



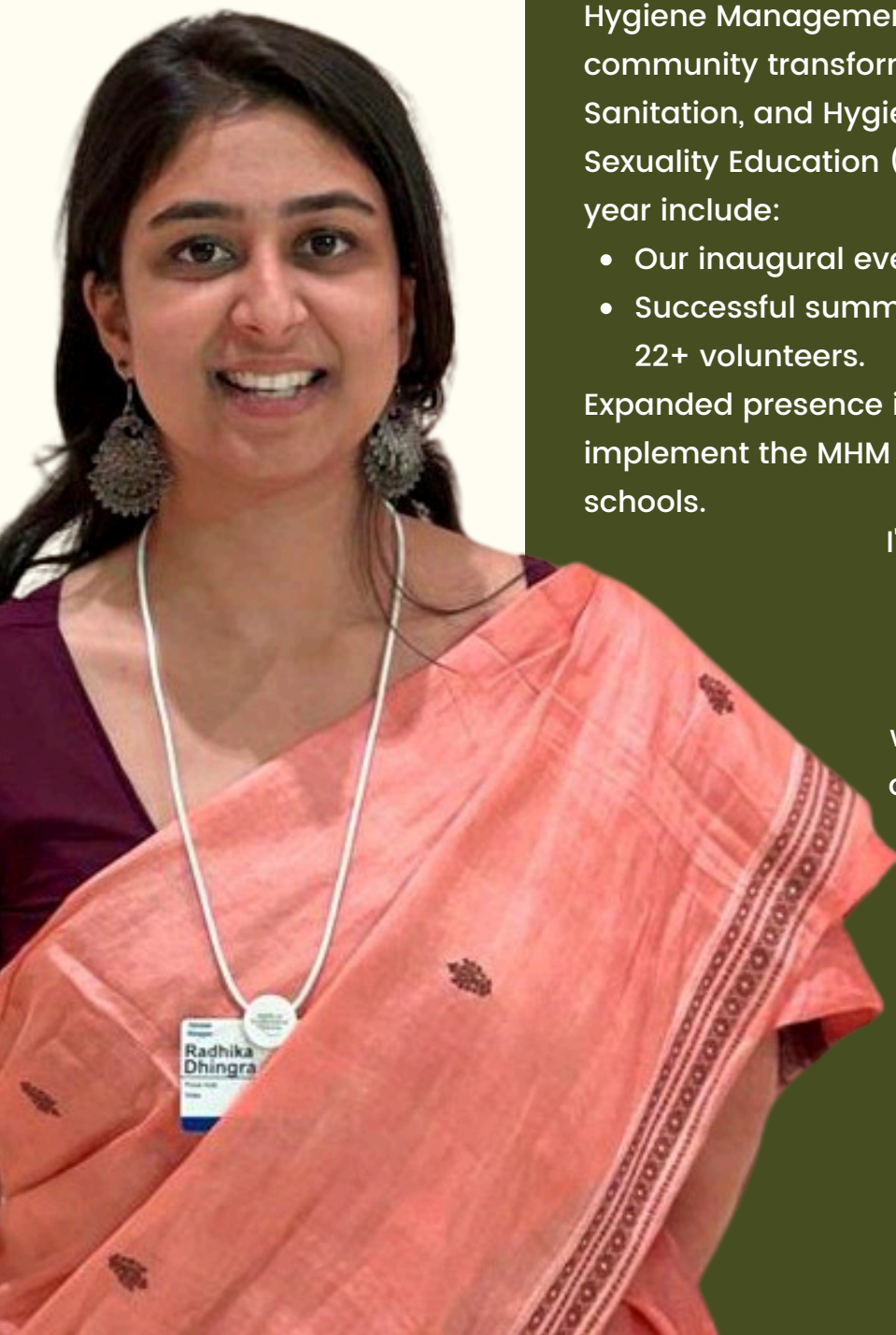
BADLAAV
BE THE CHANGE

YEAR 2023-24

BADLAAV SOCIAL REFORM FOUNDATION

**ANNUAL
REPORT
2023-2024**





Message from the Directors

Entering our fifth year of operations, we stand strengthened by a more resilient team and unwavering dedication. Reflecting on the past year, we recognize our achievements and prepare for future challenges. Starting as a community mobilization (CM) effort in two urban slums in Pune, we've expanded to five Pune communities and two rural areas in Waghalwadi (Baramati) and Leh-Ladakh. Our work has grown from focusing on Menstrual Hygiene Management (MHM) to a comprehensive community transformation model, addressing Water, Sanitation, and Hygiene (WASH) and Comprehensive Sexuality Education (CSE). Highlights from the past year include:

- Our inaugural event celebrating our journey.
- Successful summer camps for over 60 children with 22+ volunteers.

Expanded presence in schools with permission to implement the MHM curriculum in all Pune Municipality schools.

I'm grateful to every member of our expanding community — our community mobilizers, team members, mentors, and donors — who have tirelessly worked to bring our bold and compassionate vision to life, infused with passion, belief, and love.

Radhika Dhingra

CO-FOUNDER, DIRECTOR



Message from the Directors

Reflecting on our incredible journey at Badlaav SRF, I am filled with a profound sense of pride and joy. Since co-founding Badlaav in 2019, I have watched from a distance as our team in Pune turned dreams into reality. But this year, something truly magical happened. In March 2024, I set foot in Pune for the very first time, and the experience was nothing short of transformative. Imagine finally meeting the faces behind the screens, the voices behind the calls. The camaraderie, the shared laughter, and the deep discussions brought a new dimension to our work that cannot be captured through virtual means alone.

One of the most enriching parts of my visit was meeting our community mobilisers. These extraordinary individuals are the heart and soul of Badlaav. Listening to their experiences, I was reminded of why we started this journey and the immense potential we have to drive change. It's a powerful reminder that distance does not diminish dedication.

As we move forward, my heart swells with anticipation for what lies ahead. Thank you for being a part of this journey. Together, we are not just envisioning a better world; we are building it, one step at a time. Here's to many more years of impactful work, and being the change.

Rosalie Shrestha

CO-FOUNDER, DIRECTOR





Our Vision

A sustainable world where every individual is inclusive, empathetic and aware of their actions on the society and environment

1

To attain Environmental Justice through Social Justice by harnessing the power of the youth

2

To aid in skill building and to enable informed choices in order to promote sustainability and social equity

Our Mission



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ABOUT BADLAAV SRF

Badlaav Social Reform Foundation is a non-profit Non-Governmental Organization based in Pune, India, registered under Section 8 of the Companies Act. Since our establishment in 2019, we have been dedicated to catalyzing positive change through innovative projects and impactful initiatives.

At Badlaav, we believe in the power of education, engagement, and empowerment to drive tangible results. Through interactive educational seminars, comprehensive training sessions, and active community involvement, we strive to foster measurable on-ground impact. The organization endeavors to lead society towards positive behavioral shifts.



Central to our ethos is the conviction that social justice and environmental sustainability are intertwined.

With a strong emphasis on youth empowerment, we aim to cultivate a generation that is not only socially and environmentally conscious but also proactive in addressing pressing issues such as climate change and societal taboos like menstruation.

We are committed to dismantling the barriers and stigmas that hinder open dialogue and self-expression.

TEAM BADLAAV SRF

We are a dynamic women-led organization leading transformative impact at the grassroots level to make a period-friendly society. Our team has been growing consistently since 2019. Our team consists of a range of valuable and experienced experts across domains including menstrual hygiene management, workshop facilitation, stakeholder engagement, strategy and operations, program management and implementation, impact measurement and evaluation, etc.

We are also supported by our part-time interns and volunteers, who help us deliver on-ground impact on a daily basis. Since 2019, we have trained, mentored, and engaged with 100+ interns and volunteers.

In the current year, Badlaav onboarded 4 Community Mobilizers across our active low-income communities, where the CMs are leading daily awareness interventions at a household level.



GENDER TRAINING WORKSHOP

Our team participated in a two-day intensive Human Rights and Gender Training Workshop organized by Equal Community Foundation. This was an immersive workshop in which themes such as human rights, gender equality, and gender-related concepts were discussed through conversations, games, and practical illustrations or case studies.

The aim of this intensive training was for the participants to learn how to facilitate MHM and gender sensitization sessions.

67%
graduates
showed a
Moderate
Gender Equitable
attitude at the
end of
the programme.

Celebrating Badlaav SRF

Badlaav curated its first ever event to celebrate its progress, commemorating and reflecting on the transformative journey of the past 4.5 years since its inception. We extended a warm invitation to our cherished supporters, collaborators, and volunteers, treating them to an evening dedicated to honoring our collective path.



The event offered a rich tapestry of experiences, including illuminating insights from our organizational evolution, engaging panel discussions featuring our esteemed community mobilizers, the premiere screening of two powerful videos encapsulating our impact, and the unveiling of "Ata Tuzi Pali" – an innovative game centered on menstrual health.

READ TO LEAD

“Read to Lead”
is one of our
collaborations with
Global Shapers
Community, Pune

This initiative aims to
set up libraries in urban
slum communities. We
have set up 1 such
library in our Mangalwar
Peth community

This initiative was started
with the aim that the
children can spend their
summer break productively
and develop a habit of
satiating their curiosity
through reading and not just
through digital screens

We have crowdsourced
90 books in the
Mangalwar Peth library
so far, and it has been
received with a lot of
warmth and excitement
by the children



PERIOD PARTY

In celebration of Menstrual Hygiene Day 2023, Badlaav proudly co-organized and hosted Pune's first Period Party. This event aimed to dismantle stigmas surrounding menstruation, offering a platform for attendees to deepen their understanding of menstrual hygiene management through peer interaction, expert insights and menstrual art. Participants had the opportunity to connect with fellow advocates across diverse fields including menstrual health, gender equality, education, and climate action.



SUMMER CAMP

At Badlaav, our mission is to offer enriching and captivating experiences for inquisitive children aged 9 to 15 in our beneficiary communities. In pursuit of this goal, we proudly hosted our second annual summer camp series in Janta Vasahat, Kothrud, and Manglawar Peth! Our camps featured an array of experts spanning diverse fields such as dance therapy, origami, storytelling, creative writing, soft toy crafting, rock balancing, astronomy, and more. These sessions have been met with enthusiastic participation from the children and have drawn keen interest from several children across the communities.



IAW VISIT TO PUNE

One of our collaborators, I Am Woman (IAW) from Australia, paid us a visit in December 2023. Lata, Annie and Chris, all part of the I am Woman Rural India Project, spent a week with us on ground in Pune, observing, understanding and evaluating our work by attending sessions and speaking with various stakeholders, community mobilisers and team members. Visits such as this one help our collaborators understand in depth the physical and social setting of the communities, and are testament to the power of meeting people we work with in person and on the field – something that is still very hard to replicate in an online space.



MHM HELPLINE

We have started offering a Menstrual Health & Hygiene Helpline since July 2023. This is a resource for menstruating school students. Here, students can call and speak with trained advisors about any questions or concerns they have regarding their period. The helpline aims to break the stigma around menstruation and empower students with accurate information on menstrual health, hygiene practices, and other related issues.

About Project SAKSHAM

Project SAKSHAM, initiated in August 2020 was a response to the pressing need to address menstrual waste management. Recognizing the environmental and financial burdens associated with traditional sanitary products, we embarked on a mission to provide sustainable menstrual solutions to individuals from lower-income backgrounds, while working on breaking the stigma around periods and educating society on menstrual health.



Project SAKSHAM recognizes the intrinsic link between environmental justice and social justice, aiming to address both period poverty and the dearth of menstrual health education simultaneously. Through interactive sessions on the female reproductive system, menstrual cycles, and sustainable alternatives, we empower individuals to manage their menstrual health effectively and make informed choices regarding period products.

Key objectives of project SAKSHAM

- To educate menstruators about their bodies, periods, and menstrual hygiene management
- To empower menstruators to make informed decisions about using sustainable period products

COMMUNITY MOBILIZATION MODEL



Realizing our aim to empower communities to become self-reliant, we introduced a Community Mobilization Model within Project SAKSHAM in August 2022.

The Model involves the selection of 'Community Mobilizers' (CMs) who serve as peer educators within their own communities. Our CMs educate the residents of their respective communities and serve as our PoCs. Our CMs are provided with extensive training by experts in our team across aspects of menstrual health and hygiene, sustainable menstruation, and program delivery. 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. This initiative enables us to foster a society where menstruation is destigmatized, education is accessible, and individuals are empowered to make choices that benefit both themselves and the environment.

Within two years of having launched this model, Badlaav SRF has positively engaged with and impacted 1,500+ individuals, with over 330+ cloth pads and 30+ menstrual cups purchased at subsidized rates.

Click [here](#) to know more about our community mobilization model.

New Initiative in FY 2023-24

In the current year, we expanded our reach by introducing this model in **6 new low-income communities in Pune and Leh-Ladakh**, bringing the total number of communities where our Model is active to 8.

**WAGHALWADI,
BARAMATI**

We adopted the Waghalwadi community in Baramati a year ago. A majority of the sessions here are conducted for the migrant labourer women who travel to Waghalwadi for seasonal sugarcane cutting during harsh summer months. Consequently, the challenges presented here are very unique because these women are at work in the fields for 12–16 hours, with limited to no facilities for changing their sanitary pads for long amounts of time. They are prone to experiencing severe rashes caused by conventional sanitary pads.



Impact Story

Ashwini Lokhande, our Community Mobilizer in Waghalwadi, Baramati, has been instrumental in leading impactful awareness sessions on menstrual hygiene within her community. Through her interactions with local women, she discovered a prevalent challenge concerning the usage and disposal of sanitary pads. Many women resorted to washing, drying, and subsequently burning used pads every 2–3 days due to limited disposal options. Moreover, cultural norms made it uncomfortable for them to dry pads in public spaces.

Recognizing the need for a sustainable solution, Ashwini, alongside our team, introduced the concept of cloth pads as an environmentally and economically sound alternative. The response was overwhelmingly positive, as women found the transition seamless, given their familiarity with washing and drying practices. Moreover, the cloth pads' discreet appearance alleviated concerns about public drying.

Since the introduction of cloth pads, there has been a notable increase in interest and adoption among the women of the Waghalwadi community. Ashwini's efforts have not only addressed a critical hygiene issue but have also empowered women with a more sustainable and accessible menstrual hygiene solution.

750+

In our quest to broaden our impact nationwide, we've set our sights on Leh-Ladakh as our next destination. This year marks our expansion into Leh, with Stanzin at the helm of our on-the-ground efforts for Project SAKSHAM. Throughout the year, we've conducted numerous awareness sessions on menstrual health and hygiene, reaching out to more than 750 people in Ladakh.



Awareness Sessions in Schools and Colleges



Our awareness sessions delve into various aspects of menstrual health, covering topics such as menstrual hygiene management, understanding reproductive anatomy and physiology, debunking myths and misconceptions, and promoting healthy attitudes towards menstruation. Additionally, our Comprehensive Sexuality Education sessions go beyond the biological aspects, addressing broader topics such as consent, healthy relationships, gender identity, and sexual diversity.

Through interactive discussions, engaging activities, and informative materials, we strive to create a supportive and inclusive learning environment where students feel comfortable exploring and understanding these crucial topics. By equipping young people with comprehensive knowledge and fostering open dialogue, we aim to empower them to make informed decisions, navigate challenges, and lead healthy and fulfilling lives



Menopause Pe Charcha

Despite being one of our most fundamental bodily functions, the topic of periods remains shrouded in taboo, and it's no surprise that menopause is similarly neglected in discussions. In response to this, we launched a 'Menopause Pe Charcha' initiative, building upon the success of our 'Periods Pe Charcha' sessions ([click here to know more about Periods Pe Charcha](#)). The aim of this initiative is to carve out a safe and open space for sharing lived experiences of menopause and facilitating candid, judgment-free conversations on the subject. Our session attracted a diverse group of sexual health educators and community mobilizers, offering participants the opportunity to dispel myths, challenge assumptions, and address misconceptions surrounding menopause. Through insightful discussions, attendees gained a deeper understanding of this transitional phase and explored ways to prepare for it personally, as well as support others navigating through it.



TaRa AtmaNirbhar Grant

A collaborative initiative by Tarachand Ramnath Seva Trust and ATMA



Badlaav has been chosen by the The TaRa AtmaNirbhar Grant team as part of the 2024 cohort of 8 non-governmental organizations in India to receive capacity building support and unrestricted funding. With the TaRa team, Badlaav has been working to build organizational capacity, expand reach, and strengthen systems and processes by undertaking an in-person, hands-on guidance and management approach. So far, we have engaged in several meaningful workshops and mentorship sessions across aspects of our logic model, monitoring and evaluation, fundraising goals, organizational budgeting, among others.

Project Abhaya



As part of Cummins India Foundation's mission to enact zero waste management for sanitary waste, Badlaav SRF collaborated with Janwani NGO and PadCare to revolutionize the handling of menstrual waste in schools. We launched an awareness campaign on Menstrual Health and Hygiene, educating over 8,000 female students and staff members.

Through this effort, we delved into the nuances of menstrual hygiene management, educating students on proper disposal methods and the environmental impact of menstrual waste.

PadCare's specialized bins were introduced in schools to help alleviate concerns about missing education or facing UTI discomfort, resulting in a significant drop in school absenteeism among female students and, at the same time, also providing a hygienic environment for safai karamcharis (wastepickers and cleaners), freeing them from the risk of harmful exposure to pathogens.



ATA TUZI PALI

India's first boardgame on MHM, designed by MHM educator Namita Bhavé, is a captivating 4-6 player game designed to explore four crucial themes related to MHM (Menstrual Hygiene Management):

- PMS and Periods
- Promoting Good Habits
- Breaking Misunderstandings and Taboos
- Nutrition and Exercise

This game is educational, making it a perfect fit to learn more about periods with students and other folks, and we are proud to share that the game has been received very enthusiastically and positively across different groups so far, and is available in English, Marathi and Hindi.



We've been Featured!

Click on the images for full article



Deutsche Welle's Eco India show

A show dedicated to the Indian Subcontinent covering themes of environment, sustainability, technology and social issues.

In Marathi Newspaper "Pudhari"



PuneMirror Period of change

NGO holds campaign at [PMC](#) school to sensitise girls about menstrual hygiene and stigma; civic body distributes [sanitary pads](#) [pads](#)

By PuneMirror Bureau | Reported By [Indu Bhagat](#) | Tue, 27 Jun 2023 | 06:36 pm



पुढारी
www.pudhari.com

पुणे : मासिक पाळीविषयी शालेय विद्यार्थीही बोलताहेत मोकळेपणाने!



अमृता चौगुले

पुणे; पुढारी वृत्तसेवा : मासिक पाळीबद्दल सुप्रियाला फारशी माहिती नव्हती...पण, 'पिरियड इज' या उपक्रमांतर्गत शाळेत घेतलेल्या कार्यशाळेतून तिला मासिक पाळीविषयी संपूर्ण माहिती मिळाली. आता ती आपल्या मैत्रिणींपर्यंत ही माहिती पोचवत आहे. 'पिरियड इज' या उपक्रमाद्वारे झालेल्या जनजागृतीमुळे सुप्रियासारख्या कित्येक विद्यार्थिनी आता मासिक पाळीविषयी मुक्तपणे बोलू लागल्या आहेत.



In English Newspaper "Pune Mirror"

BADLAAV IN NUMBERS

We have been leading widespread on-ground impact since 2019, through our community mobilization model in low-income communities, awareness sessions in schools and colleges, training sessions for community mobilizers and waste workers, summer camp sessions in low-income communities, among other initiatives.

As the year of our highest impact till date, we endeavor to further expand our outreach and collaborate with corporate and private sector companies to lead large-scale systemic interventions.

14,740 People Impacted

Cloth Pads Distributed **2725**

50 Menstrual Cups Distributed

Tonnes of Sanitary Waste reduced **32.6**

13.4 tonnes of CO2 emissions reduced

Our Contribution to the SDGs

Our impact through Project SAKSHAM is widespread and multi-faceted, thus enabling us to contribute to a range of United Nations Sustainable Development Goals (UN SDGs)





Badlaav SRF has collaborated with several organisations and institutes over the past year for various initiatives and events addressing period stigma and for ensuring increased accessibility to period products.

Our Partners



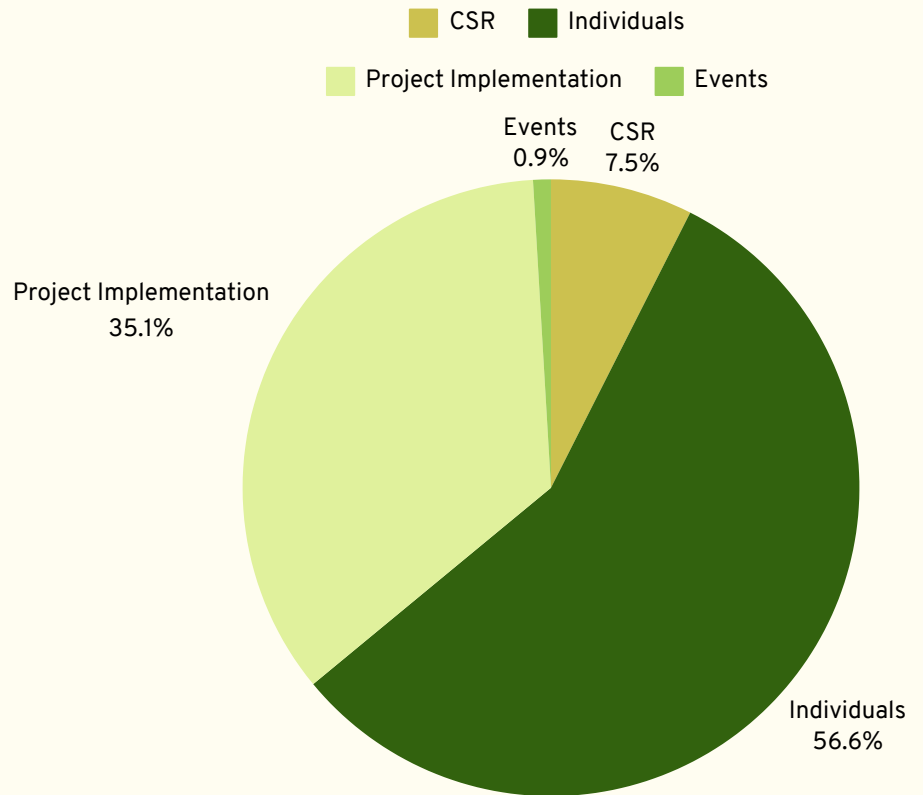


Building on the success of Project SAKSHAM, Badlaav partners with corporations to create meaningful volunteer opportunities for their employees.

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.

INCOME



EXPENSES



WAY FORWARD

To ensure the continued success and growth of Badlaav, we have identified key strategies to strengthen and enhance our impact in the communities we serve.

Strengthening Our Community Mobilization Model:

We endeavour to reinforce our existing community mobilization efforts by deepening our engagement in the communities we currently serve. This involves refining our methods, and fostering stronger relationships with community members. By doing so, we aim to create more resilient and self-sustaining communities.

Expanding Menstrual Health Education for Youth:

To achieve a comprehensive impact, we will extend our efforts to schools and colleges, educating young people about menstruation and empowering them to make informed choices. We will develop programs to train youth as advocates for safe menstrual practices.

Improving Capacity Building Initiatives:

We recognize the importance of continuous learning and development. Therefore, we will enhance our capacity building initiatives for both our organization. This includes providing advanced training, resources, and support to our team, ensuring they are well-equipped to address the evolving needs of our communities. By investing in our team's growth, we can deliver more effective and impactful services.



WE ARE GROWING



Radhika Dhingra



Rosalie Shrestha



Tanvi Hegade



Anusha Kapoor



Nilam Gaikwad



Namita Bhawe



Ashwini Lokhande



Ashwini Dhaware



Sadhana Salve



Annapurna Deshmukh

Work with Us

At Badlaav SRF, we believe that collaboration is key to achieving sustainable impact.

Are you passionate about making a difference in society? Do you want to be part of a young, energetic, and dynamic team? If so, we invite you to join us.

We're always seeking motivated volunteers and interns to contribute to our diverse projects. We'd love to hear from you. Reach out to us!



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