culture are restored together.



# MISSION

We work at the grassroots to empower women, girls, and underserved communities through menstrual health, livelihood creation, and rural innovation through bovine welfare. By promoting climate-conscious, culturally rooted, and self-sustaining practices, we address the interlinked challenges of poverty, gender inequality, and environmental degradation — not as saviours, but as collaborators in lasting, local change.



# OVERVIEW

Dyvigya Care Wellness Foundation (DYCWF) is a Uttar Pradesh-based organization, registered under Section 8 of the Company's Act, 2016. Founded with the vision to uplift marginalized communities and promote sustainable development, our organization has spent the past years working tirelessly toward creating lasting positive change in the lives of those in need. Our foundation was established with a core belief in the power of community-driven initiatives and the potential for transformation through education, health, skill development, and environmental sustainability.

From our early days, we have focused on building strong relationships with local communities, government bodies, and other stakeholders to implement meaningful projects that address key challenges such as poverty, gender inequality, lack of education, and access to basic amenities. We prioritize grassroots-level interventions that create long-term, scalable impact, empowering individuals and communities to thrive independently.

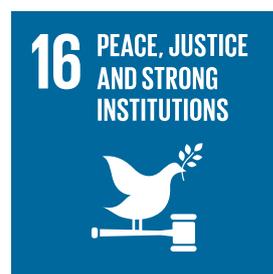
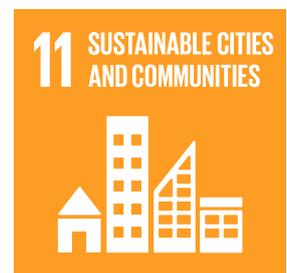
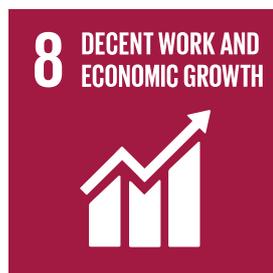
Our approach is rooted in compassion, collaboration, and a relentless drive to make a difference. Over the years, we have expanded our reach to multiple districts in Uttar Pradesh, providing vocational training, improving health and sanitation standards, promoting women's rights, and supporting the welfare of animals. We have also focused on environmental sustainability, championing eco-friendly solutions like waste-to-product initiatives and tree plantation programs.

As we continue to grow, our foundation remains committed to working hand-in-hand with local communities, government agencies, and like-minded organizations to implement projects that improve the quality of life for those who need it most. Our work is guided by the belief that true change happens when we empower individuals and create opportunities for growth and development at every level.



# SUSTAINABLE DEVELOPMENT GOALS (SDGS)

## Alignment with DYCWF Activities



# WHY PROJECT MENSTRUATION?

“My mother will scold me if I come to school in those days, it is not a good thing.”

“We have old clothes in our home, who will give us so much money to use a Pad and then throw it in a few hours?”

“Even as a teacher, when I have no answers, how will they have?”

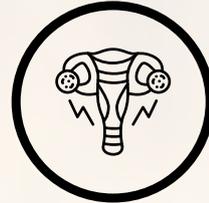
“They are namesake toilets, no water, doors that don’t lock, what will I do if it leaks in school? Boys will also tease me.”

“No one comes to visit us in prison, I only have these two suits, ... I sit here (on the drain) and wash multiple times during periods.”

**Period poverty is real. period.**

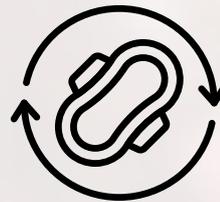


# PROJECT OBJECTIVES



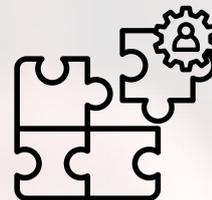
## MENSTRUAL EDUCATION

To bridge awareness gaps & capacity deficits



## MENSTRUAL ACCESS

To improve sanitary infrastructure & sanitary product availability gaps



## GOVERNANCE GAP

To bridge the inefficiency in existing government systems



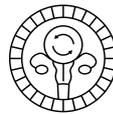
# EDUCATION:

## Awareness Gaps & Capacity Deficits (Addresses SDG 4: Quality Education | Beti Bachao Beti Padhao | Menstrual Hygiene Scheme)



### Enhance Menstrual Health Education in Schools & Communities

To bridge the critical knowledge gap by integrating age-appropriate, scientifically accurate, and culturally sensitive menstrual health education into school and community learning systems.



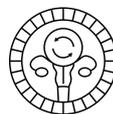
### Develop and Disseminate Menstrual Health Curriculum

To supplement the absence of dedicated menstrual health chapters in textbooks by developing and distributing creative, vernacular, and visual menstrual hygiene modules for adolescents.



### Train Teachers and Peer Educators for Menstrual Literacy

To address the inefficiency of frontline educators and empower them with content, tools, and confidence to lead menstrual hygiene education, particularly where government training has not been implemented effectively.



### Promote Gender Sensitization & Behavioral Change

To normalize menstruation in schools and public discourse through campaigns like the Red Dot Challenge, encouraging boys, families, and communities to support menstrual dignity.



# ACCESS:

## Infrastructure & Product Availability Gaps

Addresses SDGs 3, 5 & 6 | Menstrual Hygiene Scheme | Mission Shakti | Swachh Bharat Abhiyan



### Improve WASH Infrastructure for Menstruators in Public Institutions

To ensure clean, private, and functional toilets with water, soap, and disposal mechanisms in schools, hostels, prisons, and rural community spaces.



### Install Sanitary Pad Vending Machines and Incinerators in Schools

To enable timely access to sanitary pads and environmentally safe disposal methods within educational and public institutions, reducing dropout rates and absenteeism.



### Facilitate Access to Affordable and Sustainable Menstrual Products

To increase accessibility to high-quality sanitary products—biodegradable where possible—through pad donation drives, vending machines, and the setup of a manufacturing unit in Moradabad.



### Reduce Rural-Urban Inequity in Menstrual Hygiene Access

To ensure that girls and women in remote, tribal, and underserved areas are not excluded from menstrual hygiene resources due to geography, caste, or economic conditions.



# GOVERNANCE GAPS:

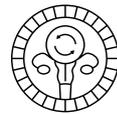
## Inefficiency in Existing Government Systems

(Addresses SDG 16: Strong Institutions | Strengthening Flagship Schemes | MWCD & MoHFW mandates)



### Strengthen Utilization of Government Funds & Schemes

To monitor and advocate for the proper use of existing menstrual hygiene funds and schemes under the Ministry of Health and Family Welfare, especially in Aspirational Districts and Blocks.



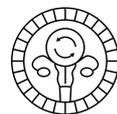
### Partner with Institutions for Systems Strengthening

To create sustainable models through MoUs and collaborations with district authorities, schools, jails, and public institutions for scaling menstrual health services and education.



### Build Capacity of Government Functionaries & Health Workers

To support and supplement the government's existing frameworks by training ASHAs, Anganwadi workers, and frontline officials in menstrual hygiene sensitization and outreach.



### Establish Community Monitoring & Feedback Systems

To introduce participatory monitoring tools that track menstrual hygiene outreach, product delivery, infrastructure maintenance, and redressal mechanisms—ensuring accountability.



# KEY INTERVENTIONS

Over the years

## 1. PROJECT AROHI

Project Arohi is a new holistic menstrual health initiative of DYC Foundation that uses games, activities and peer-led learning to normalize conversations around periods in schools and communities. It focuses on menstrual awareness, improving infrastructural access like vending machines and incinerators, and connecting women and adolescents to clinical care.

Under Arohi, Mahila Swasthya Melas provide free gynecological checkups and health education, creating safe spaces for women to seek help. Local functionaries such as ASHAs, Anganwadi workers, teachers, SHG leaders and students are trained as grassroots educators and peer leaders, ensuring sustained impact.

The project also supports installation and performance-based monitoring of sanitary pad vending machines and incinerators in schools and hostels to guarantee dignified access and safe disposal. Regular menstrual health sessions with girls, boys, and women strengthen knowledge, break taboos, and promote respectful, gender-inclusive dialogue on menstrual health.



# KEY INTERVENTIONS

Over the years

## IN EDUCATION



**2.** Menstrual Awareness Campaigns at schools, colleges, district prisons, villages, community centres, sub-urban areas, etc.



**3.** Red dot challenge



# KEY INTERVENTIONS

Over the years

**IN ACCESS**



- 4.** Establishment of a manufacturing unit for biodegradable sanitary pads in moradabad - 2020



- 5.** Mission 100 Life Altering Pads



# KEY INTERVENTIONS

Over the years

**IN ACCESS**



**6.** Sanitary Pads Donation drives at district prisons, railway stations, special shramik trains, villages, sub-urban communities, schools, colleges, etc.



**7.** Infrastructure Support in Schools: Vending Machines & Incinerators



# KEY INTERVENTIONS

Over the years

## IN GOVERNANCE GAPS



**8.** Creating Peer health educators & capacity building of government functionaries



**9.** Institutional Partnership for wider & larger impact



# MENSTRUAL AWARENESS CAMPAIGNS

*at schools, colleges, district prisons, villages, community centres, sub-urban areas, etc.*

Menstrual awareness has been a core component of the project’s work on menstrual equity. Over the years, informative sessions were conducted across schools, colleges, prisons, and rural communities to build foundational understanding of menstrual health and hygiene. The sessions engaged adolescents and adults, addressing both biological aspects of menstruation and the social stigma associated with it.

By creating safe and inclusive spaces for dialogue, the initiative aimed to reduce shame, correct misconceptions, and promote informed attitudes towards menstruation. To date, 5,200+ menstrual awareness workshops have been conducted, contributing to sustained awareness and sensitisation across diverse communities.



## RED DOT CHALLENGE

Launched by UNICEF India in 2020 ahead of International Menstrual Hygiene Day, the Red Dot Challenge is a visual social campaign designed to break menstrual taboos and normalise conversations around menstruation.

Using a simple yet powerful visual symbol, the campaign engaged women and girls across community spaces, schools, and digital platforms to normalise menstruation and reduce associated stigma.

By combining on-ground participation with digital engagement, the initiative created visibility and dialogue around menstrual health in everyday spaces. The campaign reached and impacted 5,500+ women, contributing to greater comfort, participation, and public conversation around menstruation.



# ESTABLISHMENT OF A MANUFACTURING UNIT

*for biodegradable sanitary pads in moradabad - 2020.*

As part of its menstrual equity interventions, the project supported the establishment of a local manufacturing unit for the production of biodegradable sanitary pads. The unit was set up to strengthen access to affordable and environmentally responsible menstrual products while creating livelihood opportunities for women at the local level.

The manufacturing unit enabled women to participate directly in the production and distribution process, fostering skill development, income generation, and economic agency. By anchoring production within the community, the initiative also reduced dependence on external supply chains and promoted sustainable, locally driven solutions for menstrual hygiene management.

This intervention contributed simultaneously to menstrual health access, women's livelihoods, and the adoption of eco-friendly practices.



## MISSION 100 LIFE-ALTERING PADS

Mission 100 Life-Altering Pads was designed to ensure sustained and dignified menstrual care for women by addressing both product access and hygiene awareness. Under this initiative, each woman was provided with a comprehensive menstrual care kit comprising 100 sanitary pads, two pairs of panties, sanitizers, and usage and hygiene manuals, sufficient to support menstrual needs for an entire year.

By combining material support with clear guidance on usage and menstrual hygiene practices, the initiative aimed to reduce dependence on unsafe alternatives and promote consistent, informed menstrual care. To date, 800+ women have been supported under Mission 100 Life-Altering Pads, strengthening year-round access to essential menstrual health resources.



# SANITARY PADS DONATION DRIVES

*at district prisons, railway stations, special shramik trains, villages, sub-urban communities, schools, colleges, etc.*

Sanitary pads donation drives were undertaken to improve access to safe menstrual products among women and girls across varied and high-need settings. Large-scale distribution was carried out at district prisons, banks, railway stations, special shramik trains, villages, sub-urban communities, as well as educational institutions, including schools and colleges.

Alongside distribution, the drives incorporated direct outreach to raise awareness on menstrual hygiene and safe usage practices. This ensured that access to products was complemented by basic information and sensitisation. Over the course of the initiative, 25,00,000+ organic sanitary pads were distributed, significantly strengthening access to menstrual hygiene resources across diverse geographies and populations.



## **INFRASTRUCTURE SUPPORT IN SCHOOLS:**

*at district prisons, railway stations, special shramik trains,  
villages, sub-urban communities, schools, colleges, etc.*

To strengthen menstrual hygiene management within educational settings, the project supported the installation of sanitary pad vending machines and incinerators in multiple rural and urban schools. This intervention aimed to ensure reliable access to menstrual products and safe disposal facilities within school premises.

By addressing both availability and disposal, the initiative helped create a more supportive and dignified environment for adolescent girls, reducing barriers to attendance and participation during menstruation. Through these infrastructure improvements, 25,000+ adolescent girls were reached, contributing to safer and more inclusive school environments.



# CREATING PEER HEALTH EDUCATORS

*and capacity building of government functionaries*

The Train-the-Trainer initiative focused on building local capacity to sustain menstrual health education at the grassroots level. Teachers, students, prison wardens, and women from local clubs were trained to deliver accurate, stigma-free information on menstrual health within their respective communities and institutions.

By equipping peer trainers with the knowledge and confidence to lead conversations on menstruation, the initiative enabled wider and more consistent outreach beyond direct program interventions. To date, 2,000+ peer trainers have been trained, strengthening community-led dissemination of menstrual health education and supporting long-term awareness and behavioural change.



# INSTITUTIONAL PARTNERSHIP

*for wider & larger impact*

Institutional partnerships played a key role in expanding the reach and effectiveness of the menstrual equity program. Collaborations with educational institutions, local authorities, community organisations, and other stakeholders enabled the project to deliver interventions at a wider scale and across diverse settings.

These partnerships supported the implementation of awareness sessions, training programs, distribution drives, and infrastructure interventions by facilitating access, coordination, and local alignment. By working within existing institutional systems, the initiative strengthened program delivery, improved outreach efficiency, and enabled sustained engagement for larger and more inclusive impact.



# OTHER ACTIVITIES OF THE YEAR 2018

- The foundation started seeding the idea of **menstrual health** as a **community concern**, not just a women's issue.
- **Partnered with community leaders** to break the silence around periods in village meetings.
- Dyvigya Care began **distributing sanitary pads** in semi-urban locations and began forming early networks with teachers and anganwadi workers.
- **Awareness sessions** were held in small colonies in partnership with Women Clubs & Organizations like Lioness Club, Rotary Club, Mitrakshi Club, Innerwheel Club, etc in Moradabad city.





# OTHER ACTIVITIES OF THE YEAR 2019

- **Small donation drives** and hygiene kit distributions were piloted in the rural Moradabad district.
- The Introduction of **Organic Sanitary Pads** gained momentum in field discussions.
- **Visits to schools** helped expand reach among middle school students.
- **Installed, Surveyed and tracked** pad availability and their disposal in few schools where we installed vending machines and incinerators.





# OTHER ACTIVITIES OF THE YEAR 2020

- Despite COVID-19 lockdowns, the foundation ran awareness efforts in colonies and **distributed pads to girls in containment zones.**
- **Online content and remote awareness sessions** began to fill the gap left by the inability to conduct large physical gatherings.
- Pads were also distributed in **prison and correction homes** amongst other basic utility goods.
- Continued with the **installation of vending machines and incinerators** in more schools, as well as with the adoption of girls under our **mission #100 life-altering pads.**





# OTHER ACTIVITIES OF THE YEAR 2021

- Several awareness posters and **social media drives** were launched to continue sensitizing the wider community.
- Continued with the **pad distribution in collaboration with Mahila Jain Samaj** supported over 120 girls across Moradabad, for one full year.
- Multiple volunteers and School teachers were **trained** by Dyvigya Care Wellness Foundation.
- **Hygiene workshops and Menstrual Awareness Campaigns** were organized in sub-urban localities in Moradabad, Uttar Pradesh.





# OTHER ACTIVITIES OF THE YEAR 2022

- Repeated visits to schools and **pad donation programs** continued in smaller batches.
- Individual efforts by Dyvigya Care **volunteers** were visible in slum colonies and among domestic workers.
- Menstrual taboos and shame were addressed through **storytelling workshops**
- More **Hygiene workshops and Menstrual Awareness Campaigns** were organized in sub-urban localities in Moradabad, Uttar Pradesh.





# OTHER ACTIVITIES OF THE YEAR 2023

- Repeated visits to schools and pad donation programs continued further in smaller batches, sometimes also led by volunteers.
- A feedback collection initiative from teachers and pad users was introduced.
- Women's groups in peri-urban areas began creating localized awareness plans supported by Dyvigya's training.
- More Hygiene workshops and Menstrual Awareness Campaigns were organized in sub-urban localities in Moradabad, Uttar Pradesh, in collaboration with local clubs and authorities.





# OTHER ACTIVITIES OF THE YEAR 2024

- Continued training of **Multiple volunteers and School teachers** by core members of Dyvigya Care Wellness Foundation
- **Sustainable disposal training** workshops were added.
- Continued **visits to schools and pad donation programs** continued further in smaller batches, sometimes also led by volunteers.
- New **pamphlets and flyers** were distributed in slum areas & sub-urban communities.





# OTHER ACTIVITIES OF THE YEAR 2025

- An updated **gamified, activity-based Curriculum** was developed for the 2025–2026 school outreach.
- **Interactions with Public health departments** were initiated to propose wider adoption of community-driven menstrual health models.
- Sampled the seed idea of **Period First Aid Kit** in a few schools of Moradabad, Uttar Pradesh
- Organized **menstrual awareness sessions** in multiple blocks of Vidisha district as part of **Swasthya Pakhwada initiative** of the government.
- Applied and Selected for the **National Incubation Program under Innovated.**





# OVERALL IMPACT &

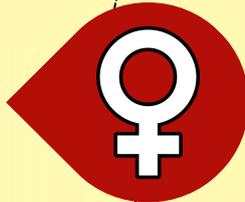
# BENEFICIARIES REACHED

Adolescent  
girls reached



**20,000+**

**5,500+**



Women  
reached

Female  
inmates  
reached



**550+**

**800+**



Girls and women  
supported under  
Mission 100 life-  
altering pads

Villages  
Reached



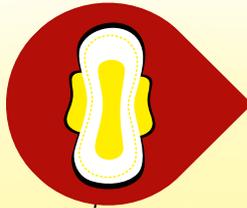
**250+**



# OVERALL IMPACT &

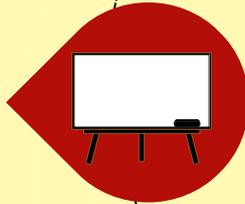
# BENEFICIARIES REACHED

Pads  
Donated



**25,00,000+**

**5,200+**



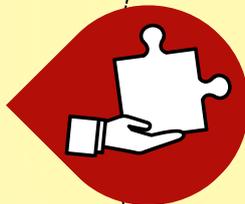
Awareness  
workshops  
Conducted

Schools got  
Infrastructure  
support



**250+**

**2,000+**



People trained  
to become peer  
educators.

Schools  
Reached



**400+**



# RECOGNITION



## DIGNITY AWARD-2020



## CORONA WARRIOR HONOUR CERTIFICATE

## RANI LAXMI BAI SAMMAN



# RECOGNITION



## BRILLIANT WOMAN ACHIEVER AWARD



## JAIN MILAN REGIONAL CONVENTION AWARD



## SOCIAL WELFARE AWARD, RUDRANSH SOCIETY



# RECOGNITION



## MISSION SHAKTI AWARD



## SOCIAL SERVICE & COMMUNITY UPLIFTMENT AWARD, AAP SABKI RASOI



## SHAKTI YODHA AWARD, MISSION SHAKTI



# RECOGNITION



**ASIA PACIFIC  
EXCELLENCE  
AWARD**



**WOMEN WELFARE  
& EMPOWERMENT  
AWARD, PARAG  
HUMAN  
FOUNDATION**



**ANNANTA  
UTTKRASHTA  
SAMMAN**



# RECOGNITION



## SOCIAL WORKER AWARD



## AWARD FOR WOMEN WELFARE & EMPOWERMENT



## AWARD FOR SOCIAL WORK



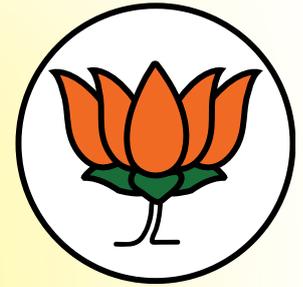
# PARTNERS & STAKEHOLDERS



Department of Women & Child Development, Moradabad, Rampur & Bareilly



District Jail Moradabad, Meerut, Rampur & Ghaziabad



BJP Mahil Morcha, Moradabad & Ghaziabad



एक कदम स्वच्छता की ओर  
Swachh Bharat Abhiyan



District Inspector of Schools, Moradabad



Mission Shakti, UP Govt



Office of Superintendent of Police, Moradabad



Office of Divisional Railway Manager, Moradabad



Nagar Nigam, Moradabad



# PARTNERS & STAKEHOLDERS



Prathama Bank,  
Moradabad



Jansankhya Samadhan  
Foundation



Mission Beti Bachao Beti  
Padhao, Central Govt, India



Jain Samaj,  
Moradabad



Innerwheel Club  
Central, Moradabad



Utthan Foundation,  
Modinagar



Rotary Club,  
Moradabad



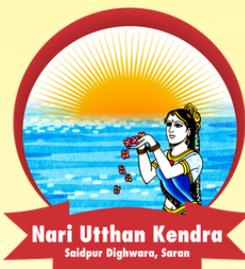
Lioness Club  
Naveen, Moradabad



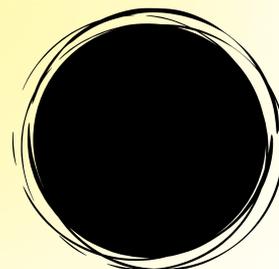
Yes Club,  
Moradabad



Parag Human  
Foundation



Nari Niketan,  
Moradabad



Mitrakshi Club,  
Moradabad



dyvigya care

## LEGAL STATUS OF THE FOUNDATION:

### 1. Incorporated and registered under Section 8 of the companies Act, 2013

- Name of the Establishment:- DYVIGYA CARE WELLNESS FOUNDATION
- CIN No.:- U85100UP2020NPL130586
- Date of Incorporation: 8th July, 2020
- PAN No.:- AAHCD8213G

### 2. Registered under 02-Sub clause (vi) of clause (ac) of sub-section (1) of section 12A of the Income tax Act, 1961:

- Unique Registration Number: AAHCD8213GE20213
- Date of provisional registration: 4th April, 2022

### 3. Registered under Clause (iv) of first proviso to sub-section (5) of section 80G of the Income tax Act, 1961:

- Unique Registration Number: AAHCD8213GF20229
- Date of provisional registration: 4th April, 2022

### 4. As issued by MCA:

CSR Registration Number: CSR00092863

### 5. NITI Aayog Registration are under process.

## CONTACT US AT:



+91 6360886525,  
+91 7310 842411



instagram.com/  
dyvigyacare\_foundation



facebook.in/dyvigyacare  
wellness foundation



www.dyvigyacare.org



office@dyvigyacare.org



Dyvigya Care  
Wellness Foundation