

# Project Pavitra Report

September to December 2024



## Project Activity and Impact

Since its launch in March 2018, Project Pavitra, a collaborative initiative between IAHV (International Association for Human Values) and the Art of Living, has been dedicated to empowering underprivileged women through menstrual health and hygiene education. Through complimentary workshops, our trainers have reached over **1,78,166 adolescent girls and women**. Additionally, we have trained **7010 females to become menstrual health and hygiene champions**, spreading awareness across 28 states in India, 11 countries in Africa, as well as in Bhutan, Nepal, Sri Lanka, Cambodia, and Hong Kong.

Through its comprehensive approach and collaboration with The Art of Living, Project Pavitra has made significant strides in empowering women and promoting menstrual education globally.

During the period 12th September 2024 till 31st December 2024, our trainers have trained **3981 participants in 61 locations across 7 states of India** namely, Odisha, Gujarat, Maharashtra, Punjab, Uttar Pradesh, and West Bengal.

Attached pictures represent programs conducted by Project Pavitra trainers across India, and the testimonials below highlight the impact of the project.

## Testimonials



Living in a tribal area where menstrual topics are rarely discussed, I'm grateful to finally learn this important information—it has truly empowered me," says Miss M. (Dr. Babasaheb Ambedkar College, Mahad), who walked 1 to 1.5 hours every day to attend the workshop.



"Earlier, I couldn't handle my period pain, but meditation and asanas have helped me feel more in control and at ease." – Miss D. (8th Std from GHS School, Maralakunte, Bangalore rural)

## Fundraising Event

Volunteers of Art of Living UK and Nigeria and of International Association for Human Values organised an online cookery show on Saturday 23 Nov 2024, facilitated by celebrity Chef Seema Bhatia.



**PRANAYUM**  
BLESSED. DELICIOUS. UNIQUE.

# FESTIVE

*Fusion* WITH SEEMA

Indulge in Flavorful Creations with Our Catering Delights

**FESTIVE MENU**

- Aloo Paneer with Cashew Cream
- Stir-Fried Mint Rice
- Pomegranate Pumpkin & Dark Chocolate Chia Pudding
- Christmas Cranberry Raita

DATE: 23/11/24      TIME: 11AM (GMT)      FEES: £10.00

*SAVOUR EVERY MOMENT*



Participants really enjoyed cooking along with the Chef. Besides relishing delectable dishes like pomegranate pumpkin and Christmas cranberry Raita, they raised £120 for the cause in a short time frame for organising the event. Awareness for the project was also raised and some new donors contributed.



Photos of dishes shared by online participants.



# Picture Repository









End of report.

Jan 8th, 2025