

CARE FOR SMILE FOUNDATION

P-17A, Gali no. 1, Shankar Nagar, New Delhi - 110051

Contact No- 9811416353, 8899818283

Menstrual Hygiene Awareness Program (8th March – 13th March 2025)

Supported by



energising lives

Bharat Petroleum Corporation Limited (BPCL)

under CSR Initiative

Organized by



Care For Smile Foundation



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Project Background / Introduction

Menstrual hygiene continues to remain one of the most neglected aspects of adolescent girls' health in India, especially in rural and semi-urban regions. Lack of awareness, limited access to affordable sanitary products, social taboos, and absence of proper disposal facilities often result in poor menstrual health management. These challenges significantly impact the physical and mental well-being of young girls, often leading to discomfort, low self-esteem, and increased absenteeism from school during menstruation.

Recognizing this critical need, **Care For Smile Foundation**, with the generous support of **Bharat Petroleum Corporation Limited (BPCL)** under its **Corporate Social Responsibility (CSR) initiative**, launched a **Menstrual Hygiene Awareness and Support Program**. The project was specially initiated to coincide with **International Women's Day on 8th March 2025**, symbolizing a commitment to empowering adolescent girls with health, dignity, and confidence.

The project was conducted over a week-long period from **8th March to 13th March 2025**, across **20 government schools** in the **Bulandshahr Constituency**, directly benefiting **10,000 adolescent girls**. The aim was not only to raise awareness but also to provide sustainable menstrual hygiene solutions by distributing reusable and disposable sanitary napkins, protein diet kits, and by installing sanitary pad vending machines and incinerators in schools.

Through a combination of awareness sessions, product distribution, and infrastructure support, the initiative sought to address both the practical and educational gaps in menstrual hygiene management. This project serves as a vital step toward building a healthier, more informed, and more confident generation of young girls who can manage their menstrual health with dignity and without interruption to their education.

Program Objective:

The project was conceptualized and implemented with a multifaceted objective of promoting adolescent girls' health, hygiene, and empowerment through sustainable interventions. The key objectives included:

- To distribute **Reusable and Disposable Sanitary Napkin Kits** and **Protein Diet Kits** to **10,000 adolescent girls** in Government Schools across Bulandshahr Constituency.
- To install **Sanitary Napkin Vending Machines and Incinerators** in identified schools to ensure easy and dignified access to hygiene products and safe disposal methods.
- To conduct **interactive awareness sessions and seminars** on **Menstrual Hygiene Management (MHM)** and the **importance of a protein-rich diet during adolescence**.

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- To **reduce school absenteeism** caused by menstrual health challenges and lack of proper hygiene infrastructure.
 - To **empower adolescent girls** with sustainable solutions, correct knowledge, and practices to effectively manage their menstrual health.
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Project Implementation Strategy

The **Menstrual Hygiene Awareness and Support Program**, implemented by **Care For Smile Foundation** with support from **Bharat Petroleum Corporation Limited (BPCL)** under CSR, was strategically planned and executed across **20 government schools in Bulandshahr Constituency** from **8th March to 13th March 2025**. The implementation strategy was designed to ensure maximum outreach, sustainability, and long-term impact on adolescent girls' health and education.

The strategy included the following key components:

1. Baseline Identification and School Selection

- 20 government schools with a significant population of adolescent girls were identified in consultation with teachers and school principals.
- Priority was given to schools lacking basic menstrual hygiene infrastructure and awareness.

2. Collaborative Planning and Coordination

- A comprehensive execution plan was prepared in coordination with school principals, staff, and local health workers.
- A detailed schedule was chalked out to cover all schools within the defined project timeline (8th–13th March 2025).

3. Awareness and Education Sessions

- Interactive and age-appropriate **Menstrual Hygiene Awareness Seminars** were conducted by trained facilitators.
- Sessions focused on:
 - Importance of menstrual hygiene
 - Dispelling taboos and myths
 - Proper use of sanitary napkins
 - Healthy diet and nutrition during menstruation

4. Product Distribution

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- Each beneficiary girl received a **Reusable and Disposable Sanitary Napkin Kit** along with a **Protein Diet Kit**, aiming to support their menstrual hygiene and nutritional needs.
- Distribution was done in an organized manner, ensuring every student received the kits with proper instructions for use.

5. Infrastructure Development in Schools

- **Sanitary Napkin Vending Machines** and **Incinerator Machines** were installed in all participating schools.
- Instructions given to school staff and students for proper use and maintenance of these machines to ensure sustainability.

6. Monitoring and Support

- A monitoring team from Care For Smile Foundation supervised the activities to ensure quality execution and timely implementation.

7. Community and Stakeholder Engagement

- Involvement of school principals, teaching staff, and parents (where possible) was ensured to promote a culture of openness and support around menstrual health.
- Local community awareness was also encouraged to extend the impact beyond school boundaries.

Key Activities Conducted Across All 20 Schools:

- ✓ **Menstrual Hygiene Awareness Sessions** – Interactive seminars were conducted by experienced facilitators to educate adolescent girls about menstruation, proper hygiene practices, and breaking the silence around the topic.



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- ✓ **Distribution of Reusable Sanitary Pads Kits** – Environment-friendly and economical reusable sanitary pad kits were distributed to all girl students, ensuring long-term menstrual hygiene support.



- ✓ **Distribution of Protein Diet Kits** – As nutrition plays a key role in menstrual health, protein-rich diet kits were provided to girls to help improve their dietary habits and overall well-being.



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- ✓ **Installation of Sanitary Pad Vending Machines** – Easy and hygienic access to sanitary pads was ensured through the installation of vending machines in the school premises.



- ✓ **Installation of Incinerator Machines** – To promote safe and eco-friendly disposal of used sanitary products, incinerator machines were installed in schools.



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- ✓ **IEC Material Distribution** – Informative pamphlets and posters on menstrual hygiene and nutrition were distributed to enhance awareness and knowledge retention.



- ✓ **Interactive Q&A Sessions** – Open discussions and doubt-clearing sessions were held to help girls feel comfortable and confident about menstrual hygiene.



Program Reach and Impact

The Menstrual Hygiene Awareness and Sanitary Napkin Distribution Program made a significant difference in the lives of adolescent girls and their communities. The intervention's impact was observed both quantitatively and qualitatively, contributing to a more informed, healthier, and empowered generation of girls in Bulandshahr Constituency.

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Quantitative Impact

- **Beneficiaries Reached:**
Direct impact on **10,000 adolescent girls** through the distribution of **Reusable and Disposable Sanitary Napkin Kits**, ensuring better menstrual hygiene accessibility.
- **Improved School Attendance:**
The program is expected to lead to a **15–20% increase in school attendance** among adolescent girls during menstruation by addressing discomfort and the lack of menstrual hygiene solutions.
- **Cost-Effectiveness:**
The provision of **reusable sanitary napkins** ensures **long-term financial savings** for adolescent girls and their families by reducing monthly hygiene-related expenditures.
- **Environmental Impact:**
The introduction of **reusable products** has the potential to **reduce non-biodegradable menstrual waste by up to 80%**, promoting environmentally responsible hygiene practices.

Qualitative Impact

- **Improved Menstrual Hygiene Practices:**
Girls are now adopting **safe, hygienic, and sustainable menstrual management practices**, reducing the risks of health complications and infections.
- **Awareness and Education:**
The awareness sessions helped **dispel myths and taboos**, enabling adolescent girls to understand menstruation as a natural biological process rather than a stigma.
- **Confidence and Empowerment:**
With access to hygienic products and scientific knowledge, girls now feel more **confident, dignified, and self-assured** in school and daily life.
- **Health Benefits:**
The program contributes to **better reproductive health outcomes**, preventing diseases caused by unhygienic menstrual practices.
- **Community Engagement:**
The program also fostered **open dialogue and sensitization** among teachers, parents, and peers, paving the way for a **supportive community environment** for adolescent girls.

School & Community Response:

The **Menstrual Hygiene Awareness and Sanitary Napkin Distribution Program**, implemented across 20 schools in the Bulandshahr constituency, received overwhelming appreciation and encouragement from school authorities, teaching staff, students, and the local community.

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1. Enthusiastic Participation by Schools

School principals, teachers, and staff wholeheartedly welcomed the initiative, recognizing its importance in addressing one of the most critical yet often overlooked aspects of adolescent girls' health and education. The installation of **sanitary napkin vending machines and incinerators** was highly appreciated as a progressive step towards ensuring hygiene infrastructure within schools.

Many schools reported that the sessions not only educated the girls but also served as a valuable **capacity-building exercise for school staff**, who are now better equipped to guide and support students in managing menstrual health effectively.

2. Positive Response from Students

The adolescent girls demonstrated a keen interest in the interactive sessions. Their engagement reflected a strong desire to understand menstrual hygiene and nutrition-related issues, and to break away from existing taboos and misinformation. The distribution of **Reusable and Disposable Sanitary Pads** along with **Protein Diet Kits** was received with gratitude, with students expressing that such support boosts their confidence and enables them to attend school more regularly and comfortably.

Many students shared that this was the first time they were able to openly discuss menstrual health in a safe and supportive environment, which in itself was a transformative experience.

3. Parental and Community Appreciation

Parents and local community members responded positively to the program, acknowledging the initiative as **timely, relevant, and empowering** for the adolescent girls. The awareness sessions triggered meaningful conversations within families and communities, promoting greater acceptance and understanding of menstrual health issues.

Community leaders and parents appreciated the **environment-friendly approach** of introducing reusable sanitary napkins and the **cost-saving benefits** they offer in the long run. The program helped build a deeper understanding of the link between health, education, and dignity.

4. Strengthened School-Community Partnerships

The program has fostered a **stronger bond between schools, families, and civil society organizations**, creating a sustainable model for adolescent health education. The involvement of school staff and community members has laid a strong foundation for **continued advocacy, awareness, and support**, beyond the program duration.

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Special appreciation was extended to:

- **BPCL CSR Team**, for supporting such a socially impactful initiative.
- **Care For Smile Foundation**, for flawless execution, thoughtful planning, and community-centric approach.

Photographs and Media Coverage:

छात्राओं को मासिक धर्म के प्रति किया जागरूक

सिकंदराबाद। केयर फॉर स्माइल फाउंडेशन ने नगर के दयावती दीवान सिंह शुक्ल सरस्वती विद्या मंदिर इंटर कॉलेज में कार्यक्रम आयोजित कर छात्राओं को मासिक धर्म के प्रति जागरूक किया। संस्था के सीईओ गिरीश भारद्वाज ने बताया कि भारत पेट्रोलियम कॉरपोरेशन लिमिटेड के सहयोग से कार्यक्रम आयोजित किए जा रहे हैं। महिला दिवस के उपलक्ष्य में कार्यक्रम का शुभारंभ किया गया है, जो सप्ताह भर चलेगा। इस दौरान जनपद के 20 स्कूलों में कार्यक्रम आयोजित कर छात्राओं मासिक धर्म स्वच्छता के प्रति जागरूक किया जाएगा। मासिक धर्म से जुड़े मिथकों और साफ-सफाई व डाइट संबंधी जानकारी भी दी जाएगी। सैनेटरी पैड का भी वितरण किया जाएगा। बताया कि दयावती दीवान सिंह में सैनेटरी पैड वेंडिंग मशीन और इंसीनरेटर मशीन लगाई गई है। इस अवसर पर प्रधानाचार्य राजीव गुप्ता, विशाखा एवं उनकी पूरी टीम की उपस्थिति रही। संवाद

एक नजर में



श्री दुर्गा पब्लिक स्कूल में डाइट किट वितरित करते सदस्य • सौ. स्कूल

छात्राओं को किया जागरूक

दानपुर : क्षेत्र के दौलतपुर गांव स्थित श्री दुर्गा पब्लिक स्कूल में सोमवार को केयर फार स्माइल फाउंडेशन के सदस्यों ने मॅस्टुअल हाइजीन अवैयरनेस कार्यक्रम का आयोजन किया। कार्यक्रम में सदस्यों ने किशोरियों को मासिक धर्म स्वच्छता, स्वास्थ्य के बारे में जागरूक किया। विशाखा शर्मा ने कहा कि सरकार किशोरियों की सुरक्षा के लिए अनेक कार्यक्रम चला रही है। प्रधानाचार्य किनिक उपाध्याय ने फाउंडेशन के सभी सदस्यों का आभार जताया।

महिला दिवस पर जागरूकता कार्यक्रम हुआ

सिकंदराबाद। महिला दिवस के अवसर पर केयर फॉर स्माइल फाउंडेशन द्वारा मॅस्टुअल हाइजीन अवैयरनेस कार्यक्रम की शुरुआत दयावती दीवान सिंह शुक्ल सरस्वती विद्या मंदिर इंटर कॉलेज से हुई।

यह कार्यक्रम भारत पेट्रोलियम कॉरपोरेशन लिमिटेड के सहयोग से सीएसआर परियोजना के अंतर्गत संचालित किया जा रहा है। यह जागरूकता अभियान एक सप्ताह तक चलेगा।

इस अभियान का मुख्य उद्देश्य किशोरी छात्राओं में मासिक धर्म स्वच्छता के प्रति जागरूकता फैलाना, स्कूल उपस्थिति बढ़ाना तथा भावी महिला पीढ़ी को सशक्त बनाना है।

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Program Schedule			
SR. NO.	NAME OF SCHOOL	ADDRESS	Program Date
1	Jain Inter College	Purana Holi Mela Sikandrabad,Bulandshahr	08-03-2025
2	Balika Inter College	Shivaji Nagar Sikandrabad,Bulandshahr	08-03-2025
3	D.D Kabari Inter College	Teacher Colony Sikandrabad,Bulandshahr	08-03-2025
4	Dayawati Diwan Singh Inter College	Gulaothi Rd, Sikandrabad,Bulandshahr	08-03-2025
5	Swami Dayal Inter College	Kayasthwar, Bajar Madhoda, Sikandrabad,Bulandshahr	10-03-2025
6	M.S Inter College	Kayasthwar, Sikandrabad,Bulandshahr	10-03-2025
7	Vivekananda Saraswati Vidya Mandir Inter College	DM Rd, Avs Vikas Colony, Bulandshahr	10-03-2025
8	Katiyawali Junior High School	Debai Road, Jhangirabad,Bulandshahr	10-03-2025
9	Prem Inter College	Baral,Bulandshahr	10-03-2025
10	Dayanand Chobisa Inter College	Mohana,Bulandshahr	11-03-2025
11	Rajkiya Inter College	Smilepur,Bulandshahr	11-03-2025
12	Gov. Girls Inter College	Railway Rd, Laxmi Nagar, Bulandshahr	12-03-2025
13	Gandhi Bal Niketan Inter College	Kala Aam Chauraha, Near Ansari Rd, Bulandshahr	12-03-2025
14	Lalita Prashad Saraswati Vidya Mandir Inter College	DM Rd, Maukhera, Bulandshahr	12-03-2025
15	Balika Vidya Mandir Inter College	Ahaar Rd, Jahangirabad, Chacharai,Bulandshahr	12-03-2025
16	Aarya Samaj Inter College	Upper Kot, Bulandshahr	12-03-2025
17	Agresan Inter College	Railway Road Sikandrabad,Bulandshahr	13-03-2025
18	Vedic Inter College	Aurangabad,Bulandshahr	13-03-2025
19	Dr. Bheem Rao Ambedkar Inter College	Indergarhi, Bulandshahr	13-03-2025
20	Vedic Kanya Inter College	Ansari Road Bulandshahr	13-03-2025

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JAIN INTER COLLEGE



BALIKA INTER COLLEGE



D.D KABARI INTER COLLEGE



DAYAWATI DIWAN SINGH INTER COLLEGE



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SWAMI DAYAL INTER COLLEGE



M.S INTER COLLEGE



VIVEKANANDA SARASWATI VIDYA MANDIR INTER COLLEGE



KATIYAWALI JUNIOR HIGH SCHOOL



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PREM INTER COLLEGE



DAYANAND CHOBISA INTER COLLEGE



RAJKIYA INTER COLLEGE



GOV. GIRLS INTER COLLEGE



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GANDHI BAL NIKETAN INTER COLLEGE



LALITA PRASHAD SARASWATI VIDYA MANDIR INTER COLLEGE



BALIKA VIDYA MANDIR INTER COLLEGE



AARYA SAMAJ INTER COLLEGE



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AGRESAN INTER COLLEGE



VEDIC INTER COLLEGE



DR. BHEEM RAO AMBEDKAR INTER COLLEGE



VEDIC KANYA INTER COLLEGE



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Acknowledgement

We extend our heartfelt gratitude to **Bharat Petroleum Corporation Limited (BPCL)** for their generous support and commitment under their Corporate Social Responsibility (CSR) initiative, which made this impactful project possible. Their contribution has played a pivotal role in addressing a crucial but often neglected aspect of adolescent girls' health and well-being.

We would also like to acknowledge the unwavering support and cooperation of the **school principals, teachers, staff, and district education authorities of all 20 participating government schools in Bulandshahr Constituency**. Their active involvement and encouragement ensured the seamless execution of the Menstrual Hygiene Awareness and Support Program.

Special thanks to the **Care For Smile Foundation's dedicated team members**, whose efforts, planning, and field execution brought life to this initiative. The coordination, dedication, and compassion of our field facilitators, program coordinators, and volunteers have been instrumental in creating meaningful impact on-ground.

We are deeply thankful to the **students and their families**, who welcomed the initiative with openness and enthusiasm, helping us take a significant step toward empowering adolescent girls with dignity, health, and confidence.

Together, we have not only promoted menstrual health and hygiene but also ignited a conversation that fosters **education, empowerment, and equity** for young girls—paving the way for a healthier and brighter future.

Conclusion

The **Menstrual Hygiene Awareness and Support Program**, initiated on the special occasion of **International Women's Day 2025 (8th March)** and conducted from **8th to 13th March 2025**, has successfully concluded across **20 government schools in Bulandshahr Constituency**, positively impacting the lives of **10,000 adolescent girls**.

Through a holistic and inclusive approach, the program addressed critical issues surrounding menstrual health management, school absenteeism, lack of access to hygienic menstrual products, and the prevailing social stigma. With the **distribution of reusable and disposable sanitary napkins, installation of vending machines and incinerators, interactive awareness sessions, and provision of protein-rich diet kits**, the project has created a multi-dimensional impact on the health, confidence, and school participation of young girls.

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The enthusiastic response from students, educators, and community members reinforces the importance of such sustainable health interventions. Schools have already started reporting enhanced awareness, improved attendance patterns, and a more open environment for discussing menstrual hygiene—an encouraging sign of long-term behavioral change.

Way Forward

To ensure that the positive momentum created by this initiative continues, the following steps are recommended:

- **Periodic Follow-Up and Refresher Sessions:** Regular awareness sessions to reinforce hygienic practices and address new concerns or questions.
- **Maintenance of Installed Equipment:** Ensure proper usage and maintenance of sanitary pad vending machines and incinerators through designated school committees.
- **Community Outreach Expansion:** Extend the awareness efforts to parents and local communities to foster inclusive dialogue and support at home.
- **Integration with School Health Programs:** Institutionalize menstrual hygiene education into school health curriculum for sustained awareness.
- **Scalability and Replication:** The success of this project serves as a replicable model and can be scaled to other regions and schools for wider impact.

This project has been a significant stride toward **empowering adolescent girls with dignity, knowledge, and health**, aligning with national priorities of **Swachh Bharat, Beti Bachao Beti Padhao**, and **Sustainable Development Goals (SDGs)**.

We look forward to building upon this foundation and continuing our efforts in collaboration with stakeholders like **BPCL**, educational institutions, and local communities for a healthier, more empowered future for every girl.

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