

# Sky Social

## Annual Report



2024-2025



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## Introduction

The year 2024–25 has been a remarkable journey for Sky Social — one of growth, meaningful partnerships, and deepened impact at the grassroots. Our work this year reaffirms our belief that social change is strongest when it is community-driven, institutionally supported, and rooted in empathy.

We organized pathbreaking consultations on women's safety, implemented transformative menstrual health programs, and celebrated the resilience of grassroots women leaders. Each initiative demonstrated the power of collaboration — between government, civil society, corporate partners, and communities.

As we reflect on the past year, we see not just programs, but movements taking shape: movements of safety, dignity, and leadership for women and girls. This report is both a documentation of our activities and a celebration of the women, youth, and allies who walked with us in this journey.

## Highlights of the Year

- 3 Flagship Initiatives: Addressed women's safety, menstrual health, and grassroots leadership.
- Partnerships Strengthened: Collaborated with Women and Child Development Department (WCD), SIDBI Bank, UN agencies, MP Police, and local schools/factories.
- Direct Reach: Over 1000 stakeholders and community members engaged through our three major initiatives.
- Cross-Cutting Themes: Gender justice, legal literacy, mental health, youth leadership, and sustainable health practices.
- Visibility & Advocacy: Media coverage, social campaigns, and recognition events amplified the voices of women and youth.



# MAHILA SURAKSHA SAMVAD

(November 2024)

Dates: 25–26 November 2024

Venue: Bhopal, Madhya Pradesh

Partners: Women & Child Development (WCD) Dept., MP Police, UN Women, UNFPA, UNDP, civil society networks

## Introduction

The Mahila Suraksha Samvad was a two-day state-level consultation organized by Sky Social, supported by the Women and Child Development Department. The consultation coincided with the global campaign 16 Days of Activism Against Gender-Based Violence. Its aim was to bring together policymakers, law enforcement, youth, and civil society to create a roadmap for women's safety and justice in Madhya Pradesh.

The consultation also marked the launch of the "Hum Honge Kamyab" campaign, a statewide initiative to raise awareness against gender-based violence.

## Day 1: Stakeholder Dialogue

### Session 1: Inaugural Ceremony

**Speakers:** WCD Minister Nirmla Bhuria, Principal Secretary Rashmi Arun Shami, ADG MP Police, Sky Social Founder Srishti Pragat, UN representatives.

#### Highlights:

- o Minister launched Hum Honge Kamyab campaign.
- o Emphasis on convergence of state departments, police, and civil society.
- o Sky Social highlighted the need for survivor-centered, trauma-informed approaches.



## Session 2: Community Policing for Women's Safety

- **Lead:** Dr. Vineet Kapoor (DIG, MP)
- **Focus:** Role of Police Didi and Srijan programs in building trust and accessibility.
- **Key Outcomes:** Recognition that community-based policing models reduce fear of reporting and increase women's access to justice.



## Session 3: Panel Discussion – Convergence & Accountability

- **Panelists:** Officials from Cyber Cell, UN Women, UNFPA, civil society leaders.
- **Topics:** Cyber safety, GBV prevention, gender budgeting, convergence models.
- **Outcome:** Agreement to create inter-departmental coordination groups at district level.



## Session 4: Understanding GBV & Local Action Plans

- **Facilitator:** Kumud Singh (Sarokar)
- **Format:** Small group discussions on root causes, biases, and drafting localized safety plans.
- **Outcome:** Action recommendations like gender desks in schools, self-defense clubs, and local safety audits.



## Session 5: Support Systems – One Stop Centers

- **Speaker:** Mrs. Kratika Vyas (CDPO, WCD)
- **Focus:** Role of OSCs in providing immediate medical, legal, and psychological support.
- **Outcome:** Recommendations to expand OSCs across districts and strengthen community awareness.



## Session 6: Psychological Impacts of GBV

- **Speaker:** Gargee Kanhere (Clinical Psychologist)
- **Focus:** Mental health consequences of violence; importance of counseling and trauma-informed care.
- **Outcome:** Recognition that mental health services must be integrated with legal and health systems.



## Day 2: Youth-Centric Engagement

### Session 1: Inaugural

- **Speakers:** Deputy CM Rajendra Shukla, WCD officials, UNFPA state head.
- **Highlights:** Youth-centred approach to GBV prevention emphasized as a policy priority.



### Session 2: Youth as Agents of Change

- **Panellists:** Student leaders, youth activists, digital safety experts, sports mentors.
- **Focus:** How youth can drive campaigns, safe digital spaces, and gender equity.
- **Outcome:** Proposal to establish college GBV clubs and youth peer educators.

### Session 3: One Stop Centers Revisited – Youth Perspective

- **Focus:** How to make OSCs more youth-friendly.
- **Outcome:** Suggestions to create youth volunteers as OSC ambassadors.



## Session 4: Social Media for Awareness

- **Speaker:** Jaskaran Manocha (Digital Safety Advocate)
- **Content:** Responsible use of social media, combating cyberbullying, using digital platforms for awareness.
- **Outcome:** Plan for youth-led digital campaigns across districts.

## Session 5: Reflection & Closing

- **Format:** Open reflection circle.
- **Outcome:** Compilation of youth action pledges and commitments from state leadership for annual youth consultations.



# OVERALL OUTCOMES

## ▶ **Participation: 400+**

Stakeholders, including government, civil society, youth, and police.

## ▶ **Policy Commitments:**

Expansion of OSCs, youth safety cells, and cyber safety strategies.

## ▶ **Youth Engagement:**

District-level youth GBV cells to be piloted.

## ▶ **Awareness:**

Launch of Hum Honge Kamyab campaign with media coverage.

## ▶ **Roadmap:**

Draft state-level action plan on GBV prevention.



# SIDBI CSR MENSTRUAL HEALTH PROGRAM

## Introduction

Sky Social partnered with SIDBI Bank in January 2025 to launch a menstrual health program for adolescent girls in schools and women workers in factories in Bhopal. The program addressed knowledge gaps, stigma, and lack of sustainable menstrual products through training and product distribution.

### Sessions & Activities

#### ▶ Session 1: School Workshops

Beneficiaries:

**400 adolescent girls.**

#### Modules:

- Menstrual anatomy and physiology.
- Hygiene practices and myth-busting.
- Introduction to reusable sanitary pads.

#### Format:

Interactive Q&A, group discussions, visual aids.

#### Outcome:

Girls reported increased comfort in talking about menstruation.



## ▶ Session 2: Factory Worker Workshops

- **Beneficiaries:**

100+ women workers

(Orient Kagaz Converters Pvt. Ltd.)

- **Modules:**

- Workplace challenges during menstruation.
- Menstrual cups: usage, hygiene, safety.
- Health-seeking behavior and medical access.



- **Outcome:**

Women reported reduced fear of absenteeism due to periods.



## ▶ Session 3: Product Distribution & Demonstration

- **Distribution:**  
400 reusable sanitary pads to schoolgirls.  
100 menstrual cups to factory workers.
- **Outcome:** Immediate access to sustainable alternatives.



## ▶ Session 4: Feedback & Monitoring

Teachers and supervisors gathered feedback on confidence and usage patterns.

**Outcome:** Schools and factories pledged to integrate menstrual health into regular health programs.



## ► Overall Outcomes

- Reach: 500 women and girls.
- Knowledge Gain: 70% increase in menstrual health awareness (measured via prepost tests).
- Behavioral Change: Reduction in menstrual absenteeism.
- Ripple Effect: Girls shared learning with peers/families.
- Sustainability: Reusable products ensured long-term usage.



# SANGHARSH SE SAFALTA TAK

INTERNATIONAL WOMEN'S DAY 2025

## Introduction

On 8 March 2025, Sky Social and WCD Raisen celebrated International Women's Day with the theme Sangharsh Se Safalta Tak. The event honored grassroots changemakers, fostered dialogue on legal rights and leadership, and created a joyful space of solidarity.

### Sessions & Activities

#### ▶ Session 1: Inaugural & Felicitation

- Grassroots women leaders, SHG members, and local changemakers were honored.
- Outcome: Increased confidence and visibility for grassroots women.

#### ▶ Session 2: Legal Rights Awareness

- Simplified discussions on domestic violence law, entitlements, and women's rights.
- Outcome: Women gained practical knowledge on legal protections.

#### ▶ Session 3: Leadership Development

- Participatory session on leadership pathways for rural women.
- Outcome: Women expressed interest in forming local leadership collectives.



## ▶ Session 4: Cultural Celebrations

- Storytelling, songs, and community sharing circles.
- Outcome: Joyful bonding and solidarity across communities.

## ▶ Session 5: Closing Reflections

- Participants shared personal journeys of struggle and success.
- Outcome: Collective affirmation of resilience and leadership.



# JAL JEEVAN MISSION

## TRAINING PROGRAMS – MADHYA PRADESH

### Introduction

In 2024–25, Sky Social NGO partnered with Gramodyog Sansthan to support the Jal Jeevan Mission (JJM) in Madhya Pradesh. The mission, one of India's most ambitious initiatives, aims to provide safe and sustainable drinking water to every rural household by 2024, while also building community ownership of water resources.

Sky Social played a pivotal role as an implementation partner, ensuring that the training programs under the mission were not only aligned with JJM's objectives but also engaging, practical, and community-driven. By combining its expertise in program design, grassroots facilitation, and stakeholder engagement, Sky Social strengthened the capacity of local actors to contribute to sustainable water management.

### Role of Sky Social

#### 1. Project Design & Module Development

- Designed the overall training curriculum and event flow in alignment with Jal Jeevan Mission's objectives.
- Created context-specific modules on water conservation, community participation, and sustainable practices.
- Ensured that content was delivered in simple, accessible language to resonate with rural stakeholders.



#### 2. Workshop Management & Coordination

- Oversaw logistics, scheduling, and venue setup for multiple training sessions.
- Coordinated with facilitators, resource persons, and community representatives for smooth delivery.
- Ensured timely execution of each component — from registration to session follow-up.

### 3. Exhibition Setup & Knowledge Sharing

- Curated an interactive exhibition alongside the training programs.
- Showcased innovative water conservation techniques, real-life success stories from villages, and hands-on models of water management practices.
- Created a dynamic learning environment that allowed participants to visualize concepts and replicate practices in their own communities.

### 4. Participant Experience & Learning Materials

Designed and distributed welcome kits for all participants, including:

- Training manuals and resource guides.
- Stationery and note-taking materials.
- IEC (Information, Education, and Communication) materials for further community dissemination.

Enhanced participant experience by combining professionalism with accessibility.



# Outcomes & Impact

- **Strengthened Local Capacity:** Village-level stakeholders gained practical skills to implement water conservation and management strategies.
- **Community Engagement:** Interactive models and exhibitions helped participants connect theory with real-world practices, increasing retention and motivation.
- **Knowledge Dissemination:** Training manuals and resource kits ensured continuity of learning even after the sessions.
- **Seamless Delivery:** Efficient management of schedules, logistics, and content delivery created a smooth and impactful training environment.
- **Enhanced Mission Impact:** By ensuring professional execution and community resonance, Sky Social amplified the effectiveness of Jal Jeevan Mission's training programs in Madhya Pradesh.



## ► Conclusion

Sky Social's role in the Jal Jeevan Mission training programs went beyond facilitation — it created an integrated learning experience for stakeholders. From thoughtful module design to professional event execution and creative exhibition setups, the NGO ensured that the trainings were not only informative but also inspiring.

Through this partnership, Sky Social contributed to building local ownership of water resources and advancing the mission's goal of sustainable, community-driven water management in Madhya Pradesh.



## Conclusion

The year 2024–2025 has been a defining chapter in Sky Social's journey. It has been a year of action and reflection, of dialogue and delivery, of grassroots resilience and systemic engagement. Through our three flagship initiatives — Mahila Suraksha Samvad, SIDBI CSR Menstrual Health Program, and Sangharsh Se Safalta Tak – International Women's Day, alongside our role in the Jal Jeevan Mission Training Programs — we have not only reached communities but also shaped conversations at the state level, bridged policy with practice, and amplified the voices of women, youth, and marginalized groups.

What stands out across these initiatives is not only the numbers we reached — over 900 stakeholders and community members — but the depth of engagement and the long-term pathways created.

- In November 2024, Mahila Suraksha Samvad convened policymakers, police officers, UN agencies, and youth leaders in a collective call for women's safety. For perhaps the first time, such a diverse group of actors sat together to envision district-level action on gender-based violence. The launch of the Hum Honge Kamyab campaign was more than an announcement; it was a public acknowledgment that women's safety requires multi-sectoral convergence and youth leadership at the forefront.
- In January 2025, our CSR collaboration with SIDBI Bank allowed us to tackle one of the most persistent yet neglected issues: menstrual health and dignity. By combining education with access to sustainable products, the program reached 500 women and girls, giving them not just materials but also the knowledge and confidence to manage their health with dignity. The ripple effect of adolescent girls teaching their peers and women workers breaking silence in factories demonstrated how small shifts in knowledge and access can dismantle long-held taboos.
- In March 2025, through Sangharsh Se Safalta Tak, we celebrated grassroots women leaders in Raisen. For many of these women, it was the first time their struggles were recognized publicly and their leadership honored. The day brought laughter, tears, and solidarity — proof that recognition itself can be a powerful tool of empowerment. It reminded us that empowerment is not only about access to resources or knowledge, but also about being seen, heard, and valued.
- Beyond these flagship initiatives, our contribution to the Jal Jeevan Mission Training Programs highlighted Sky Social's versatility as a partner. By designing training modules, curating exhibitions, and creating professional yet community-friendly participant experiences, we demonstrated that technical programs too must be rooted in accessibility, engagement, and local ownership. Our role in these trainings has strengthened our capacity to support government-led missions in ways that are innovative, inclusive, and impactful.

## Themes Emerging from the Year

Looking back, a few cross-cutting themes define Sky Social's impact in 2024–25:

- 1. Convergence is Key** – Each initiative worked because of partnerships. Whether it was WCD and police for Mahila Suraksha Samvad, SIDBI for menstrual health, or WCD Raisen for Women's Day, the success lay in building coalitions of trust and accountability.
- 2. Youth and Grassroots Women as Change Agents** – From students speaking up at Samvad to SHG women celebrated in Raisen, this year reaffirmed our belief that change is strongest when led by those who live the realities of inequality.
- 3. Awareness + Access = Sustainable Change** – Awareness alone cannot change lives, nor can resources without knowledge. Our menstrual health initiative proved that pairing knowledge-building with product access results in adoption, confidence, and ripple effects.
- 4. Celebration as Empowerment** – Sangharsh Se Safalta Tak reminded us that empowerment can be joyful. Recognition ceremonies, cultural sharing, and storytelling are not "soft" activities — they are transformative experiences that build confidence and solidarity.
- 5. Professionalism with Empathy** – Be it in managing large consultations or grassroots workshops, Sky Social has shown that we can deliver with efficiency and rigor without losing warmth, sensitivity, and survivor-centeredness.



# Our Learnings

This year was not just about achievements but also about deep learning. We learned that:

- Policies need stories: When policymakers hear grassroots women, they are more likely to act. Our forums created these bridges.
- Communities need continuity: One-time trainings and celebrations spark change, but sustained engagement is what cements it.
- CSR partnerships can catalyze sensitive issues: Menstrual health is often sidelined, but our SIDBI program showed how corporate partnerships can break barriers.
- Youth must be given structured roles: Their energy is unmatched, but without spaces and structures (like youth safety cells), momentum dissipates.
- Recognition fuels resilience: Honoring women leaders in Raisen showed us that validation is not symbolic — it is catalytic.



As we step into 2025–26, Sky Social is committed to:

- Scaling Menstrual Health Programs to reach 2,000+ women and girls with sustainable solutions.
- Institutionalizing Mahila Suraksha Samvad as an annual state-level consultation on women's safety.
- Building grassroots women's leadership hubs in districts, where women can access resources, mentorship, and peer solidarity.
- Launching youth-led digital safety clubs to counter online harassment and promote responsible use of technology.
- Expanding our role in government-led missions like Jal Jeevan, ensuring that technical interventions are community-centered.



This year has reminded us of the power of voices voices of women demanding safety, voices of girls breaking silence on menstruation, voices of changemakers sharing their journeys, and voices of communities committing to sustainable futures.

Sky Social's role has been to listen, amplify, and connect these voices — to policymakers, to donors, to each other. In doing so, we have become more than an NGO; we have become a platform for dialogue, action, and transformation.

The journey is far from over. The challenges of gender-based violence, health inequities, and systemic exclusion remain urgent. But this year has shown us that change is not only possible, it is already happening — in classrooms where girls talk openly about periods, in villages where women stand taller after being honored, and in state halls where policymakers pledge accountability.

With each initiative, Sky Social has planted seeds of change. As we move forward, our responsibility is to nurture these seeds into sustainable, scalable models that continue to transform lives.

We close this report with gratitude — to our partners in government and CSR, to our dedicated team, and most importantly, to the women and youth who trusted us with their stories and stood with us in this journey. They are not just participants of our programs; they are the leaders of the change we envision.

Together, we reaffirm our commitment: to build communities where safety, dignity, and leadership are not privileges but rights, accessible to every woman and girl.

