



# Project Pavitra

International Association for Human Values (IAHV)

Update: June 2022

# Impact Update

Project Pavitra is a collaborative initiative with IAHV's sister organisation, 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.

**5725+**

Volunteer trainers, 140 plus  
Master Trainers

**1,11,300+**

Girls benefitted from the  
training since the  
inception

**24**

States in India & 11 countries in  
Africa, Nepal, Sri Lanka, Cambodia,  
Hong Kong & Bhutan have been  
impacted by the project

# Pavitra Women's Health Festival

## PAVITRA WOMEN'S HEALTH FESTIVAL



DR. PRITI SSHRAMAN  
DGO  
(GYNAECOLOGIST)



DR. SHRUTI PATIL  
OBSTETRICIAN &  
GYNAECOLOGIST



SHILPI PRATAP  
ARTIST &  
EDUCATOR



RUCHIE RAJORE  
YOGA  
INSTRUCTOR



MEDHA GARUD  
AYURVEDIC  
COUNSELOR



ANKITA KANT  
EXECUTIVE  
STRATEGY LEADER

### FREE WORKSHOPS

*By powerful speakers, our wonder women!*

ASK THE EXPERT SESSIONS WITH  
GYNAECOLOGISTS

(AYURVEDIC AND ALLOPATHIC)

YOGA ASANAS  
FOR HORMONAL BALANCE

LEARNING HOW TO BE RESTFULLY  
PRODUCTIVE

SELF AWARENESS THROUGH ART  
SERIES:

BLOSSOM WHERE YOU STAND | PERSPECTIVES &  
PERCEPTIONS | SELF IDENTITY & COMFORT ZONE |  
FINDING CENTER

Join our celebrations from  
**8th Mar to 16th Mar**

*Project Pavitra*  
Spreading Menstrual Education



Project Pavitra turned 4 on 8th March 2022. So on the occasion of our 4th anniversary, we organised a festival of celebrations with a series of uplifting free workshops and events dedicated towards a healthy mind, body and soul.

- Ask the expert sessions with gynaecologists and Ayurvedic counsellors
- Yoga asanas for hormonal balance
- Self awareness through art series:
  - Blossom where you stand
  - Perspectives and perceptions
  - Self identity and comfort zone
  - Finding Center

325+ Post engagements and 2,200+ accounts reached in this campaign.



# #Movedbylove Campaign



**MOVED BY Love**  
#TERAMAY

ON THE OCCASION OF  
GURUDEV'S BIRTHDAY,

**#PROJECTPAVITRA**  
INVITES  
ALL WOMEN TO GIFT HIM A  
HAPPIER & HEALTHIER YOU

Click a picture of yourself adopting or  
re-committing to a healthy habit & tag @Project\_Pavitra

13 entries will win an amazing  
gift from Madhurya Creations

\*Read the description to know how to participate



On the occasion of Sri Sri Ravi Shankar Ji's birthday, we at Project Pavitra gave a chance to show our immense love for him by gifting him a healthier and happier us.

Trainers must take a selfie, finish this statement, and take a pledge!

Gurudev, on your birthday, I commit to .....

We asked them to post it along with a statement and a photo on Facebook/Instagram and to tag @projectpavitra.

200+ Post engagements and 20K+ accounts reached in this campaign.

# #Movedbylove Campaign

MOVED BY *Love*  
#TERAMAY



Gurudev, on your birthday, I commit to spread awareness through Project Pavitra among women for healthy & hygienic menstruation.

-Kamini Barai  
Pavitra Trainer

MOVED BY *Love*  
#TERAMAY

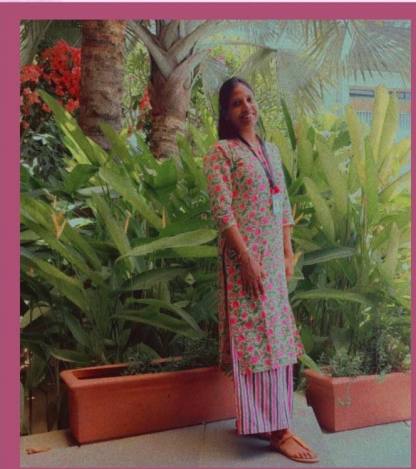


Gurudev on your birthday, I commit to spread happiness ,your knowledge and peace in maximum people's life .

I will myself smile through all situations come what may and practice what I preach as an Art of living faculty.

Muskan Kapoor  
Project Pavitra Trainer  
Art of living

MOVED BY *Love*  
#TERAMAY



"On Gurudev's Birthday I commit to serve the people with love, care, compassion & spreading awareness through Project Pavitra for health, hygiene & a gentle reminder for each and every woman to take care of themselves and better life of all women."

-Teacher Khushboo Mittal  
( Project Pavitra Trainer)

[@khushbo.mittal.1985](https://www.instagram.com/khushbo.mittal.1985)

# Stories of Change: Delhi

Our Champion Trainer, Poonam Madan has conducted Pavitra Workshop for 78 prison inmates and staff at Tihar Jail, Delhi to address the health challenges for women.



Celebrating  
Project Pavitra master trainer,  
Poonam Madan's  
inspiring efforts for conducting


#TeraMay workshops in  
Tihar jail  
for staff & 78 prison inmates!

#MOVEDBY *love*

# Stories of Change: Faridabad

*Project Pavitra*  
Spreading Menstrual Education

CELEBRATING GURUDEV'S BIRTHDAY WITH  
more *love*



INAUGURATED WORKSHOPS FOR 1 LAC  
GIRLS IN FARIDABAD, HARYANA

IAHV  
INSTITUTIONAL AWARENESS  
HYGIENE & VITALITY

On 13th May, IAHV Project Pavitra team launched menstrual health and hygiene workshops for 1 lac adolescent girls across Faridabad, Haryana in partnership with District Administration and Education Department. So far Team Pavitra has conducted #menstrualawareness workshop for more than 1200 girls at Govt. Senior Secondary school and have trained 40 trainers.

# Mai Hoon Pavitra Campaign

*Project Pavitra*  
Spreading Menstrual Education

IAHV

- Periods are dirty—
- Don't talk about periods—
- Are you PMSing?—
- Stay away, you are on your period!—
- Time of the month—
- Haww, don't show your sanitary napkin to others!—
- Eww, you have a period stain!—

**STOP PERIOD SHAME**

MAI HOON  
PAVITRA

**MAI HOON  
PAVITRA**

This  
**#MenstrualAwarenessDay,**  
Let's end period shame!



*Project Pavitra*  
Spreading Menstrual Education

IAHV

**MAI HOON  
PAVITRA**

On the occasion of  
**#MenstrualAwarenessDay,**  
Let's Take Charge!

Become a  
**PROJECT PAVITRA VOLUNTEER/PARTNER**  
& Spread smiles!

**1,10,000+ GIRLS TRAINED**  
**5510+ TRAINERS CREATED**

To be a part of our community, write to us  
at [pavitra@projects.artofliving.org](mailto:pavitra@projects.artofliving.org)

*Project Pavitra*  
Spreading Menstrual Education

IAHV

This Menstrual Hygiene Day, we ran a campaign to unite together to remove the shame and stigma on menstruation by raising our voices towards spreading more valuable information about menstrual health and hygiene. Because, menstruation isn't impure, viewing it negatively is! #MaiHoonPavitra. From keeping it a hush-hush topic to being embarrassed about a period stain, we have been there. 2000+ Post engagements and 40,500+ accounts reached in this campaign.



# Thank You!

Know more about our work:

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

For more information please email [pavitra@projects.artofliving.org](mailto:pavitra@projects.artofliving.org)