



Project Pavitra

International Association for Human Values (IAHV)

December 2019

Impact Update



Project Pavitra is an initiative of the Art of Living to empower women through menstrual education. Menstrual health management is very relevant as the quality of women's health has declined. Years of ignorance and silence on this issue have led to a societal void where conversation around this topic is stifled in the name of traditions and culture. Our endeavor is to empower women to break the shackles of social stigma and taboos around menstruation through knowledge, lifestyle improvement, and sustainable practices.

A growing team of dynamic volunteer trainers, Art of Living teachers are spreading the knowledge of holistic and culturally compatible practices. The training includes the wisdom of Yoga and Ayurveda to girls and women, enhancing their health and confidence.

2690

Volunteer trainers, 140 plus
Master Trainers

39,800

Girls benefitted from the
training since the
inception

24

States in India & 5 countries
in Africa, Nepal, Cambodia,
Hong Kong & Bhutan have
been impacted by the project

Stories of Change: Maharashtra

- November 2019, we started Project Pavitra activities in Satara successfully and the trainers have started conducting workshops with over 350+ girls impacted through complimentary workshops
- Offline Training of Trainers was organised and an active community of 28 trainers has been created to champion the cause



Stories of Change: Nepal

- Successful Pavitra 15 Workshops are being held in Nepal since May 2019 with over 2000+ girls reached till date
- Online TOT was organised to train another 44 trainers from 5 states in Nepal



Stories of Change: Telangana

- Bhadradri Kothagudem District Administration partnered with Pavitra team to train adolescent girls at 8 KGBVs, 6 AGHSs and 1 TSWREIS in Kothagudem
- These schools included those situated in interior villages with tribal population
- Over 4500 girls trained by volunteer trainers in August - November 2019
- Received appreciation from District authorities and our program is suggested to be used as a best practise



Stories of Change: West Bengal

- Successful 70+ Pavitra Workshops are being held and over 3300+ girls reached till date
- Offline Training of Trainers organised regularly and an active community of trainers and Master trainers has been created to champion the cause



Stories of Change: Cambodia & Hong Kong

- Online Training of Trainers organised for creating more trainers in Cambodia and Hong Kong



Project Pavitra

SPREADING MENSTRUAL EDUCATION

PRESENTS



**CAPTAIN
PAVITRA**

Periods do not have to be about discomfort, pain, suffering and forcefully following age-old practices. Project Pavitra is helping girls and women see that. We tell them that this is sacred. Something many hear it for the first time. It is a process we need to respect, be proud of and something we must talk about. Because when we don't, we suffer in silence, at times not even knowing there is a menstrual disorder we are going through. These disorders later become incurable diseases. When I am facilitating these conversations, I realize I am breaking so many years of psychological conditioning. When I tell them painless periods is possible, many are happily surprised.



When I address the topic of menstruation myths, mothers come to me saying that they won't let the barriers they experienced touch the lives of their daughters. They promise me that their daughters will live freely and with pride. Just by teaching one woman, we are reaching out to future generations. With one intention of breaking silence around menstruation, we are generating so much self-respect among girls and women.

- *Amrita Ray Chaudhry, soft-skill trainer,
Project Pavitra Master Trainer*



Thank You!

Know more about our work:

<https://www.youtube.com/watch?v=dEbtbPgDwHA>

For more information please email pavitra@projects.artofliving.org