



 **Sakhi** 
supporting adolescence

Program

Brochure

JAN 2022



It was a regular Monday.
My whole class noticed a fresh blood
stain on my dress and made fun.

**I was clueless, shocked &
embarrassed!**

71%

of Indian girls are unaware of menstruation till they get their first period!

Contrary to popular belief, even the urban girls are only marginally better!

PROVIDE DEDICATED SUPPORT @ SCHOOL

ACTION
NEEDED

97%

asked for a dedicated teacher/group of senior girl students in schools to provide training and support to all girls during periods?

MEDICAL ISSUES FACED

Q: HAVE YOU FACED ANY MEDICAL ISSUES LIKE RASHES, ITCHING, FUNGAL INFECTIONS, REPRODUCTIVE TRACT INFECTION BECAUSE OF IMPROPER MENSTRUAL HYGIENE?

56%

said YES!

• More than half the girls report that they faced **medical issues** due to poor menstrual hygiene

HYGIENE
PRACTICES &
KNOWHOW

KNOWLEDGE LEVELS

Q: DO YOU THINK YOU HAVE ENOUGH KNOWLEDGE ABOUT MENSTRUATION AND PERSONAL HYGIENE YOU NEED TO MAINTAIN DURING YOUR PERIODS?

54%

said NO!

• More than half the urban girls think they **DON'T** have sufficient knowledge on menstruation and personal hygiene

HYGIENE
PRACTICES &
KNOWHOW

FIRST PERIOD EXPERIENCE

Q: DID THE FIRST PERIOD CAUSE YOU ANY KIND OF EMBARRASSMENT?

YES!

28% Felt embarrassed on getting the first period

• More than 1 out of every 4 girls reported **embarrassment** on getting the first period.

• They suffered the mental trauma of feeling **uneasy and vulnerable** on getting their first period.

SOCIAL
ACCEPTANCE
& READINESS

FACING TABOOS & RESTRICTIONS

Q: DID YOU EVER FACE ANY SOCIAL TABOOS OR DISCRIMINATION AT YOUR HOME ON ACCOUNT OF MENSTRUATION?

44%

said Yes !

• Social taboos and restrictions are **quite prevalent** in urban areas too.

• Almost half the girls face **taboos and social stigmas** associated with Menstruation.

SOCIAL
ACCEPTANCE
& READINESS

COMFORT WITH MALES

Q: WERE YOU COMFORTABLE REVEALING TO MALE FRIENDS ABOUT YOUR PERIODS?

NO!

68% Felt uneasy amongst male friends and were not ready to share their period status

• 2 out of 3 urban girls are **not comfortable** revealing to their male friends about their periods

• Girls strongly expressed **anger** about boys being excluded from getting trained on Menstruation

SOCIAL
ACCEPTANCE
& READINESS

PERIOD PREPAREDNESS

Q: DID YOU EVER GET INTO A SITUATION IN YOUR SCHOOL WHEN YOU DID NOT HAVE A SANITARY PAD AND GOT PERIODS UNEXPECTEDLY WHICH WORRIED YOU?

73%

said Yes !

• 3 out of 4 urban girls reported being in situations at school where they **unexpectedly had periods** and did not have sanitary pads which worried them

• Schools must have **support infrastructure** to help in such situations

ROLE OF
SCHOOL

PROVIDING MENSTRUATION EDUCATION

Q: DID YOUR SCHOOL PROVIDE MH EDUCATION ON A REGULAR BASIS?



• 36% of the urban schools **DO NOT** provide any MH Education

• Schools must take initiative to **make students aware** about menstrual hygiene.

ROLE OF
SCHOOL

It's time to bring Change!

“ With the alarming statistics and the negative impacts that come with menstruation-related issues, it is time we see this as the problem that it is and not just another topic of discussion. ”



If we consider menstruation-related issues as an identifiable health crisis, the questions are:

**WHY ARE WE NOT DOING ENOUGH?
WHO SHALL DO?**



Sakhi
supporting adolescence

Pinkishe Foundation's project **SAKHI** provides a solution to these questions.



Sakhi project is targeted at adding a large number of schoolteachers from across the national landscape to the Pinkishe Community and support them to become Certified Menstrual Educators (CMEs).

The CMEs will train and support the schoolgirls to ensure timely intervention and smooth transition of every girl child when she takes the “first step” of womanhood, i.e., the onset of menarche.

About **Sakhi**

SAKHI helps construct sustainable outreach & support infrastructure within schools to ensure every girl has proper knowledge about menstruation and support is readily available when needed.

97%*

*of schoolgirls
want their schools
to do better when
it comes to
providing
menstrual literacy
and support.*



Role of Schools

Schools are those safe spaces and temples of learning where young girls take their ‘first step’ of womanhood, i.e., the onset of menarche. There is a growing momentum worldwide to address the menstruation-related challenges adolescent girls face, especially in schools. It is now widely believed that schools should play a more proactive part in ensuring that girls are better prepared for menarche.

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MENARCHE

The first menstruation of girls is called menarche.

What age does a girl start menstruating?



Some girls start menstruating as early as age eight or nine, and some may not have their first period until a few years later. The average age of menarche is 12-13, but it varies depending on a girl's body; environmental factors, including socioeconomic conditions, nutrition, and access to preventive health care, may influence the timing and progression of when she begins to menstruate.

Why is it important

for girls to know about menstruation before their menarche?



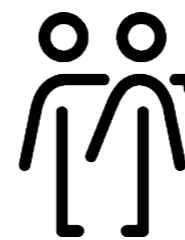
- + Girls who have not been told about this can be insecure, anxious, and scared when they start their first period.
- + It is also imperative that a girl knows what she needs to do when she starts menstruating, how she must maintain hygiene and how she must take care of herself.
- + She also needs to know about the various menstrual absorbent options available to her for making an informed choice and correct usage.
- + Parents or guardians must be prepared to handhold their daughter when she gets her first period.
- + Awareness of normal versus abnormal menstrual patterns helps early detection of potential health concerns.

A. Project Overview

“Sakhi is a zero-cost, sustainable menstrual literacy and support program for schools by Pinkishe Foundation.”



Sakhi is an large initiative targeted at schoolgirls to ensure their smooth transition when she takes the first step of womanhood, i.e., onset of their first period.



This program will help create awareness about menstrual issues among young teenage girls and boys, parents, and society as a whole. It is a program conceptualized for school principals, under the guidance and supervision of doctors and with support from Facebook.

Project Rationale

Menstrual issues are a significant problem in our country today. It is a subject that affects millions and millions of adolescent girls in India but isn't given the value that it should be.

Lack of support in the classroom leads to shame around the whole topic. A vast number of schoolgirls miss classes because they cannot afford sanitary products or privacy in schools. Centuries-old customs, tra-

Contrary to what may be a widespread belief that Menstrual issues might be limited to the rural areas, Urban Schools too are grossly under-prepared and poorly involved.

ditions, and associated taboos make matters far worse. Missing classes means lacking behind in schoolwork and learning. A staggering 15-20 million girls drop out of school due to menstruation-related issues every year in India. Due to a lack of education, these girls are caught on the back foot for the whole of their lives.

B. Project Objectives



Pinkishe approaches schools (nationwide) through its Project - SAKHI and aims to achieve the following key objectives.



FOR GIRLS

- Impart accurate education and awareness of menstruation at the right time.
- Support and groom young girls before the onset of menarche.
- Clarify any misinformation or any inaccurate information.
- Lay the groundwork for questions about socialising, sexuality, reproduction, etc.
- Demonstrate how to track periods on a calendar or on a smartphone app.
- Elevate the confidence of every girl who enters the menarche stage.



FOR GIRL'S PARENTS

- Prepare parents on how to support during the menarche phase.
- Improve treatment, support, and backing by girls' families when they get their periods and afterwards.
- Deliver on-time alerts should their daughters get abnormal periods enabling timely medical interventions



FOR SCHOOLS

- Help build an in-house team of volunteer trainers and support

ecosystem to assist girls with menstrual needs.

- Encourage schools to actively fulfill their responsibility towards the wellbeing of their girls
- Motivate schools to participate and play important role in ending an age old problem



FOR BOYS (MEN)

- Educate to understand and appreciate the menstrual process better
- Educate to be more sensitive and supportive of the opposite gender leading to a more just and equal society.



FOR SOCIETY

- eradicate the problems associated with menstruation.
- create means to see menstruation as healthy and positive and not shameful and dirty.
- provide reassurance and highlight a positive attitude about menstruating.
- bust the associated taboos



FOR NATION

- get access to authenticated and wide data on menstrual and reproductive health matters
- have healthier and more work-force-ready women population

C. Project Methodology

A. SCHOOL PARTNERSHIPS

- Pinkishe will initially partner with progressive schools from urban, rural (rural-urban) and rural geographies from across the nation to sign up for the program.
- Each school shall motivate, encourage, and nominate a few willing teachers to be trained and certified as Certified Menstrual Educators (CMEs).

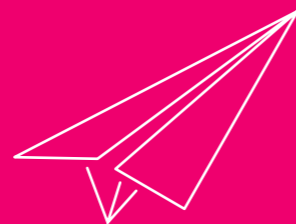
B. CREATING MENSTRUAL EDUCATORS

- The candidate schoolteachers will be added to the specially constructed Facebook Community managed by Pinkishe Foundation. Candidate teachers will be able to access learning resources, mentoring support and network with other teachers to learn and share.
- The candidate teachers will undergo specially curated free menstrual health and hygiene 'train the train'



program conducted by expert master trainers of Pinkishe Foundation.

- The candidate teachers who will pass the qualifying tests will be awarded as 'Certified Menstrual Educator'.
- Overtime, a large community of Certified Menstrual Educators (CMEs) will be



created from different geographies.

C. CME ROLE

- The CHEs (Certified Menstrual Hygiene Educators) will train all the girls of menstruating age (typically girls of age 9 years and above) in the school. Hence, the girls will be aware and have complete knowledge about menstruation before menarche.

D. INVOLVING PARENTS

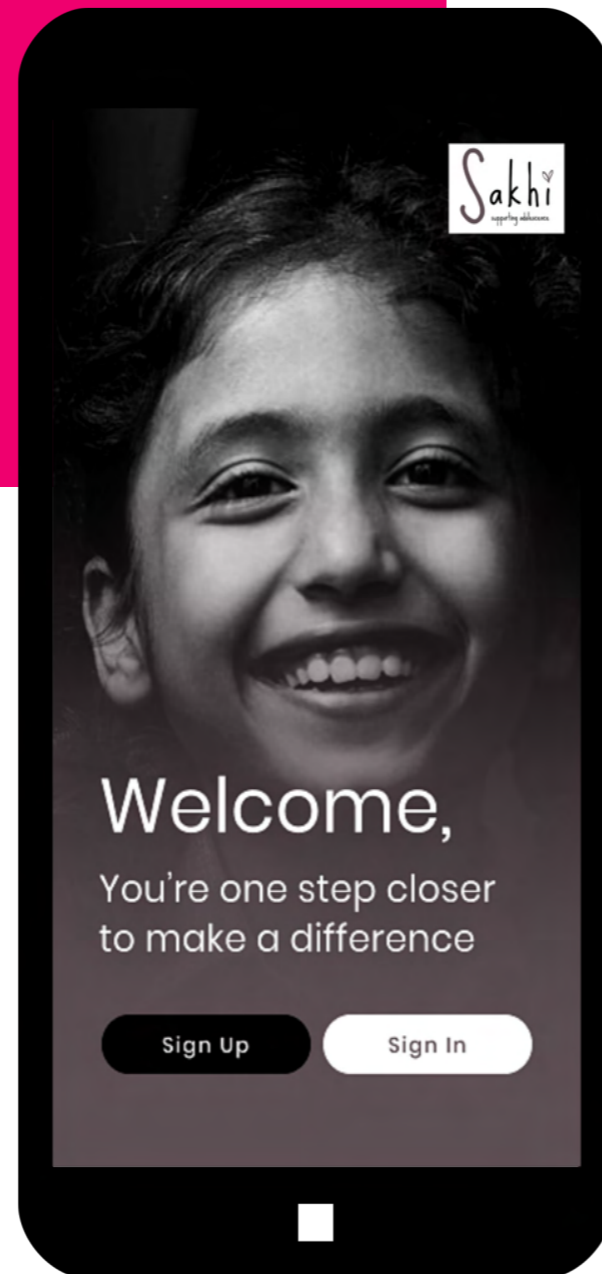
- The girls and their parents will be invited to join another Facebook community and benefit from discussions and resources and participate as volunteers to support other girls.
- They will be introduced to the Sakhi App and advised how it can track their daughter's periods and make her early menstrual journey a lot better.



Project is envisaged as a self-regulating, self-propagating model, which after the initial implementation and piloting, will start to grow on its own and manage most of its fund need itself. Only limited external effort will be required.

D. Key Enablers

A. Sakhi Mobile App



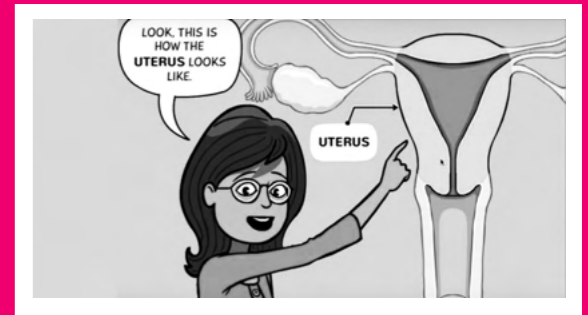
- App for both iOS & Android platforms including tablets
- Multilingual – all major Indian Languages
- **Initial Feature Set**
 - ◇ School Registration
 - ◇ Teachers Registration
 - ◇ Test Bed
 - ◇ Automatic Certification
 - ◇ Scheduling School Training
 - ◇ Upload participant data
 - ◇ Parents invitation
- **Future Feature Set**
 - ◇ Period tracker – Girls will be able to and prompted to track their periods using the app.
 - ◇ Period & Health Tips (example – nutrition, what to eat and drink and what not to, managing hygiene, health risk, how to stay clean, etc.)
 - ◇ Knowledge resources including e-learning
 - ◇ Alerts to parents
 - ◇ Automated reminders
 - ◇ Automated warnings in case of delays etc.
 - ◇ Periodic Health Surveys
 - ◇ Reports and analytics

“User interface is the process of shifting from chaotic complexity to elegant simplicity”

“The goal is to turn data into information and information into insight...and then drive action!”

B. Sakhi Educative Booklet

- Design & publish a multi-lingual booklet - a Comic book format with complete knowledge of menstrual hygiene management.
- Children are fascinated by books with pictures and engaging visuals, so it is natural for them to be drawn to a comic book format. It is also easy for children to understand these visual clues and retain them longer.
- The booklet will have chapters on
 - ◇ Puberty and adolescence
 - ◇ Female reproductive system
 - ◇ Menstruation & Menstrual hygiene
 - ◇ Menstrual absorbents options
 - ◇ Common problems and solutions
 - ◇ Food and exercises, etc.



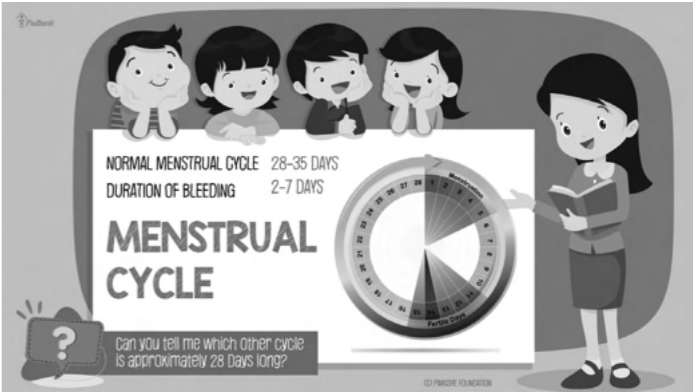
C. Train the trainer Program

- ◇ This program is targeted at volunteer teachers and non-teachers as well.
- ◇ This Training Programme is meant to help create a large number of Certified Menstrual Educators to train on the subject of menstruation.
- ◇ It is meant to ensure consistency of knowledge and course delivery excellence while creating a large force of certified trainers
- ◇ 'Train the Trainer' Videos will be recorded in multiple languages and hosted on a platform.
- ◇ Campaigns will be run to get schools, teachers and common women to enrol for the course, take online training, and clear the assessment to get certified.
- ◇ Certification of trainers will be based on a simple yet robust process, including test scores, mentored training session, you-do-I-watch training session and feedback from the actual training session
- ◇ Trainers will be made available to schools on a no-cost basis.
- ◇ The training in schools will be conducted on a face-to-face basis or online as per convenience.





This Training Programme is specially prepared program under the guidance of **experienced educators** and the Society of Menstrual Disorders and Hygiene Management (**SMDHM**) and created in a way that makes for very interesting and fun learning for children



Training Course

What's in it for Schools?

- Recognition Certificate for the school
- Recognition certificate for the principal
- Better brand image
- An opportunity to be seen and recognized as a pathbreaking leader
- Invitation to panel discussions
- Media Coverage
- Social Media Highlights
- Awards & recognitions for the best schools and school principals
- Opportunity to be invited on the advisory panel of Pinkishe Foundation
- Better engagement with students' parents



What's in it for Teachers?

- New certified skill
- Awards and rewards
- Media coverages
- Social media highlights
- Membership to CME Community
- Opportunity to be invited on the advisory panel of Pinkishe Foundation
- Better engagement with students & their parents
- Enhanced future employment prospects
- Enhanced Respect
- Enhanced respect amongst peers





About Pinkishe Foundation

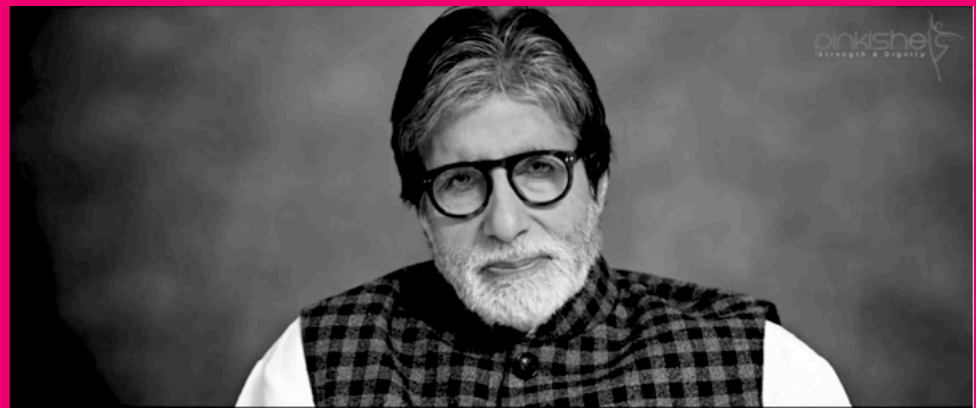
Established in 2017, Pinkishe Foundation is a national level, section 80G and 12A certified, 'All-women' Non-profit organization headquartered in Delhi.

Pinkishe is working towards normalizing menstruation, ending period poverty, and spreading menstrual literacy across India.

Pinkishe is a large community of women volunteers who go out to rural schools, villages, urban slums and other areas to spread awareness and literacy on menstrual health and hygiene.

Pinkishe has witnessed a growth from just 2 persons to an all-women community of 200,000+ women and 50+ branches across the length and breadth of India in just 18 months of inception. Pinkishe is one of the fastest-growing women organizations in the country.

Pinkishe has directly impacted more than 2 Million girls and women in the first 4 years of its inception.



Glimpses of Our Work



PROJECT Team

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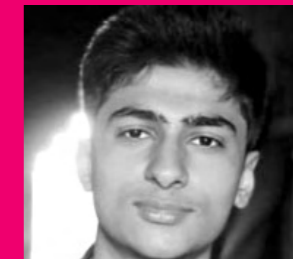
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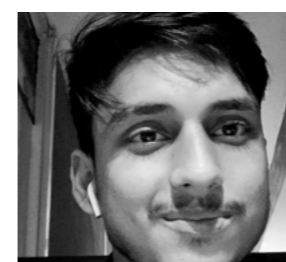
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**Register
Now**

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