

Project AASHRITHA

Empowering Young Girls and Promoting Environmental Sustainability

Free Distribution of Organic Sanitary Pads across India, beginning with rural areas of Hubli-Dharwad in Karnataka, **we have already started the project in Navalgund taluk.**

1. Introduction

Eco Hub Foundation is committed to improving the health and well-being of adolescent girls in rural areas through sustainable, community-driven initiatives. Project AASHRITHA, spearheaded by our foundation, is a transformative program that seeks Corporate Social Responsibility (CSR) partnerships to address three urgent and interconnected challenges: menstrual hygiene, period pain management, and environmental sustainability.

Our mission is to empower under-privileged girls by providing free organic, biodegradable sanitary pads and delivering comprehensive education on menstrual health. Beginning in the Hubli-Dharwad region of Karnataka, **we have already started the project in Navalgund taluk,** where we are collaborating with schools and local communities to implement awareness programs and provide support. We aim to create lasting impact by combining product distribution with awareness programs, yoga and meditation sessions to help manage menstrual pain and stress, and nutrition guidance focused on period-friendly diets.

Period pain is a serious and often neglected issue that contributes to school absenteeism, poor mental health, and reduced self-confidence among adolescent girls. By offering holistic support that includes pain management techniques, safe and eco-friendly products, and informed guidance, Project AASHRITHA empowers girls to navigate menstruation with dignity, resilience, and confidence.

By promoting eco-friendly alternatives and fostering informed conversations within families and schools, we aim to break taboos and create healthier communities. We invite your esteemed organization to partner with us and support this initiative—helping build stronger, healthier, and more sustainable communities where every girl has the tools and knowledge to thrive during her menstrual years and beyond.





GHS Byalal
Navalagunda Taluq, Dharwad



GHS Ibrahimpur
Navalagunda Taluq, Dharwad



GHPS Gumgol
Navalagunda Taluq, Dharwad

2. The Challenge

Menstrual health is one of the most critical, yet neglected, issues affecting adolescent girls in rural India. Despite being a natural biological process, menstruation continues to be surrounded by stigma, misinformation, and inadequate access to safe hygiene products—leading to serious health, educational, and social consequences.

2.1 A glaring menstrual health gap persists across rural communities:

- Only 43% of rural teenage girls in India use sanitary pads, compared to 68% in urban areas, with Karnataka's rural usage at 50.96% versus 69.48% in cities (NFHS-5, 2019–21).
- Government support is limited—just 38% of girls nationwide and 44% in Karnataka receive access to sanitary napkins through public schemes.
- As a result, over 50% of girls rely on cloth due to irregular supply and high costs of sanitary products.

Figure 1 : (Left Side) Use of sanitary pads among adolescent women of rural India. (Right side) Use of sanitary pads among adolescent women of urban India.

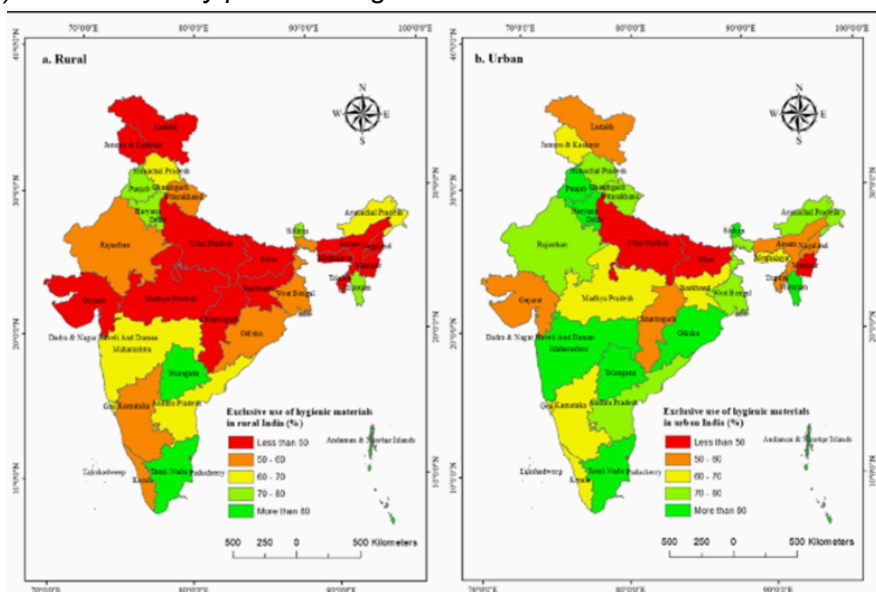


Figure 2: The state wise data below highlights Percentage of adolescent girls having access to government supplied Sanitary Napkins by State, India.

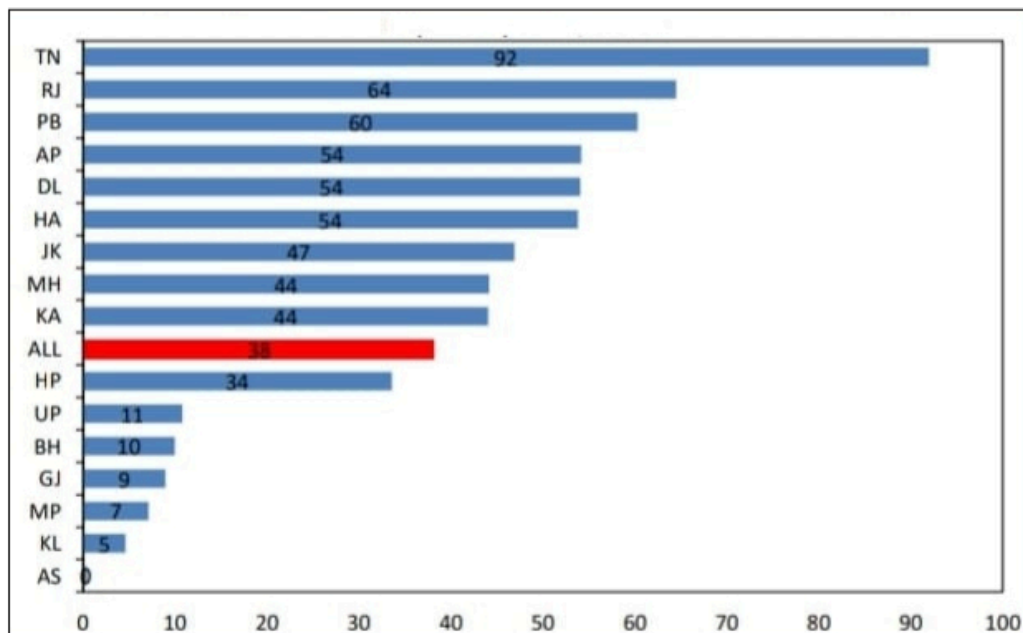
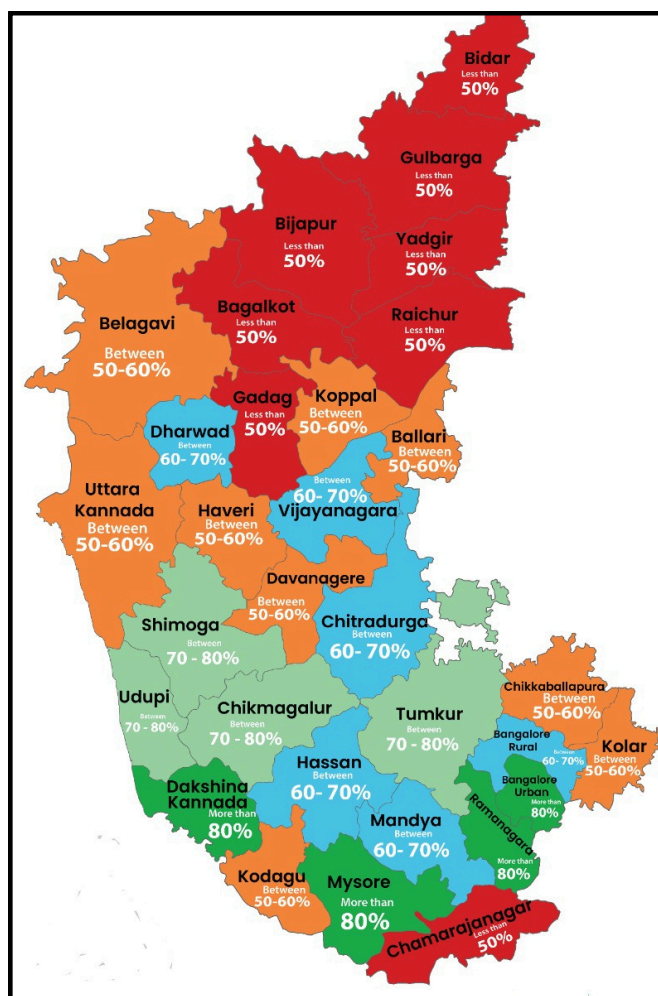


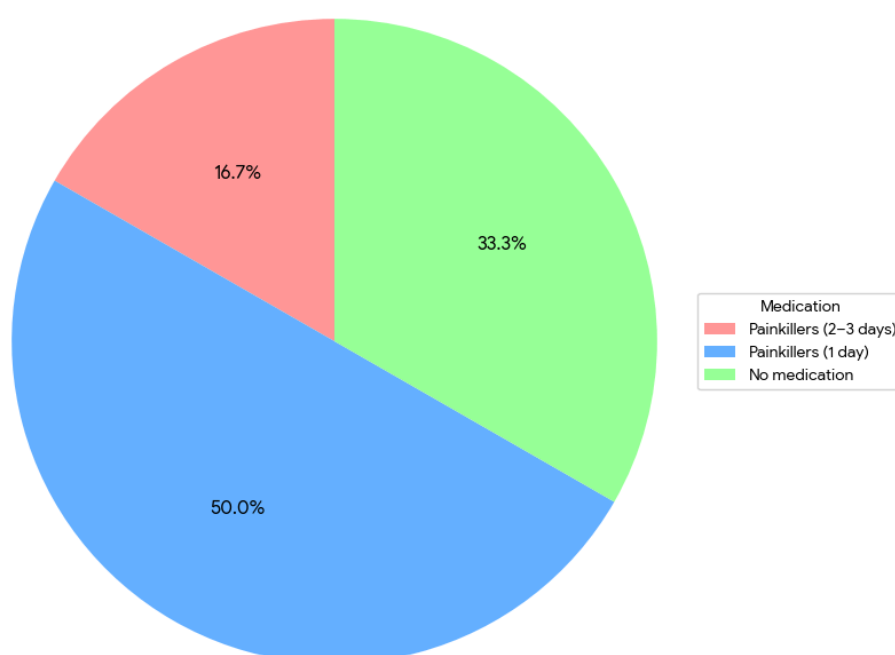
Figure 3: District wise data of Usage of Sanitary Pads in Karnataka (from NFHS-5 Data)



2.2 Health risks compound the problem:

- Conventional pads often contain harmful chemicals such as dioxins, phthalates, and synthetic fragrances, which increase the risk of skin irritation, hormonal disruption, and reproductive health issues.
- Alarmingly, **more than 50% of girls depend on painkillers** to manage menstrual cramps, which can lead to long-term health complications when used without medical supervision.

Management of Period Pain (Among 60% Girls with Pain)



2.3 The environmental impact is severe: Each user of conventional pads generates up to 35 kg of non-biodegradable waste over her lifetime, contributing to pollution and unsafe disposal practices in schools and communities.

2.4 The educational setback is profound: 40% of girls miss school during their periods and inadequate facilities contribute to 23 million dropouts annually across the country.

3. Why Hubli-Dharwad Rural?

1.Strategic Need: Rural Hubli-Dharwad falls between well-resourced urban areas and high-priority districts, often missing out on both government and CSR interventions. This creates a unique opportunity for high-impact, measurable change.

2.Accessible Yet Under-served: With established infrastructure but few awareness campaigns or free pad programs, villages in Kundgol, Kalaghatagi, and Navalgund taluks are primed for rapid, effective intervention.

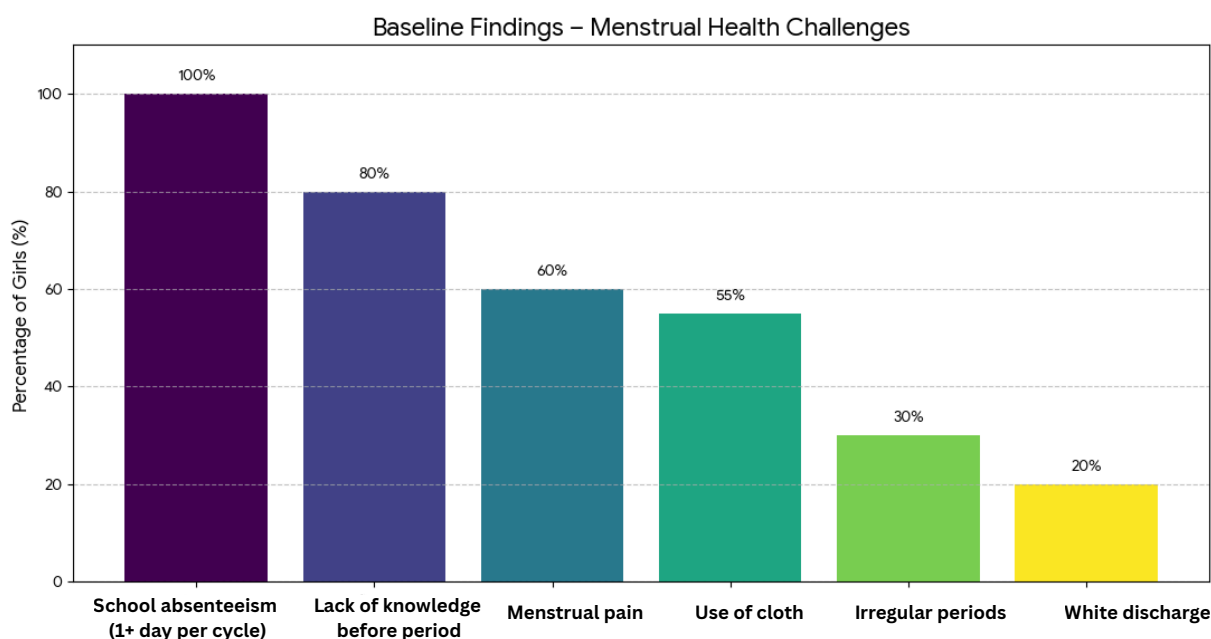


3. Local Leadership & Trust:

Our founder, a Dharwad native with hands-on experience in local communities, brings deep cultural understanding and trusted relationships, ensuring smooth execution and community buy-in.

4. The Situation in Rural Hubli – Dharwad Is Even More Alarming:

- 80% of girls had no knowledge about menstruation before their first period.
- 60% suffer from menstrual pain affecting daily activities and school attendance.
- 30% experience irregular periods with limited access to guidance or care.
- 20% report white discharge but face stigma that prevents seeking help.
- 100% miss at least one day of school each cycle due to period pain or lack of sanitary products.
- More than 55% of girls use cloth instead of sanitary pads
- Poor sanitation and disposal facilities discourage school attendance.
- Social taboos prevent open discussion, leading to isolation and shame.



Note:

- Poor sanitation and disposal facilities are a major challenge.
- Social taboos and isolation prevent open discussion.



4. About Project AASHRITHA

Launched by Eco Hub Foundation, Project AASHRITHA is a transformative menstrual health initiative designed to empower adolescent girls from rural agricultural families in Navalgund Taluk. Recognizing that menstruation is not just a health issue but a barrier to education, confidence, and well-being, the project takes a holistic approach—addressing physical, emotional, and social challenges.

At its core, Project AASHRITHA integrates multiple interventions to ensure girls not only manage their periods safely but also feel supported and informed:

- **Distribution of organic sanitary pads** that are safe and eco-friendly, reducing both health risks and environmental waste.
- **Awareness workshops** that educate girls, teachers and parents, helping break silence, dispel myths, and foster informed conversations around menstrual health.
- **Yoga and meditation sessions** that equip girls with pain management techniques and stress relief tools, empowering them to face period discomfort with resilience.
- **Nutrition education** that promotes balanced, iron-rich diets and healthy habits tailored to menstrual well-being.
- **Community engagement programs** that build trust, encourage parental involvement and challenge cultural taboos that isolate and shame girls.

Since its inception, Project AASHRITHA has reached 1,065 girls across 13 government schools, transforming the way they perceive and manage menstruation. The program has not only improved health outcomes but also enhanced school attendance, confidence, and peer support enabling girls to live with dignity, pride, and the freedom to pursue education and personal growth.

Project AASHRITHA is more than a menstrual health program, it is a movement towards breaking barriers, nurturing confidence, and creating sustainable change for future generations.





5. Project Objectives

- 1. Transform Menstrual Health Awareness :** Empower adolescent girls aged 10–19 in underserved rural areas with accurate knowledge about menstruation, reproductive health & hygiene—breaking taboos and fostering open conversations within families, schools & communities.
- 2. Ensure Access to Safe and Sustainable Products:** Provide organic sanitary pads to girls in need, improving menstrual hygiene while minimizing health risks associated with unsafe products & reducing the environmental footprint caused by plastic waste.
- 3. Reduce School Absenteeism and Support Education:** Address period-related challenges such as pain, stigma, and lack of facilities that lead to absenteeism, ensuring girls can attend school regularly, build confidence, and pursue their education uninterrupted.



4. Promote Holistic Health and Well-Being: Integrate yoga, meditation, and nutrition education into daily routines to help girls manage menstrual pain, reduce stress, and build resilience—enhancing both physical and mental health.

5. Empower Communities for Lasting Change: Engage parents, teachers, and local leaders to create supportive environments where menstrual health is treated with dignity and compassion, encouraging collective responsibility and dialogue.

6. Champion Environmental Responsibility: Encourage the adoption of eco-friendly menstrual practices and products that reduce non-biodegradable waste, protect the environment, and promote sustainable lifestyles within rural communities.

6. Why This Partnership Matters

By partnering with Eco Hub Foundation through your CSR initiatives, your organization will:

- **Drive Transformational Change:** Play a pivotal role in improving education, health, and gender equity for adolescent girls in under served communities—creating opportunities that extend beyond immediate support.
- **Align with Global Goals:** Strengthen your organization’s commitment to the United Nations Sustainable Development Goals (SDGs), particularly in areas of good health, quality education, gender equality, and environmental stewardship.
- **Lead in Social Responsibility:** Position your brand as a leader in community development, showcasing a commitment to sustainable, inclusive solutions that uplift rural populations and reduce environmental harm.
- **Amplify Your Impact:** Be recognized as a catalyst for positive change, your support will help transform lives, enhance school participation, and improve health outcomes for thousands of girls.
- **Partner with a Trusted, Transparent Organization:** Join a data-driven, evidence-based initiative with robust monitoring systems, regular reporting, and measurable outcomes—ensuring accountability and long-term partnership success.



7. Achievements to Date:

- **Awareness Sessions Conducted:** Successfully executed menstrual hygiene awareness sessions in 13 schools reaching 1056 participants.
- **Knowledge Enhancement:** 100% of participants gained understanding of menstrual hygiene, proper product usage and personal care practices.
- **Confidence Building:** Girls reported increased confidence in discussing menstruation with peers, family, and teachers.
- **Health Awareness:** Participants became aware of common menstrual health issues, including irregular periods, white discharge, menstrual pain and the importance of seeking safe remedies.
- **Education Impact:** Identified challenges related to absenteeism due to period pain or lack of sanitary products, laying the foundation for future interventions.
- **Nutrition and Hygiene Insights:** Baseline survey highlighted gaps in nutrition (low vegetable intake) and hygiene practices, helping design targeted health education.
- **Baseline Data Collection:** Completed comprehensive survey capturing menstrual knowledge, product usage, health challenges and sanitation conditions.

Key Impact: These achievements demonstrate the potential of the project to improve menstrual health awareness, build confidence and address barriers to education among adolescent girls, aligning perfectly with CSR objectives of health, education and women empowerment.



8. Proposed Activities

Activity	Frequency	Target Group	Expected Outcomes
Distribution of Sanitary Pads	Monthly	Underprivileged adolescent girls or women	Improved menstrual hygiene, reduced school absenteeism and better health outcomes.
Health & Hygiene Workshops	Quarterly	Girls, teachers and parents	Increased awareness of menstrual care, hygiene practices and myth-busting; improved self-care habits.
Yoga & Meditation	Monthly	Underprivileged adolescent girls	Enhanced pain management, reduced stress and improved mental well-being.
Nutrition Education	Quarterly	Girls, teachers and parents	Better nutrition awareness, increased consumption of iron-rich foods, and overall menstrual health improvement.
Infrastructure Support	As needed	Schools and community centers	Improved sanitation facilities, clean toilets, disposal systems, and safe environments for menstrual care.
Community Engagement	As per schedule	Parents, teachers and community leaders	Stronger support networks, breaking taboos and fostering open dialogue around menstrual health.



9. CSR Partnership Opportunities

We invite your organization to support Project AASHRITHA through the following models:

Model 1: Empower 1,000 Girls

Annual Support : ₹11.88 Lakhs

Coverage : 1,000 underprivileged girls

Key Activities : Distribution of biodegradable sanitary pads, awareness sessions, yoga and meditation, nutrition workshops.

Expected Outcomes : Improved menstrual hygiene, reduced absenteeism, increased confidence, better pain management, enhanced health practices

Benefits: Direct support to girls most in need; manageable scale for pilot projects

Model 2: Adopt 15 Schools

Annual Support : ₹14–15 Lakhs

Coverage : 15 schools in rural areas

Key Activities : All Model 1 activities plus infrastructure improvements (toilets, water, disposal systems), teacher training.

Expected Outcomes : Enhanced learning environment, better sanitation access, reduced stigma, empowered teachers and students, improved health outcomes.

Benefits: Broader reach and systemic improvements within schools; fosters long-term support structures.

Model 3: District Outreach

Annual Support : ₹25 Lakhs+

Coverage : Entire Taluk schools

Key Activities : Comprehensive implementation: pads distribution, health camps, community engagement, awareness drives

Expected Outcomes : District-wide improvements in menstrual health awareness, better school attendance, stronger community networks, reduced health risks, environmental sustainability.

Benefits: Largest scale impact, reaching entire district; integrates health, education, and community partnerships



10. Implementation Phases:

Phase 1: Strategic planning, partnership development and baseline community engagement.

Phase 2: Awareness campaigns and distribution of organic sanitary pads.

Phase 3: Ongoing support, impact monitoring and evaluation to inform scale-up.

11. Expected Outcomes

1. Health Benefits

Improved menstrual hygiene, better management of period pain, reduced risk of infections, and decreased exposure to harmful chemicals through access to safe and eco-friendly products and education on pain relief techniques.

2. Environmental Gains

A significant reduction in non-biodegradable waste and carbon footprint by encouraging the widespread use of biodegradable menstrual products.

3. Social Empowerment

Girls gain essential knowledge, resources, and coping strategies—helping to reduce stigma, improve mental health, and enable uninterrupted education despite period-related discomfort.

4. Community Engagement

Local communities become active participants in promoting menstrual health, supporting girls experiencing period pain, and fostering open conversations about reproductive well-being.

5. Sustainable Living

The project nurtures climate-conscious habits and sustainable practices, encouraging long-term behavioral change for both individual health and environmental preservation.



12. A Call to Action for CSR Partners

Menstrual health goes far beyond access to products—it encompasses education, safe infrastructure, emotional well-being, pain management, and sustainable practices. To create lasting impact, we need holistic interventions that empower girls with knowledge, eco-friendly solutions, and community support.

Project AASHRITHA is leading this transformative effort, addressing two of the most urgent challenges facing rural communities today—menstrual health and environmental sustainability. Through awareness programs, distribution of safe and biodegradable products, and community engagement, we are building a supportive ecosystem that enables young girls to live healthier, more confident lives.

By partnering with us, your organization will:

- ✓ Directly improve the lives and futures of thousands of underprivileged girls
- ✓ Drive measurable and sustainable change in public health and environmental outcomes
- ✓ Create a replicable model for development that can be scaled across India
- ✓ Showcase leadership in social responsibility and climate-conscious action

We invite you to stand with us in breaking the silence, reducing health risks, and ensuring every girl has the tools and confidence to thrive. Together, we can build a healthier, more equitable, and sustainable future—one that empowers young women and transforms communities for generations to come.

Join us in making this vision a reality.

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