

ANNUAL REPORT FY 2022-23



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Message from the Directors



With two individuals passionate and eager to create an impact, we started an organization with one co-founder in Germany and the other in India, working part-time to build an organization. We wanted to create a space that understands intersectional approaches and is people-centric. As environmentalists, we understood the urgent need of addressing social as well as environmental issues in order to achieve Environmental Justice.

Within months, we were able to build a small, yet reliable team of on-ground volunteers who believed in the cause. We were just starting out, exploring and

learning, networking and experimenting. Soon, we had a more dedicated team and we gradually started scaling our impact.

Beginning with a strong sense of passion, I did not really envision that our path would lead us this far. A journey that encountered numerous obstacles within a span of 3.5 years, including the global pandemic and the lockdown that followed, lasting almost 2 years, the journey has only taught us to be resilient and optimistic. Despite these challenges, we persevered and came through on the other side, and nothing can impede our progress now. I can confidently say that this is just the beginning.

We started small in the city of Pune but we will soon replicate our work in other cities across India. We are working toward sustainable projects that positively impact the challenges at hand while supporting local livelihood.

Ms. Radhika Dhingra

Co-Founder and Director

Badlaav Social Reform Foundation



The past year with Badlaav SRF has been full of learning, growth, and amazing impact. In three years of operation, Badlaav SRF has opened up a whole new realm of possibilities for creating impact.

When working with taboo subjects such as menstruation, pushback is not unexpected. However, we witnessed a major shift in mindset among the people we worked with, further solidifying our goals to eradicate period poverty and eliminate the stigma associated with menstruation not only in low-income communities but also society as a whole.

In the past three years, we learned a lot about working in slums and remote areas.

Realizing the need for an intrinsic motivation for real change to occur, Badlaav SRF moved from an organization-led approach to a community-led approach. Our new initiative of Community Mobilization embodies that each community knows itself best and only those who live in it are the ones who can create a lasting change. So far, its success has been a huge revelation to us of how the impact produced can be made sustainable.

We started as just two doers who wanted to see something happen. Through the years, I've had the opportunity to lead a team of outstanding individuals passionate about making the world a better place to live in. As we move forward and expand to other cities outside of Pune, such as Leh (Ladakh), it only remains to be seen how our team grows and transforms while impacting livelihoods and communities in India.

Rosalie Shrestha

Co-Founder and Assistant Director
Badlaav Social Reform Foundation

About Badlaav Social Reform Foundation

Badlaav Social Reform Foundation is a not-for-profit Non-Governmental Organization registered under Section 8 of the Companies Act in Pune, India. Since our inception in 2019, we have been developing and implementing projects that work for the betterment of the society through interactive educational seminars and training sessions and brought about measurable on-ground impact leading to profound behavioral changes in the society.

We strongly believe that Social Justice and Environmental Justice go hand-in-hand. Our primary focus is creating awareness among the youth and the younger generation and enabling them to be more environmentally and socially conscious and make better choices concerning today's burning issues such as the climate crisis and social taboos like menstruation. We aim to break the stigmas and barriers that restrain people from being able to speak and express themselves freely.

We truly believe that a sustainable world is only possible through empathy and inclusion when each individual is aware of their actions on the society and environment. This is what we strive towards through our flagship project – Project SAKSHAM.



About Project SAKSHAM

Project SAKSHAM stands for Safe Knowledge on Sexual Health and Menstruation.

Project SAKSHAM began in August 2020. Amidst the pandemic, we realized the need to manage menstrual waste – so we started the Project as a way to provide sustainable and reusable menstrual products to people from lower income backgrounds. Our aim at the beginning was to reach out to the waste pickers in Pune, Maharashtra (India). We wanted to provide a long-term solution to the problem of costly and environmentally degrading (normal) sanitary pads. A cloth pad can last for 3-5 years whereas a cup will last for at least 8-10 years. Our initiative would cut the costs of menstruating for waste pickers by at least 80%. We quickly realized that provision of sustainable period products alone was but a drop in the sea of problems surrounding Menstruation in the society. The majority of the women we interacted with did not understand the phenomenon of menstruation and the plethora of social taboos, misconceptions, and stigma that was prevalent everywhere was even more the norm in lower-income communities. That is when we realized the need for education and the power of informed choice.

There is no environmental justice without social justice, therefore Project SAKSHAM aims to tackle period poverty and the lack of education on menstrual health at the same time. Through interactive sessions around the female reproductive system, periods, and the period products as well as sustainable alternatives available, we educate the people on menstrual health management (MHM) and empower them to make an informed choice on what product they want to use to manage their periods.

As we progressed with our work, we realized that the lack of education is not just limited to menstruators from low-income communities, but the larger society as a whole. We expanded our work to schools, where we educate young students on the importance of MHM and also provided educational sessions on Comprehensive Sexuality Education to tackle the lack of reliable and safe knowledge for the youth on sexuality and sexual education.

Our New Initiatives this Year

Community Mobilization Model

Project SAKSHAM began as a collaborative initiative with like-minded organizations, aiming to extend period education sessions and sustainable menstrual product distribution to low-income communities. While this initial collaboration marked a significant step, it became apparent that sustained impact and access to sustainable period products were contingent upon our active involvement as an on-ground enabler. In light of this, Badlaav conducted multiple pilots through Project SAKSHAM, thus paving the way for a more sustainable and impactful initiative.

Realizing our aim to empower communities to become self-reliant, we introduced a Community Mobilization Model within Project SAKSHAM in August 2022. The Model involved the selection of interested participants, those who engaged with Badlaav during the pilot programme's awareness sessions. These participants, or 'Community Mobilizers' (CMs) then underwent comprehensive training to equip them to serve as peer educators. Thus, CMs help their own community break the stigma around menstruation by facilitating an understanding of diverse period products and offering access to sustainable alternatives at a heavily subsidized cost.



Presently, this Model is active in two communities in Pune and is managed by two CMs. Our CMs educate the residents of their respective communities

and serve as our PoCs. Within a year of having launched this model, Badlaav has positively engaged with and impacted 1,500+ people, with over 330+ cloth pads and 30+ menstrual cups purchased at subsidized rates.

Periods Pe Charcha

The taboos and misinformation around periods extend across all socio-economic backgrounds. Our team noticed that most people knew very little about periods due to lack of conversations and any formal education around this topic in schools.

In May 2022, Badlaav launched Periods Pe Charcha ("A Chat about Periods") aimed at creating a safe and inclusive environment for discussions around menstruation. We invite people from all walks of life to participate, share their personal experiences, and engage in mutual learning. To date, we have successfully organized six 'Charchas' that have attracted individuals of diverse ages and genders. These Charchas are characterized by their interactive, conversational, activity-based format, offering valuable insights and takeaways for our participants. Participants enthusiastically share and listen to others share their first period anecdotes, discuss their unique menstrual experiences, delve into the intricacies of reproductive biology, and explore various menstrual products.

Looking ahead, we have ambitious plans to expand the reach of Periods Pe Charcha, by collaborating with corporate entities and ushering in another dimension to our approach.



Our Impact

Our Impact in Numbers

5,100 people impacted | **2,967** cloth pads distributed | **41** menstrual cups distributed

338 tonnes of sanitary waste reduced | **139** tonnes of CO2 emissions reduced

Our Contribution to the SDGs



SDG 3: Premature mortality from non-communicable diseases reduced; universal access to sexual and reproductive health-care services; reduce deaths & illnesses from pollution & contamination.

Our awareness sessions on MHM lead to a reduction in the use of conventional sanitary napkins and being replaced by sustainable menstrual products.

SDG 4: Learners acquire knowledge & and skills needed to promote sustainable development.

We train community mobilisers to conduct MHM sessions in their respective communities, thus empowering them with the required knowledge and skills.

SDG 5: Universal access to SRHR.

We empower beneficiaries to make their own informed decisions regarding sexual relations, contraceptive use and reproductive health care.

SDG 6: Improved water quality; Increased local participation in water & sanitation management.

Increased use of sustainable menstrual products leads to reduction in pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.

SDG 11: Reduced environmental impact on cities.

Our awareness sessions on Pune's Red Dot Project (for proper disposal of sanitary napkins at the user's end) and increased use of sustainable menstrual products enables better municipal waste management.

SDG 12: Enhanced reduction, recycling and reuse; More relevant information & awareness for sustainable development.

Our awareness sessions ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

Our Partners

I Am Woman Rural India Project



I am Woman Rural India Project is an Australia-based social initiative addressing period poverty in India. They partner with local NGOs to ensure women and girls have access to Menstrual Health Management. IAW's engagement with Badlaav SRF is a one-year long partnership that kickstarted in November 2022. As IAW's project implementation partner, Badlaav SRF has adopted two slum communities in Pune, namely Mangalwar Peth and Janta Vasahat. In each community we have a dedicated community mobiliser whose role is to educate residents regarding menstrual health and introduce them to sustainable period product alternatives. Additionally, the mobilisers offer these sustainable period products at extremely subsidized rates guaranteeing that the sustainable period products are accessible and affordable in urban slums. In December 2022, the IAW team visited Badlaav to better understand our work, to meet the beneficiaries of this project, and to learn about the on-ground impact created through their support.

Ecofemme



Ecofemme has been Badlaav SRF's constant support partner since the initial days of the organisation. Badlaav SRF is collaborating with Ecofemme under two different programs, 'Pad for Sisters' and 'Pad for Pad' enabling access to reusable cloth pads for menstruators coming from economically disadvantaged backgrounds. The distribution of products is done after a comprehensive workshop where Badlaav breaks myths and taboos around periods, helps menstruators understand menstrual hygiene better, disseminate information about different period products, and enables them to make an informed choice about menstrual products.

Padcare

Padcare focuses on 4 domains: Awareness, Accessibility, Segregation and Recycling. Under our collaboration with Padcare, we take care of the Awareness domain in schools by fostering period education and safe disposal of sanitary waste.

Pune Ploggers

Under Project SAKSHAM, Badlaav SRF joined hands with Pune Ploggers's initiative 'Period Ease' to educate the boys and girls in Pune Municipal Corporation (PMC) schools. We conducted training for Pune Ploggers' volunteers to be menstrual health educators. This partnership scaled our reach and covered 12 schools (over 500+ students).

Global Shapers Community

Badlaav SRF has collaborated with Global Shapers Community Hubs in Pune, Baramati and Nagpur cities for various initiatives or events addressing period stigma or providing accessibility to period products.

Good Universe

With Good Universe, Badlaav SRF co-hosted Good Walk – a virtual walkathon to raise funds for sustainable period products for low-income menstruators in Telangana and Maharashtra.

Corporate Engagements

As an extension of our work through Project SAKSHAM, Badlaav comes together with corporate companies to engage their employees in valuable and impactful experiences. This year, Badlaav had several fruitful engagements with corporate companies in the cities of Pune and Delhi.

Our Corporate Partners: *Northern Trust, Allianz, Rentokil Initial, Deloitte India, Good Deeds*



Our portfolio of employee engagement initiatives encompasses a wide array of programs, including but not limited to the following: ***Periods Pe Charcha, Red Dot Bag Making, Dialogue with Community Champions, Sahyog: Collaboration for Children, and Period Partners.*** These initiatives are characterized by their engaging activities, spanning discussions on menstruation experiences and stories conducted in educational institutions, corporate environments, and social spaces.

Our engagement efforts extend beyond the workplace, enabling awareness of sustainable menstrual products through fun-filled & insightful discussions & games. We also facilitate employee engagement on-ground, through interactions with our communities along with the distribution of sustainable period products. Our engagements also involve activities like the distribution of sustainable period products, organizing citywide clean-up drives, conducting Red Dot bag-making workshops for the safe disposal of sanitary waste, and providing informative workshops on subjects such as waste management and sustainable living.

Way Forward

Over the last 4 years, our primary focus has been to establish a concrete foundation of our work in various communities in and around Pune. While we continue to make this happen, our objective is also to expand our outreach to other cities across India, starting with locations around Pune like Baramati, and then expanding this outreach to other locations in the country, beginning with Leh since we already have potential partners in these locations. The idea is to implement a sustainable and replicable model there. We also intend to amplify our impact by collaborating with organizations whose values, perspectives, and goals align with ours and seek guidance from institutions that have already established themselves in the industry.

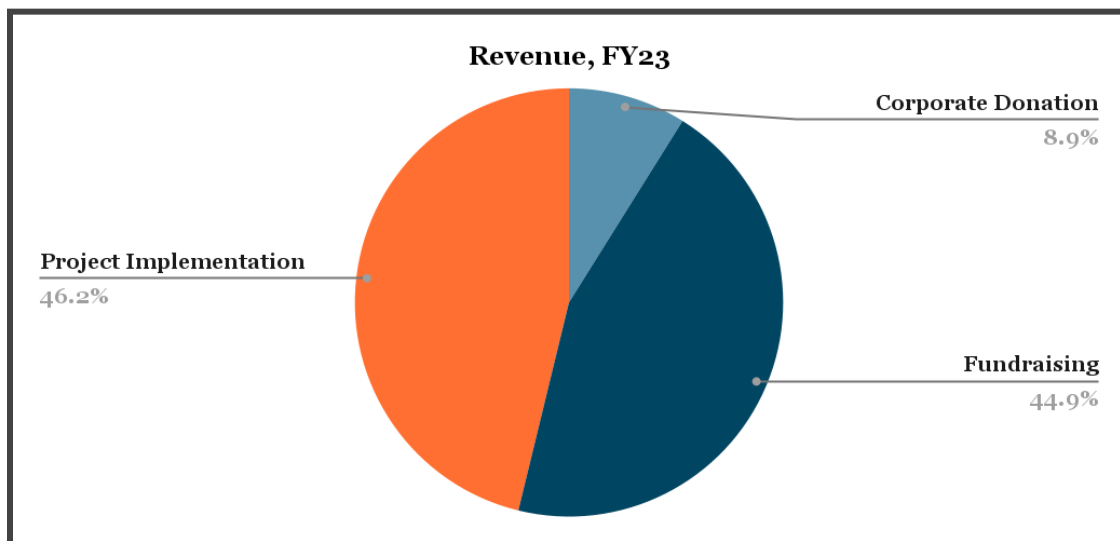
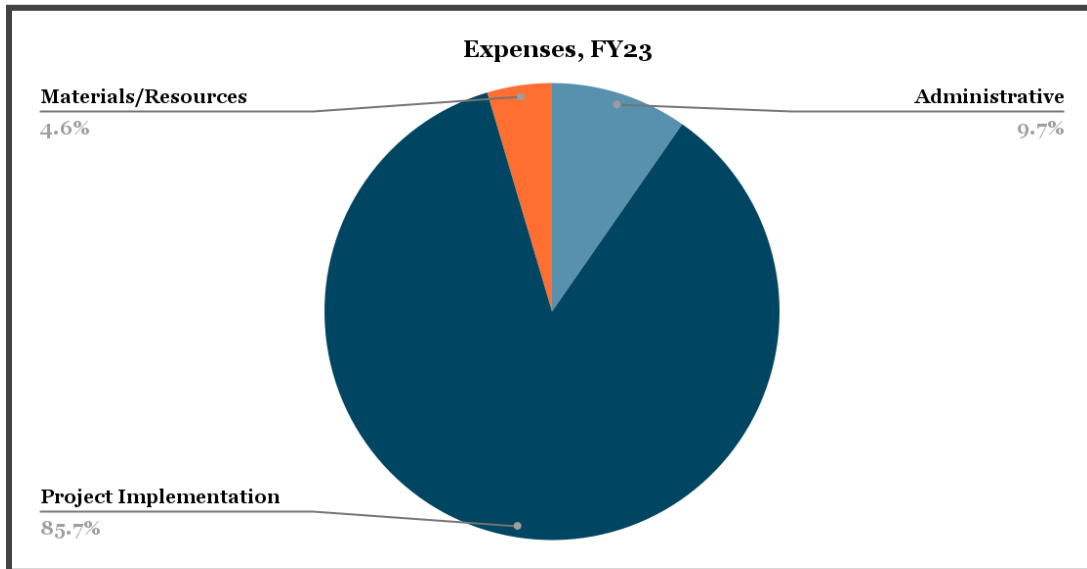
We aim to ensure **community-led impact** by employing and training individuals to disseminate awareness on safe and sustainable menstrual practices and equip community members with the right to use sustainable period products. With this, we aim to implement a **robust, sustainable and replicable model** to ensure lasting impact across India.



We dream of a sustainable world where every individual is inclusive, empathetic and aware of their actions on society and environment.

Support us in gifting the power of informed choice to menstruators. You can donate your time, contribute an amount, and/or work with us as part of corporate engagement activities. We look forward to the opportunity to have you onboard to make a real difference in the lives of menstruators in India.

Our Financials



BALANCE SHEET AS AT 31st MARCH, 2022

		<i>Amount in Rs.</i>	
Particulars	Note No.	As at 31/03/2022	As at 31/03/2021
I. EQUITY AND LIABILITIES			
(1) Shareholder's Funds			
(a) Share Capital	2	1,00,000.00	1,00,000.00
(b) Reserves and Surplus	3	(2,74,700.00)	(1,93,000.00)
(2) Current Liabilities			
(a) Short-term borrowings	4	1,60,500.00	1,00,000.00
(b) Short-term provisions	5	27,500.00	25,000.00
Total		13,300.00	32,000.00
II. ASSETS			
(1) Current assets			
(b) Cash and cash equivalents	6	13,300.00	32,000.00
Total		13,300.00	32,000.00

Note 1 : Notes to Financial Statements

As Per our report of even date
For Shankar R. Agrawal & Co
Chartered Accountants

For and on behalf of the Board of Directors
For BADLAAV SOCIAL REFORM FOUNDATION

BADLAAV SOCIAL REFORM FOUNDATION

CIN: U93000PN2012NPL144175

STATEMENT OF PROFIT AND LOSS FOR THE YEAR ENDED 31ST MARCH, 2022*Amount in Rs.*

Particulars	Note No	As at 31/03/2022	As at 31/03/2021
I. Revenue from Operations	7	2,23,700.00	1,23,600.00
II. Other Income - Bank Interest		800.00	5,500.00
III. Total Revenue		2,24,500.00	1,29,100.00
IV. Expenses:			
Purchases		1,09,300.00	1,62,100.00
Employee Benefit Expenses	8	1,79,400.00	1,30,000.00
Other expenses	9	17,500.00	19,000.00
Total Expenses		3,06,200.00	3,11,100.00
V. Profit before exceptional and extraordinary items	(III - IV)	(81,700.00)	(1,82,000.00)
VI. Exceptional Items		-	-
VII. Profit before extraordinary items and tax	(V - VI)	(81,700.00)	(1,82,000.00)
VIII. Extraordinary Items		-	-
IX. Profit before tax	(VII - VIII)	(81,700.00)	(1,82,000.00)
X. Tax expense:			
(1) Current tax		-	-
(2) Deferred tax		-	-
XI. Profit(Loss) from the period from continuing operations	(VII-VIII)	(81,700.00)	(1,82,000.00)
XII. Profit/(Loss) from discontinuing operations		-	-
XIII. Tax expense of discounting operations		-	-
XIV. Profit/(Loss) from Discontinuing operations	(XII - XIII)	-	-
XV. Profit/(Loss) for the period	(IX + XIV)	(81,700.00)	(1,82,000.00)
XVI. Earning per equity share:			
(1) Basic		(8.17)	(18.20)
(2) Diluted		(8.17)	(18.20)

Note 1 : Notes to Financial Statements

As Per our report of even date
For Shankar R. Agrawal & Co
Chartered Accountants

For and on behalf of the Board of Directors
For BADLAAV SOCIAL REFORM FOUNDATION

Shankar R Agrawal
Proprietor
M.No. 121027
FR No 126872W
UDIN : 22121027AVJPTK5027



Director
Pradeep Dhingra
DIN - 01923227
Date: 01/09/2022

Director
Radhika Dhingra
DIN - 08604637
Date: 01/09/2022

Place: Pune
Date: 01/09/2022



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More About Us

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Badlaav Social Reform Foundation

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