

PROJECT REPORT 2025-26

उम्मीद®
Foundation
Hope for Human



CSR INITIATIVE



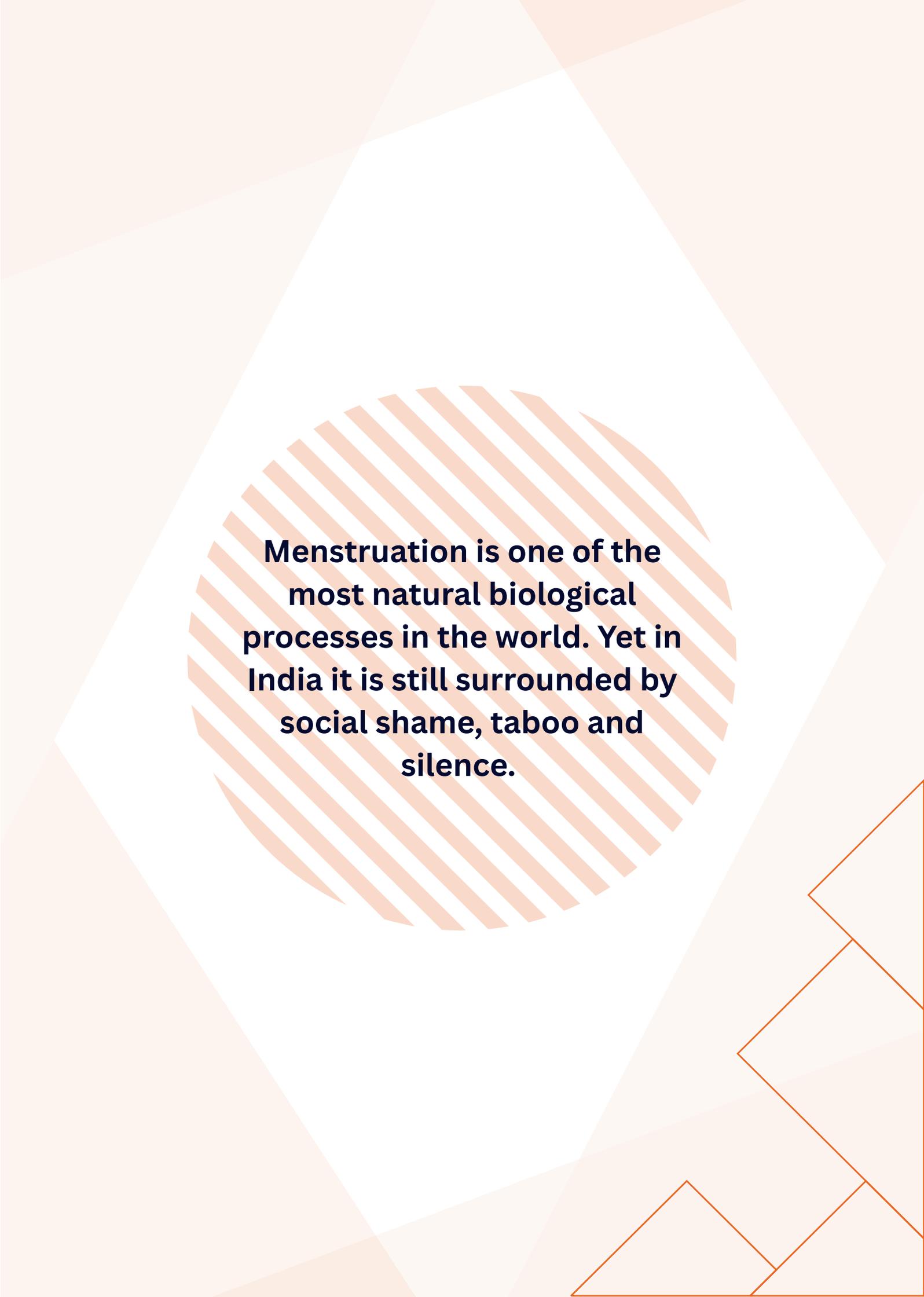
IDBI BANK

<http://www.ummid-foundation.org>

“स्वच्छंद”

UMMID FOUNDATION - HOPE FOR HUMAN

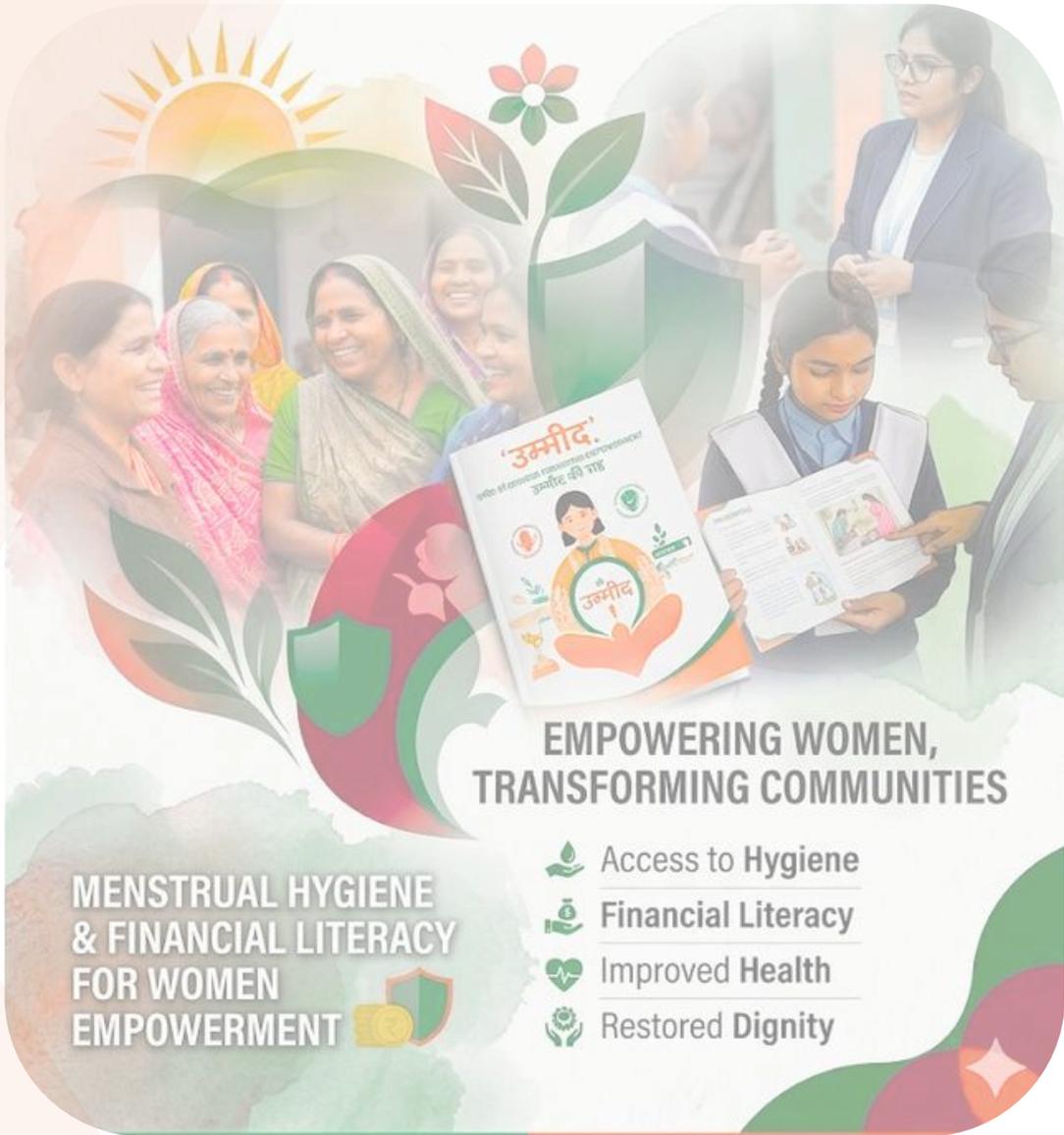
www.ummid-foundation.org



Menstruation is one of the most natural biological processes in the world. Yet in India it is still surrounded by social shame, taboo and silence.

INDEX

About Ummid	5
1. Executive Summary	6
2. Background and Context	7
The Ground Reality in Delhi/NCR	
Educational Dropout & Disempowerment	
3. Project Objectives	9
.	
4. Baseline Survey	11
5. Target Beneficiaries and Location	12
Beneficiary Distribution Table	
Sample List of Beneficiaries	
6. The Multiplier Effect: Indirect Beneficiaries	15
7. Advancing Financial Literacy & Banking	16
8. Approach, Methodology, and Deliverables	18
Phase 1: Culturally Sensitive Mobilization	
Phase 2: Interactive Awareness Campaigns	
Phase 3: Distribution of SWACHAND Hygiene Kit	
9. Core Impact and Sustainable Outcomes	23
10. Letters of Appreciation	25
11. Acknowledgments and Key Personnel	26
12. Conclusion	27



**MENSTRUAL HYGIENE
& FINANCIAL LITERACY
FOR WOMEN
EMPOWERMENT**



**EMPOWERING WOMEN,
TRANSFORMING COMMUNITIES**

-  Access to Hygiene
-  Financial Literacy
-  Improved Health
-  Restored Dignity

About Ummid

Ummid Foundation – Hope for Human (TRUST) is registered under the INDIAN TRUSTS ACTS 1882, **Trust Deed # 577/80 dated 07/02/2017.**

Ummid Foundation – Hope for Human (TRUST) is an ISO 9001:2015 (QMS), certified Social Sector. We have been working widely for Society 2017. We conducted social events in PAN India, including Women Empowerment (self-reliance and financial independence), Education (Elementary Education, Enabling Educational Infrastructure Support), and focused on creating a conducive learning environment through the establishment of Smart Classes, Safe Drinking Water Facility, Hygiene Training Programs & Renovation of School etc.), Skill Development, Agriculture (Natural Farming / Organic Farming, FPO Formation & Promotion, Environment Protection, Climate Change, Waste Management & GoGreen Products.

Ummid Foundation - Hope for Human, currently supports the following causes:

Education: Skill Development & Elementary Education, Enabling Educational Infrastructure in Remote Rural Schools (Delhi/NCR & Uttarakhand). (CSR intervention aligned with SDG 4 (Quality Education)).

Women Empowerment: Skill Development, Livelihood Community Development (self-reliance and financial independence).

Agriculture: Natural /Organic Farming (Training & Awareness Programs) & FPO Formation & Promotion of FPOs under the Scheme by Cluster-Based Business Organisations (CBBOs).

Environmental: Environmental Protection, Climate Change, Plantation Drive, Environment Awareness, GoGreen products, Greenpreneurship for a Plastic Free Tomorrow.

Health & Sanitation: Health and Hygiene, Menstrual Hygiene Awareness Campaigns & Health Camps (Dental, Eye Checkup & Blood Donation Camps).

Hunger and Malnutrition: Ummid ki Rasoi effectively combats hunger and Malnutrition through a mix of immediate relief and long-term sustainable programs.

Research: Research Studies and Surveys, Primary Data Collection, Secondary Data Analysis (Evaluation & Monitoring).

1. Executive Summary

The “SWACHAND” initiative is a flagship Corporate Social Responsibility (CSR) initiative designed to dismantle the profound stigmas surrounding Menstrual Hygiene Management (MHM) and address critical gaps in health, sanitation, and women's empowerment. Focused on the rural, slum, and peri-urban belts of Delhi/NCR, this program provides not only essential sanitation resources but also the vital education needed to foster long-term behavioural change.

During the execution phase from January 2026 to March 2026, the Ummid Foundation - Hope for Human successfully surpassed its initial targets. Through a series of targeted, culturally sensitive workshops across government schools and community centres, the program reached 1,514 direct beneficiaries (adolescent girls and community women).



More importantly, the program catalyzed a powerful secondary impact. By empowering these 1,514 individuals, the initiative successfully sensitized an estimated 5,000+ indirect beneficiaries, transforming household dynamics, educating male family members, and fostering a community-wide culture of health, dignity, and self-reliance. This project stands as a testament to IDBI Bank’s commitment to gender equality, preventative healthcare, and sustainable community development.

2. Background and Context

Despite the rapid economic and infrastructural growth of the National Capital Region (NCR), a stark divide remains. The marginalized communities residing in the peri-urban fringes, resettlement colonies, and rural outskirts (such as Dilshad Garden, Jhilmil, Najafgarh, and Madanpur Khadar) continue to battle severe health, economic, and social disparities.

In these areas, rapid urbanization has outpaced the development of basic civic amenities. Among the many resulting challenges, Menstrual Hygiene Management (MHM)—a fundamental human right and a core pillar of public health—remains shrouded in silence, shame, and intergenerational misinformation. For countless women and adolescent girls in these belts, menstruation is not treated as a biological milestone, but as a monthly crisis.

The Ground Reality in Delhi/NCR's Underserved Areas:

- **The Information Void and Cultural Stigma:** In many rural pockets and clusters, menstruation is heavily stigmatized and considered deeply impure. Because the topic is taboo, a vast majority of young girls experience menarche (their first period) with zero prior knowledge or psychological preparation. This leads to profound distress, fear, and a terrifying belief that they are suffering from a fatal or unnatural disease. Furthermore, mothers and grandmothers, who themselves were deprived of scientific knowledge, pass down restrictive practices—such as dietary limitations, exclusion from religious or household activities, and physical isolation—rather than teaching hygienic management.
- **Period Poverty and Economic Barriers:** While the awareness of safe, disposable sanitary pads is gradually increasing, extreme poverty creates an insurmountable barrier. In daily-wage households, when families must choose between basic rations and sanitary products, menstrual hygiene is the first expense to be cut. This financial dependency forces many women and girls to rely on highly unhygienic alternatives, such as old rags, ash, husk, or damp cloth.



- **Severe Infrastructure Deficits:** The crisis is compounded by a systemic lack of infrastructure. Even when women can access sanitary products, government schools and public community spaces often lack private, secure toilets with running water and proper waste disposal bins. The absence of discrete disposal mechanisms (like incinerators) forces women to manage their cycles in unsafe conditions. Those who use cloth are often too ashamed to wash and dry them in open sunlight, instead hiding them in dark, damp corners where dangerous bacteria rapidly multiply.
- **The Silent Epidemic of Health Repercussions:** The forced use of unhygienic materials, combined with inadequate washing facilities, has created a silent health crisis. It leads to a high prevalence of Reproductive Tract Infections (RTIs), Urinary Tract Infections (UTIs), fungal growth, and chronic dermatological issues. Because of the deep-seated shame associated with reproductive organs, women rarely seek medical help for these infections, allowing them to escalate into severe, long-term pelvic inflammatory diseases.



- **Educational Dropout & The Cycle of Disempowerment:** Poor MHM is one of the leading drivers of female school dropout rates. Lacking proper facilities and terrified of the stigma of staining their clothes, many girls skip school for 4 to 5 days every month. This equates to missing up to 20% of the academic year. Falling behind academically inevitably leads to permanent dropout. Once pulled out of the education system, these adolescent girls are frequently viewed as financial liabilities by their families, significantly increasing their vulnerability to early marriage, early pregnancy, and a lifelong cycle of systemic poverty.

3. Project Objectives

The "SWACHAND" initiative was meticulously designed with a multi-pronged approach, moving beyond mere product distribution to focus on long-term education, vital resource provision, and holistic female empowerment.

The core objectives of the program are:

- **Eradicating Taboos & Normalizing Conversations:** To create safe, judgment-free zones where adolescent girls and women can openly discuss puberty, menstruation, and reproductive health. By facilitating these open dialogues, the project aims to dismantle intergenerational silence, debunk harmful cultural myths, and replace fear and shame with a scientific understanding of the female body.



- **Promoting Safe & Hygienic Practices:** To meticulously educate beneficiaries on proper menstrual management. This includes actively guiding them away from unhygienic alternatives (like damp cloth or rags) and teaching the critical importance of proper pad usage, frequent changing intervals, proper handwashing, and the safe, environmentally conscious disposal of sanitary waste to prevent severe infections like RTIs and UTIs.

- **Ensuring Resource Accessibility (Combating Period Poverty):** To distribute free, high-quality sanitary kits directly to beneficiaries, alleviating the immediate financial burden on low-income, daily-wage families. Providing these kits ensures that the initial transition to safe hygienic practices is not hindered by extreme poverty, allowing families to prioritize health without compromising on basic survival needs.





- Advancing Holistic Health & Well-being:** To integrate essential lessons on nutrition, personal hygiene, and mental health into the core MHM curriculum. Recognizing that menstruation depletes iron, the program strongly emphasizes the necessity of iron-rich diets to combat the high prevalence of anemia among rural women, while simultaneously addressing the psychological stress, isolation, and anxiety traditionally linked to their cycles.
- Fostering Women's Empowerment & Financial Agency:** To build fundamental self-esteem, introduce crucial financial literacy concepts, and connect women with existing government health schemes. By integrating modules on self-dependent banking and introducing them to accessible, formalized banking systems (such as IDBI Bank), the initiative empowers women to reduce their total financial dependency on male family members, build personal savings, and gain greater decision-making authority within their households.



4. Baseline Survey

Before initiating the awareness workshops and kit distribution, the Ummid Foundation conducted a comprehensive Baseline Survey and Community Needs Assessment in January 2026. This foundational step was critical to understanding the specific socio-cultural landscape, measuring existing knowledge gaps, and tailoring our intervention to the actual ground realities of the target areas (Dilshad Garden, Ghaziabad, Madanpur Khadar, and Najafgarh).



Our field teams engaged directly with the target demographic through Focus Group Discussions (FGDs) and structured, localized questionnaires. We interviewed adolescent girls in government schools, mothers in community centers, and local frontline health workers (ASHAs and Anganwadi workers) to gather a holistic view of prevailing practices.

The insights gathered from this baseline assessment directly shaped the "SWACHAND" curriculum. It allowed our facilitators to address specific local myths, focus heavily on the transition from cloth to pads, and underscore the critical need for financial independence, ensuring the intervention was not just a generic lecture, but a deeply relevant, localized solution.



5. Target Beneficiaries

To achieve these objectives, Ummid Foundation strategically divided interventions into School-based workshops (targeting adolescents in grades 6 through 9) and Community-based workshops (targeting women aged 14 to 40, including mothers, dropouts, and newly married women).

Our initial target was 1,000 girls and 500 women. We successfully engaged 1,514 direct beneficiaries, surpassing our goal.



5. Target Beneficiaries

Workshop Place	School/Community	Direct Beneficiary
Workshop at Govt Girls Sr. Sec. School, C-Block, Dilshad Garden, Delhi	School	203
Workshop at Ambedkar Inter College Ghaziabad	School	346
Workshop at Adhyatmik Nagar Inder College Ghaziabad	School	467
Workshop at Community Hall, Ambedkar Colony, Jhilmil Indl Area, Delhi 110095	Community	138
Workshop JJ Colony, Madanpur Khadar, Near Jasola Vihar, Delhi 110076	Community	75
Workshop Khoda Colony Ghazibad	Community	95
Workshop Dharam Pura Colony, Nangloi-Najafgarh Road, Najafgarh, Delhi 110043	Community	97
Work Shop Mayur Vihar Phase 3 Delhi	Community	83
Misc		10
Total		1514

Sample list of beneficiaries

*This list is not exhaustive.

Pran Vihar Home Colony (U.P.)

S.No.	Name	H.F. Name	Address
1.	Sarai	Rani Prasad	90007997698
2.	Km. Pooja	Mohan Ram	70002292949
3.	Shilpa	Niradha	3012-1702816
4.	Babita Kumari		800087565802
5.	Swati	Balraj Kumar	210090426546
6.	Rasul	Jitendra Singh	297265820023
7.	Renu Rani	Rishabh Singh	540705982582
8.	Parul Devi	Dharam Kumar	36771466079
9.	Ramita Rani	Anil Kumar	46426834945
10.	Shivani	Bhadrach Kumar	28815844774
11.	Kaushal	Shambhu Singh	
12.	Agayati Rani	Sunil Kumar	40001185716
13.	Sudani Kanchh	Mahesh Kumar	
14.	Prigyanita Saha	Vijay Kumar	62337159372
15.	Preethi	Dharam Singh	
16.	Manda Kabi	Dharam Kumar	66106411710

17.	Kaushal Rani	Rakesh Singh	62889353504
18.	Alfida Parveen	Mohd. Arfan	92650994993
19.	Parul devi	Dharam Kumar	36771466079
20.	Nikita	Rakesh Kumar	82059202915
21.	Himani Rani	Ram Kumar	68344483193
22.	Sulani	Mohan Singh	39256636008
23.	Mansi	Mohit Singh	
24.	Prachi	Munish Singh	42804305100
25.	Swati	Vaish Singh	35879026382
26.	Km. Sangradha	Dharam Singh	30750787090
27.	Meesakshi	Sunil Prakash	
28.	Ajzaki	Mohd. Singh	760378294107
29.	Sajjaki	Chandra Pal Singh	918603174704
30.	Adha Devi	Mohit Kumar	47066623001
31.	Meha	Mansu	57301575094
32.	Neha	Kalyan Singh	40284225228
33.	Mehika	Jatin Singh	41830363301
34.	Anu	Rajesh Singh	27249065972

35.	Km. Prigyanita devi	Brahmraj Singh	45448757204
36.	Ujjwala Rani	Mohesh	242819322023
37.	Prachi	Chandram	439998105006
38.	Siga Singh	Arish	272110409602
39.	Nisha	Balraj Singh	
40.	Prachi Rani	Mansi	721092995209
41.	Anshika	Rakesh Kumar	
42.	Sulani	Nandan Kumar	602621149120
43.	Pallavi Devi	Nishal Singh	328508832028
44.	Sonam	Ramraj Singh	
45.	Anu Rathi	Chhatarpal Singh	82466541009
46.	Rimtu	Tajpal Singh	57526000006
47.	Neha	Sudesh Kumar	68201612044
48.	Shalvi	Rakesh Kumar	44673007180
49.	Radhika Yadav	Mansu	83370170206
50.	Ajzaki	Lalita Singh	
51.	Radhika Devi	Rakesh Kumar	23776406044
52.	Neha	Manoj Kumar	55161406009

Pran Vihar Home Colony (U.P.)

S.No.	Name	H.F. Name	Address
1.	Sarai	Rani Prasad	90007997698
2.	Km. Pooja	Mohan Ram	70002292949
3.	Shilpa	Niradha	3012-1702816
4.	Babita Kumari		800087565802
5.	Swati	Balraj Kumar	210090426546
6.	Rasul	Jitendra Singh	297265820023
7.	Renu Rani	Rishabh Singh	540705982582
8.	Parul Devi	Dharam Kumar	36771466079
9.	Ramita Rani	Anil Kumar	46426834945
10.	Shivani	Bhadrach Kumar	28815844774
11.	Kaushal	Shambhu Singh	
12.	Agayati Rani	Sunil Kumar	40001185716
13.	Sudani Kanchh	Mahesh Kumar	
14.	Prigyanita Saha	Vijay Kumar	62337159372
15.	Preethi	Dharam Singh	
16.	Manda Kabi	Dharam Kumar	66106411710

17.	Kaushal Rani	Rakesh Singh	62889353504
18.	Alfida Parveen	Mohd. Arfan	92650994993
19.	Parul devi	Dharam Kumar	36771466079
20.	Nikita	Rakesh Kumar	82059202915
21.	Himani Rani	Ram Kumar	68344483193
22.	Sulani	Mohan Singh	39256636008
23.	Mansi	Mohit Singh	
24.	Prachi	Munish Singh	42804305100
25.	Swati	Vaish Singh	35879026382
26.	Km. Sangradha	Dharam Singh	30750787090
27.	Meesakshi	Sunil Prakash	
28.	Ajzaki	Mohd. Singh	760378294107
29.	Sajjaki	Chandra Pal Singh	918603174704
30.	Adha Devi	Mohit Kumar	47066623001
31.	Meha	Mansu	57301575094
32.	Neha	Kalyan Singh	40284225228
33.	Mehika	Jatin Singh	41830363301
34.	Anu	Rajesh Singh	27249065972

35.	Km. Prigyanita devi	Brahmraj Singh	45448757204
36.	Ujjwala Rani	Mohesh	242819322023
37.	Prachi	Chandram	439998105006
38.	Siga Singh	Arish	272110409602
39.	Nisha	Balraj Singh	
40.	Prachi Rani	Mansi	721092995209
41.	Anshika	Rakesh Kumar	
42.	Sulani	Nandan Kumar	602621149120
43.	Pallavi Devi	Nishal Singh	328508832028
44.	Sonam	Ramraj Singh	
45.	Anu Rathi	Chhatarpal Singh	82466541009
46.	Rimtu	Tajpal Singh	57526000006
47.	Neha	Sudesh Kumar	68201612044
48.	Shalvi	Rakesh Kumar	44673007180
49.	Radhika Yadav	Mansu	83370170206
50.	Ajzaki	Lalita Singh	
51.	Radhika Devi	Rakesh Kumar	23776406044
52.	Neha	Manoj Kumar	55161406009

A.W. No - 32

क्र.सं.	नाम/पिता	उम्र	सं.पत्र-सं.
1	अशोक	28	3381 0599 1833
2	सुधीर	25	7930 9490 610
3	विजय	23	8960 9493 6615
4	विजय	24	9330 9003 0681
5	विजय	15	5157 1591 4408
6	विजय	30	3311 0380 0354
7	विजय	14	7521 1320 62
8	विजय	30	2774 0376 0932
9	विजय	22	0270 5731 1128
10	विजय	28	4322 2322 8243
11	विजय	28	2122 9488 1171
12	विजय	19	9370 9308 2914
13	विजय	26	8534 5724 9483
14	विजय	28	6830 9074 0870
15	विजय	28	9280 0106 9761
16	विजय	32	2704 9724 1522
17	विजय	31	7101 0904 0945
18	विजय	26	4492 5320 4145
19	विजय	23	6653 8393 3012
20	विजय	23	4492 5320 4145
21	विजय	25	3155 4431 7057
22	विजय	25	8772 4127 4945
23	विजय	20	8442 4811 2308
24	विजय	45	4073 8287 7582
25	विजय	17	5822 2216 2489
26	विजय	30	8716 1741 4616
27	विजय	29	2372 2129 8166
28	विजय	29	7038 2590 0827
29	विजय	21	4755 2215 4980
30	विजय	21	5032 6082 6009

1	विजय	34	विजय कुमार
2	विजय	28	विजय कुमार
3	विजय	29	विजय कुमार
4	विजय	26	विजय कुमार
5	विजय	32	विजय कुमार
6	विजय	25	विजय कुमार
7	विजय	23	विजय कुमार
8	विजय	26	विजय कुमार
9	विजय	32	विजय कुमार
10	विजय	28	विजय कुमार
11	विजय	34	विजय कुमार
12	विजय	28	विजय कुमार
13	विजय	26	विजय कुमार
14	विजय	28	विजय कुमार
15	विजय	28	विजय कुमार
16	विजय	26	विजय कुमार
17	विजय	28	विजय कुमार
18	विजय	28	विजय कुमार
19	विजय	28	विजय कुमार
20	विजय	28	विजय कुमार
21	विजय	28	विजय कुमार
22	विजय	28	विजय कुमार
23	विजय	28	विजय कुमार
24	विजय	28	विजय कुमार
25	विजय	28	विजय कुमार
26	विजय	28	विजय कुमार
27	विजय	28	विजय कुमार
28	विजय	28	विजय कुमार
29	विजय	28	विजय कुमार
30	विजय	28	विजय कुमार
31	विजय	28	विजय कुमार
32	विजय	28	विजय कुमार
33	विजय	28	विजय कुमार
34	विजय	28	विजय कुमार

58	विजय	34	विजय कुमार
59	विजय	28	विजय कुमार
60	विजय	32	विजय कुमार
61	विजय	26	विजय कुमार
62	विजय	38	विजय कुमार
63	विजय	33	विजय कुमार
64	विजय	29	विजय कुमार
65	विजय	26	विजय कुमार
66	विजय	24	विजय कुमार
67	विजय	27	विजय कुमार
68	विजय	33	विजय कुमार
69	विजय	31	विजय कुमार
70	विजय	34	विजय कुमार
71	विजय	27	विजय कुमार
72	विजय	25	विजय कुमार
73	विजय	29	विजय कुमार
74	विजय	30	विजय कुमार
75	विजय	30	विजय कुमार
76	विजय	32	विजय कुमार
77	विजय	33	विजय कुमार
78	विजय	36	विजय कुमार
79	विजय	29	विजय कुमार
80	विजय	30	विजय कुमार
81	विजय	27	विजय कुमार
82	विजय	26	विजय कुमार
83	विजय	32	विजय कुमार
84	विजय	25	विजय कुमार
85	विजय	34	विजय कुमार
86	विजय	34	विजय कुमार

6. The Multiplier Effect: The Indirect Beneficiaries

While reaching 1,514 direct beneficiaries is a significant quantitative milestone, the true transformative power of the SWACHAND program lies in its qualitative Ripple Effect. In community health models, empowering one woman rarely ends with her alone; it alters the ecosystem around her.

We estimate that this initiative has positively impacted over 5,000 indirect beneficiaries through the following avenues:

- **Inter-generational Knowledge Transfer:** When a mother in Madanpur Khadar or Khoda Colony is educated about the biological realities of menstruation and the dangers of unhygienic practices, she ensures that her daughters will not grow up with the same fears or restrictions she faced. The cycle of misinformation is broken in a single generation.
- **Sensitizing the Male Population:** Menstruation is often viewed solely as a "women's issue," which prevents male heads of households from allocating family funds toward sanitary products. By empowering women to speak confidently about their health needs, we observed a secondary shift where brothers, fathers, and husbands became more understanding, supportive, and willing to prioritize hygiene in the household budget.
- **Peer-to-Peer Education:** Adolescent girls in schools like Ambedkar Inter College act as micro-ambassadors. A girl who receives a SWACHAND hygiene kit and attends an awareness workshop invariably shares that knowledge with her out-of-school friends, siblings, and neighbors, spreading factual information organically.
- **Empowering Frontline Workers:** Our community sessions often involved local ASHA and Anganwadi workers. By refreshing their knowledge and providing them with high-quality IEC (Information, Education, and Communication) materials, we strengthened the local institutional capacity, ensuring that the community has ongoing access to accurate health information long after the project concludes.
- **Tangible Knowledge Transfer via Information Booklets:** As part of the SWACHAND hygiene kits (detailed in subsequent sections), every direct beneficiary is provided with a comprehensive, easy-to-understand booklet containing vital information related to menstrual health, hygiene, and awareness. This physical resource acts as a permanent reference guide within the household. It enables obvious and continuous knowledge transfer (KT) as the booklet is naturally shared with and read by extended family members, friends, and neighbors, significantly amplifying the reach of our indirect beneficiaries long after the workshops conclude.

7. Advancing Financial Literacy & Self-Dependent Banking

A critical pillar of true empowerment goes beyond physical health; it requires economic autonomy. In the rural and peri-urban demographics of Delhi/NCR, financial dependency remains a massive barrier. The vast majority of the women in our target areas rely entirely on male family members (fathers, husbands, or brothers) for money-related affairs, savings, and household budgeting. Many have never entered a bank independently due to intimidation or a lack of financial literacy.



To address this systemic dependency, the SWACHAND community workshops integrated dedicated sessions on Self-Dependent Banking.

- **Demystifying the Banking Process:** Facilitators broke down the perceived complexities of banking, teaching women the foundational concepts of personal savings, emergency funds, and financial planning.



● **Introduction to IDBI Bank:** We prominently highlighted IDBI Bank as a partner in their empowerment journey. Women were educated on the ease of opening individual savings accounts and the safety and security of formal banking compared to keeping unrecorded cash at home.

● **Fostering Financial Autonomy:** By equipping these women with knowledge about accessible banking solutions, government micro-finance schemes, and digital financial literacy, the program encouraged them to step into an IDBI branch with confidence. This transition from financial reliance to financial independence is a crucial step in giving these women agency over their own lives and health choices.



8. Approach, Methodology, and Deliverables

Phase 1: Culturally Sensitive Mobilization

Recognizing the sensitive nature of the topic, our field teams spent weeks building trust. We engaged with school principals, local panchayat leaders, and community elders to assure them that the workshops were scientifically grounded and culturally respectful.





Phase 2: Interactive Awareness Campaigns

- **For Schools:** Workshops focused on the biology of puberty, bodily autonomy, and practical MHM (how to use, wrap, and dispose of a pad). We utilized animated videos, flip-charts, and anatomical models.
- **For Communities:** Workshops focused heavily on maternal health, breaking superstitions (e.g., restrictions on entering the kitchen or touching certain foods), identifying signs of RTIs, and the importance of a nutrient-rich, iron-heavy diet to combat anemia.



Phase 3: Distribution of the SWACHAND Hygiene Kit

Following the educational sessions, each direct beneficiary received a comprehensive hygiene kit designed to equip them with the necessary tools to implement what they had learned. **Each kit included:**

- **Jute Bag (1 piece):** Featuring branding with the IDBI logo and a CSR initiative tagline. This eco-friendly and biodegradable bag is crafted from durable materials, making it suitable for daily use. It boasts intricate prints for festive occasions, along with water-resistant inner linings and reinforced handles.
- **Sanitary Napkins (5 pieces):** These sanitary napkins are intended for menstrual management, designed to effectively absorb menstrual flow.

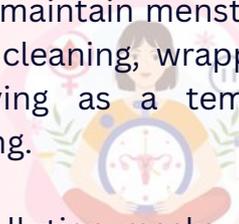


- **Sanitizer Spray (250 ml Bottle)**– A liquid cleaning solution formulated to effectively reduce bacteria and germs on surfaces.
- **Paper Pouch (5 Units)** – A paper pouch designed for the hygienic disposal of soiled sanitary pads, tampons, or liners, ensuring a discreet way to manage waste.
- **Wet Wipes (2 Pouches)** – Convenient and portable hygiene tools that assist adolescent girls in managing menstruation, especially while at school or on the go.
- **Dry Tissues (10 Units)**– Dry tissues provide a quick, disposable, and absorbent option for adolescent girls to maintain menstrual hygiene. They are useful for drying the genital area after cleaning, wrapping used sanitary materials for discreet disposal, and serving as a temporary absorbent solution in emergencies to prevent staining.
- **Pollution Masks (1 Unit)** – Pollution masks offer protection against harmful airborne dust, pollen, mold spores, bacteria, and viruses.
- **Menstrual Hygiene Booklet (Swachhand)** – This booklet aims to promote menstrual hygiene by addressing and challenging the taboos associated with menstruation. "Swachhand" seeks to raise awareness among both school-going and out-of-school adolescent girls, as well as young women, about the significance of safe menstrual management, parental support, and fostering a supportive environment.

IDBI BANK



उम्मीद
Foundation
Hope for Women



“स्वच्छद”

महिलाओं के स्वास्थ्य के लिए
शुद्धता और स्वच्छता के लिए
निःशुल्क सेनेटरी किट वितरण

www.ummid-foundation.org





9. Core Impact and Sustainable Outcomes

- Behavioral Transformation & Health Multiplier:** We successfully transitioned a significant portion of the target demographic away from using unhygienic, repurposed cloth. Instead of washing rags and drying them in damp, hidden corners out of shame, women and girls are now actively choosing, properly using, and safely disposing of sanitary pads. This behavioral shift creates a direct health multiplier effect: by drastically reducing the risk of severe Reproductive Tract Infections (RTIs) and fungal diseases, we are simultaneously reducing out-of-pocket medical expenses for impoverished households and preventing the loss of vital daily wages for working women.

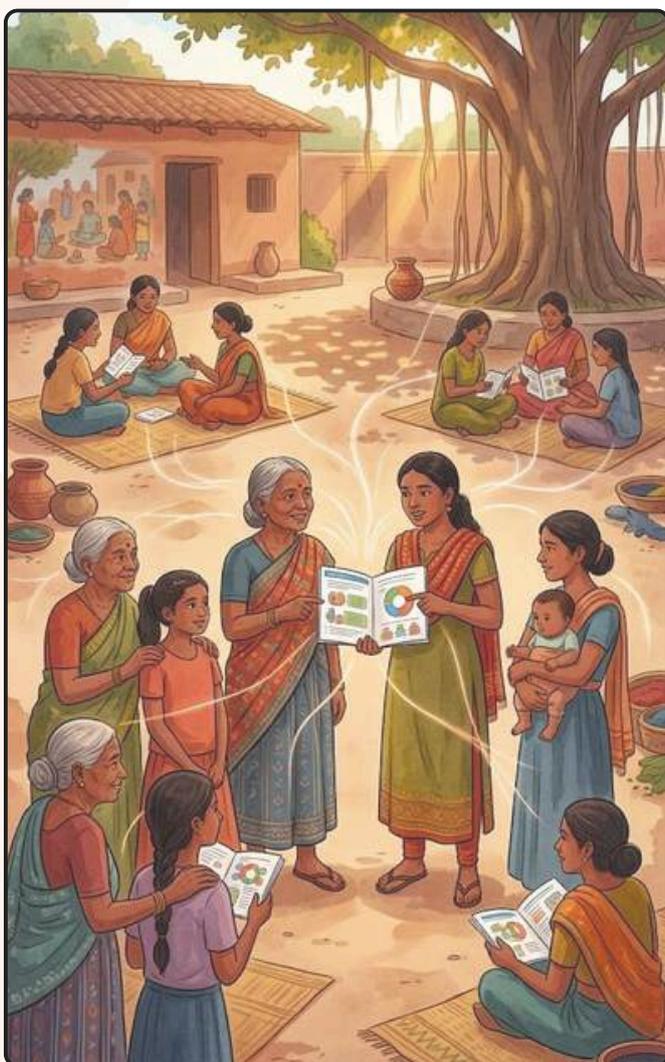


- Restored Dignity and Mental Well-being:** We witnessed a palpable shift in the body language of our beneficiaries. Girls who initially looked down and whispered about their bodies began participating in open, vocal discussions. The dark cloud of monthly anxiety, the paralyzing fear of public staining, and the painful isolation of being barred from family spaces were replaced by a profound sense of normalcy. The multiplier here is a

psychological resilience—a girl who navigates her period with dignity and confidence is far more likely to advocate for herself in other critical areas of life.

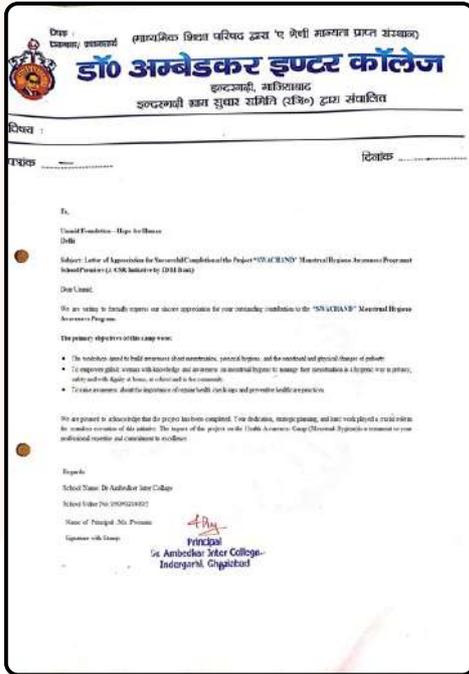


- Educational Retention & The Socio-Economic Multiplier:** The visual impact of this intervention is undeniable: classroom seats that would typically sit empty for 4 to 5 days every month are now remaining filled. By providing the physical hygiene kits and dismantling the stigma of "period accidents," girls no longer view menstruation as a monthly roadblock to their education. This drives a massive socio-economic multiplier effect: every additional year a girl remains in school significantly delays the likelihood of underage marriage, reduces early pregnancy risks, and drastically increases her future earning potential.



- Community Capacity Building:** During our community workshops, certain women naturally stepped forward as vocal leaders—comforting younger participants and asking insightful questions. By informally training these community anchors and arming them with our comprehensive MMH informational booklets, we laid the groundwork for a sustained, community-led support system. This is the ultimate multiplier effect in action: these empowered women now act as decentralized hubs of knowledge. A single trained community champion will go on to counsel dozens of neighbors, daughters, and friends long after our official intervention has concluded.

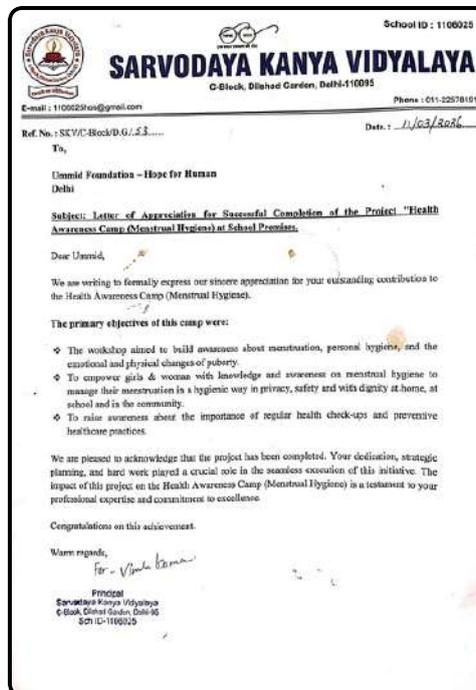
10. Letters of Appreciation



Dr. Ambedkar Inter College



Adhyatmiknagar Inter College



Sarvodaya Kanya Vidyalaya

11. Acknowledgments and Key Personnel

The success and seamless execution of the "SWACHAND" program would not have been possible without the dedication of our on-ground team, subject matter experts, and the visionary support of IDBI Bank Limited.

The Ummid Foundation would like to express its deepest gratitude to the following individuals for their exceptional commitment and contribution:

- **From IDBI Bank Limited:**
 - **Miss Sunaina Reddy (AGM, Liability and TPD):** For her invaluable on-ground presence, coordination, and dedicated help throughout the project's execution.
- **Subject Matter Experts:**
 - **Miss Preeti Prabhakar (Senior Manager/Subject Expert):** For her expertise in delivering impact-driven MHM curriculum and guiding beneficiaries.
 - **Miss Heena Pandey (Senior Manager/Subject Expert):** For her expert training modules and dedicated mentorship to Community Hygiene Ambassadors.
- **Medical Support:**
 - We also extend our sincere appreciation to the General Health Professional who was present in all workshops, ensuring that beneficiaries received accurate medical and health-related guidance.



12. Conclusion

The data and narratives emerging from the "SWACHAND" program make one thing abundantly clear: when you invest in a woman's health, hygiene, and financial literacy, you uplift her entire community. Through the strategic execution of 8 major workshops reaching 1,514 girls and women across Delhi/NCR, the Ummid Foundation has successfully planted the seeds for generational change.

The success of this initiative was made possible through the visionary CSR framework of IDBI Bank. By bridging the gap between resource scarcity, vital health education, and self-dependent banking literacy, IDBI Bank has proven its commitment to fostering an inclusive, healthy, and economically empowered India. We look forward to exploring avenues to scale this impactful initiative further, ensuring no girl is held back by her biology or economic circumstance.





THANK YOU



Delhi (HQ) Reg. Office

Ummid Foundation – Hope for Human
G -80 F II Dilshad Colony Delhi 110095
e-mail Id – lalit@ummid-foundation.org
Phone : 9315077604 / 9891358401

Delhi Branch Office

Ummid Foundation – Hope for Human
No 3, 2 Floor, Hasanpur I P Ext, Delhi 110 092
e-mail Id – ummid@ummid-foundation.org
Phone : 9315077604 / 9390596922

Haryana Branch Office

Ummid Foundation – Hope for Human
CoworkInsta, C042C, 4th Floor, Supermart-1, DLF Phase
4, Near Galleria Market, Gurgaon, Haryana- 122009
e-mail Id – ummid@ummid-foundation.org
Phone : 98733 90099 / 9315077604

Uttarakhand Branch Office

Ummid Foundation – Hope for Human Kalikholi,
Dwarahat, Distt. Almora, Uttarakhand-263653
e-mail Id – ummid@ummid-foundation.org Phone :
9627341162 / 9315077604



Reg Off :No G 80, F-II Dilshad Colony, Delhi-110095.
Branch Off PlotNo.3,1IndFloor, Hasanpur, Near Metro Pillar No. 180, I.P. Extn., Delhi-110092
Branch Off CoworkInsta,C042C,4thFloor, Supermart-1, DLF Phase 4, Near Galleria Market, Gurgaon, Haryana- 122009
Uttarakhand Off Kalikholi, Post Office Dwarahat, District Almora (Uttarakhand) 263653
Email :lalit@ummidfoundaion.org Cont. : 9315077604 / 9891358401