



Naari Annual Report FY 2021- 2024

TRENDS

As an NGO committed to advancing SDGs, our initiative focuses on improving health, education, and livelihood opportunities for communities.

INSIGHTS

Keep reading to explore the insights on lasting change by addressing critical issues. Promoting sustainable practices and empowering individuals, especially women.

Founder Message



Reflecting on the past three years, I am filled with immense gratitude and pride for Naari's journey. What began as a simple idea has now evolved into a powerful movement that has made remarkable progress in addressing period poverty, promoting menstrual health, and empowering women and girls across communities. Together, we have achieved significant milestones that are helping to create sustainable livelihoods and build stronger, healthier communities.

This report provides a detailed overview of the impact we have made, and it is all possible because of your unwavering support and partnership. From training women as entrepreneurs in cloth pad production to educating young girls about menstrual health and hygiene, each achievement brings us closer to a world where no woman or girl is held back by a lack of access, awareness, or opportunity.

Within these pages, you will find inspiring stories of lives transformed and clear evidence of the measurable impact of our initiatives. You will see how our programs have evolved to address complex challenges—from advocating for sustainable menstrual practices to fostering skill-building and income-generation opportunities. These efforts have empowered women to become self-reliant leaders in their communities. While we have faced challenges along the way, each one has only strengthened our commitment and resilience.

Thank you for being an integral part of this journey. Your belief in Naari's mission drives our passion and dedication to creating lasting change. Together, we are not just transforming lives; we are shaping a future where every woman has the dignity, health, and opportunity she deserves. With deep appreciation,

Warm Regards,

A handwritten signature in black ink, which appears to read 'Anju'.

Anju Arora
President - Women's Wellness Initiative

OUR VISION & MISSION

At Naari, our vision is a world where menstruation is met with dignity, knowledge, and equal access to essential resources, allowing every woman and girl to thrive without barriers. We envision a society where menstrual health and hygiene are universally accessible and embraced, empowering women not only in their health but also in their economic and social potential. Our mission centers around transforming how communities view and manage menstrual health by addressing period poverty, dismantling taboos, and building sustainable, eco-friendly practices.

Key Focus Areas Aligned with Sustainable Development Goals (SDGs) 3, 5, and 6.



SDG 3: Good Health and Well-being

Naari promotes menstrual health as a fundamental aspect of women’s overall health. Our initiatives aim to increase awareness and access to hygienic menstrual products, reducing health risks associated with poor menstrual management and ensuring girls and women can lead healthier lives.

SDG 5: Gender Equality

Menstruation should not be a source of stigma or inequality. By equipping women with sustainable menstrual products and offering economic opportunities, we help them break free from social barriers and empower them to lead confidently. This aligns with our commitment to achieving gender equality, giving women and girls the support they need to participate fully in society, education, and the workforce.

SDG 6: Clean Water and Sanitation

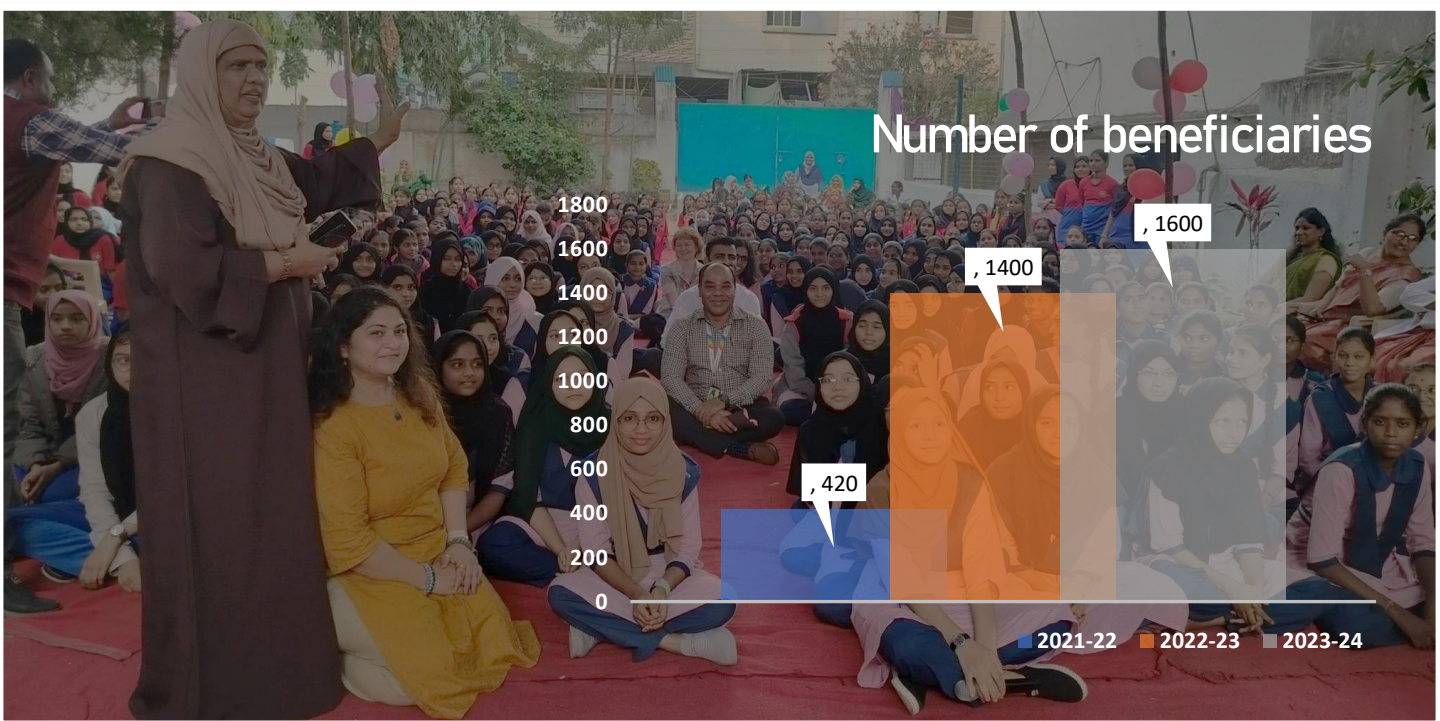
Sustainable menstrual hygiene also depends on access to clean water and safe sanitation facilities. Naari advocates for comprehensive menstrual health solutions that go hand-in-hand with clean and accessible sanitation, which is vital for health, dignity, and hygiene.

Our Approach

Through projects focused on menstrual health education, sustainable product access, and economic empowerment, Naari combines community engagement with innovative solutions to create long-lasting impact. By creating opportunities for women to become entrepreneurs in menstrual health products, we foster both social and economic resilience, paving the way for individual and community empowerment.

Our Impact Goal

To create a world where menstruation does not hinder dignity, education, or opportunity, Naari works at the intersection of menstrual health, gender equality, and economic empowerment, ensuring that every woman and girl can pursue her potential with pride and confidence.



FY 2021 – 2022

Period Care Kit Distribution Drive with Verity Knowledge Solutions

Project Summary.

In partnership with Verity Knowledge Solutions, Naari organized a Period Care Kit Distribution Drive that reached 400 girls and women in Mandanapalli Village, Yadadri Bhuvanagari District. This project provided access to sustainable and reusable menstrual products and educated beneficiaries on their use, helping to address both economic and environmental aspects of menstrual health.

Activities and Impact

- **Distribution of Sustainable Kits:** Each kit included 5 reusable cloth pads, a period tracker, detergent soap, a waterproof pouch, and a cotton carry pouch.
- **Community Engagement:** Through hands-on training and discussions, we empowered participants to manage their menstrual health independently.
- **Positive Environmental Impact:** By promoting reusable pads, we reduced the use of single-use plastic-based products, contributing to eco-friendly menstrual practices in the region.



Hygiene Kit Distribution in Rural Communities:

- In several underserved villages, Naari distributed hygiene kits and provided education on sustainable practices, creating a supportive environment for open conversations about menstruation.
- Each kit contained reusable cloth pads, laundry soap, snacks, a reusable mask, a user manual, and a cotton pouch.

FY 2022 – 2023

NTT Data - Cloth Pad Distribution Drive and Awareness Sessions

Distribution Date: 26th November, 2022

- Location 1: Thurupugudem (64 kits)
- Location 2: Kollur School (49 kits)

Each kit was provided along with an educational session on hygiene, addressing taboos, and introducing the use of reusable cloth pads as a sustainable alternative.

Celon Impact Report

Project Summary

In collaboration with Celon Labs and the Surge Impact Foundation, Naari launched the Period Positivity Project to promote menstrual health and sustainable solutions. This initiative served both women and adolescent girls, tackling myths around menstruation, promoting hygiene practices, and introducing sustainable menstrual products.

Activities and Impact

- **Awareness Sessions:** Educated participants on menstrual biology, hygiene practices, the dangers of disposables, and sustainable alternatives like reusable cloth pads.
- **Community Involvement:** Employed a “Snakes and Ladders” game to communicate the importance of good menstrual practices, with a focus on breaking stigmas.
- **Kit Distribution:** 1,403 kits were distributed across several locations, each containing 4 reusable pads, detergent soap, a face mask, an information booklet in Telugu, and a cotton carry pouch.

Outcomes

Over 1,400 beneficiaries gained essential knowledge and resources for sustainable period management, empowering them to take control of their menstrual health. They received reusable cloth pads, hygiene kits, and education on sustainable practices and period positivity. Many became community advocates, sharing their knowledge and fostering a supportive environment around menstruation. Their efforts helped reduce stigma, raise awareness about menstrual health, and contribute to a wider shift toward sustainable, positive menstrual practices in their communities.

Netcracker Impact

Project Summary.

Supported by Netcracker, Naari distributed 1,600 period care kits in Hyderabad government schools and orphanages, providing adolescent girls with resources and education for managing their menstrual health confidently.

Activities and Impact

- **Awareness Sessions:** Focused on breaking myths, understanding menstrual hygiene, and the use of reusable products.
- **Community Engagement:** Trained local women leaders as community ambassadors, facilitating ongoing support and awareness.
- **Kit Distribution:** Kits included 5 reusable cloth pads, detergent soap, and a Period Tracker booklet, helping students adopt sustainable period practices.

Verity Knowledge Solutions

Sashakt - Strengthening Education through MHM and WASH Initiatives in Schools

Expanding the existing collaboration with Verity, Naari improved school WASH facilities and MHM support, contributing to a safe, clean, and inclusive learning environment.

Project Summary.

The Sashakt program, implemented at Telangana Social Welfare Residential School, focused on improving water, sanitation, and hygiene (WASH) facilities with an emphasis on menstrual health management (MHM). By investing in both infrastructural improvements and behavior change communication, Naari worked to create a supportive school environment for students' health and dignity.

Key activities

- **Behavior Change Communication:** Conducted educational sessions, poster-making competitions, and capacity-building workshops to encourage positive menstrual health practices.
- **Infrastructure Enhancement:** Repaired 12 toilets, built 5 handwashing stations, and installed a 1,000L water tank to ensure clean and accessible facilities.
- **Sustainable Period Kits:** Distributed 400 kits with reusable cloth pads, soap, period trackers, and pouches to enable hygienic and sustainable period management.

This initiative aligned with SDGs 3, 5, 6, and 11 and contributed to reducing absenteeism among girls due to menstrual health issues, promoting dignity, and ensuring compliance with the Right to Education standards.



Key Outcomes and Impact

- ❑ **Sustainable Menstruation Practices:** By distributing reusable cloth pads, Naari has reduced single-use waste and introduced beneficiaries to eco-friendly menstrual solutions.
- ❑ **Economic Empowerment:** Local sourcing of kits from women-led manufacturing units provided income opportunities, uplifting the community economically.
- ❑ **Community Transformation:** Naari's sessions helped normalize menstruation discussions and reduce stigma, supporting a cultural shift toward acceptance and openness



Addressing Period Poverty

Period poverty encompasses the lack of access to menstrual products, clean facilities, and menstrual health education. In many rural and marginalized communities, period poverty prevents women and girls from participating fully in school, work, and community life.

Naari's initiatives aim to eliminate period poverty by providing affordable, sustainable products, safe sanitation facilities, and menstrual health education.

Through partnerships, community engagements, and a commitment to eco-friendly solutions, Naari seeks to create a ripple effect in addressing this critical issue. Each project reflects a step toward achieving our vision of a world where menstruation is no longer a barrier to education, dignity, or economic opportunity.



Naari's plans for the coming years include scaling, expanding partnerships, and reinforcing sustainable practices:

- **Scaling Impact:** We aim to expand our period kit distribution drives to cover more tribal and slum areas, ensuring the reach of our sustainable solutions extends to the most underserved regions.
- **Expanding Corporate Partnerships:** By collaborating with more CSR-focused companies, we will enhance funding and support, amplifying our impact.
- **Advancing Sustainability:** As we maintain a strong focus on reusable products, we will explore additional eco-friendly resources and manufacturing partnerships to improve product quality and affordability.
- **Empowering Local Leaders:** Training community leaders and school staff as menstrual health champions ensures continuity and local advocacy for menstrual health.

Way Forward