

Sky Social

Annual Report



2023-2024



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Introduction

The year 2023–24 has been a landmark period for Sky Social, marked by impactful initiatives that strengthened community engagement, policy implementation, and capacity building at the grassroots level. Our work this year was centred around two major projects—implementing SBI’s CSR initiative on reusable sanitary pad distribution and menstrual hygiene awareness and supporting Gramodyog Sansthan in the Jal Jeevan Mission (JJM) and.

Both projects reflect Sky Social’s core commitment to driving sustainable development through policy research, advocacy, and on-ground implementation. Our approach this year has focused on strategic IEC (Information, Education, and Communication) development, community empowerment, and behavioural change interventions, ensuring that key policy initiatives translate into real impact for marginalized communities.

Beyond these flagship programs, Sky Social continued to expand its impact in policy research, stakeholder engagement, and grassroots empowerment, strengthening our role as a trusted partner in social development initiatives. This report highlights the depth of our work, the communities we’ve touched, and the long-term behavioural and policy shifts we have helped initiate.

As we move forward, our vision remains clear—to create evidence-based, community-driven solutions that drive inclusive development and social transformation across India.



SBI CSR MENSTRUAL HEALTH AND HYGIENE AWARENESS

Introduction

Menstrual health remains a critical issue in India, particularly in marginalized and underserved communities where a lack of awareness, inadequate sanitation facilities, and deeply rooted stigma prevent adolescent girls from managing their periods safely and with dignity. In many rural and semi-urban areas, menstruation is still considered taboo, limiting discussions and perpetuating misconceptions that negatively impact girls' health, education, and overall wellbeing.

The unavailability of affordable menstrual products forces many to rely on unhygienic alternatives like old cloth, ash, or husk, increasing the risk of infections and health complications. Additionally, the absence of clean and private sanitation facilities in schools often leads to discomfort and embarrassment, resulting in many girls missing classes or even dropping out entirely.



To address these challenges, Sky Social, in collaboration with the State Bank of India (SBI) Bhopal Circle CSR Initiative, launched a comprehensive Menstrual Hygiene Management (MHM) project targeting adolescent girls in 35 districts across Madhya Pradesh and Chhattisgarh. This initiative not only provided access to reusable sanitary pads but also conducted awareness sessions to educate young girls about menstrual hygiene, break taboos, and empower them to manage their periods safely and confidently.

This initiative aimed to:

- Combat period poverty by providing reusable sanitary pads by Pee Safe.
- Promote menstrual hygiene awareness to reduce stigma and misinformation.
- Empower girls to manage their menstruation safely and confidently.
- Reduce school dropout rates caused by menstruation-related issues.

The project effectively combined product distribution with awareness-building workshops, ensuring both practical solutions and long-term behavioural change.



Ms. Srishti Pragat, Founder of Sky Social, delivered a Session on menstrual hygiene



Session on menstrual hygiene by Ms. Arunima Tiwari from Sky Social

Project Scope and Reach

Geographical Coverage

The project was implemented in 25 districts of Madhya Pradesh and 10 districts of Chhattisgarh.



Madhya Pradesh Region

- Bhopal Region: Bhopal, Vidisha, Narmadapuram, Betul, Chhindwara
- Jabalpur Region: Mandla, Jabalpur, Shahdol, Rewa, Chhatarpur
- Indore Region: Harda, Khandwa, Indore, Dhar, Ujjain, Ratlam, Mandasaur
- Gwalior Region: Katni, Damoh, Sagar, Guna, Shivpuri, Gwalior, Morena



Chhattisgarh Region

- Bilaspur, Korba, Ambikapur, Raigarh, Sarangarh, Baloda Bazar, Raipur, Durg, Kanker, Jagdalpur

Target Beneficiaries

The project successfully reached over **17,000 girls:**

- 12,000 girls in Madhya Pradesh
- 5,000 girls in Chhattisgarh

The identified schools and hostels were selected with support from the Tribal Department, ensuring the inclusion of marginalized and underserved communities.

Key Activities

1. Distribution of Reusable Sanitary Pads

- Collaborated with Pee Safe to provide high-quality, eco-friendly reusable sanitary pads that last for up to 2 years.
- Each participating girl received a reusable pad kit with guidance on its usage, cleaning, and storage.

2. Menstrual Hygiene Awareness Workshops

A team of 14 trained facilitators, alongside Sky Social experts, conducted interactive workshops designed to educate girls on critical menstrual health issues. These workshops included visual aids, storytelling, and open discussions to encourage participation and break social taboos.



Topics Covered in the Workshops:

1. Introduction to Gender and Menstruation

- Understanding biological differences between sex and gender.
- Educating girls about menstrual cycles and bodily changes.
- Breaking myths and addressing societal stigma around menstruation.

2. Menstrual Hygiene and Personal Care

- Safe practices for cleaning reusable pads and menstrual products.
- Emphasis on changing pads regularly to maintain hygiene.
- Open dialogue to destigmatize menstrual discussions.



3. Health and Nutrition

- Addressing common menstrual disorders such as PCOS.
- Guidance on maintaining a healthy diet to improve menstrual health.
- Importance of WASH (Water, Sanitation, and Hygiene) in menstrual care.

4. Sustainability and Environmental Impact

- Encouragement to adopt reusable pads as a sustainable solution.
- Information on the environmental impact of disposable pads.
- Promoting eco-friendly menstrual practices as part of broader climate-conscious efforts.

5. Medical Assistance and Support Systems

- Educated girls about available healthcare facilities and how to seek medical advice.
- Focused on early identification and management of menstrual disorders.

Training for Teachers and Hostel Wardens on Menstrual Health and Hygiene

To foster a supportive and stigma-free environment for adolescent girls, specialized sensitization sessions were conducted for teachers and hostel wardens. These sessions aimed to enhance their understanding of menstrual health and hygiene (MHH), equipping them with the knowledge and skills necessary to support students effectively.

Key Components of the Training:

1. Understanding Menstrual Health & Hygiene:

- Basic biological processes of menstruation.
- Common menstrual health challenges, including pain management, infections, and hygiene practices.
- Addressing misconceptions and breaking myths surrounding menstruation.

2. Creating a Safe and Supportive Environment:

- Fostering open and non-judgmental discussions about menstrual health.
- Encouraging girls to express their concerns and seek help without hesitation.
- Promoting privacy and dignity in schools and hostels.

3. Access to Menstrual Products & Facilities:

- Training educators on guiding students to access sanitary pads, menstrual cups, and cloth pads as per their preference.
- Ensuring availability of clean and functional washrooms with proper disposal mechanisms for menstrual waste.
- Collaborating with government schemes and NGOs for free or subsidized menstrual product distribution.



4. Psychosocial Support & Emotional Well-being:

- Recognizing and addressing anxiety, shame, or stigma associated with menstruation.
- Techniques to counsel and reassure girls experiencing distress due to menstruation-related issues.
- Encouraging peer support and mentorship programs to normalize menstrual discussions.

5. Policy and Institutional Support:

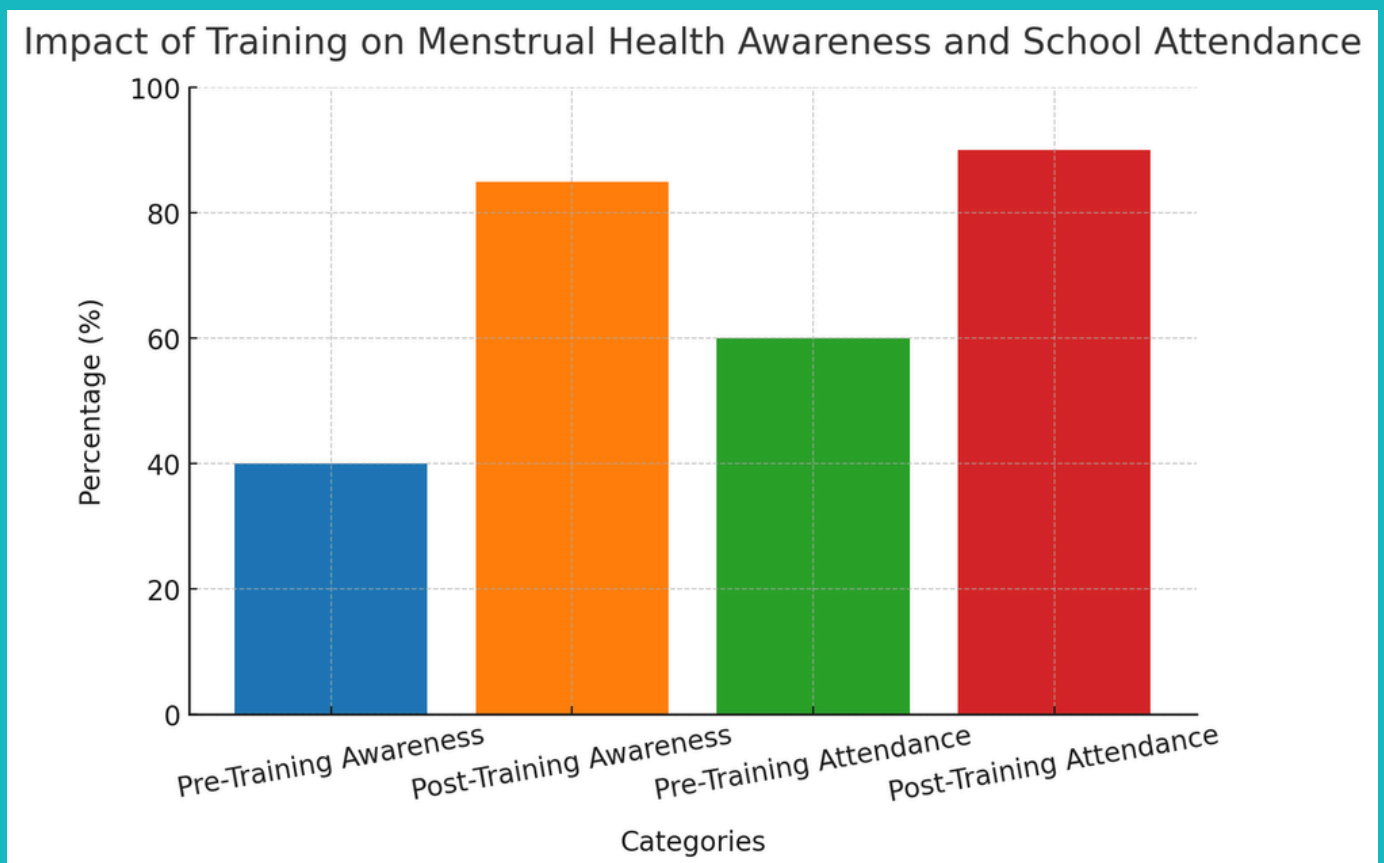
- Understanding government policies and initiatives promoting menstrual health.
- Establishing Menstrual Hygiene Management (MHM) Committees within schools and hostels.
- Integrating menstrual health discussions into regular health education curricula.

Impact of the Training:

- Teachers and wardens became key facilitators in promoting menstrual health and hygiene.
- Schools and hostels witnessed improved confidence among girls, leading to better attendance and participation in academics and extracurricular activities.
- The training helped in reducing social stigma, ensuring that menstruation is treated as a natural and manageable process rather than a taboo.

Graph: Impact of Training on Menstrual Health Awareness and School Attendance

The following graph illustrates the positive changes observed in menstrual health awareness and school attendance among adolescent girls after the implementation of teacher and warden training sessions.



Key Observations from the Graph:

- A significant increase in menstrual health awareness among students post-training.
- A notable improvement in school attendance, as stigma-related absenteeism was reduced.
- Greater access to menstrual products, leading to better menstrual hygiene management.

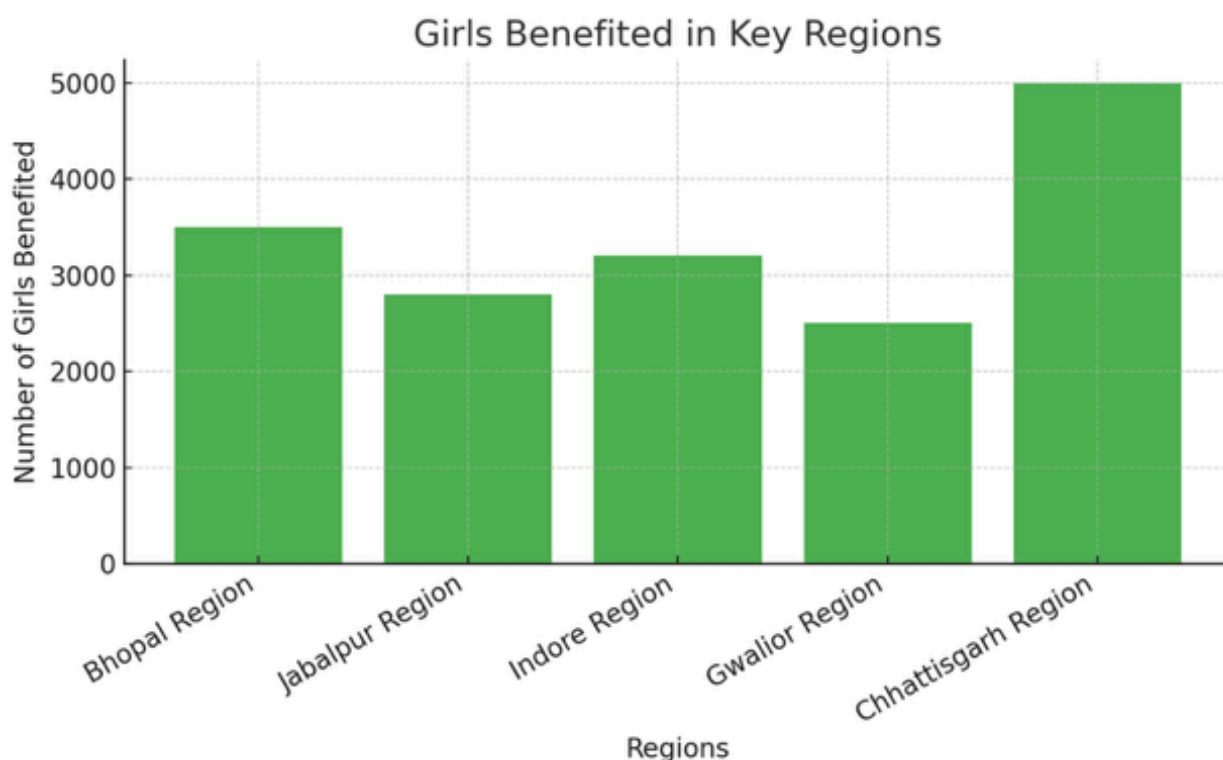
This initiative plays a crucial role in empowering adolescent girls, ensuring that menstrual health concerns do not hinder their education, confidence, or well-being.

Impact and Outcomes

Quantitative Impact

- 17,000+ girls received reusable sanitary pads and menstrual health education.
- Over 500 teachers and wardens were sensitized to support menstrual health conversations in schools and hostels.

Indicator	Achievement
Girls Reached	17000
Reusable Sanitary Pads Distributed	17000
Teachers and Wardens Trained	500+
Reduction in School Drop outs	Significant
Disposable Pads Replaced	35 Million +
Estimated Plastic Waste Reduction	33%



Here's the bar graph illustrating the number of girls benefited in each key region.

School Dropout Rate Reduction Graph

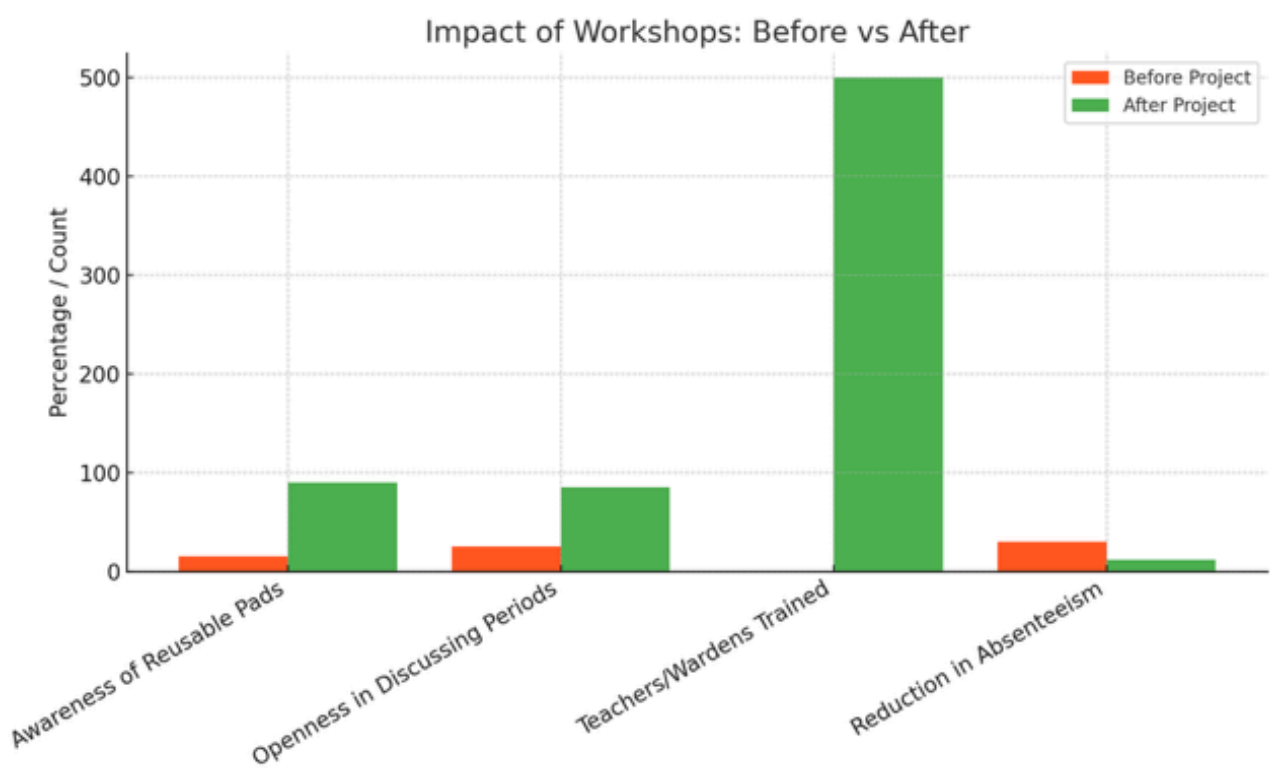
A survey was conducted before and after the intervention to track dropout rates among adolescent girls.

Before Intervention (Baseline Data)

- 20-25% of adolescent girls skipped school during their periods.
- 15% dropped out entirely due to lack of menstrual hygiene solutions.

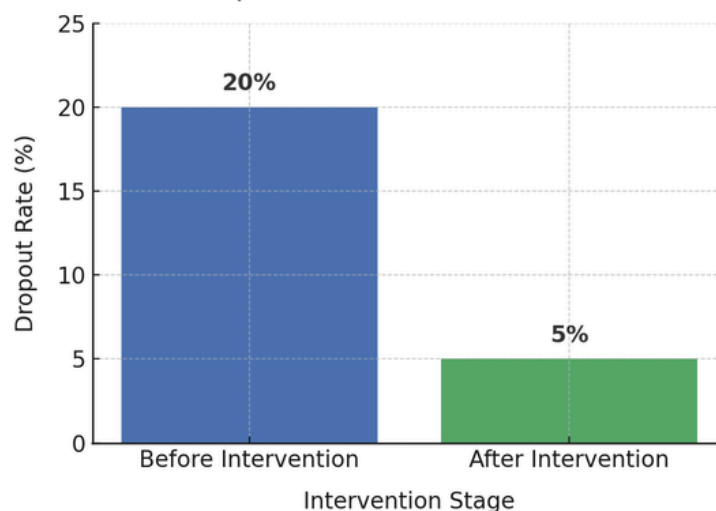
After Intervention

- Dropouts reduced significantly as girls gained confidence & hygiene solutions.
- Schools reported higher attendance & improved engagement among girls.



Here's a bar graph highlighting the before vs after impact of the workshops on key indicators such as awareness, openness, and absenteeism reduction.

Reduction in School Dropout Rates After Menstrual Health Intervention

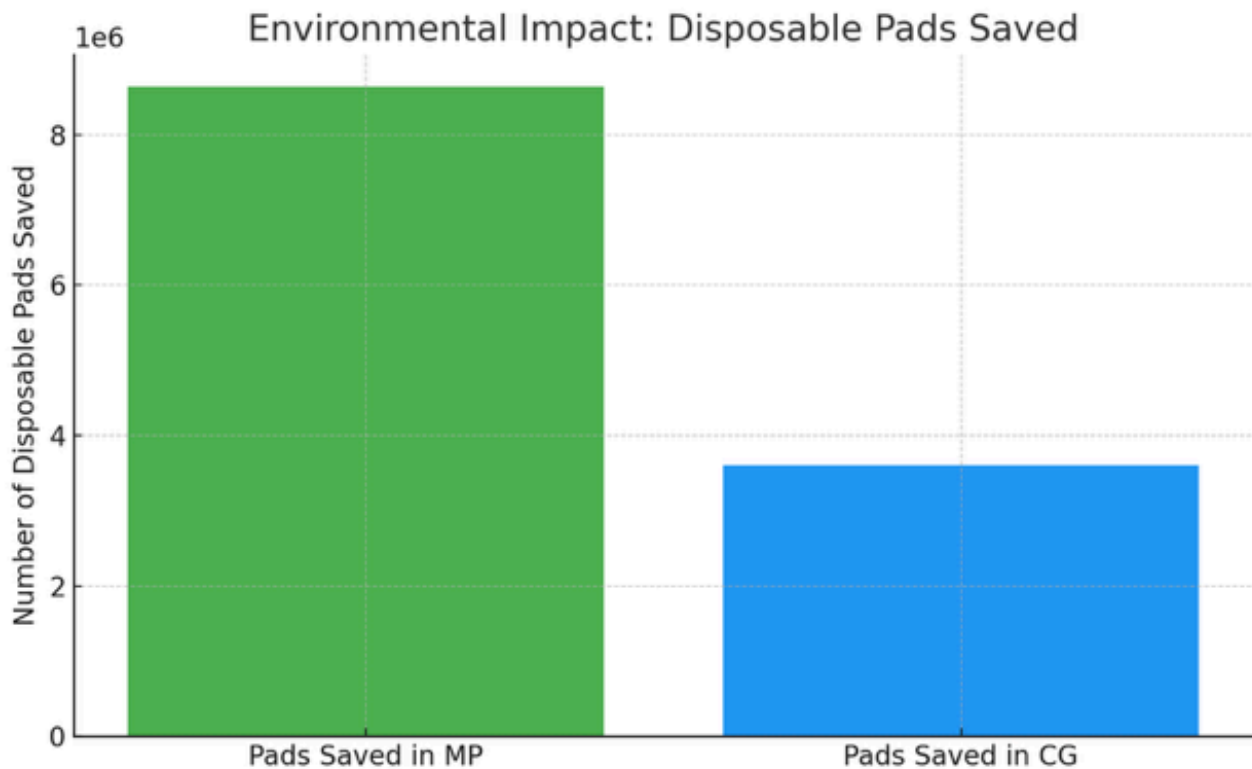


Environmental Impact: Disposable Pad Waste Reduction

With the adoption of reusable sanitary pads, the program led to a major reduction in non-biodegradable waste.

Estimated Disposable Pads Replaced:

- 35 million disposable pads saved annually.
- Reduction in plastic waste by 33% in targeted districts.
- Sustainable menstrual hygiene adoption among girls & women.



Qualitative Impact

1. Community Engagement

- Girls have decided to become advocates for menstrual health within their communities, sharing their knowledge and experiences with peers, family members, and community leaders.
- They want to initiate discussions about menstrual hygiene, breaking the silence and stigma surrounding menstruation and sustainable menstrual practices.

2. Improved Academic Performance:

- With better menstrual hygiene practices and reduced absenteeism during menstruation, girls have realized that their academic performance and school attendance will be improved.
- They will be able to fully participate in classroom activities without the disruption caused by inadequate menstrual hygiene management.

Success Stories and Testimonials

"I experienced my first period, accompanied by stomach pain and irritability. Despite knowing that menstruation is a natural occurrence, I felt anxious and uneasy each month. My shyness and discomfort made me hesitant to discuss the matter with anyone. However, the sessions conducted by SBI and Sky Social Team, offering reusable sanitary pads and tailored educational content for girls, were a tremendous help. They provided me with the information and support needed to manage my feelings surrounding menstruation more positively, alleviating some of the anxiety and unease I had been experiencing."



Shivani Bhil

Class: 10th

I encountered many concerning practices related to menstruation among girls in my community. Due to financial constraints, they were using cloth instead of sanitary pads during menstruation, believing it to be a safer option. However, after attending the seminar, we gained crucial awareness about the potential risks associated with using cloth. With assistance, we were able to access better quality products like Pee Safe sanitary pads. This transformation underscores the profound impact of education and awareness initiatives, empowering girls to prioritize their menstrual hygiene despite financial limitations.



Rekha Rawat

Class: 12th

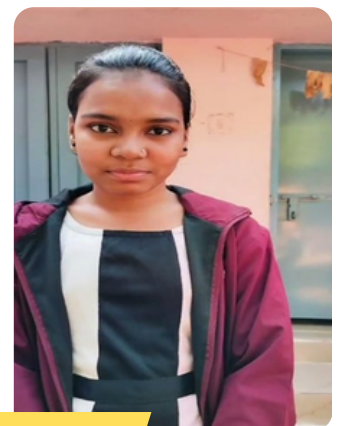
I was experiencing my menstrual cycle for the first time. I was struck by confusion and discomfort, as I didn't receive proper guidance from my mother. Instead, I was given clothes to use while menstruating. However, after attending the workshop today, I underwent a significant transformation. I learned that menstruation is a natural process and not something to be ashamed of. It underscored the importance of open discussions about menstruation and the necessity of using sanitary pads for hygiene. This experience reinforced the urgent need for comprehensive education about menstruation and promote better menstrual health practices.



Lakshmi Jatav

Class: 10th

The menstrual health workshop organized by SBI and Sky Social had a profound impact on me. It not only shattered taboos and myths but also introduced sustainable options like PEE SAFE pads. Beyond that, it emphasized the crucial need to normalize discussions around menstruation, underlining its societal importance. Personally, it ignited a passion within me to advocate for openness and acceptance in my community. I'm truly thankful for the enlightenment and empowerment I gained from this experience.



Kanchan Mandroi

Class: 10th

Challenges Faced and Solutions Implemented

Challenges:

- Social Stigma: Cultural taboos initially hindered open discussions about menstruation.
- Resistance to Reusable Pads: Some girls hesitated to adopt reusable pads due to lack of awareness.

Solutions:

- Conducted ice-breaking activities and storytelling methods to promote open dialogue.
- Demonstrated reusable pad usage through interactive demonstrations to build trust and comfort.
- Collaborated with local leaders to reinforce key messages within the community.

Conclusion:

The distribution of reusable sanitary pads coupled with comprehensive workshop training on Menstrual Hygiene and Health Management (MHM) has yielded impactful results in empowering schoolgirls and positively influencing their behaviors. Through our comprehensive program, we have witnessed some shifts in attitude toward menstrual hygiene.

The distribution of reusable sanitary pads has not only addressed the issue of menstrual hygiene access but will also contribute to reducing absenteeism among schoolgirls during menstruation. Additionally, the workshop training sessions have equipped them with valuable knowledge and skills necessary to manage menstruation hygienically and with confidence.

Furthermore, based on the assessment post workshop the schoolgirls have shown an increased awareness of the importance of menstrual hygiene and will now adopt healthier practices, such as proper usage of pads and regular changing of pads. Moreover, the workshops have fostered a supportive environment where the girls feel comfortable discussing menstruation openly, thereby reducing the stigma associated with it.



Overall, the combination of providing access to reusable sanitary pads and conducting MHM workshops has not only improved the menstrual health and well-being of the schoolgirls but has also empowered them to advocate for their rights and educate their peers about menstrual hygiene. This holistic approach has the potential to create a ripple effect within the community, ultimately contributing to breaking the silence surrounding menstruation and promoting gender equality.

To build on this success, Sky Social aims to:

- Expand the initiative to additional districts in tribal regions and remote areas.
- Introduce digital learning tools for enhanced awareness and guidance.
- Collaborate with healthcare providers to establish menstrual health support networks in schools and hostels.

This initiative reflects Sky Social's commitment to promoting gender equality, health awareness, and sustainable menstrual practices, ensuring a brighter and healthier future for adolescent girls.

