



Project Pavitra

Update Report: April-May 2019

- Project Pavitra is aimed at enabling women in the society to become change agents
- The project is designed to take menstrual education to adolescent girls and women across income groups and geographies in India
- Currently the project is spread across 24 states in India
- We have launched it in Africa and Nepal- workshops have begun in these areas



Executive Summary

Project Pavitra is an initiative of the Art of Living to empower women through the light of knowledge..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 beneficiaries, enabling them to better experience their periods.

1668

Volunteer trainers, 140 plus
Master Trainers across the
country, Africa and Nepal

26,547

Girls benefitted from the
training since the
inception

24

States across India
have been touched by the
project

Punjab Activities

- We have started workshops in Patiala and Ludhiana in Punjab
- We have chosen rural schools to conduct these workshops
- Additional trainers were created in the area to help us create a robust field team
- We have already reached out to over 425 girls across 2 districts in the first phase of the project in April and May 2019



Gratitude Month Campaign (10 April to 13th May)



PROJECT PAVITRA

**TRAINED
7087 GIRLS
18 STATES
3 COUNTRIES**



- To celebrate our Founder Sri Sri Ravi Shankar's birthday, we ran #GiftoGurudev campaign
- With the help of our volunteers, we ran a month long campaign to conduct Pavitra workshops across the country
- By activating the trainer network through our team of dedicated callers, we reached out to over 1200 trainers
- Owing to this, workshops were held across the country
- The campaign helped us understand that we have a strong force of volunteer trainers

Gratitude Month Campaign (10 April to 13th May)





Road Ahead

1. **Impact Assessment Study:** We are designing an evaluation study to assess the impact of our training program
2. We shall be fortifying our **efforts in Africa and Nepal** and organize large scale training sessions and workshops across countries there
3. We shall be rolling out **Pavitra Fellowship Program**, to engage socially conscious young people to the cause



Thank You!

For more details please contact pavitra@projects.artofliving.org