



BADLAAV
BE THE CHANGE

YEAR 2024-25

BADLAAV SOCIAL REFORM FOUNDATION

**ANNUAL
REPORT
2024-2025**



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BE THE CHANGE

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BADLAAV
BE THE CHANGE

Message from the Directors



As we complete another impactful year at Badlaav Social Reform Foundation, I am filled with both pride and purpose. What began as a small community mobilization effort has now evolved into a robust model of grassroots engagement, with a presence in 11 communities across urban and rural regions.

This year, our focus was on strengthening community mobilisation, investing deeply in capacity building for our team, and designing interventions that are locally led and sustained. We also launched Swasthya Sakhi, a new project aimed at equipping women with gynecological service at the doorstep.

As we look ahead, our path is clear:

We aim to expand further into rural areas, build a strong training-of-trainers (ToT) model, and bring boys and young men into conversations around health, gender, and emotional well-being.

I'm grateful to every mobiliser, team member, mentor, and partner who continues to walk this journey with us — with patience, purpose, and deep commitment to change.

Here's to growing stronger, together.

Radhika Dhingra

CO-FOUNDER, DIRECTOR



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Message from the Directors

As we step into the sixth year of our operations, it's incredible to see that Badlaav Social Reform Foundation is growing stronger. It's not about establishing roots anymore, instead we're now striving to spreading our canopy, widening our shade, and spreading the safe spaces that Badlaav has been creating since Day 1.

We are now broadening our horizons with our new project – Swasthya Sakhi – our Mobile Medical Unit and Health Camps for women from slum communities.

Rosalie Shrestha

CO-FOUNDER, DIRECTOR





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50,000

People reached

ABOUT BADLAAV SRF

Badlaav Social Reform Foundation is a non-profit organisation working at the intersection of gender, health, and environmental justice. Founded in 2019, our work spans in schools and low-income communities across urban and rural Maharashtra and Ladakh.

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.

16,073

clothpads distributed

433

Menstrual cups distributed

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.

1,07,100

kg of waste averted
from landfills

86.55

tonne of CO₂
emission reduction





BADLAAV
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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 3 Community Mobilizers across our active low-income communities, where the CMs are leading daily awareness interventions at a household level.





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

PROJECT SAKSHAM

Project SAKSHAM, launched in August 2020, continues to respond to the urgent need for menstrual health education and sustainable period solutions. Recognising the dual burden of period poverty and environmental waste, the project focuses on equipping adolescents with the knowledge, tools, and confidence to manage their menstruation with dignity.

In 2024–25, we reached hundreds of schoolgirls across Pune and nearby regions through interactive, age-appropriate sessions on menstrual health, hygiene, and the female reproductive system. These sessions not only addressed stigma but also offered practical guidance on product use and hygiene management.



A key milestone this year was the distribution of 1200 reusable cloth pad kits to adolescent girls in government and low-income private schools. This intervention aimed to improve menstrual hygiene access while promoting long-term, eco-friendly alternatives to disposable products. Project SAKSHAM bridges the gap between social justice and environmental responsibility, empowering menstruators to make informed, sustainable choices and advocating for systemic change in how menstrual health is understood and supported in schools and communities.

SAKSHAM IN SCHOOLS



50%

girls believed it was acceptable to use the same menstrual absorbent all day during light bleeding

74%

girls avoid changing menstrual absorbents at school due to dirty toilets, lack of privacy, and missing essentials like water, soap, and bins.

67%

girls did not know that the vaginal and urinary openings are different - highlighting a critical gap in basic reproductive health education.

SAKSHAM IN SCHOOLS



We observed a significant shift in both knowledge and behaviour immediately after just one session. From improved understanding of menstrual hygiene to increased openness in conversations, here are some key highlights from the impact we saw:



100%

girls left the session aware that prolonged use of the same menstrual product can lead to infections



98%

of girls correctly identified that the vaginal and urinary openings are separate

Integrating mental health



This year, Badlaav took a significant step by integrating mental health into our flagship program, Project SAKSHAM. As part of a pilot, we facilitated sessions in select communities and schools, addressing topics such as emotional literacy, stress, self-esteem, and coping strategies.



By combining menstrual and mental health education, we aim to provide adolescents with a more holistic understanding of their well-being — fostering safe spaces for open dialogue, self-awareness, and emotional resilience.

Adolescence is a time of immense physical, emotional, and social change, often accompanied by confusion, anxiety, and internalised stigma — especially around topics like menstruation, body image, identity, and relationships. Integrating mental health not only improves individual well-being but also contributes to building more empathetic, confident, and informed communities.

Reaching Ladakh with Project SAKSHAM

Breaking Stigma, Building Voices



“It was our first time attending a session with both boys and girls. Learning about the female reproductive system helped us understand and respect girls and women in a way we hadn't before.”

— A Student from Ladakh

Our work in Ladakh continues through Project SAKSHAM, with Stanzin leading the on-ground efforts. Over the past year, we conducted multiple awareness sessions in schools, focusing on topics such as adolescent changes, menstrual health and hygiene, and the importance of nutrition.

Through these sessions, we reached out to and educated

350+

students and community members, and supported 50 individuals in adopting menstrual cups — a significant step toward sustainable menstrual practices in the region.



LADAKH



Testimonials

हम में एक Biology की student होने के कारण थोड़ी Basic information थी पर Detail information नहीं and mam ने हमें बहुत अच्छे से हमारे periods के बारे में information की market में ऐसी बहुत सारी चीजें हैं जो हम periods में इस्तेमाल कर सकते हैं जैसे की pads, Tampon, cloth pad, cup. ~~बहुत~~ उनके बारे में भी बताया।
Thank you!!

It was a very beautiful session. We got very important information about various methods used in menstrual period to soak blood. We also got information about health & cleanliness. We got to know the Do's and Don't's in periods. Really thankful to Radhika mam....
-10th B

बहुत सी माहिती
पैकुन छान
वाटर
आणि
फार काही
नवीन
पिकायमा -10th
मिकाय
thank you!

The Session was very informative, very interactive. We all get a lot of information about menstrual cycle. And mam suggested some items rather than normal pads. Thank you for the session!

* आजचा एक वेगळा अनुभव न समजलेल्या काही गोष्टी उमगल्या, समजल्या जिवनातून। हा एक मोठा अनुभव असला तरी समजेल

* आम्हाला मार्गदर्शन केल्याबद्दल थूप थूप धन्यवाद.
-10th

मुझे आज एक नये चीजों की जानकारी मिली एक

Cloth pad, cup.
और Period क्यों आते हैं वो पता चला.

10th B

Class IX A

Today's session was very informative and helpful. We came to know about various menstrual products which Namita Mam showed us. She explained us about menstrual cycle, products, the way of using it very gracefully. We thank you mam from bottom of our heart ♥️😊 We felt very comfortable while talking to you.

- Session was very informative & interesting.
- We came to know very different different term.
- We got aware about many things.
- Mam was very nice & open with us. - THANK YOU SO MUCH.....!

Period Party 2024



Breaking Stigma, Building Voices

To mark World Menstrual Hygiene Day, Badlaav SRF hosted a vibrant Period Party in collaboration with Padcare, bringing together CSR leaders, HR professionals, NGOs, and sustainability advocates for an evening of open dialogue and shared learning around Menstrual Health Management (MHM).

A key highlight of the event was the powerful panel featuring Badlaav's own Community Mobilisers, who took center stage to share their lived experiences, challenges, and the impact of their work. By offering them a public platform, we not only celebrated their voices but reinforced our belief that grassroots leadership is essential for systemic change. The event blended fun, learning, and reflection—fostering stronger collaborations and pushing the conversation on menstruation into the mainstream.

IAW VISIT TO PUNE

“ I witnessed the true art of facilitating effective conversations for safety. The mobilisation I saw offered powerful insight into how community-led models can address complex challenges—lessons we can take into our workplaces too.”

– Paul Horton, Director of Safety at Geoscience Australia



In October 2024, we welcomed our long-standing collaborators from I Am Woman (IAW), Australia, to Pune for a special visit—this time joined by the dynamic team from Inme Global, one of India’s leading outdoor and experiential learning organisations.

The highlight of the visit was an immersive interaction in the Mangalwar Peth community, where our guests met Ashwini didi. Their story offered a moving glimpse into how menstrual health conversations, when led by trusted local women, can shift mindsets, improve health, and build sustainable livelihoods.

The visit reinforced our belief that grassroots models not only shift narratives in underserved areas, but also offer deep, transferable insights for building empathetic and inclusive cultures—everywhere.

READ TO LEAD

TURNING PAGES,
SPARKING CURIOSITY

Read to Lead is our effort to build mini-libraries in urban slum communities—spaces where children can explore, imagine, and grow. What began last year with a single library in Mangalwar Peth and 90 crowd-sourced books has now expanded to three vibrant community libraries in Janta Vasahat, Maharshi Nagar, and Mangalwar Peth, collectively housing over 800 books. Designed to help children spend their summer breaks meaningfully and reduce screen dependency, these libraries have become joyful hubs of learning and discovery. This project is in collaboration with the Global Shapers Community, Pune.

3 libraries
800 books
2025



1 library
90 books
2024



Maharshi Nagar



Mangalwar peth



Janta Vasahat

SUMMER CAMP

At Badlaav SRF, we believe that joyful learning and creative exploration are essential to a child's growth. This year, we successfully hosted our third annual summer camp series across four communities — Mangalwar Peth, Janta Vasahat, Kothrud, and Yerwada. The camps offered a vibrant mix of activities, including art and craft, storytelling, theatre, astronomy, movement-based games, and interactive sessions that nurtured curiosity and self-expression.



Facilitated by passionate experts and volunteers, these sessions saw enthusiastic participation from children aged 9 to 15, many of whom were first-time learners in such informal, creative settings.

The summer camps continue to be a space where learning meets laughter — reinforcing our commitment to building confident, curious, and connected young minds in every community we serve.



COMMUNITY MOBILIZATION MODEL



In its third year of operation, Community Mobilisation Model under Project SAKSHAM continued to grow as a powerful grassroots mechanism for awareness, access, and behavioural change. Our trained Community Mobilisers (CMs) — women from within the communities we serve, have become trusted peer educators, conducting door-to-door awareness, facilitating safe conversations on menstrual health, and improving access to sustainable period products. This year, the model expanded to two new communities across Pune, with each CM receiving in-depth training on menstrual hygiene, reproductive health, and community engagement. Together, they've reached over 3,000 individuals, helping to distribute 900+ reusable cloth pads and 75+ menstrual cups at affordable rates. By equipping local women with knowledge and agency, the model not only addresses period stigma but also promotes climate-friendly choices and livelihood opportunities — making menstrual health a community-owned movement.

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

In 2024–25, we adopted two new communities under our Community Mobilisation Model, expanding our reach to a total of 10 models across Pune and Ladakh. Our community mobilisers actively lead daily awareness efforts, promote sustainable menstrual practices, and serve as trusted peer educators.

COMMUNITY
MOBILISATION
MODEL

In 2024–25, Badlaav SRF actively worked in 9 low-income communities across Pune, led by a team of 7 trained Community Mobilisers. These women serve as menstrual health educators, conducting door-to-door awareness, facilitating group sessions, and promoting the use of sustainable menstrual products. Through this model, we are not only breaking stigma and improving health outcomes, but also creating livelihood opportunities for women within their own communities — empowering them to lead change from the ground up.



Yerwada



Kothrud



Janta Vasahat



Kasba Peth



Maharshi Nagar



Gadital



Mangalwar Peth

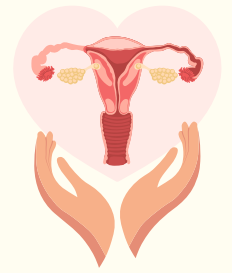


Waghalwadi



Warje

Closing the Gap in Women's Healthcare



This year, Badlaav SRF conducted a series of community-based health camps focused on addressing the often neglected area of women's health. The camps offered gynaecological check-ups, primary breast and cervical cancer screenings, Hb and rapid HIV testing, along with personalised menstrual health counselling.



These services helped bridge the critical gap in access by bringing healthcare directly to the doorstep of women in underserved communities. We witnessed firsthand how many women tend to neglect their health, but when care is made accessible, dignified, and stigma-free, they show up and take charge.



PROJECT SWASTHYA SAKHI

Our brand new Mobile Medical Unit

Project Swasthya Sakhi is Badlaav SRF's Mobile Medical Unit initiative aimed at delivering accessible, dignified, and stigma-free gynaecological healthcare to the doorsteps of women and adolescents in underserved communities. By reaching where traditional healthcare often doesn't, the project ensures that essential services like menstrual health consultations, screenings, and counselling are made available with compassion, privacy, and respect — right within the community.



Periods Pe Charcha

Periods Pe Charcha continued to serve as a powerful platform for open and honest conversations on menstrual health. Through thoughtfully facilitated sessions, we brought together community mobilizers, educators, corporate teams, and students to share personal stories, explore sustainable period products, and challenge deeply rooted taboos. By centering lived experiences and encouraging dialogue, the initiative fostered empathy, awareness, and lasting mindset shifts—pushing the conversation around menstruation by creating inclusive and empowering spaces.



Menopause Pe Charcha

This year, our Menopause Pe Charcha sessions continued to create safe, inclusive spaces for open dialogue on an often-ignored topic. We engaged men and women across various age groups in honest conversations about bodily changes, emotional well-being, and the myths surrounding menopause. These sessions helped participants feel seen, heard, and better equipped to navigate this natural transition with confidence and support.



TaRa AtmaNirbhar Grant



Breaking Stigma, Building Voices

This year, Badlaav SRF proudly graduated from the TaRa AtmaNirbhar Grant, funded by Tarachand Ramnath Seva Trust as a part of its 2024 cohort of 7 selected NGOs across Pune. Over the course of the year, we received intensive capacity-building support, enabling us to strengthen our systems, refine our impact goals, and deepen our organizational strategy. Additionally, Badlaav received unrestricted funding that was utilized towards our projects and team expansion.



Through hands-on workshops and one-on-one mentorship, we worked closely with the TaRa AtmaNirbhar Grant team to enhance our logic model, M&E frameworks, budgeting, and fundraising processes. This partnership has played a pivotal role in helping us scale sustainably and move forward with greater clarity and confidence.



ATA TUZI PALI

India's first boardgame on MHM

designed by MHM educator Namita Bhave, 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!



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](#)

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



पुढारी

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.

50,000 People Impacted

Cloth Pads Distributed **16,073**

433 Menstrual Cups Distributed

Tonnes of Sanitary Waste reduced **107.1**

86.55 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)





Our Partners and Collaborators

Badlaav SRF is proud to have built long-term partnerships with like-minded organisations and institutions over the past year. Together, we have addressed period stigma, increased access to sustainable period products, and deepened community engagement. These collaborations have been key to scaling our impact and sustaining meaningful change on the ground.

Envalior
Imagine the Future

BONDH

bloom
Events & Community

eco femme

padcare

ECF | Equal Community Foundation

TBL
Crafting Legacies

praj

good
NIVERSE

i am
woman
rural india project

social seva
initiatives

GLOBAL
SHAPERS
COMMUNITY
PUNE

AVNI
WELLNESS

ROTARY
INTERNATIONAL

KARVE INSTITUTE OF SOCIAL SERVICE
JUSTICE, PEACE & HUMANITY

WinRoyal
uPVC Windows & Doors

AATMAJA
FOUNDATION
Enabling Our Daughters

Bavaria Cares Foundation

FPA India
Family Planning Association of India



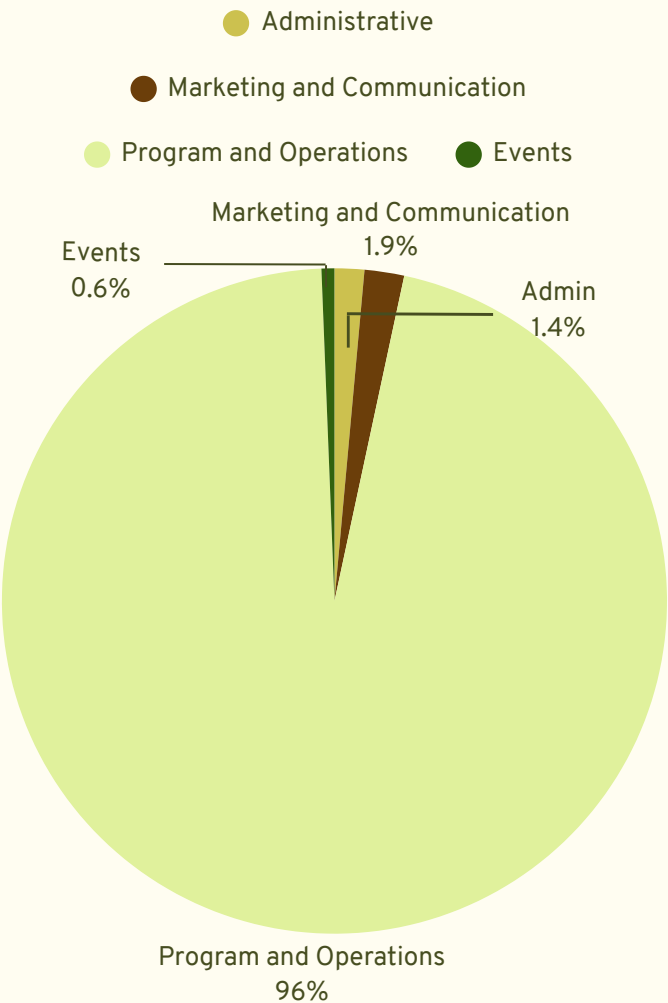
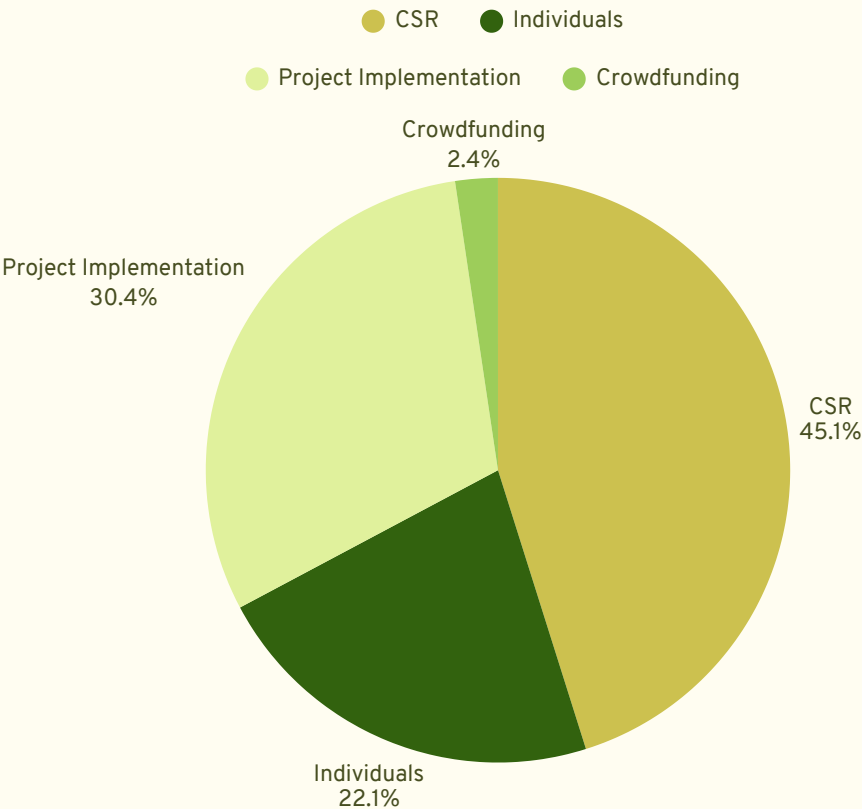
Employee engagement

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

At Badlaav, reflection is only the first step. Our journey is rooted in progress, people, and purpose, and our impact reports are not just about what we’ve done, but how we plan to grow, deepen, and sustain our work in the months ahead....

01

Strengthen Community Mobilisation Model

Introduce the model in 10 new communities and build capacity among new mobilisers.
This peer-led approach ensures local ownership, sustainable impact, and empowers women as health educators.

02

Rural Outreach

Scale interventions in rural communities to address menstrual health, hygiene, and access gaps. Targeted awareness and product distribution in underserved areas will ensure more equitable health outcomes.

03

Expand School-Based Interventions

Reach out to 50 new schools across Pune to implement menstrual health and sexuality education sessions. This will enable us to build knowledge, reduce stigma, and promote sustainable practices among thousands of adolescents.

04

Building Capacity for the Team and incorporating an Advisory Board

Engage in capacity building activities for the team to further increase productivity and team work while increasing the well-being of our employees . Incorporate an advisory board to strategize and scale our impact.

WE ARE GROWING



Radhika Dhingra



Rosalie Shrestha



Nilam Gaikwad



Namita Bhave



Tanvi Hegade



Anusha Kapoor



Ashwini Dhaware



Ashwini Lokhande



Annapurna Deshmukh



Amruta Jagdale



Kalyani Pawar



Nikita Dhavane

Work with Us

At Badlaav SRF, we believe that lasting change is only possible when passionate people come together with a shared vision.

Whether you're an individual driven to create social impact or a corporate partner looking to make your CSR truly count—we welcome you to join hands with us.

We're always excited to work with:

- Young changemakers looking for meaningful internships and volunteer opportunities.
- Professionals who want to apply their skills towards building a more just and sustainable world.
- Corporate teams eager to create impact through strategic CSR partnerships that go beyond tokenism.
- Collaborators and allies who believe in the power of community-led change.

If you're committed to challenging taboos, empowering communities, and building healthier futures, we'd love to hear from you.

Let's build impact. Together.



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