



Pinkishe
Foundation



NINE YEARS OF ENDING PERIOD POVERTY

Towards *menstrual dignity*

A year of action, partnerships and progress.

ANNUAL REPORT

2025–26

Menstrual health · Access · Dignity
www.pinkishe.org



AN OPENING NOTE

Some silences are taught. *Courage can be taught too.*

A girl does not enter the world believing that her period is something to hide.

She learns it in lowered voices, in carefully wrapped packets, in questions left unasked and discomfort quietly endured.

But learning can move in another direction too.

It begins when someone explains without embarrassment. When a teacher replaces a myth with the truth. When a mother chooses not to pass an old restriction to her daughter. When a boy listens without laughing. When a woman realises that the pain and discomfort she accepted for years deserve attention.

These moments may appear small.

But this is how change takes root – not always through declarations, but through conversations that make silence unnecessary.

Across classrooms, communities, workplaces and homes, we have seen knowledge become confidence, access restore dignity and one informed voice encourage another to speak.

This report holds those voices.

Some are only beginning to rise. Some are already carrying the message forward.

Together, they remind us that when silence is unlearned, change is already underway.



Khyati Gupta

FOUNDER, PINKISHE FOUNDATION

“

That moment became a promise. Over nine years, it has grown into a movement.

FOUNDER'S MESSAGE

A year that changed the *scale of what is possible*

Some years carry an organisation forward. Others quietly change the scale of what it believes is possible. For Pinkishe Foundation, 2025-26 was one of those rare years – a watershed moment that asked us to look beyond individual interventions and begin imagining transformation at the level of an entire district.

We began to see menstrual health not as a collection of separate activities, but as an ecosystem that must hold together around every girl and woman. Awareness matters, but so do dependable products, functional school infrastructure, safe disposal, informed teachers, peer leaders, frontline workers, community participation and systems that notice when something stops working. When these pieces come together, support no longer arrives occasionally; it becomes part of everyday life.

This understanding took us deeper into districts and communities that are too often left outside the usual map of development. It also reminded us that lasting change cannot be carried into a community as a finished solution. It has to be built with the people who will live with it, strengthened by local institutions and shaped in ways they can eventually call their own.

“

*Menstrual dignity is inseparable from **health, equality and education.***

JANUARY 2026 · A CONSTITUTIONAL AFFIRMATION

In **Dr. Jaya Thakur v. Government of India and Others**, the Supreme Court recognised menstrual health as part of the right to life under Article 21. Its directions on functional toilets and water, free standards-compliant sanitary pads, MHM corners, safe disposal and sensitised teachers gave legal expression to a truth girls have lived for generations: menstrual dignity is inseparable from health, equality and education.

For me, this new chapter still carries the memory of where Pinkishe began. I was sixteen when I saw a young girl trying to manage her period without a safe menstrual product. I did not yet understand the vastness of period poverty. I only knew that what I had witnessed was unfair, and that looking away would mean accepting it.

That moment became a promise. Over nine years, it has grown into a movement shared by people across schools, villages, cities and institutions.

This journey belongs to every girl who found the courage to ask a question, every woman who trusted us with her experience, every educator and volunteer who carried the conversation forward, and every partner, public institution and team member who chose to believe that change could be built patiently and together.

The task before us is still immense. Yet this year has shown us that when awareness, access, infrastructure and ownership move together, dignity can move from an aspiration to an everyday reality. We step into the years ahead with gratitude for how far this collective journey has travelled and with a deeper responsibility to ensure that no menstruator is left waiting at its margins.

Khyati Gupta

FOUNDER, PINKISHE FOUNDATION

“

*When awareness, access, infrastructure and ownership move together, dignity can move from an **aspiration to an everyday reality.***

GENERAL SECRETARY'S MESSAGE

Learning how to help *the work endure*

Progress is often easiest to see in what begins. This year invited us to look just as carefully at what can continue. As our work travelled into new schools, communities and districts, an important question stayed with us: when a project period ends, will the support around a girl remain?

That question led us towards **project graduation**. To us, graduation does not mean withdrawing support at the close of a grant. It means preparing schools, communities, local institutions and district stakeholders to gradually carry the knowledge, responsibility and systems created through the programme. It is the point at which an intervention begins to belong to the place in which it was built.

Project Nari Samman, which completed its planned cycle in March 2026, gave this idea practical form. Nodal teachers were prepared to oversee refilling, stock and basic maintenance; student Sakhis were equipped to keep menstrual-health conversations alive among their peers; local self-help groups were connected with institutional pad supply; and the model was documented so that its learning could travel to other districts.

“

*When a project period ends, will
the support **around a girl remain?***



Shalini Gupta

GENERAL SECRETARY, PINKISHE
FOUNDATION

“

*Infrastructure can open a
door, but ownership keeps it
open.*

Across our programmes, the same lesson returned in different ways: infrastructure can open a door, but ownership keeps it open. A vending machine is useful only when it remains stocked and functional. A session has lasting value when a teacher, peer leader or frontline worker can continue the conversation. A school becomes period-friendly only when toilets, water, privacy, storage, quality products and safe disposal work together.

This is why sustainability must be designed from the first day, not added at the end. District alignment, school assessment, clear nodal responsibility, peer leadership, local supply linkages and continued handholding must grow alongside implementation. Where essential facilities were missing, our teams worked with school management and district authorities to identify and pursue those gaps rather than allowing them to remain invisible.

WHAT WE NOW MEASURE

- ◆ Can a girl find support when she needs it?
- ◆ Does a teacher know how to respond?
- ◆ Do supplies and disposal remain dependable?
- ◆ Can a community carry the work forward with confidence?

We also strengthened the quieter systems behind the work. Live session trackers, IoT-enabled monitoring, structured reviews, quality feedback and clearer partner visibility helped us look beyond what had been delivered and ask whether it was functioning as intended. These systems do not replace human care; they help us respond before a missed refill, a broken machine or an unresolved concern becomes another barrier for a girl.

Our measure of success must therefore continue to evolve. It is not only the number of sessions held, pads distributed or machines installed. It is whether a girl can find support when she needs it, whether a teacher knows how to respond, whether supplies and disposal remain dependable, and whether a community can carry the work forward with confidence.

To our teams, educators, volunteers, partners, government stakeholders and community members: thank you for staying with the details that make dignity possible. Every system strengthened this year carries a little of your patience, care and belief. Together, we are learning not only how to begin meaningful work, but how to help it endure.

Shalini Gupta

GENERAL SECRETARY, PINKISHE FOUNDATION

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A year of action, partnerships and progress
towards menstrual dignity.

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01

CHAPTER 01 · WHO WE ARE

The Essence *of Pinkishe*

A community-led organisation working to end period poverty and build a society where menstruation is understood, supported and managed with dignity.



WHO WE ARE

A citizen-led response that became a *nationwide movement*

Pinkishe Foundation is a community-led organisation working to end period poverty and build a society where menstruation is understood, supported and managed with dignity.

We bring together citizens, volunteers, educators, healthcare professionals, institutions and partners to improve menstrual literacy and make safe menstrual products accessible to those who need them most.

OUR JOURNEY

What began in 2017 as a citizen-led response to period poverty has grown into a nationwide movement.

Over the years, Pinkishe has moved from creating awareness and distributing menstrual products to building community-based programmes, training menstrual educators, promoting sustainable solutions and developing partnerships that help menstrual health support reach further.

2017 · Founded

Awareness

Product access

Community programmes

Educator training

Sustainable solutions

Partnerships



VISION

Create a world where every menstruator enjoys their fundamental human right to have safe and dignified menstruation.

MISSION

To end period poverty by channelling civil society's efforts towards advocating, mounting campaigns, creating open conversations, ensuring menstrual literacy, and helping make sustainable and environmentally friendly menstrual products accessible and affordable.

10 million

GIRLS · GOAL FOR 2047

Our goal for the year 2047 is to educate 10 million girls in India on menstrual hygiene, breaking the stigma surrounding menstruation and ensuring their access to safe menstrual hygiene products.

OUR APPROACH

How the work moves

01

Building a strong volunteer community

02

Conducting impactful workshops and awareness programmes

03

Promoting sustainable menstrual products

04

Developing collaborative partnerships

05

Strengthening CSR engagement

06

Creating sustainable and scalable solutions

OUR VALUES

- ◆ Trust, truthfulness, transparency and accountability
- ◆ Citizen power leverage
- ◆ Responsibility towards the nation and its people
- ◆ Independence, non-alignment and global cooperation
- ◆ Nurturing partnerships

WHO WE SERVE

We serve menstruators from all walks of life, with a special focus on those most often overlooked.

Our work reaches girls and women in remote villages and underserved urban communities, including migrants, construction workers, persons with disabilities, sex workers and survivors of violence. We also support menstruating transgender individuals and recognise the distinct challenges they experience.

Remote villages

Urban settlements

Migrants

Construction workers

Persons with disabilities

Transgender menstruators

ALIGNING WITH THE SDGS

Pinkishe's work contributes to six of the United Nations Sustainable Development Goals.

3

GOOD HEALTH
AND WELL-
BEING

4

QUALITY
EDUCATION

5

GENDER
EQUALITY

6

CLEAN WATER
AND
SANITATION

10

REDUCED
INEQUALITIES

12

RESPONSIBLE
CONSUMPTION
AND
PRODUCTION



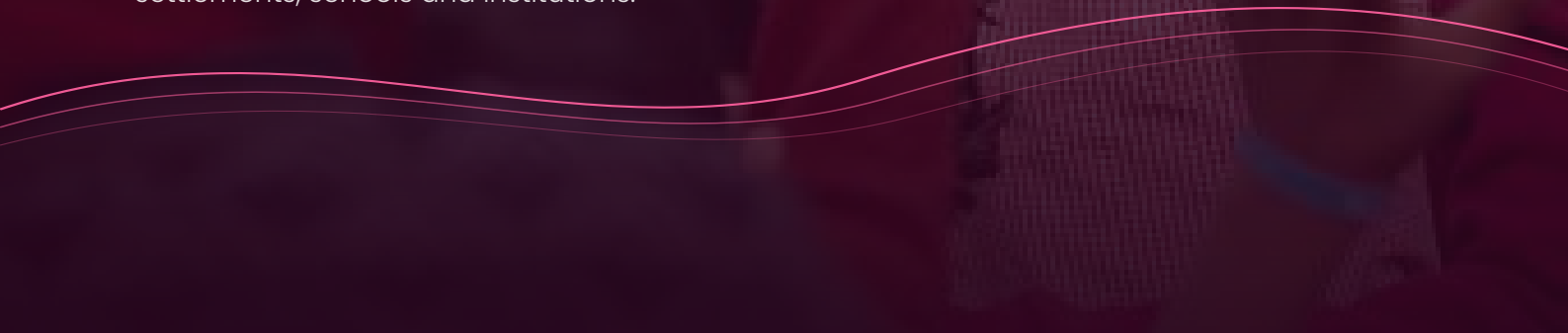


02

CHAPTER 02 · FY 2025-26 AT A GLANCE

A year that *moved us forward*

Purposeful expansion, deeper community engagement and an unwavering commitment to menstrual dignity – across rural communities, urban settlements, schools and institutions.



FY 2025–26 IMPACT NUMBERS

The year *in* numbers

The past year marked a significant chapter in Pinkishe's journey, one defined by purposeful expansion, deeper community engagement and an unwavering commitment to menstrual dignity.

The figures that follow offer a portrait of this collective effort. They reflect not only the scale achieved during 2025–26, but also the steady progress built over the years through every workshop conducted, every product made accessible and every life reached with knowledge, care and dignity.

SANITARY PADS DISTRIBUTED

34,70,229

in FY 2025–26

75,92,798 cumulative

46%

of all-time total came this year

MENSTRUATORS SUPPORTED

2,63,879

in FY 2025–26

7,31,945 cumulative

36%

of all-time total came this year

PERIOD CYCLES SUPPORTED

33,79,020

in FY 2025–26

1,19,48,376 cumulative

28%

of all-time total came this year

PERIOD WORKSHOPS CONDUCTED

2,130

in FY 2025–26

5,059 cumulative

42%

of all-time total came this year

Nearly half of all pads Pinkishe has ever distributed reached menstruators this year.

17

states and UTs reached in FY 2025–26

28

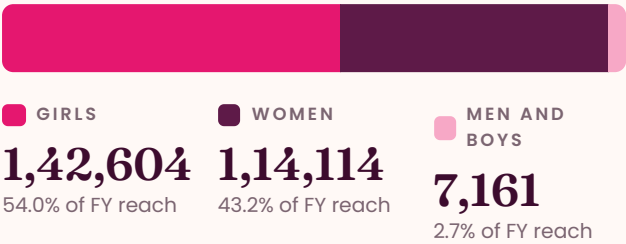
states and UTs in our cumulative footprint



PEOPLE REACHED

Who the year reached

FY 2025–26 · 2,63,879 PEOPLE



BENEFICIARY GROUP	FY 2025–26	CUMULATIVE
Girls	1,42,604	4,05,312
Women	1,14,114	3,17,113
Men and boys	7,161	9,520
Total	2,63,879	7,31,945

OUR REACH

Rural and *urban*

A significant part of the year’s work unfolded in rural India, where distance, limited resources and deeply rooted beliefs often make menstrual care harder to access.



Rural Urban

Menstruators supported Rural 79% · Urban 21%



Sanitary pads distributed Rural 94% · Urban 6%



Period cycles supported Rural 95% · Urban 5%



Period workshops conducted Rural 62% · Urban 38%



IMPACT FOOTPRINT

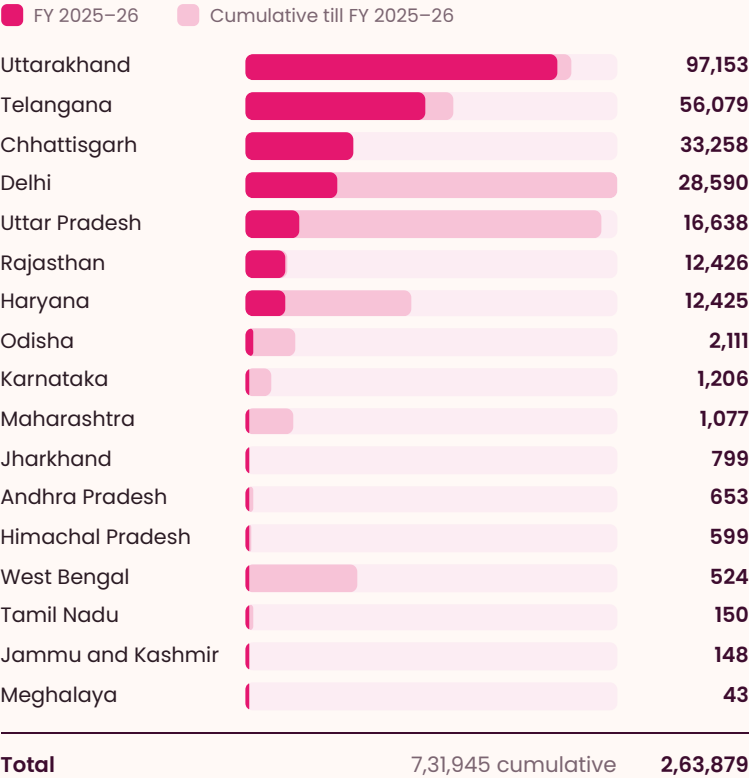
Across *17 states* and Union Territories this year

Pinkishe’s work has steadily travelled across the country, responding to communities shaped by different geographies, realities and menstrual health needs.

During FY 2025–26, our programmes reached **2,63,879 people across 17 states and Union Territories**. Uttarakhand recorded the widest outreach, followed by Telangana, Chhattisgarh and Delhi.

By the close of the year, Pinkishe’s cumulative footprint extended across **28 states and Union Territories**, reaching 7,31,945 people through sustained community engagement, institutional partnerships and grassroots action.

STATE-WISE REACH · MENSTRUATORS SUPPORTED



EARLIER FOOTPRINT · CUMULATIVE

Geographies with no new beneficiaries recorded in FY 2025–26

STATE / UT	CUMULATIVE
Kerala	1,04,153
Sikkim	11,098
Madhya Pradesh	11,223
Goa	10,049
Gujarat	7,744
Assam	4,699
Punjab	4,189
Bihar	2,175
Arunachal Pradesh	2,039
Online outreach	1,919
Manipur	599
Chandigarh	320



03

CHAPTER 03 · MILESTONES OF THE YEAR

Twelve months, *many firsts*

A month-wise record of the launches, partnerships, achievements and organisational developments that shaped FY 2025–26.

MILESTONES OF THE YEAR

2025

APRIL – OCTOBER

Apr
2025

Recognised among the **Top 5 Most Impactful NGOs of the Year** at the Global CSR & ESG Awards 2025.

May
2025

Launched **Project Adhikaar** with the support of FalconX across Delhi NCR and Karnataka, reaching 4,700 women and girls.

Jun
2025

Launched the **24×7 IVR-based Menstrual Health Helpline** in Hindi, English, Telugu and Kannada.

Project Aasha launched across Telangana and Delhi NCR to support 2,320 women and girls.

Jul
2025

Collaborated with **Green Closet India** under a JK Tyre initiative to upcycle donated clothes into reusable sanitary pads.

Welcomed the Founder of **Re.ciclos, Brazil**, for a cross-cultural exchange during a community session in Greater Noida.

Aug
2025

Received a **USD 20,000 grant** from the Adobe Employee Community Fund 2025.

Sep
2025

CAF America validation renewed through September 2027.

Collaborated with **UNIQLO and Unicharm** for a school-based menstrual awareness initiative in Gurugram.

Oct
2025

Installed three sanitary pad vending machines at the **National Academy of Direct Taxes**.



MILESTONES OF THE YEAR

2025 – 2026

NOVEMBER – MARCH

Nov
2025

Pinkishe's Founder named to **Vox Media's Future Perfect 25** for advancing menstrual dignity and equity.

Hosted a Pink Booth and Period Pain Simulation at **LinkedIn's InDay** event in Bengaluru.

Dec
2025

Received the **Sampark Saathi Award** from the Flipkart Foundation for the impact created through Project Udaan.

Jan
2026

Certified as a **Great Place To Work** for the fourth consecutive year.

Entered into a **multi-year partnership with Amazon** to strengthen menstrual health interventions across Delhi NCR.

Trained **female soldiers of the Indian Army** in menstrual health and reusable cloth-pad making ahead of their overseas deployment.

Feb
2026

Project Aasha concluded ahead of schedule after directly reaching 2,324 women and girls across Delhi NCR and Telangana.

On-ground implementation of the Amazon-supported **Project Prayatna** commenced across Delhi NCR.

Mar
2026

Launched a menstrual health initiative with **HDFC and BharatCares in Dholpur**, integrating IoT-enabled pad vending machines, staff training and continued product access.





04

CHAPTER 04 · FLAGSHIP PROGRAMME

Shakti Shala — *a district-level model*

Bringing together the knowledge, infrastructure, people and systems an adolescent girl needs to manage menstruation with confidence – and to keep participating fully in school.

FLAGSHIP PROGRAMME

Shakti Shala

A model for creating reliable and sustainable menstrual health support within schools and communities – with the *adolescent girl at the centre*.

Shakti Shala is Pinkishe Foundation's district-level model for creating reliable and sustainable menstrual health support within schools and communities. It places the adolescent girl at the centre and brings together the knowledge, infrastructure, people and systems she needs to manage menstruation with confidence and continue participating fully in school.

The programme responds to gaps that one-time interventions cannot address on their own. Menstrual products may be unavailable when required, teachers may lack the tools to guide students, disposal facilities may be inadequate and emerging concerns may go unnoticed without regular follow-up. Shakti Shala brings these different requirements into one connected system.



MARCH 2026 · DHOLPUR, RAJASTHAN

Pinkishe initiated Shakti Shala across **35 schools in Dholpur, Rajasthan**, in partnership with **HDFC and BharatCares**. Building upon the experience gained through Project Nari Samman, the initiative marked a step towards strengthening menstrual health support at the district level.

IMPACT · FY 2025–26

35

Schools covered

35

Sanitary pad vending machines installed

12,358

Girls supported with menstrual-product access

2,52,700

Sanitary pads supplied for vending machines

CREATING A SUPPORTIVE SCHOOL ECOSYSTEM

Within Shakti Shala, menstrual health education is accompanied by dependable access to products and essential infrastructure. IoT-enabled sanitary pad vending machines support product availability and refill monitoring, while emergency PadBank cupboards help schools respond when girls need immediate assistance. Disposal readiness, dustbins and school-based access systems contribute to a safer and more supportive environment.

Accurate, age-appropriate education remains central to the programme. Girls are introduced to menstrual health through structured sessions, reinforcement activities and accessible IEC materials. Nodal teachers and Sakhi peer champions are prepared to provide continued guidance, helping ensure that support remains available beyond a single workshop.

The programme also recognises that a girl's experience of menstruation is shaped by the people around her. Parents, caregivers, boys, teachers, frontline workers and community members are therefore included through sensitisation sessions, workshops and public-awareness activities. These engagements help create greater understanding within families, schools and communities.

FROM ACTIVITY TO CONTINUITY

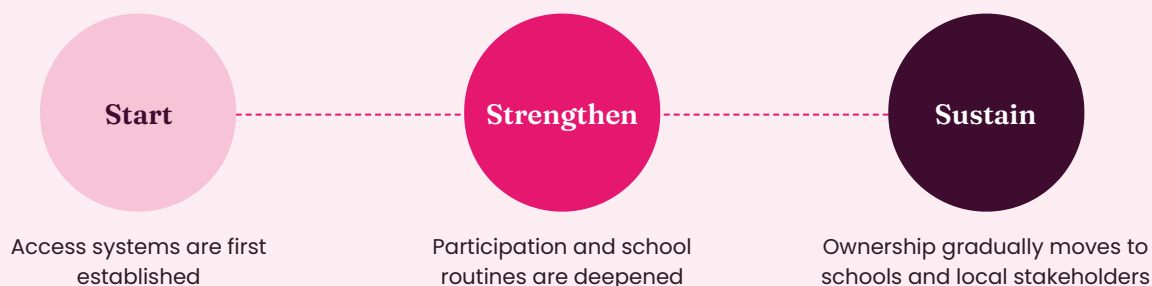
Shakti Shala follows a structured pathway beginning with district readiness, permissions and school selection. This is followed by infrastructure installation, teacher and peer-champion orientation, menstrual health sessions and the introduction of school routines.

Dashboards, alerts, helpline support and field follow-ups help identify stock requirements and implementation concerns early. District coordination and periodic reviews further strengthen accountability and allow the programme to respond as needs emerge.

As FY 2025–26 came to a close, Shakti Shala stood at the beginning of this journey in Dholpur – bringing together awareness, access, technology and local participation to create schools where girls can manage their periods with dignity, confidence and reliable support.

THE SHAKTI SHALA PATHWAY

Intended to make menstrual health support part of the school environment rather than a time-bound activity



THE SHAKTI SHALA ECOSYSTEM

Six pillars around *every girl*

01

Reliable Access and Infrastructure

IoT-enabled vending machines, emergency PadBank cupboards, refill monitoring, dustbins and disposal readiness

02

Menstrual Literacy and Confidence

Age-appropriate sessions, IEC resources, Sakhi peer champions and continued learning

03

School Ownership

Nodal teachers, school routines and support mechanisms within the school


**The
adolescent
girl**

04

Family and Community Participation

Parent and caregiver sessions, boys' sensitisation, community workshops and frontline-worker engagement

05

Monitoring and Responsiveness

Dashboards, stock alerts, helpline support, field follow-up and district coordination

06

Sustainability

Local ownership, stronger institutional routines, documented learning and readiness for replication

KEY ELEMENTS OF SHAKTI SHALA

- ◆ District-level menstrual health planning
- ◆ Menstrual health education for adolescent girls
- ◆ IoT-enabled product-access and refill systems
- ◆ Emergency menstrual-product support within schools
- ◆ Nodal teachers and Sakhi peer champions
- ◆ Disposal readiness and essential school infrastructure
- ◆ Engagement of parents, boys and community stakeholders
- ◆ Dashboard-based monitoring and issue escalation
- ◆ Helpline and field-level follow-up
- ◆ A phased pathway towards school and district ownership



SHAKTI SHALA · IN PICTURES

Schools at the *heart of the model*



A group of seven schoolgirls in a hallway, wearing red and white checkered uniforms and white sashes. They are holding stacks of blue and pink sanitary pads. In the background, a poster is visible with the text "12.3 BILLION DISPOSABLE PADS GO IN LANDFILLS ANNUALLY" and images of two girls. The number "05" is overlaid on the left side of the image.

05

CHAPTER 05 · OUR CORE PROGRAMMES

The work we *carried forward*

Six programmes – from free products and certified educators to conversation, culture and livelihoods – each meeting menstruators where they are.



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CORE PROGRAMME 01

PADBANK

Making menstrual health education and essential products accessible to the women and girls who *need them most*.

PADBANK is Pinkishe Foundation's flagship initiative for making menstrual health education and essential products accessible to women and girls who need them most. Through awareness workshops, free sanitary pad distribution, sustainable menstrual products and community-based outreach, the programme works across schools, villages, urban settlements and institutions.

In FY 2025–26, PADBANK continued to reach communities where menstrual products remain unaffordable, reliable information is difficult to access and conversations around periods are still shaped by hesitation and myths.

A significant part of this work unfolded in rural India, where distance, limited resources and deeply rooted beliefs often make menstrual care harder to access. At the same time, our presence across urban settlements, schools and workplaces allowed these conversations to reach new audiences and become more inclusive.

Throughout the year, our educators and volunteers created safe spaces where questions could be asked without fear or embarrassment. Menstrual products were accompanied by practical knowledge on hygiene, body awareness, product usage and safe disposal, ensuring that access was supported by understanding.



“

*This was a year of showing up consistently: carrying support where it was needed, listening to experiences that often remain unheard and helping menstruators approach their periods with **greater awareness, confidence and dignity.***

KEY ELEMENTS OF THE PROGRAMME

- Free access to menstrual products
- Menstrual health and hygiene education
- Community- and school-based workshops
- Engagement of men and boys
- Promotion of reusable and sustainable products
- Partnerships with institutions and community organisations



IMPACT IN FY 2025-26

19,633

sanitary pads distributed

3,926

Beneficiaries

3,222

Kits distributed

77

Sessions

12,238

Period cycles catered

24

districts covered

9

states





CORE PROGRAMME 02

SAKHI

Preparing people from every walk of life to become *Certified Menstrual Educators*.

SAKHI prepares individuals from different walks of life to become Certified Menstrual Educators. Equipped with accurate knowledge, practical resources and facilitation skills, they carry menstrual health conversations into schools, communities and institutions where such dialogue is often absent.

In FY 2025–26, the programme continued to strengthen a growing network of educators who could respond to menstrual health questions with clarity, sensitivity and confidence. Participants entered the programme with different experiences – teachers, students, professionals, homemakers and community workers – but came together with a shared purpose: to make menstruation easier to understand and speak about.

The training moved beyond the biological aspects of menstruation. It prepared Sakhis to recognise hesitation, address misinformation without judgement and create spaces where participants felt comfortable asking questions. With structured learning materials and continued guidance, educators were supported in taking this knowledge back to the people and places they knew best.

The strength of SAKHI lies in this ripple effect. One trained educator can begin many conversations, and each conversation can help replace silence with understanding. Through these educators, menstrual health awareness becomes rooted within communities rather than ending with a single workshop.

IMPACT IN FY 2025–26

125

Menstrual educators trained

118 across 19 states · 7 online

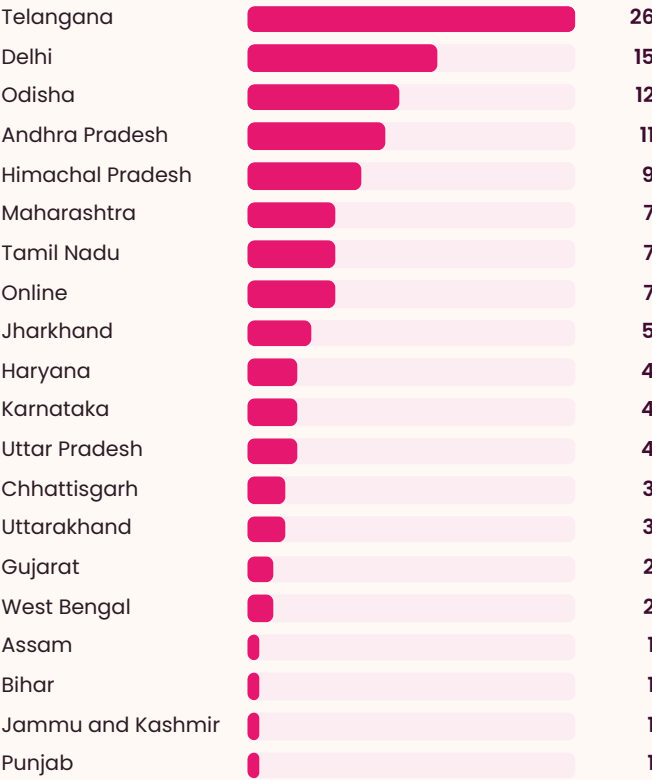
KEY ELEMENTS OF THE PROGRAMME

- Training and certification of menstrual educators
- Scientifically accurate menstrual health education
- Facilitation skills for sensitive conversations
- Educational toolkits and session resources
- Support for community and school-based outreach
- A growing network of menstrual health advocates



WHERE OUR NEW EDUCATORS COME FROM

Menstrual educators trained in FY 2025–26, by state



Total 125



CORE PROGRAMME 03

PUNYAKALASH

Meaningful support does not always require grand gestures – *small, consistent contributions, offered collectively.*

PUNYAKALASH begins with a simple belief: meaningful support does not always require grand gestures. Sometimes, a small and consistent contribution offered collectively can help someone find stability during a difficult chapter of life.

Through this community-funded initiative, members contribute a modest amount every month. The causes are identified and considered with care, and support is provided according to the individual's immediate circumstances. The assistance may take the form of essential supplies, livelihood resources, medical support or help during an important family occasion.

Throughout FY 2025–26, PUNYAKALASH continued to stand beside people whose needs often remain unseen. Its strength came from the personal involvement of members and volunteers who did more than provide material assistance. They listened, understood and ensured that every act of support was offered respectfully.

What makes the programme special is its quietness. It does not seek attention for the help it extends. Instead, it brings many small acts of kindness together so that, at a moment of uncertainty, someone knows they have not been forgotten.

HOW PUNYAKALASH WORKS

- 1 Members make small monthly contributions
- 2 Community members nominate genuine causes
- 3 Each requirement is reviewed according to the person's needs
- 4 Support is provided through essential goods or livelihood resources
- 5 Local volunteers personally coordinate the assistance
- 6 Dignity and sensitivity remain central throughout the process

IMPACT 2025-26

12

beneficiaries supported

SUPPORT BY CATEGORY

Livelihood restoration		5
Mobility and accessibility		2
Other individual support		2
Education		1
Healthcare		1
Individual welfare		1

Livelihood restoration includes sewing machines, shop support, business assistance and a livelihood cart.

ASSISTANCE PROVIDED DURING THE YEAR

MONTH	NATURE OF SUPPORT	LOCATION
Apr-25	Tricycle wheelchair provided	Kalchini, West Bengal
May-25	Need-based support extended to Manju ji	New Delhi
Jun-25	Tricycle donated	Dhemaji, Assam
Jul-25	Sewing machine provided to support the livelihood rehabilitation of a survivor of sexual violence	Delhi
Aug-25	School-admission support provided to Dhruv	Parmanandpur, Kashipur, Udham Singh Nagar, Uttarakhand
Oct-25	Shop established for Rajkumar ji through a special Diwali initiative	Rae Bareilly, Uttar Pradesh
Nov-25	Medical-treatment support provided	—
Dec-25	Assistance extended to Shaik Farhana for a women's clothing business	Jainoor, Adilabad, Telangana
Feb-26	Sewing machine provided to Kaveri	Delhi
Mar-26	Livelihood cart provided to Vimla ji	Ramnagar, Uttarakhand





CORE PROGRAMME 04

PINKTALK

Where conversations *find space*.

Some questions are difficult to ask in everyday life. Some emotions remain unspoken because people fear judgement, lack the right words or simply do not have a space where they feel heard. PINKTALK was created for these conversations.

PINKTALK is Pinkishe Foundation's interactive talk platform that brings experts, practitioners and community members together to discuss subjects connected with women's lives and emotional well-being. The conversations move across menstrual health, relationships, self-development, mental and emotional wellness, spirituality, family dynamics and the challenges of balancing different roles.

Conversations that feel personal. Unlike a formal lecture, PINKTALK allows ideas to unfold through dialogue. Speakers bring professional knowledge and lived experience, while participants contribute their questions, reflections and perspectives. This exchange makes each session relatable and allows complex subjects to be explored in a language that feels accessible.

The programme recognises that awareness is not created by information alone. People also need opportunities to pause, listen and see their own experiences reflected in the experiences of others. By approaching sensitive subjects with empathy, PINKTALK makes learning feel less distant and more personal.

A YEAR OF LISTENING AND REFLECTION

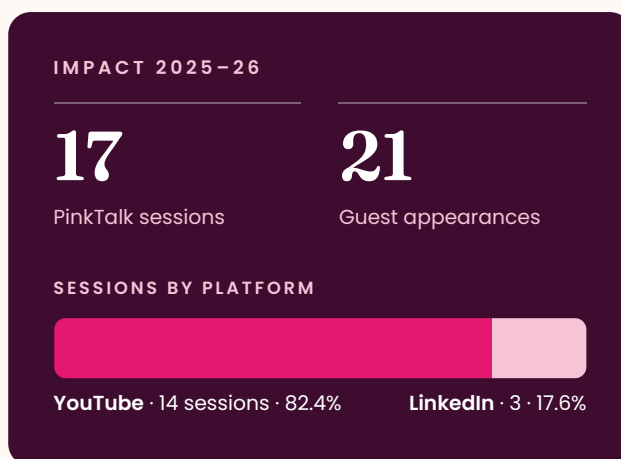
During FY 2025–26, PINKTALK continued to bring meaningful conversations into a shared and accessible space. The sessions invited participants to reflect on their well-being, relationships, aspirations and everyday choices.

Some conversations offered practical guidance. Others encouraged introspection or introduced a new way of looking at familiar situations. Together, they created moments in which participants could step away from their daily routines, hear from informed voices and engage with subjects that often receive little time or attention.

The digital format allowed people from different locations to join these conversations, learn from one another and remain connected through shared experiences. Over time, PINKTALK continued to grow as more than a series of sessions – it became a community built around listening, learning and thoughtful exchange.

THEMES AT THE HEART OF PINKTALK

- Emotional wellness and personal growth
- Menstrual and reproductive health
- Relationships and family dynamics
- Work-life balance and everyday well-being
- Spiritual and cultural reflection
- Women's confidence, identity and aspirations
- Open interaction with experts and community members



SPEAKERS AT PINKTALK

SPEAKER	THEMES ADDRESSED
Dr. Prachi Anand	Relationships, mindfulness, decision-making and overcoming fear
Sister BK Yesu	Mental health, healthy living, forgiveness and emotional maturity
Sister BK Ekta	Time management and the influence of artificial intelligence
BK Vidhatri	Children's screen time and healthy digital habits
Dr. Manoj Matnani	Physical health and its connection with an active mind
BK Ritika	Academic pressure and student well-being

“

*A meaningful conversation may not change everything at once, but it can help someone understand themselves better, seek support or **begin looking at life differently.***



CORE PROGRAMME 05

SWARA

Where words carried *many worlds*.

Swara is Pinkishe Foundation's cultural and literary platform where women find space to create, perform and be heard. Through poetry, storytelling, music, conversations and folk traditions, it brings together voices from different generations and regions in a shared celebration of language and expression.

In FY 2025–26, Swara travelled through the changing moods of the year. Its मंच moved from the colours of childhood and the tenderness of motherhood to the rhythm of monsoon songs, the spirit of Independence Day and the warmth of festivals. Poetry, ghazals, folk songs, short stories and conversations gave every gathering a character of its own.

The programme also looked beyond celebration. Sessions explored the changing nature of Hindi literature, the arrival of artificial intelligence in education, environmental concerns, food and well-being, relationships and women's lived experiences. Children, writers, poets, educators, artists and community voices all found a place within these conversations.

One of the year's most significant events, "ज़ोर से बोल; पीरियड बोल", brought Swara closer to Pinkishe's central mission. Poetry and performance became a way to speak about menstruation openly, replacing discomfort with expression and silence with dialogue. It demonstrated how art can enter spaces where formal conversations sometimes struggle to reach.

Across the year, Swara remained a stage where culture was not merely remembered, it was interpreted, questioned and *carried forward through new voices*.

Every poem recited and every story shared added another layer to a community connected by language, creativity and the freedom to express.

31

Swara events
conducted

130+

Recorded
guest
appearances

KEY ELEMENTS OF SWARA

- A platform for women poets, writers, artists and performers
- Celebration of Hindi and India's diverse cultural traditions
- Poetry, storytelling, music and moderated conversations
- Participation across generations
- Creative engagement with contemporary social concerns
- Use of art to advance menstrual awareness
- Year-round digital programming and community connection

EXPRESSIONS PRESENTED THROUGH SWARA

POETRY AND KAVI GOSHTI

कवि गोष्ठी – मन के उद्गार, माँ तुझे सलाम, काव्य मंजूषा, सखि, आया मधुमास – काव्योत्सव

STORYTELLING AND SHORT FICTION

सामाजिक संवेदनाओं के रंग – लघुकथा गोष्ठी, एक सावित्री ऐसी भी, इतिहास के पन्नों से

FOLK SONGS AND MUSIC

हरे राम छाई है कारी बदरिया, होली आई रे कन्हाई, जय हो जय हो शंकरा, रिमझिम गिरे सावन

CULTURAL AND FESTIVE EXPRESSION

कृष्ण जन्मोत्सव, रोशनियों की ओर, काँच ही बाँस के बहँगिया, बहँगी लचकत जाय, नव संकल्प अभिनंदन

SOCIAL DIALOGUE

शिक्षा के आँगन में एआई की दस्तक, सावधान, कुदरत नाराज़ है!, जैसा अन्न वैसा मन, फैशन, आप और हम

MENSTRUAL AWARENESS THROUGH ART

ज़ोर से बोल; पीरियड बोल, लाल रंग ज़िंदगी का

CHILDREN'S PARTICIPATION

खुशियों के रंग, बच्चों के संग, बाल तरंग

CONVERSATIONS WITH PERSONALITIES

मुलाकात, शख्सियत





CORE PROGRAMME 06

PRAVEENA

One skill, one opportunity and *one carefully made stitch at a time.*

At the Praveena centre, learning begins with the basics: understanding fabric, guiding a needle, taking measurements and practising a stitch until the hands become steady. Gradually, what first feels unfamiliar begins to take shape not only as a finished garment, but as growing confidence in one's own ability.

Project Praveena provides free tailoring and embroidery training to girls and women from underserved communities. The programme is designed to help participants develop practical skills that can be used for employment, home-based work or greater self-reliance.

In FY 2025–26, new learners joined the basic tailoring course while women from earlier batches continued to shape different paths for themselves.

Some began accepting sewing assignments from home. Others found work in boutiques and offices, while a few continued searching for suitable opportunities.

These journeys remind us that the value of training cannot be measured by course completion alone. For some women, progress means earning an independent income. For others, it begins with being able to create something on their own, contribute at home or imagine choices that previously felt beyond their reach.

Praveena therefore remains more than a training centre. It is a place where women learn patiently, support one another and move forward at their own pace.

IMPACT FY 2025–26

65

Women and girls enrolled cumulatively

44

Courses completed

44

Certificates issued

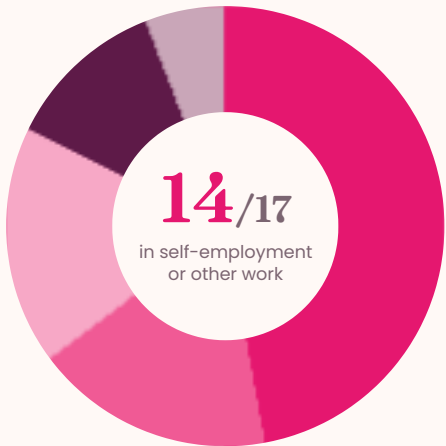
KEY ELEMENTS OF PROJECT PRAVEENA

- ◆ Free basic and advanced tailoring courses
- ◆ Practical stitching and embroidery training
- ◆ Certification after course completion
- ◆ Support towards employment and home-based enterprise
- ◆ Follow-up with former learners
- ◆ A community learning environment built around confidence and self-reliance



FROM SKILLS TO LIVELIHOODS

Livelihood outcomes among the 17 former learners followed up



Self-employed through home-based sewing enterprises	8	47.1%
Employed in boutiques	3	17.6%
Employed in other professional roles	3	17.6%
Actively seeking livelihood opportunities	2	11.8%
Livelihood status under follow-up	1	5.9%

KEY OUTCOME

Of the 17 former learners successfully followed up, **14 had progressed into self-employment or other forms of work.** Eight were operating home-based sewing enterprises, while six had secured employment in boutiques or other professional roles.



06

CHAPTER 06 • CSR PROJECTS AND STRATEGIC PARTNERSHIPS

Collective intent, *translated into action*

Each collaboration brought a distinct strength – expanding menstrual health education, improving access to essential products, introducing sustainable solutions and strengthening the systems that support long-term change.

PARTNERSHIPS AT WORK

Twelve collaborations, *one purpose*

PEOPLE REACHED, BY PROJECT · FY 2025–26

Participants or people directly reached, as reported for each project

Nari Samman · Indus Towers		1,59,797
Prayatna · Amazon India		36,871
Unicharm		8,400
UNIQLO		5,002
Adhikaar · FalconX		4,250
Give-supported projects		2,528
Aasha · D. E. Shaw		2,387
Adobe Employee Community Fund		1,016
Eco Femme		1,000
Udaan Phase 2 · Flipkart Foundation		532
Green Closet · JK Tyre		329
UNIQLO & Unicharm joint session		100

During FY 2025–26, Pinkishe’s work grew through partnerships rooted in shared purpose and sustained commitment. Each collaboration brought a distinct strength – expanding menstrual health education, improving access to essential products, introducing sustainable solutions and strengthening the systems that support long-term change.

The projects that follow reflect how collective intent was translated into action across schools, communities and institutions. Together, they opened new geographies, encouraged meaningful participation and enabled menstrual dignity to reach more women and girls.

2,22,212

people reached across the twelve CSR projects and partnerships listed here





FUNDING PARTNER
Amazon India

CSR PROJECT • WITH AMAZON INDIA

Prayatna

Building menstrual health knowledge through direct community engagement across Delhi NCR.

In November 2025, Pinkishe Foundation entered into a three-year partnership with Amazon India to strengthen menstrual health awareness and support across Delhi NCR. During the first five months of the partnership, from November 2025 to March 2026, implementation centred on the programme's most essential starting point – building menstrual health knowledge through direct community engagement.

Awareness sessions were conducted with adolescent girls and women across schools and underserved communities. These sessions created a safe environment for participants to understand menstruation, discuss their experiences and ask questions that often remain unspoken.

The conversations addressed the menstrual cycle, hygienic practices, menstrual-product usage, safe disposal and common myths surrounding periods. Educators used simple, relatable explanations to

help participants connect scientific information with their everyday experiences.

A significant focus was placed on moving beyond one-way instruction. Girls and women were encouraged to participate, raise concerns and reflect on beliefs they had grown up hearing. This interactive approach allowed educators to recognise gaps in understanding and respond with sensitivity.

These first months established the community connection upon which the wider Project Prayatna model would subsequently grow. The experience gathered through the sessions also helped strengthen mobilisation, delivery planning and the programme's understanding of menstrual health needs across different locations.

By beginning with awareness, Project Prayatna laid the groundwork for informed participation and deeper menstrual health interventions in the following financial year.

KEY ELEMENTS OF THE AWARENESS SESSIONS

- Scientifically accurate menstrual health education
- Practical guidance on hygienic menstrual practices
- Information on menstrual products and their correct use
- Awareness about safe menstrual-waste disposal
- Discussion of myths, stigma and social restrictions
- Interactive and judgement-free conversations
- Engagement with adolescent girls and community women

PRAYATNA · IMPACT 2025-26

Ahead of target in the *first five months*

36,871

overall reach against a target of 30,000 · **123%**

12,713

schoolgirls sensitised against 10,000 · **127%**

24,158

community women and girls reached against 20,000 · **121%**

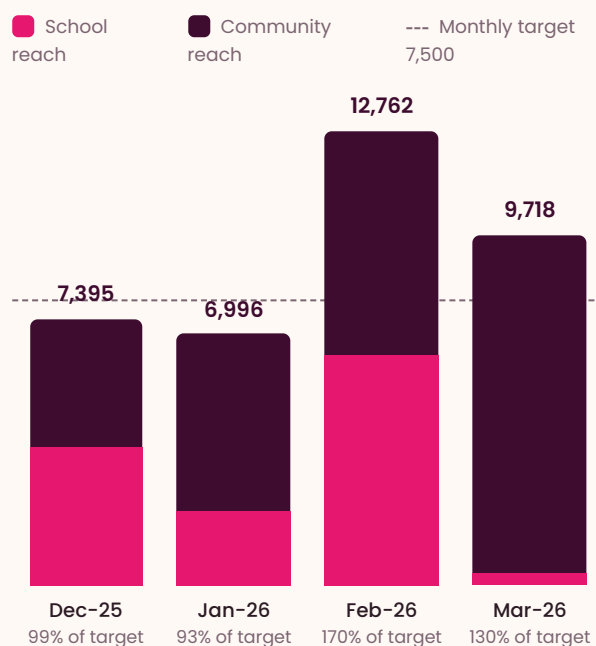
TARGET VERSUS ACHIEVEMENT

SEGMENT	TARGET	ACHIEVED	%	ABOVE
Schoolgirls sensitised	10,000	12,713	127%	2,713
Community women and girls	20,000	24,158	121%	4,158
Overall reach	30,000	36,871	123%	6,871

GEOGRAPHIC REACH · 10 DISTRICTS AND AREAS

STATE / UT	DISTRICTS AND AREAS COVERED
Delhi	East Delhi, New Delhi, South Delhi, South-East Delhi, South-West Delhi and West Delhi
Haryana	Faridabad and Gurugram
Uttar Pradesh	Gautam Buddha Nagar and Ghaziabad

MONTHLY OUTREACH



MONTH	SCHOOL	COMMUNITY	TOTAL
Dec-25	3,814	3,581	7,395
Jan-26	2,081	4,915	6,996
Feb-26	6,491	6,271	12,762
Mar-26	327	9,391	9,718
Total	12,713	24,158	36,871





FUNDING PARTNER
Indus Towers

CSR PROJECT · WITH INDUS TOWERS

Nari Samman

A comprehensive menstrual health ecosystem across *210 schools in five aspirational districts*.

Implemented by Pinkishe Foundation in partnership with Indus Towers, Project Nari Samman established a comprehensive menstrual health ecosystem across 210 schools and surrounding communities in five aspirational districts – Sakti and Narayanpur in Chhattisgarh, Adilabad and Asifabad in Telangana, and Udham Singh Nagar in Uttarakhand.

The project brought together menstrual health education, continued product access and safe-disposal infrastructure. IoT-enabled sanitary-pad vending machines, PadBanks and disposal bins were installed across participating schools. Trained nodal teachers, known as **Saarthis**, supported implementation, while student **Sakhis** promoted peer learning and menstrual awareness.

Beyond schools, community sessions and the training of ASHA and Anganwadi Workers extended accurate information into homes and neighbourhoods. In Udham Singh Nagar, 100 Nukkad Nataks engaged girls, women, men and boys, helping bring menstrual health conversations into public spaces.

Delivered by locally recruited, gender-inclusive teams, the project responded to regional languages and cultural contexts, including those of Gond and Lambadi communities. By connecting awareness, access, infrastructure and local ownership, Project Nari Samman directly reached 1,59,797 people across three states.



FIVE ASPIRATIONAL DISTRICTS

Chhattisgarh	Sakti · Narayanpur
Telangana	Adilabad · Asifabad
Uttarakhand	Udham Singh Nagar

NARI SAMMAN · IMPACT AT A GLANCE

From awareness to *local ownership*

1,59,797

people directly reached

210

Schools covered

210

IoT-enabled vending machines installed

1,128

Awareness interventions conducted

664

Saarthis and Sakhis developed

851

ASHA and Anganwadi Workers engaged

100

Nukkad Nataks conducted

Geographical reach · 5 districts across 3 states

KEY ELEMENTS OF PROJECT NARI SAMMAN

- ◆ Menstrual health education in schools and communities
- ◆ IoT-enabled sanitary-pad vending machines
- ◆ PadBanks ensuring continued product availability
- ◆ Dedicated menstrual-waste disposal bins
- ◆ Nodal teachers trained as Saarthis
- ◆ Student Sakhis developed as peer supporters
- ◆ Capacity building of ASHA and Anganwadi Workers
- ◆ Family and community sensitisation
- ◆ Nukkad Nataks engaging men and boys
- ◆ Locally rooted and gender-inclusive implementation



NARI SAMMAN · IN PICTURES

Across five *aspirational districts*



FUNDING PARTNER
D. E. Shaw India

CSR PROJECT · WITH D. E. SHAW

Aasha

Advancing awareness through *sustainable menstrual care.*

Implemented in partnership with D. E. Shaw, Project Aasha extended structured menstrual health support across communities in Delhi, Uttar Pradesh, Haryana and Telangana.

The project brought menstrual health education together with access to reusable sanitary pads. Sessions created space for women and girls to understand menstruation accurately, address

misconceptions and learn practices that supported healthier period management. The distribution of reusable-pad kits ensured that this knowledge was accompanied by a practical and sustainable menstrual-care option.

Across 32 sessions, Project Aasha reached 2,387 participants. Of these, 2,324 received reusable-pad kits, supporting an estimated 57,288 period cycles.



IMPACT AT A GLANCE · FY 2025-26

2,387

Participants reached

2,324

Reusable-pad kits distributed

9,296

Reusable pads distributed

57,288

Period cycles supported

32

Sessions conducted

6

Districts covered

4

States covered

Geographical reach · Adilabad, Asifabad, East Delhi, Gautam Buddha Nagar, Gurugram and Hyderabad



FUNDING PARTNER
FalconX

CSR PROJECT · SUPPORTED BY FALCONX

Adhikaar

Carrying menstrual dignity *into*
new communities.

Supported by FalconX, Project Adhikaar strengthened access to menstrual health education and reusable period products across Delhi, Karnataka and Uttar Pradesh.

The project recognised that menstrual dignity requires more than the availability of a product. Through structured sessions, participants were encouraged to understand their menstrual health,

question restrictive beliefs and adopt safer hygiene practices. Reusable-pad kits provided continued support beyond the sessions, allowing the learning to become part of everyday menstrual care.

During the year, 64 sessions reached 4,250 participants across four districts. A total of 4,034 reusable-pad kits were distributed, supporting an estimated 96,816 period cycles.



IMPACT AT A GLANCE · FY 2025-26

4,250

Participants reached

4,034

Reusable-pad kits distributed

20,170

Reusable pads distributed

96,816

Period cycles supported

64

Sessions conducted

4

Districts covered

3

States covered

Geographical reach · Bengaluru, East Delhi, Gautam Buddha Nagar and Ghaziabad



FUNDING PARTNER
UNIQLO

STRATEGIC PARTNERSHIP

UNIQLO

Making essential period care *more accessible.*

Pinkishe’s partnership with UNIQLO brought menstrual health education and essential period-care support to women and girls across multiple locations.

The intervention combined structured awareness sessions with the distribution of disposable sanitary-pad kits. Participants received accurate and practical information on menstruation,

menstrual hygiene and safe product use, helping them approach their periods with greater preparedness.

Through 24 sessions, the project reached 5,002 participants. Each participant received a kit containing six sanitary pads, resulting in the distribution of 30,012 pads across ten districts.



IMPACT AT A GLANCE · FY 2025-26

5,002

Participants reached

5,002

Sanitary-pad kits distributed

30,012

Sanitary pads distributed

5,002

Period cycles supported

24

Sessions conducted

10

Districts covered

3

States covered



FUNDING PARTNER
Unicharm

STRATEGIC PARTNERSHIP

Unicharm

Extending reliable period support *across regions.*



Through its partnership with Unicharm, Pinkishe carried menstrual health education and sanitary-pad access across a wide and diverse geographical footprint.

The project addressed immediate menstrual product requirements while creating opportunities for informed conversations around menstrual health. Awareness sessions helped participants

understand menstruation, safe hygiene practices and appropriate product use, while sanitary-pad distribution responded to the practical barriers faced by women and girls.

With 115 sessions conducted across 22 districts in 14 states, the initiative reached 8,400 participants. A total of 50,736 sanitary pads were distributed during the year.

IMPACT AT A GLANCE · FY 2025-26

8,400

Participants reached

8,456

Sanitary-pad kits distributed

50,736

Sanitary pads distributed

8,456

Period cycles supported

115

Sessions conducted

22

Districts covered

14

States covered

A COLLABORATIVE INTERVENTION

UNIQLO & Unicharm

UNIQLO and Unicharm also came together with Pinkishe for a joint intervention that reached 100 participants through a dedicated menstrual health session. During the activity, 100 kits containing four sanitary pads each were distributed.





FUNDING PARTNER
Eco Femme

STRATEGIC PARTNERSHIP

Eco Femme

Enabling informed and *sustainable menstrual choices.*



Pinkishe’s collaboration with Eco Femme introduced reusable menstrual care to adolescent girls through a combination of education, product access and practical guidance.

The sessions helped participants understand menstruation and explore reusable cloth pads as a safe and environmentally responsible alternative. Particular emphasis was placed on correct usage,

washing, drying and storage, ensuring that participants received the knowledge required to use the products safely and confidently.

Through 34 sessions, the project reached 1,000 participants. Each participant received a kit containing four reusable pads, collectively supporting an estimated 24,000 period cycles.



IMPACT AT A GLANCE · FY 2025-26

1,000

Participants reached

1,000

Reusable-pad kits distributed

4,000

Reusable pads distributed

24,000

Period cycles supported

34

Sessions conducted

3

Districts covered

1

State covered



FUNDING PARTNER
Flipkart Foundation

CSR PROJECT · WITH FLIPKART FOUNDATION

Udaan *Phase 2*

Continuing a journey of *grassroots change*.

With the support of Flipkart Foundation, Project Udaan Phase 2 continued to strengthen menstrual health awareness and reusable-product access among adolescent girls in Varanasi, Uttar Pradesh.

The project created supportive spaces where girls could understand their menstrual health, clarify doubts and challenge beliefs that often restrict open conversation. The distribution of reusable-pad

kits extended the value of these sessions by providing participants with a sustainable menstrual-care option.

During FY 2025–26, seven sessions reached 532 participants. All 532 participants received reusable-pad kits, supporting an estimated 12,768 period cycles.



AWARD

Project Udaan received the **Sampark Saathi Award** from the Flipkart Foundation, recognising the strength and consistency of its grassroots implementation.

IMPACT AT A GLANCE · FY 2025–26

532

Participants reached

532

Reusable-pad kits distributed

2,128

Reusable pads distributed

12,768

Period cycles supported

7

Sessions conducted

1

District covered

1

State covered



FUNDING PARTNER
JK Tyre

COLLABORATION · GREEN CLOSET INDIA WITH SUPPORT FROM JK TYRE

Green Closet

Turning community contributions *into sustainable care.*

In collaboration with Green Closet India and with support from JK Tyre, Pinkishe brought environmental responsibility and menstrual dignity together through a community-led initiative.

Clothing collection drives were organised across residential societies in Delhi NCR. Used clothes contributed by residents were directed towards upcycling into reusable sanitary pads, giving discarded fabric a meaningful second life.

The initiative extended beyond collection. Reusable-pad awareness and distribution sessions were subsequently conducted in East Delhi and Meerut, reaching 329 participants. Each participant received a kit containing four reusable pads, collectively supporting an estimated 7,896 period cycles.



COLLECTION DRIVES IN

Noida

Rohini

Ashok Vihar

Rani Bagh

Vaishali

Gurugram

IMPACT AT A GLANCE · FY 2025-26

13

Recorded collection-drive dates

329

Participants reached

1,316

Reusable pads distributed

7,896

Period cycles supported

329

Reusable-pad kits distributed

4

Menstrual health sessions

2

Districts covered

2

States covered



FUNDING PARTNER
Give.do

SUPPORTED ON THE GIVE PLATFORM

Give-supported projects

Converting support into *community-level action.*

Through four projects supported on the GIVE platform, Pinkishe expanded access to menstrual health education and reusable sanitary products across underserved communities.

While each project operated at a different scale, they shared a common approach: creating

informed conversations around menstruation and ensuring continued product access beyond the awareness session. Together, these interventions reached 2,528 participants through 51 sessions and distributed 2,513 reusable-pad kits.

PROJECT-WISE PERFORMANCE

PROJECT	SESSIONS	PARTICIPANTS	KITS	REUSABLE PADS	PERIOD CYCLES
Give – PhonePe	27	1,315	1,315	3,945	31,560
Give – Join Khyati Mission	7	477	474	1,896	11,376
Give – WPG	7	249	247	988	5,928
Give – Monthly Mission	10	487	477	1,908	11,448
Combined achievement	51	2,528	2,513	8,737	60,312

COLLECTIVE REACH

2,528

Participants reached

2,513

Reusable-pad kits

8,737

Reusable pads

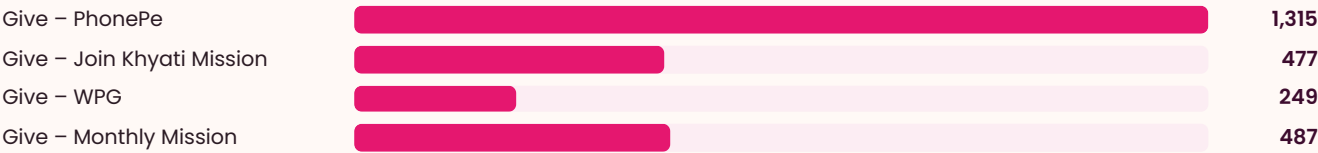
60,312

Period cycles supported

51

Sessions conducted

PARTICIPANTS BY PROJECT





FUNDING PARTNER
Adobe

GRANT · USD 20,000 UNRESTRICTED

Adobe Employee Community Fund

Strengthening programmes and *the systems behind them.*

Pinkishe Foundation received an unrestricted grant of USD 20,000 through the Adobe Employee Community Fund, marking its first support under this global grant-making initiative.

The grant strengthened Pinkishe’s ability to extend menstrual health interventions across six states. It supported awareness sessions, access to reusable

sanitary products and the institutional systems required to sustain programme delivery.

Across 13 sessions, the supported interventions reached 1,016 participants. Every participant received a reusable-pad kit, collectively supporting an estimated 24,384 period cycles.



IMPACT AT A GLANCE · FY 2025–26

USD
20,000

Grant received

1,016

Participants reached

1,016

Reusable-pad kits distributed

5,080

Reusable pads distributed

24,384

Period cycles supported

13

Sessions conducted

8

Districts covered

6

States covered



07

CHAPTER 07 · INNOVATION AND SYSTEMS STRENGTHENING

Building systems that *continue to work*

Access becomes meaningful only when the systems behind it remain dependable.



INNOVATION AND SYSTEMS STRENGTHENING

From installation *to* continuity

Access becomes meaningful only when the systems behind it remain dependable. During FY 2025–26, Pinkishe strengthened the infrastructure, learning resources and monitoring practices that support menstrual health beyond a single session or distribution activity.

The focus was on continuity: making products available when required, equipping people to use and manage new systems, responding to questions beyond the classroom and using field information to improve implementation.

HOW A VENDING MACHINE BECOMES A MENSTRUAL HEALTH SYSTEM

Install

IoT-enabled vending machines, PadBanks, storage and disposal readiness

Orient

Students, teachers and boys learn to use and own the system

Monitor

Refill alerts, dashboards and centralised visibility of stock and usage

Respond

Technical follow-up, helpline and field teams act early

Review

Field trackers and structured reviews improve implementation

Pinkishe's field experience has repeatedly shown that a vending machine alone cannot guarantee access. Machines must remain functional, adequately stocked and understood by the students and staff expected to use them.

IoT-enabled vending machines, refill alerts and centralised monitoring brought greater visibility to usage and stock requirements. School-level responsibility, emergency PadBanks, safe storage, disposal readiness and technical follow-up helped turn infrastructure into a functioning menstrual health system.

The approach also recognised that technology cannot work in isolation. Student orientation, teacher ownership, engagement with boys, community awareness and coordination with frontline workers were integrated to support long-term use and local accountability.



DIGITAL SUPPORT AND CONTINUED GUIDANCE

24×7

IVR-based Menstrual Health Helpline

Hindi

English

Telugu

Kannada

Pinkishe's 24×7 IVR-based Menstrual Health Helpline extended support beyond scheduled sessions. Available in Hindi, English, Telugu and Kannada, it created an additional pathway for menstruators to seek reliable information and guidance when questions could not be addressed in person.

Dashboards, field trackers and structured review systems further supported programme teams in following outreach, product access and emerging implementation gaps across locations.

LEARNING DESIGNED FOR THE FIELD

Knowledge that can travel from *one trained person to many communities*

Pinkishe continued to strengthen practical, India-focused learning resources for menstrual educators. The material was shaped by lessons from thousands of workshops and designed for the different needs of pre-menstruating girls, adolescents, women, boys, teachers, volunteers and community workers.

Study guides, facilitator checklists, demonstration material and structured online instruction helped educators prepare for real conversations rather than rely upon one-size-fits-all information. The emphasis remained on knowledge that could travel from one trained person to many communities.

DESIGNED FOR

Pre-menstruating girls

Adolescents

Women

Boys

Teachers

Volunteers

Community workers

RESOURCES

Study guides

Facilitator checklists

Demonstration material

Structured online instruction





08

CHAPTER 08 • PEOPLE-POWERED PARTNERSHIPS

When people are given *the chance to participate*

Employees, students, volunteers and global collaborators – moving beyond institutional support to advance menstrual dignity together.

EMPLOYEE ENGAGEMENT ACTIVITIES

Closer to the *communities they support*

Change becomes more meaningful when people are given the opportunity to participate in it. During FY 2025–26, Pinkishe's partnerships moved beyond institutional support to involve employees, students, volunteers and global collaborators in advancing menstrual dignity.

Through volunteering, field immersion, personal storytelling and experience-led engagement, employees became part of the conversation around menstrual dignity.



UNIQLO AND UNICHARM

A circle of courage

The menstrual health and dignity initiative supported by UNIQLO India and Unicharm India was inaugurated at Government Middle School, Sector 14, Gurugram, on 18 September 2025. Nearly 30 employees from the two organisations joined Pinkishe's team on the ground.

Alongside the distribution of AIRism undergarments, hygiene essentials and Sofy sanitary pads, Pinkishe educators facilitated an awareness session. Employees shared personal memories of their first periods and early hesitation, creating an exchange shaped by empathy rather than a conventional distribution activity.

The wider initiative aimed to provide 13,000 dignity kits to girls in government schools and underserved urban communities across Delhi NCR.



D. E. SHAW

When employees joined the work

Under Project Aasha, employee contributions were matched by the organisation and complemented by on-ground volunteering.

Their participation brought employees into direct conversation with girls and women during menstrual health sessions, adding a personal and participatory dimension to the programme across Delhi NCR and Telangana.



FLIPKART FOUNDATION

Beyond the boardroom

Members of the Flipkart Foundation team travelled from Delhi and Bengaluru to join an on-ground session in Varanasi. In the classroom, they listened as girls questioned the restrictions and shame associated with menstruation and engaged with experiences that reports and numbers alone could not convey.

The visit brought the partnership closer to the realities it sought to address and turned a programme review into an opportunity for shared learning.

**LINKEDIN****Empathy through experience**

LinkedIn partnered with Pinkishe during an InDay engagement that combined awareness with action. More than 60 male allies participated in the Period Pain Simulator experience, prompting candid conversations around menstrual pain and empathy in the workplace.

The engagement also included a Gift a Pad drive through which employees contributed reusable pads and kits for women and girls. Together, the two activities connected experiential learning with a tangible act of support.

**MERKLE****A partnership that kept returning**

During FY 2025–26, Merkle-supported menstrual health sessions in Pune, Bengaluru and Gurugram reached more than 400 schoolgirls with accurate information, practical guidance and safe spaces for open conversation.

During the most recent session in Pune, Erin personally engaged with more than 50 schoolgirls. Her continued participation, together with the coordination and support of Merkle colleagues, reflected a partnership sustained not only by funding but by presence, trust and shared purpose.

YOUTH AND GLOBAL COLLABORATION

Knowledge that travels *in more than one direction*

Young people and international collaborators brought new perspectives to Pinkishe's work while learning directly from communities. Their participation created connections across campuses, countries and lived experiences.

UC BERKELEY

From Berkeley to Bharog

During the year, students from UC Berkeley joined Pinkishe's work in Bharog Baneri, Himachal Pradesh. Their engagement extended beyond product distribution to household conversations, community sessions and efforts to strengthen access to sustainable menstrual products.

Working alongside Pinkishe's local teams, the students brought curiosity and fresh perspectives while learning from the community's own realities. The relationship shows how continuity can turn a student's initiative into a shared journey rooted in trust.

UC SAN DIEGO

Project RISHI

Pinkishe partnered with Project RISHI, in collaboration with UC San Diego, to support menstrual health and hygiene awareness in Viyyampeta, Andhra Pradesh. More than 170 girls received reusable cloth pads and IEC materials.

Students associated with Project RISHI at the University of California, San Diego participated in Pinkishe's Menstrual Educator Training. The engagement equipped young participants with foundational menstrual health knowledge and the skills to facilitate informed and sensitive conversations within communities.





INTERNATIONAL FIELD EXCHANGE

When two worlds sat together

Adriana Farhat, a menstrual educator from Brazil and founder of re.ciclos, joined Pinkishe during a village-based menstrual health session. She listened as girls and women asked questions, reconsidered inherited beliefs and spoke about experiences often held in silence.

The exchange revealed how menstrual shame can cross languages and geographies. It also affirmed that empathy, shared learning and community-led action can travel just as widely.

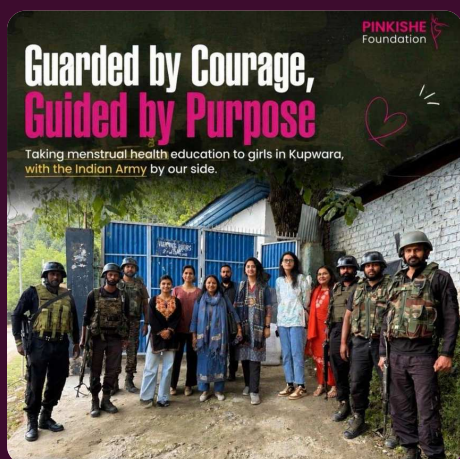


OUT FOR BLOOD

Documenting menstruation beyond borders

Italian documentary photographer and writer Ginevra Bonina worked with Pinkishe while developing *Out for Blood*, her visual investigation of menstruation as a human-rights issue. Through field-based documentation in India, her work brought attention to period poverty, unequal access to products and sanitation, and the silence that continues to shape menstrual experiences.

Published in January 2026, the project carried stories encountered through Pinkishe to an international audience and demonstrated how thoughtful documentation can deepen public understanding without reducing communities to statistics.



INDIAN ARMY COLLABORATION

Preparing women soldiers for service abroad

Ahead of their overseas deployment with a United Nations peacekeeping mission, Pinkishe prepared women soldiers of the Indian Army in menstrual health and the making and use of reusable cloth pads. The training combined practical menstrual preparedness with knowledge that the soldiers could carry into their interactions with women and communities during deployment.

The engagement showed how locally developed menstrual-health learning can travel beyond borders, supporting women serving in demanding environments while strengthening the compassionate, gender-responsive character of peacekeeping outreach.

CAPACITY BUILDING

Knowledge *that travels*

A multiplier approach that lets knowledge remain *locally rooted* and extend beyond Pinkishe's direct presence.

Through the Sakhi programme, Pinkishe continued to prepare individuals and partner volunteers to become confident menstrual educators. Training covered menstrual biology, products, hygiene practices, myth-busting, sensitive facilitation and the practical requirements of conducting sessions in schools and communities.

Volunteers associated with organisations including Sukhaya Foundation and Adyan Foundation were trained before carrying the learning into their own communities. This multiplier approach enabled knowledge to remain locally rooted and extend beyond Pinkishe's direct presence.

TRAINING COVERED

Menstrual biology

Products

Hygiene practices

Myth-busting

Sensitive facilitation

Running sessions





09

CHAPTER 09 · STORIES OF CHANGE

When silence *is unlearned*

Four journeys – back to the classroom, into a livelihood and towards a future defined by their own determination.



Pinkishe Foundation

STORY 01 • PROJECT UDAAN • FLIPKART FOUNDATION

School should not pause for a period

Rani's story

For Rani, going to school during her period had become a source of anxiety. The cloth she relied upon often shifted and provided little protection against leakage. After experiencing a stain in the classroom and being teased by other students, the fear of facing the same humiliation again became overwhelming. Whenever her period arrived, she chose to remain at home.

Each missed day meant missed lessons, unfinished work and a growing distance from the classroom. What appeared to be absenteeism was, in reality, the consequence of inadequate menstrual protection and the shame surrounding a natural biological process.

“

Sometimes the distance between a girl and her education is not measured in kilometres, it is measured in whether she can manage her period safely.

Through Pinkishe Foundation's partnership with Flipkart Foundation, Rani participated in a menstrual health session where she received clear information about menstrual hygiene and was introduced to a reusable cloth pad. She learned how to wear, wash, dry and store it correctly. Designed with a secure fastening and protective layer, the product offered her greater comfort and confidence while attending school.

The change was simple, yet significant. Rani no longer had to plan her education around her menstrual cycle or remain constantly afraid of a visible stain. With the right knowledge and a dependable product, she could return to the classroom with greater assurance.



STORY 02 • PROJECT UDAAN • NARODA, AHMEDABAD

A second chance at the classroom

Pinky's story

In Naroda, Ahmedabad, Pinky's education was gradually interrupted by something she had little control over. During menstruation, she depended upon pieces of old cloth that were neither sufficiently absorbent nor secure. The possibility of leakage made every school day stressful, and remaining attentive in class became difficult when she was constantly worried about staining her uniform.

Month after month, Pinky missed nearly six days of school. As the absences accumulated, she struggled to keep pace with her lessons. Eventually, what began as a few missed days pushed her out of the classroom altogether.

Through Project Udaan, implemented by Pinkishe Foundation in partnership with the Flipkart

“

*No girl should be compelled to choose between managing her period and **continuing her education.***

Foundation, Pinky was reached with menstrual health education and introduced to reusable cloth pads. The session helped her understand her body, adopt safer hygiene practices and learn how to use and maintain the product correctly.

Pinky's experience formed part of the project's wider effort to support more than 4,500 girls across Ahmedabad and Varanasi. For girls like her, the intervention offered far more than a menstrual product. It restored confidence, reduced the fear associated with school attendance and reopened a pathway to learning. With timely information, practical support and a safe menstrual product, Pinky received an opportunity to move towards the classroom once again.



© Pinkishe Foundation

STORY 03 • PRAVEENA

From burden to breadwinner

Kajal's journey

Kajal was only fifteen when her education came to an abrupt end after Class IX. While her younger brother continued attending school and received encouragement to pursue his ambitions, Kajal was repeatedly told that investing in a daughter's future held little value. Within her own home, she was made to feel like a burden rather than a young girl with abilities, aspirations and a future of her own.

Leaving school could easily have marked the end of her journey towards independence. Yet, Kajal continued looking for an opportunity – something that would allow her to learn, contribute and demonstrate what she was capable of achieving.

That opportunity appeared through a pamphlet announcing Pinkishe Foundation's free stitching

course under Praveena. Kajal enrolled and began learning the craft one step at a time. She practised cutting and stitching, made mistakes, corrected them and steadily developed the confidence to create blouses, suits and customised garments.

Today, the skill she once began learning as a possibility has become a source of income. Kajal contributes to her household and even supports the education of the younger brother whose schooling had once been prioritised over hers. Her journey is not simply a story of learning to stitch. It is a story of reclaiming self-worth – stitching together a future defined not by the limitations placed upon her, but by her own determination and ability.

“

*The daughter who was made to feel like a liability is now **helping** sustain the same family.*



STORY 04 • PUNYAKALASH • KHICHRIPUR GAON

A shop close to home

Priya's story

“Ab main khud kamaungi” – Priya’s words carried neither complaint nor a request for sympathy. They expressed a quiet determination to rebuild her life while continuing to care for her daughter.

Having lost her parents at a young age, Priya was married early and later experienced years of domestic violence. As she began pursuing a legal separation, she also faced the responsibility of caring for her daughter, who suffered from anaemia and required regular attention. Remaining away from home for long hours was not possible, forcing Priya to leave her work at an Anganwadi centre.

What Priya needed was not temporary assistance, but a livelihood that could be managed from home.

“

Ab main khud kamaungi.”

*Words that carried neither complaint nor a request for sympathy – only **quiet determination.***

Through Punyakalash, a community of compassionate monthly contributors came together to support her plan for a small stationery shop serving children and families in Khichripur Gaon. The shop was stocked with notebooks, registers, pens, water bottles, lunch boxes, art materials and other school essentials.

Today, the shop allows her to generate an income without moving away from her daughter’s side. More importantly, it has given her the confidence to make decisions about her own future. For Priya, Punyakalash offered a carefully considered opportunity – one that respected her responsibilities, recognised her strength and enabled her first step towards stability and self-reliance.



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CHAPTER 10 · CAMPAIGNS, EVENTS AND PUBLIC ENGAGEMENT

Carrying the conversation *into public spaces*

Public spaces, workplaces, professional forums and sector platforms – widening participation and building visibility for issues too often left outside mainstream discussion.

CAMPAIGN · PERIOD PAIN SIMULATOR

Making the *invisible felt*

Menstrual pain is often dismissed because it cannot be seen. Pinkishe's Period Pain Simulator campaign turned an invisible experience into a shared conversation by allowing participants, particularly men and boys, to experience controlled, cramp-like sensations for a few moments.

During August 2025, two public activations were conducted: at Central Park, Connaught Place, Delhi, engaging 26 boys and men; and with Convergence at Manipal University, Jaipur, engaging 159 participants, including 150 boys and men and nine girls. Together, the two camps reached 185 participants.

The campaign also entered the workplace through Women@LinkedIn's InDay, where more than 60 male allies participated. Rather than presenting pain as a spectacle, each activation used the moment of discomfort to begin a guided conversation about empathy, everyday participation and menstrual well-being as a shared responsibility.

185

participants across two public camps in August 2025

26

Boys and men · Central Park, Connaught Place, Delhi

159

Participants · Manipal University, Jaipur

60+

Male allies at Women@LinkedIn's InDay

Rather than presenting pain as a spectacle, each activation used the moment of discomfort to begin a guided conversation about empathy and shared responsibility.

EVENTS AND SECTOR PLATFORMS

Where Pinkishe *showed up*

Fifth MHM India Summit 2025

Pinkishe joined leading voices from India's menstrual health ecosystem at the Fifth MHM India Summit 2025. The platform created space to review progress, exchange learning and renew collective priorities for building a more period-positive country.

Representing Pinkishe, Arun Gupta joined sector leaders and menstrual health practitioners in reaffirming the importance of awareness, access, dignity and collaboration in advancing menstrual equity.



Flipkart Foundation Partners' Meet 2025

3 Jun 2025 · Bengaluru

Pinkishe was represented at the Flipkart Foundation Partners' Meet. The engagement offered implementation partners a space to exchange field learning, strengthen coordination and reflect on how sustained partnerships can translate shared commitments into community-level change.

Sampark 2025

20 Nov 2025 · Bharat Mandapam, New Delhi

As a partner in Project Udaan, Pinkishe participated in Sampark 2025, convened by the Flipkart Foundation. The gathering brought partner organisations, communities and sector leaders together around the idea of communities as co-creators of progress.

The platform also celebrated stories emerging from collective action. Project Udaan was recognised with the Sampark Saathi Award for its sustained community impact and implementation across geographies.



Gyaan Daan 2025

10 Oct 2025 · Development Consortium

Pinkishe participated in Gyaan Daan 2025, Development Consortium's Week of Knowledge, through the closing panel, 'Sector Futures: Leadership Perspective on What Lies Ahead'. The discussion considered emerging trends, changing funding priorities, community expectations and the leadership required to navigate future challenges. Arun Gupta represented Pinkishe on the panel.

International Social Workers Conference 2025

20-21 Dec 2025 · Ankitgram Sewadham Ashram, Ujjain

Arun Gupta represented Pinkishe as a panel speaker on 'Role of NGOs in Social Work', sharing insights from Pinkishe's on-ground experience in menstrual health and community-led transformation, and received a Distinguished Speaker Certificate.

VolCon+ New Delhi 2025

VolCon+ brought together changemakers and volunteer leaders from India and across Asia. As the sector prepared for the International Year of Volunteering 2026, the gathering explored fresh approaches to building resilient and inclusive communities through citizen participation.

The exchange connected Pinkishe's experience of women-led, community-rooted volunteering with a wider conversation on sustaining volunteer movements.

Access within a national training institution

29 Sep 2025 · National Academy of Direct Taxes, Delhi

Pinkishe installed three sanitary pad vending machines at the National Academy of Direct Taxes. By making menstrual products available discreetly and when required, the initiative positioned menstrual health infrastructure as a routine institutional provision rather than an occasional response.



“

*These engagements widened participation, encouraged learning and helped build visibility for issues **too often left outside mainstream discussion.***

COMMUNITY ENGAGEMENT · GURUGRAM

Beti Bachao Beti Padhao *with the WCD Department*

Pinkishe joined the Women and Child Development Department, Gurugram, in a Beti Bachao Beti Padhao rally and community gathering at F.G. Colony, Rajendra Park. Women, girls and frontline workers marched together, and the gathering that followed opened space for conversations on the education, health and dignity of girls – including menstrual health.





11

CHAPTER 11 • OUR PARTNERS

Partnerships that carried *the mission forward*

Corporate institutions, academic communities, student-led organisations and civil society partners – contributing resources, knowledge, networks, volunteering and connections with communities.

OUR PARTNERS

Many hands, *one direction*

Pinkishe’s work has grown through partnerships grounded in shared purpose. Across programmes and geographies, corporate institutions, academic communities, student-led organisations and civil society partners have contributed resources, knowledge, networks, volunteering support and valuable connections with communities.

During FY 2025–26, these collaborations helped Pinkishe expand menstrual health education, improve access to menstrual products, strengthen livelihood opportunities and bring conversations around dignity and equality into schools, workplaces and public spaces.

Each partnership took a different form. Some enabled large-scale programmes, while others opened doors to schools, mobilised volunteers, shared technical expertise or helped us reach communities beyond our immediate network. Together, they strengthened not only the scale of the work but also its relevance, continuity and local ownership.

PARTNERS WHO SHAPED FY 2025–26

The partnerships below supported key programmes, grants, public engagement and knowledge exchange during the year.

PARTNER	COLLABORATION DURING FY 2025–26
Amazon India	Project Prayatna
Indus Towers	Project Nari Samman
D. E. Shaw India	Project Aasha
Flipkart Foundation	Project Udaan Phase 2
UNIQLO India and Unicharm India	Menstrual Health and Dignity Initiative
Eco Femme	Sustainable menstrual product interventions
Adobe	Employee Community Fund Grant
Give.do	Community-based menstrual health projects
Merkle	Grant-supported menstrual health awareness
Indian Army	Menstrual health outreach and pre-deployment training
LinkedIn	Period Pain Simulator workplace engagement
UC Berkeley	Youth collaboration in Bharog

CORPORATE AND INSTITUTIONAL PARTNERS

Across Pinkishe's journey

Corporate and institutional partners have supported programmes through CSR funding, grants, products, infrastructure, professional expertise and employee participation.



Adobe

Axis Bank

CARS24

DBS Bank

EcoFemme

Future Generali

GIVEIndia

Grant Thornton Bharat

Indus Towers

JBM Group

KPMG

Manohar Lal Jewellers

Meta

National Stock Exchange of India Limited

PhonePe

PropTiger

Sarine Technology

Sugmya Finance

TE Connectivity

UNIQLO

Amazon

Boston Consulting

Crowdera Foundation

Dentsu India

FalconX

Gaur Foundation

GoDaddy

HDFC Bank

Innisfree

JK Tyre

LIC of India

Medicana

Milaap

Noida Power Company Limited (NPCL)

Procter & Gamble

Public Interest Registry

SochGreen

T-Hub

Toyo Ink

Zee Entertainment

Arvind Mills

CAF USA

D. E. Shaw India

Drishti IAS

Flipkart Foundation

Give.do

Google

ICCPL

IRB Infra

Keppler Cannon

Macquarie

Merkle

Nasscom Foundation

Phlomis Healthcare

Prodege

Rural Electricity Corporation (REC)

Social Venture Partners India

Tata Consulting Engineers

Unicharm

ACADEMIC AND YOUTH PARTNERS

Energy, creativity and *a spirit of service*

Colleges, universities and student-led organisations have brought energy, creativity and a spirit of service to Pinkishe's work through volunteering, awareness initiatives, campaigns and field engagement.

180 Degrees Consulting, Tufts	Aaghaaz – Women Development Cell, College of Vocational Studies	Centre for Social Action (CSA)
College of Vocational Studies	Connecting Dreams Foundation – Atma Ram Sanatan Dharma College	Connecting Dreams Foundation – Daulat Ram College Chapter
DPS Kanpur	Dr. Bhim Rao Ambedkar College	Dyal Singh College
Enactus	Entrepreneurship Cell – Delhi Technological University	Fortune Institute of International Business (FIIB)
Girl Up Conquistadors	Girl Up Jazba	Government College for Women, Udhampur
Hansraj College	IIT Delhi	IIT Guwahati
IIT Roorkee	Indian Institute of Digital Education (IIDE)	Indira Gandhi Delhi Technical University for Women (IGDTUW)
International Management Institute (IMI)	Leo Club	Motilal Nehru College
National Service Scheme (NSS)	Net Impact Delhi University	Pannalal Girdharlal Dayanand Anglo Vedic College (PGDAV College)
RISE – Indian School of Business	Rotaract Club of Ashoka Artisans	Rotaract Club of Delhi Janak
Rotaract Club of Delhi MAIMS	Rotaract Club of Delhi Yuva	Rotaract Club of Medicrew
Rotaract Club of Mulund Hills	Rotaract Club of Sri Guru Gobind Singh College of Commerce	Rotaract Club of Unified Spirits
SAMTA – Women Development Cell, Sri Aurobindo College (Evening)	Satyawati College	She Unit – Sri Guru Gobind Singh College of Commerce
Sikkim Institute of Science and Technology	Students for Seva	Students for Seva (SFS) – Atma Ram Sanatan Dharma College
The Pas Project, Govt Senior Secondary School, Massal Nagrota Bagwan, Himachal Pradesh	Unwind Connect and Cure – Project Uplift	Vishalakshi Foundation – MAIMS
Women's Development Cell – Hansraj College	Women's Development Cell, Shri Ram College of Commerce (SRCC)	Woxsen University

CIVIL SOCIETY AND COMMUNITY PARTNERS

Strengthening the *last mile*

Civil society and community partners have strengthened the last-mile reach of programmes. Their local knowledge, trusted relationships and implementation support have helped interventions reach diverse and underserved geographies.

Aastha Parivaar	Alina Parmartham Foundation	Apne Log NGO
Artemis Health Sciences Foundation	Behala Keertika	Bright Future Foundation
Crayash Charitable Trust	Dashrath Manjhi Shiksha Sansthan	Digital Saathi Foundation
Drishti Foundation	Eartha Foundation	Egra Nibedita Social Welfare Society
Ek Kiran Welfare Foundation	Girl Up Udaan	Gopabandu Seva Parisad
Her First Foundation	Human Welfare Society	Jan Sahyog Kendra
Jeevan Jyoti Jan Kalyan Kendra	Kambabha Foundation	Karunya Youth Rural Development and Voluntary Organisation
Life Care Welfare Trust	Mamta Social Welfare Trust	Meher Roshani Foundation
Mukt Akash Sanstha	Nartvam Charitable Trust	Navriseup India Care Foundation
Nilayamdham Foundation	Nisarg Agripreneurship Foundation	PankhRise Foundation
Parinaama Development Foundation	Piramal Foundation	Pragathi Welfare Society
Project Period	Rihha Foundation	Rural Development Welfare Society
Sahaja Trust	Sanvi Mahila Jan Seva Sansthan	Sarathi NGO
Selfless Sewa NGO	Shiksha Rath NGO	Starlight Foundation
Swa Sarjan Foundation	The Extension Society	The Paree Project
Transforming of Rural Community Hub (TORCH) Trust	Trust Me Social Welfare Society	Uthirathin Uthavigal Charitable Trust
Vizhipom Vidhaipom	Woman's Action Group Chelsea	Yuva Samiti

We extend our sincere appreciation to every organisation, institution and student collective that has chosen to walk alongside us. Their trust and participation continue to affirm that meaningful social change is built through many people moving towards a common purpose.

A close-up photograph of two young women with dark, curly hair, smiling warmly at the camera. They are wearing a dark blue patterned shirt. The background is blurred, showing hints of an indoor setting with blue and grey tones.

12

CHAPTER 12 · RECOGNITION AND VISIBILITY

When the work found *a* *wider voice*

Recognition arrived in different forms – not as destinations, but as signs of growing trust.

A decorative pink wavy line that curves across the bottom of the page, starting from the left and ending on the right.

HONOURS THAT MARKED THE YEAR

Three honours, *shared in spirit*

Recognition during FY 2025–26 arrived in different forms: an award for organisational impact, acknowledgement from public institutions, renewed validation of Pinkishe's systems and a wider platform for the people and communities at the heart of its work.

These moments mattered not as destinations, but as signs of growing trust. They strengthened the visibility of menstrual health within public dialogue and affirmed the discipline, partnerships and community relationships that sustain Pinkishe's work on the ground.

MAY 2025

Top 5 Most Impactful NGO of the Year 2025

Global CSR and ESG Awards 2025

NOVEMBER 2025

The 2025 Future Perfect 25

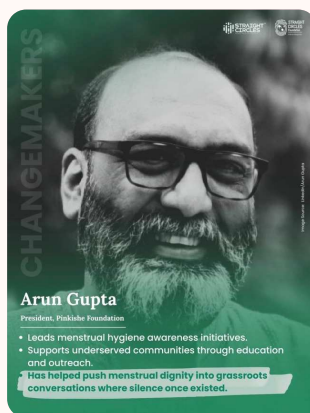
Vox Media named Khyati Gupta among 25 people shaping progress in health, development and human well-being.

NOVEMBER 2025

Sampark Saathi 2025

Flipkart Foundation recognised Pinkishe's vision and lasting grassroots impact through Project Udaan.

Together, these recognitions placed menstrual dignity within wider conversations on social impact, community-led change and the future of public health. Each honour was shared, in spirit, with the educators, volunteers, partners, schools and communities whose everyday work made it possible.



INSTITUTIONAL TRUST AND ACCOUNTABILITY

Validations that reflect *how the work is done*

Beyond public awards, the year brought validations that reflected the quality of programme delivery, organisational systems and institutional accountability.

AUGUST 2025

District Administration, Adilabad

Certificate of Appreciation for the implementation of Project Nari Samman across 45 schools in Adilabad. The recognition carried particular meaning because it came from the district administration closest to the programme's delivery and community context.

SEPTEMBER 2025

CAF Group Global Charity Database

Renewed as a Validated Organization following review against risks including fraud, money laundering and other illicit activity. The validation strengthened confidence in the Foundation's due-diligence and governance standards.



DECEMBER 2025

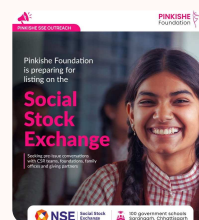
Great Place To Work

Successfully completed the assessment for organisations with fewer than 100 employees and certified as a Great Place To Work through December 2026 – reflecting continued attention to a respectful, purpose-led and supportive workplace culture.

FEBRUARY 2026

NSE Social Stock Exchange

Registration as a Social Entity – Not for Profit Organization renewed with effect from 28 December 2025: another year of participation in an accountability framework designed to strengthen transparency and trust in social-impact organisations.



Appreciation was also documented during the year from Chinmaya Vidyalyaya in Delhi and Eco Pure Sanitary Pads, a Telangana-based self-help group, reflecting the value placed on Pinkishe's engagement by institutions and community partners.

MEDIA COVERAGE ACROSS GEOGRAPHIES

14

media coverage records documented in FY 2025–26

National

Regional

Local-language

CSR-focused

‘This stain isn’t on her skirt, it’s on our conscience’

THE INDIAN EXPRESS



HerStory feature on Pinkishe's founders

DIGITAL AND SOCIAL MEDIA HIGHLIGHTS

Documenting the movement *as it unfolded*

11

editions of **Pink Palette**, covering April 2025 to March 2026

12

practical videos for Project Nari Samman, in Hindi, English and Telugu

SVP India

Featured in the Fast Pitch impact film released in December 2025

Pinkishe's digital platforms continued to document the movement as it unfolded. Eleven editions of Pink Palette covering reporting months from April 2025 to March 2026 were recorded during the cycle, bringing together programme updates, field experiences, partnerships, learning resources and stories from across the network.

The year's digital learning library also expanded through 12 practical videos created for Project Nari Samman. Available in Hindi, English and Telugu, the videos explained the installation, use, refilling and maintenance of sanitary-pad vending machines. By translating operational knowledge into accessible formats, these resources supported consistent use beyond the point of installation.

Across social media, stories placed people before statistics. Narratives from Project Udaan showed how reliable menstrual protection can help girls return to school; Praveena and Punyakalash stories traced pathways to livelihood and independence.

Posts on LinkedIn's Period Pain Simulator, the UNIQLO–Unicharm initiative, UC Berkeley's field engagement and international visitors opened new conversations around allyship, participation and the global nature of menstrual stigma.

Project Udaan

Praveena

Punyakalash

Period Pain Simulator

UNIQLO–Unicharm

UC Berkeley

MEDIA COVERAGE · IN MORE DETAIL

Coverage appeared in national, regional, local-language and CSR-focused media, including a consolidated regional press collection spanning numerous publications in Uttarakhand, carrying the work from school and community settings into a wider public conversation.

The Indian Express drew attention to the social cost of menstrual stigma, while The Times of India covered a women's-health awareness camp in Shimla. Amar Ujala, Dainik Bhaskar, India CSR,

Business News This Week, News Today and Telugu-language e-papers reported on menstrual-health sessions, sanitary-pad access and the expansion of Project Nari Samman in Telangana, Uttarakhand and Rajasthan.

This mix of national visibility and local-language reporting was important. It helped the message travel in forms that were relevant both to policy and sector audiences and to the communities in which the programmes were being implemented.

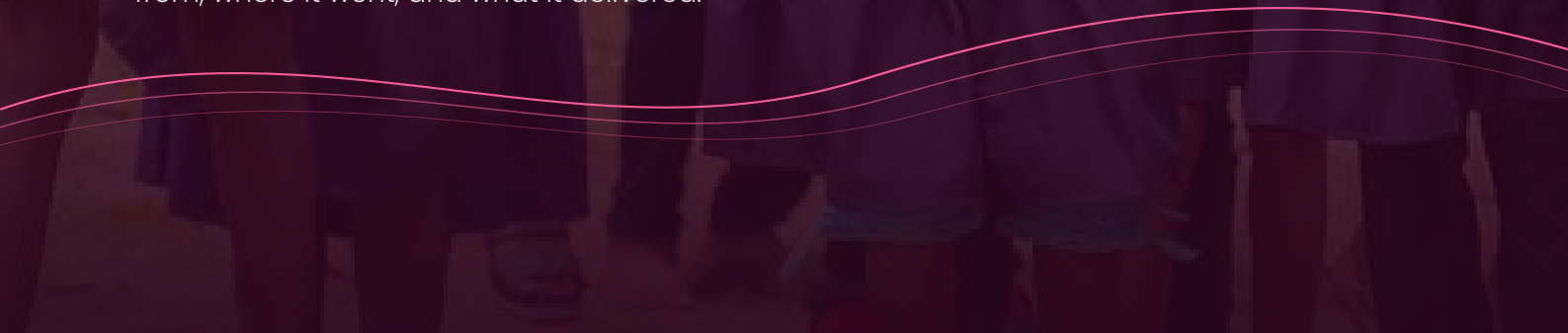


13

CHAPTER 13 · FINANCIAL OVERVIEW

Every rupee, *accounted for*

Audited figures for the year ended 31 March 2026 – where the money came from, where it went, and what it delivered.



FINANCIAL OVERVIEW

Where the *money went*

Audited figures for the year ended 31 March 2026, in rupees. The full audited statements, Form 10B and Form 10 are available on request.

₹4.98 cr

total expenditure (₹4,97,74,641)

93%

of every rupee to programme delivery · administration 4.3%

₹189

total expenditure per person reached · ₹15 per period cycle supported

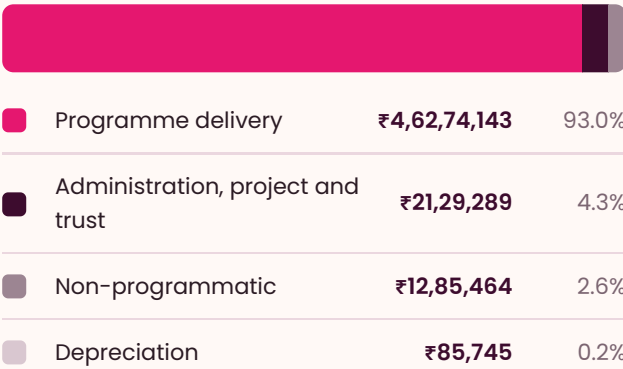
INCOME

	FY 2025–26	FY 2024–25	CHANGE
Donations and grants	4,52,15,920	3,18,31,901	+42%
Fees from services	3,50,984	1,74,956	+101%
Total income	4,55,66,904	3,20,06,857	+42%

EXPENDITURE

	FY 2025–26	FY 2024–25	CHANGE
Towards objects of the trust	4,96,18,643	3,09,84,176	+60%
Depreciation	85,745	1,33,297	–36%
Trust administration	70,253	1,91,893	–63%
Total expenditure	4,97,74,641	3,13,09,366	+59%

HOW EVERY RUPEE WAS SPENT



Project administration (Note 12) and trust administration (Note 13) added together. Programme delivery includes ₹57,42,246 of products received in kind and distributed.

The shortfall of ₹42,07,736 is utilisation, not loss. Restricted funds fell from ₹90,82,931 to ₹48,75,195 – a difference of exactly ₹42,07,736: grant money received in earlier years was deployed this year, as it was meant to be. Inventories fell from ₹27,83,539 to ₹14,58,593, because donated product stock was distributed rather than warehoused.

PROJECT-WISE AND FUNDER-WISE EXPENDITURE

What each partner's money delivered, *beside what it cost*

From Note 12 of the audited accounts, sorted by programme. Project administration is shown openly: on Nari Samman it was 4.5% of programme spend, across 210 schools in three states.

PROJECT	FUNDED BY	PROGRAMME	NON-PROG.	ADMIN	TOTAL
Nari Samman	Indus Towers	2,15,05,415	7,02,341	10,18,875	2,32,26,631
Prayatna and Amazon projects	Amazon Development Centre India	61,62,300	3,00,000	3,99,873	68,62,173
Adhikaar	FalconX (Eaglex Technology LLP)	36,35,408	—	2,25,302	38,60,710
Shakti Shala, school infrastructure	HDFC, via Shri Mahakal Education and Charitable Trust	27,55,450	—	1,44,551	29,00,001
Aasha	D. E. Shaw India	23,40,704	—	1,02,410	24,43,114
MHM awareness programme	UNIQLO India	7,85,468	2,847	35,935	8,24,250
MHM awareness programme	Corporate Warranties	4,75,305	—	24,821	5,00,126
Udaan	Flipkart Foundation	90,077	—	64	90,141
PadBank	Retail donors, Give Foundation, Online Give and smaller CSRs	21,53,458	2,80,276	89,981	25,23,715
PadBank, FCRA	UK online giving and others	5,27,500	—	17,224	5,44,724
Products received in kind, utilised	Product donors	57,42,246	—	—	57,42,246
Punyakalash	Monthly contributors	85,458	—	—	85,458
PinkTalk and Praveena	General funds	15,354	—	—	15,354
Total towards objects of the trust		4,62,74,143	12,85,464	20,59,036	4,96,18,643

Names follow the audited accounts where they differ from the report: FalconX appears as Eaglex Technology LLP; the HDFC-supported Dholpur work is routed through Shri Mahakal Education and Charitable Trust; Sakhi and the CAF America-funded advocacy project recorded no expenditure this year. Trust administration of ₹70,253 and depreciation of ₹85,745 are outside this table.

TRUST ON RECORD

Every figure here reconciles to *a signed statement*

REGISTRATION	DETAIL
Statutory auditor	Chandni Taneja and Company, Chartered Accountants, FRN 0032222C
Signing partner	CA Chandni Taneja, M. No. 422731
Audit opinion	True and fair view, unqualified
PAN	AADTP3680Q
Section 12AB	AADTP3680QE20178
Section 80G	AADTP3680QF20218
Renewed from 1 April 2026	12AB · AADTP3680Q25DL01 · 80G · AADTP3680Q25DL02
FCRA	Registered; ₹19,33,315 received in FY 2025–26
CSR-1	Registered with the Ministry of Corporate Affairs
NSE Social Stock Exchange	Social Entity, renewed 28 December 2025
CAF America	Validated Organization to September 2027

GOVERNANCE	
ROLE	NAME
President	Arun Gupta
General Secretary	Shalini Gupta
Treasurer	Vandana Gupta
Founder	Khyati Gupta

REGISTERED OFFICE

312, RG Complex, Plot No. 8, MLU Sector 5,
Dwarka, New Delhi 110078

Signed financial statements, the auditor’s report,
Form 10B and Form 10 are available on request.

BY OBJECT OF THE TRUST		
OBJECT	FY 2025–26	FY 2024–25
Menstrual health and hygiene management	4,95,17,831	3,03,50,226
Communities welfare (Punyakalash)	85,458	5,51,317
Educational and empowerment (PinkTalk)	2,776	7,718
Skill development and livelihood (Praveena)	12,578	56,577
Art, literature and culture (Swara)	—	18,338
Total towards objects of the trust	4,96,18,643	3,09,84,176

COST PER OUTCOME		
MEASURE	WORKING	RESULT
Per person reached	₹4,97,74,641 ÷ 2,63,879	≈ ₹189
Per period cycle supported	₹4,97,74,641 ÷ 33,79,020	≈ ₹15
Per sanitary pad distributed	₹4,97,74,641 ÷ 34,70,229	≈ ₹14

Total expenditure divided by the stated outcome. These are not the price of a pad; they include education, infrastructure, monitoring and administration.

“Credibility is not a photocopied balance sheet. It is an auditor’s name, registration numbers, and figures that *reconcile when checked*.”

14

CHAPTER 14 • THE ROAD AHEAD

The road may be long, *but it
no longer feels lonely*

Making sure that what reaches every menstruator is worthy of their trust.

THE ROAD AHEAD

There was a time when work on menstrual health could feel like a largely solitary road. Today, that road is shared by many more organisations, institutions, funders, educators and individuals.

This growing attention is encouraging. It also reminds us of the true scale of the responsibility before us. A country with an estimated 35 to 40 crore menstruators needs not one organisation at the centre, but many capable hands moving in the same direction.

The next chapter, therefore, is not simply about reaching more people. It is about making sure that what reaches them is worthy of their trust.

A menstrual product must be safe, effective and affordable. Low cost cannot be allowed to mean uncertain quality, irregular supply or the absence of choice. Girls and women should be able to understand the options available to them – disposable as well as reusable – and use, store, wash or dispose of them with the right guidance and without compromising health or dignity.

In schools, the work must go far beyond placing a pad within reach. A girl needs a private and functional toilet, water and soap, safe storage, a reliable product supply, hygienic disposal and an adult who responds without embarrassment or judgement. She needs peers who understand, boys who are included in the learning, and a school system that does not pause when a refill is due or a machine needs attention. These are not separate conveniences. Together, they form the conditions in which education can continue uninterrupted.

35–40 crore

estimated menstruators in India –
needing many capable hands moving
in the same direction

OUR PRIORITIES

- 01 Products worthy of trust**
Safe, effective and affordable – low cost cannot mean uncertain quality, irregular supply or the absence of choice.
- 02 Schools that do not pause**
Private, functional toilets, water and soap, storage, reliable supply, hygienic disposal and an adult who responds without judgement.
- 03 Where the need is greatest**
Aspirational districts, interior blocks and underserved urban settlements remain central to our journey.
- 04 Graduation from day one**
Teachers, Sakhis, self-help groups and local mobilisers prepared to carry the work forward.
- 05 Thoughtful, sustainable choices**
Product access, environmental responsibility, safe disposal, reusables and local livelihoods – considered together.
- 06 Openness**
Sharing what we learn and strengthening organisations that wish to enter or deepen this field.

We also know that the greatest need is not always found where support is easiest to organise. Aspirational districts, interior blocks and underserved urban settlements will remain central to our journey. We will continue working with district administrations, schools, frontline workers, local institutions and communities so that solutions are shaped by the realities of each place rather than carried there as a fixed template.

And from the first day of every programme, we will prepare for the day when the community can carry it forward. Teachers who can manage essential systems, student Sakhis who keep conversations alive, self-help groups linked to supply, local mobilisers who remain trusted resources, and monitoring that makes gaps visible – this is how a project moves from completion to graduation. This is how support remains after the implementing team begins to step back.

Sustainability will also ask us to be thoughtful about the choices we promote. Product access, environmental responsibility, safe disposal, reusable alternatives and local livelihood possibilities must be considered together. So must the quiet infrastructure of continuity: maintenance, timely data, helpline and digital support, training, review and patient multi-year handholding.

Above all, the years ahead will call for openness. We will share what we learn, listen closely to what others have discovered and help strengthen organisations that wish to enter or deepen this field. The work is too large for guarded knowledge and too urgent for isolated effort.



The road ahead may be long, but it no longer feels lonely.

With every school that assumes ownership, every community that speaks more freely and every partner that chooses to stay for the longer journey, menstrual dignity comes a little closer to becoming ordinary – *not a temporary intervention, but a lasting part of how institutions care for people.*



Pinkishe Foundation

When silence is unlearned, change is already underway.

REGISTERED ADDRESS

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