

# KHUSHII KI CHITTHI

DONOR NEWSLETTER APR'23



**Khushii**  
KINSHIP FOR HUMANITARIAN SOCIAL  
AND HOLISTIC INTERVENTION IN INDIA



**12**

STATES  
ACROSS INDIA

**91**

SCHOOLS AND  
LEARNING CENTRES

**37,595**

GIRL CHILDREN  
IN SCHOOL

## Education is every girl's fundamental right

Dear Supporter,

Working across several geographies, cultures, and languages, we have noticed a common reason why girls miss school regularly and eventually drop out on reaching puberty.

The onset of menstruation often puts a period on a girl's life. Disadvantaged girls are unaware of this natural process, myths and taboos restrict their regular life, and inaccessibility to menstrual hygiene products like sanitary pads leads them to illnesses that often turn out to be life-threatening.

To change this grim reality, we have started an on-ground initiative called Pads For Freedom to support school going girls with free sanitary pads, menstrual well-being, and mental health counselling so that girls continue receiving an education and lead regular healthy lives.

**Harish Gosain**  
Executive Director, KHUSHII

# GIRLS NEED TO BE IN SCHOOL

**Menstruation Can Impact  
All Aspects Of A Girl's Life**

HEALTH

EDUCATION

PARTICIPATION

SOCIAL STANDING

DIGNITY

CAREER



**23 million girls drop out of school every year in India upon reaching puberty**



**HELP US CHANGE THE STORY!**

# CAMPAINING FOR IMPACT



## #PADSFORFREEDOM

### Help Girls Continue Their Education

Silence on menstruation is pushing adolescent girls out of school, creating a cycle of neglect that is taking away their right to education and equal opportunity.

23 million girls in India drop out of school every year when they start menstruating, and many of them end up facing acute health problems.

We refuse to accept this as the norm and are determined to change the story with our initiative “PADS FOR FREEDOM”. We are campaigning to create a culture of openness and inclusivity, where everyone learns and talks about menstruation without shame or stigma, and empowers disadvantaged, adolescent school-going girls.

**Help Us Empower 1,00,000 girls**

# EMPOWERING OUR GIRLS

## #PADSFORFREEDOM



### Awareness

1

Initiate awareness sessions in the classrooms so that girls approaching menarche know what menstruation is and demystify periods so that girls are prepared for it

### Psychological Support

2

Regular psychological support and counselling sessions to educate girls about menarche and how to deal with the associated psychological stress, shame and taboos



### Free Sanitary Pads

3

Empower 100,000 disadvantaged girls with free sanitary pads every month so that they get access to education and equal opportunities and lead a normal, healthy, carefree and happy life

# LIVELIHOOD FOR WOMEN



## #PADSFORFREEDOM

### Women Self Help Groups In Action

Our commitment to ensure holistic development of every child led us to set up two sanitary pads manufacturing units, one each in Rajasthan and Uttar Pradesh.

These units are run by women who are trained and organised as Self Help Groups (SHGs) to produce environment friendly biodegradable sanitary pads to serve the disadvantaged girls as they earn their livelihood.



Women Self Help Groups are producing sanitary pads and earning a livelihood



Quality assured with rigorous testing of the material and the product



Nature friendly biodegradable sanitary pads

# SUPPORTING LIVELIHOOD



**Abda Kazmi**

“ My family's financial situation improved after I started working in the manufacturing unit. I feel very happy that my work gives me financial freedom and hope to the poor girls who cant afford sanitary pads ”

“ I want to ensure that our girls stay in school to get proper and complete education. I took up making pads so that our girls do not end up like me without education ”



**Zeba Kazmi**

# I AM KHUSHII



There are 23 million heartbreaking stories of girls dropping out of school every year in India due to unawareness of menstrual hygiene and the inaccessibility of sanitary pads. As a woman and a mother, this strikes a deep chord in my heart. I am sure you can imagine how difficult it is for these girls to continue their education when they have to miss 4-5 days of school every month, coupled with all sorts of apprehensions, myths, restrictions, embarrassment, and taboos that they have to face. Without awareness and access to sanitary pads, girls continue to use unhygienic items such as cloth, ash, and soil, which often leads to serious, avoidable illnesses.

Sadly, this is a harsh reality for many young girls in India, and it is a situation we cannot and should not accept and must work together to change. That is why I am calling on all of you to join forces to provide free sanitary pads to disadvantaged girls and help break the chains of restrictions, taboos, and avoidable diseases. If we can ensure that no girl in India has to miss a day at school, then we can make a real difference in the quality of life of these girls.

Our goal is to enable 100,000 school-going girls with free sanitary pads and the right counselling. Your participation will help create a defining step to ensure that disadvantaged girls exercise their fundamental right to education and get an equal opportunity to live a healthy and carefree life. Together, let us help these girls get back to their studies and enable them to build a better and more secure future for themselves.

**Jai Hind! I am KHUSHII**

Vandana Luthra