

2024
R FOR
RED



Anahat

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MEET THE **FOUNDERS**



**Purvi
Tanwani**
Co-Founder



**Namrata Dutta
Karamchandani**
Co-Founder

MEET OUR **ADVISORS**



**Pauline
Laravoire**
Advisor



**Daniel
Sinnathamby**
Advisor



**Arundati
Murlidharan**
Advisor

OUR ON-GOING PROJECTS

Football for her : A project aimed to use “Football” to speak about gender discrimination and biases

Project Unnati – Sustainable Menstrual Program : A project which aims to bring about menstrual equity and no period poverty.

Udaan Alipurduar – SRHR along with livelihood options : A projects which seeks to empower tribal women with knowledge on Sexual Reproductive Health by providing livelihood opportunity.

Adolescent Empowerment Program in Schools: A program which transforms young minds through discourse on gender & sexuality.

Udaan Murshidabad – Adolescent Rights & Gender Justice: A gender justice program addressing child marriage and gender based violence through creating an enbaling society.



ABOUT ANAHAT



We are a women-led and youth-run organization working in the space of women empowerment through skill building and livelihood generation with sustainability at its core. We work with urban and rural communities on awareness regarding personal safety education programs, sexual reproductive health rights, menstrual health and hygiene and capacity development by engaging local partners and community leaders. We work with adolescent girls and boys in schools to create a gender sensitive school environment and build confidence among the students. Anahat has received several awards for their work in the field of menstrual hygiene promotion in India.



WOMEN LED & YOUTH-LED EMPOWERMENT



MENSTRUAL HEALTH & HYGIENE AND DISTRIBUTION OF SANITARY KITS



GENDER-SENSITIVE EDUCATION



SEXUAL REPRODUCTIVE HEALTH



SKILL BUILDING FOR SUSTAINABLE LIVELIHOOD



LIVELIHOOD FOR UNDERPRIVILEGED WOMEN



VISION

A society where women and girls enjoy equal rights and entitlements.

MISSION

To create an enabling environment for women and girls by equipping the society with knowledge, life skills and capability development.

R FOR RED 2024 GOALS

To reach out to 50 Lakh + individuals in Kolkata and spread awareness about Menstrual Health & Sex Education.



THE PROBLEM

40 THOUSAND

Loose their lives due to poor menstrual health annually

31%

Reported drop in productivity during periods, missed average of 2.3 days of work monthly

71%

Reported having no knowledge of menstruation before their first period

80%

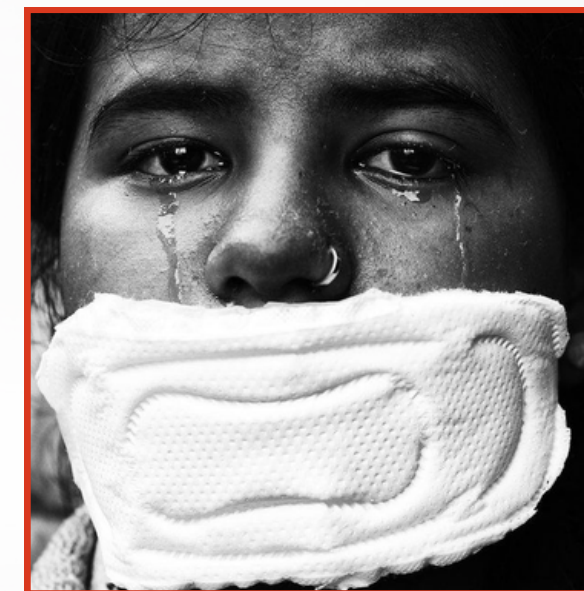
Use old rags and even sand ash, leaves and hay as menstrual absorbents

23 MILLION

Drop out of school at the onset of menstruation every single year

70%

Women in India say family cannot afford to buy sanitary napkins every month



THE SOLUTION

- ✔ Addressing Cultural Stigma
- ✔ Empowering Women through Skill Building & Livelihood Generation
- ✔ Providing essential Menstrual Health Services
- ✔ Giving Access to Menstrual Hygiene Products
- ✔ Providing Education and Awareness on Menstrual Hygiene Management

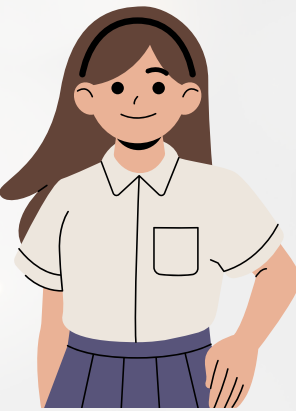


THE IMPACT

- ✓ 500000 hygiene kits distributed till date
- ✓ 1200+ schools covered on Menstrual Health & Hygiene awareness
- ✓ 5000+ women trained in making of reusable sanitary pads
- ✓ 200+ communities addressed through Menstrual Health & Hygiene Campaign

THIS IS HOW OUR STAKEHOLDERS DESCRIBE US :

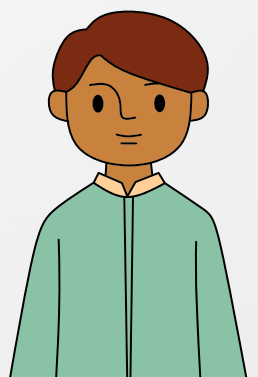
- Radha is a 12 year old studying in government school
- Started period last month but was fully prepared for change
- Attended Anahat's session on menstrual health & hygiene in school.
- Has knowledge of sustainable products and can choose from the basket of products introduced to her



- Unnati lives in a small village along borders of India
- She belongs to a family of farmers who sometimes struggle to meet monthly expenses.
- Unnati found Anahat's training on making reusable cloth pads and enrolled herself
- She earns to contribute towards family income and educate women on menstrual hygiene.



- Shyam is 17 years old
- Works in tea garden factory
- Struggled during puberty
- Attends Anahat's community session with men and boys on sexual reproductive health hygiene
- Shyam feels more confident about bodily changes & his sexual reproductive health needs.



OUR CAMPAIGN



ABOUT R FOR RED

MOMENTS TO CHERISH | AWARENESS TO SHARE

R for Red is a campaign organized **on World Menstrual Hygiene Day**, not just to mark the day but to ignite a movement of change to **end period poverty**.

The agenda of this campaign is to break the silence, shatter taboos and celebrate the strength of every person who menstruates.

Join us towards a future where every period is embraced with dignity and support. Together, let's paint the world red with love.

R for Red is where menstrual awareness meets collective action!



PURPOSE OF R FOR RED



AWARE

Raise Awareness & drive Behavioral change

EDUCATE

Educate and Empower

DESTIGMATIZE

Break Taboos and Stigma related to periods

PROMOTE

Promote Access to Hygiene Menstrual Care Products

HEALTHCARE

Provide Health Services & Access related to SRH

EMPOWERMENT

Empowerment through Revenue Generation for rural women

EQUALITY

Promote Gender Equality

LIVELIHOOD

Enhance Livelihood Opportunities

ECO-FRIENDLY

Promote Sustainable Practices

LOCALIZATION

Highlight Local Solutions

R FOR RED 2023 GLIMPSES



The Managing Director of HIDCO



R FOR RED

Moments To Cherish

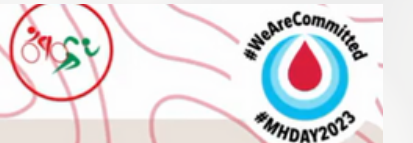


More Than 80+ Cyclists

Participated To Create Awareness



R FOR RED





MERCHANDISE



LOGO



BANNER FOR LAST YEAR



MR. DEBASHISH SEN MD OF HIDCO

R for Red 2023 glimpses

- **Venue:** Bengal Tennis Association, Salt Lake.
- **Route:** 20 km around Salt Lake and New Town.
- **Partners:** Switch On Foundation, Hulladeck, Manifest Your Greatness, Joy Cosmetics, Pee Safe, Furr, Millionaire, JWB Marriott, Global Shapers Kolkata, Narayana Superspeciality Hospital.

- **Speaker:** Mr. Debashish Sen, MD of HIDCO.
- **Success:** 100+ cyclists participated.
- **Impact:** Engaged community support and commitment to menstrual health advocacy.

ORGANIZING PATNER

HYGIENE PARTNER

FOOD PARTNER

EMERGENCY PARTNER

PARTNERS



MEDIA COVERAGE



ANANDABAZAR PATRIKA, ABP GROUP-KOLKATA EDITION COVERED OUR CAMPIAGN ON 28TH MAY (MH DAY)



TIMES OF INDIA SHARED ABOUT 'R FOR RED' & SOME IMPORTANT FACTS THAT WE HAVE COLLECTED FROM SCHOOLS OF KOLKATA



Active participation of young men and boys, particularly fitness enthusiasts, in raising awareness about an issue typically associated with women, was remarkable

Namrata Dutta Karamchandani | ANAHAT FOR CHANGE FOUNDATION

Family Health Survey in Bengal (2019-20), 91.2% of urban women in the age bracket of 15-24 used hygienic methods of protection during their menstrual period. Half a decade ago, this was 83%.

In an effort to break the stigma surrounding menstruation and address the challenges faced by young girls, Anahat

TIMES OF INDIA SHARED ABOUT 'R FOR RED' & SOME IMPORTANT FACTS THAT WE HAVE COLLECTED FROM SCHOOLS OF KOLKATA

Periods force girls to skip school, reveals survey

Awareness rally

Students and academics of NIS Hospital and Calcutta National Medical College organised a rally and street theatre on International Menstrual Hygiene Day.

Anahat's Namrata Dutta Karamchandani said, "The active participation of young men and boys, particularly fitness enthusiasts, in raising awareness about an issue typically associated with women, was remarkable."

Vinay Jaju of SwitchON Foundation, highlighted the urgency of addressing the 200-tonne daily waste generated by disposable sanitary napkins in India. He emphasized the need to promote and adopt recycling and sustainable, eco-friendly sanitary napkins.



WHO ARE WE LOOKING FOR ?

SPONSORS



SUPPORTERS



HOW CAN YOU **SUPPORT US?**

SUPPORTERS

Title Supporter
Co-Supporter
Powered By
Co Powered By
In Association With
Supporters

BARTER PARTNER

Medical Partner
Hydration Partner
Food Partner
Beverage Partner
T-Shirt Partner

OTHER SUPPORTERS

Radio Partner
Print Partner
Hoarding Partner
Media Partner
Volunteers
and others

HOW CAN YOU SUPPORT US?

SUPPORTERS



TITLE SUPPORTER - 5,00,000



IN ASSOCIATION WITH - 50,000



CO-SUPPORTER - 2,50,000



CO POWERED BY - 1,00,000



POWERED BY - 2,00,000



SUPPORTERS - 30,000

HOW CAN YOU **SUPPORT US?**

BARTER PARTNER

- Medical Partner**
 - Providing all the medical requirements like ambulance, and doctors
 - Medical supplements like ORS, Band-Aids and all the essential requirements
- Hydration Partner**
 - Providing hydration supplements for 500–700 people
- Food Partner**
 - Providing breakfast for 500–700 people
- Beverage Partner**
 - Providing beverages for 500–700 people
- T-Shirt Partner**
 - Merchandise for 500–700 people

HOW CAN YOU **SUPPORT US?**

OTHER SUPPORTERS

Radio Partner

- Broadcasting, announcing, promoting about the event

Print Partner

- Sponsoring all the print items

Hoarding Partner

- Hoarding for the event (Pre-event + Post-event)

Media Partner

- Media coverage, newspaper ads, articles (Pre-event + Post-event)

Volunteer Support

- Providing volunteer support for the event day

BENEFITS TO SUPPORTERS

MEDIA & COVERAGE



NEWSPAPER



BANNERS



WEBSITE



SOCIAL MEDIA



STALL AT THE EVENT PLACE



HOARDINGS



RADIO



POSTERS




PAMPHLETS



ANTICIPATED IMPACT FOR 2024

Last year, our impact was phenomenal, resonating across newspapers and TV news channels. We were privileged to be featured, leveraging the power of media coverage and compelling content to effectively raise awareness.

Our partners actively participated at the event venue, providing invaluable support. Their genuine and positive feedback reflects their eagerness to continue supporting us this year



**100K
IN
2023**


Last year, our event, post-event campaign, and extensive media coverage collectively reached around 100k people.

**5 MILLION
IN
2024**

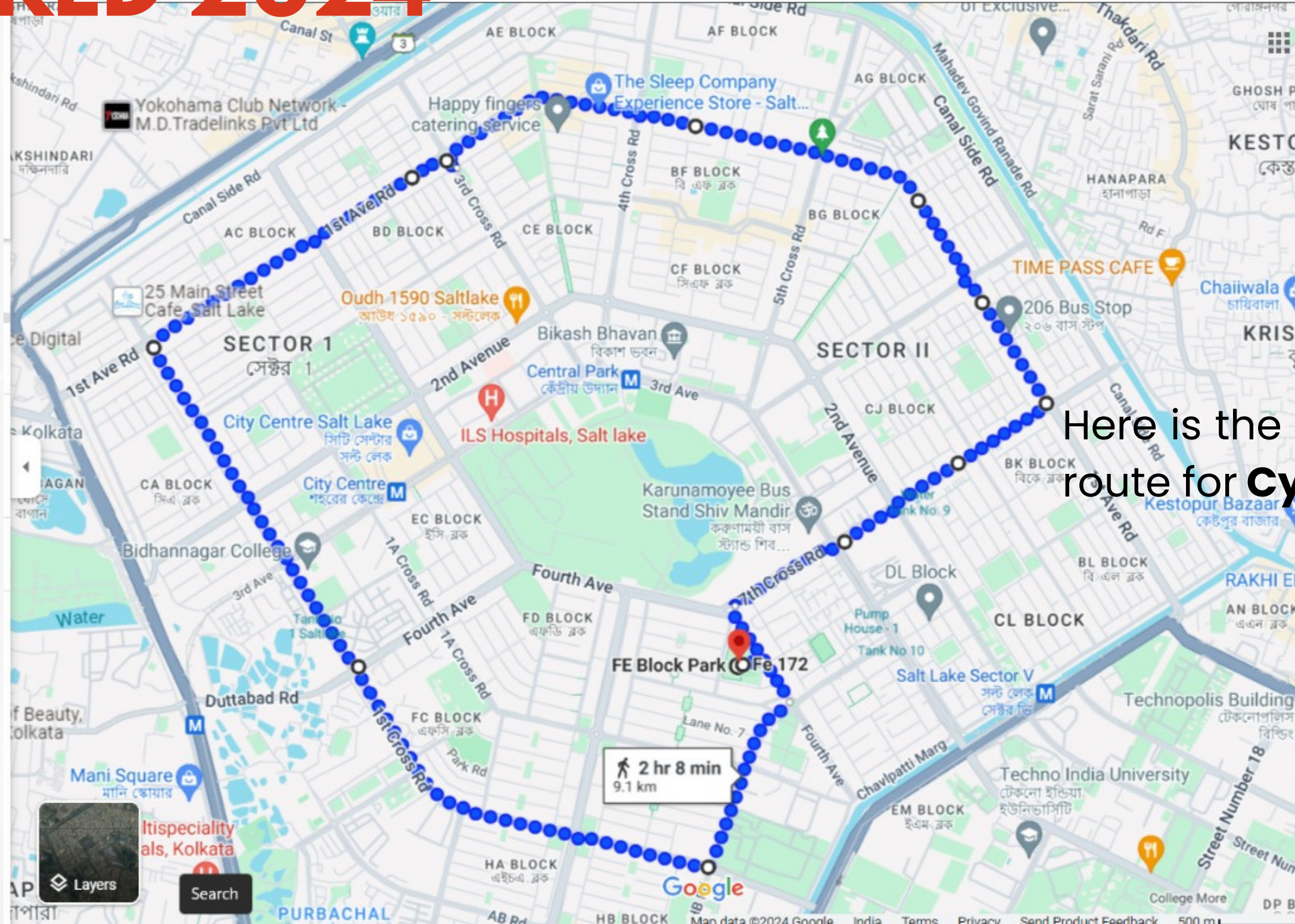
This year, we firmly believe and are confident that we will reach out to more than 5 million people across India. We are making the event significantly larger and more successful, undoubtedly with your invaluable support.

ACTIVITIES + EVENT DETAILS

R FOR RED 2024

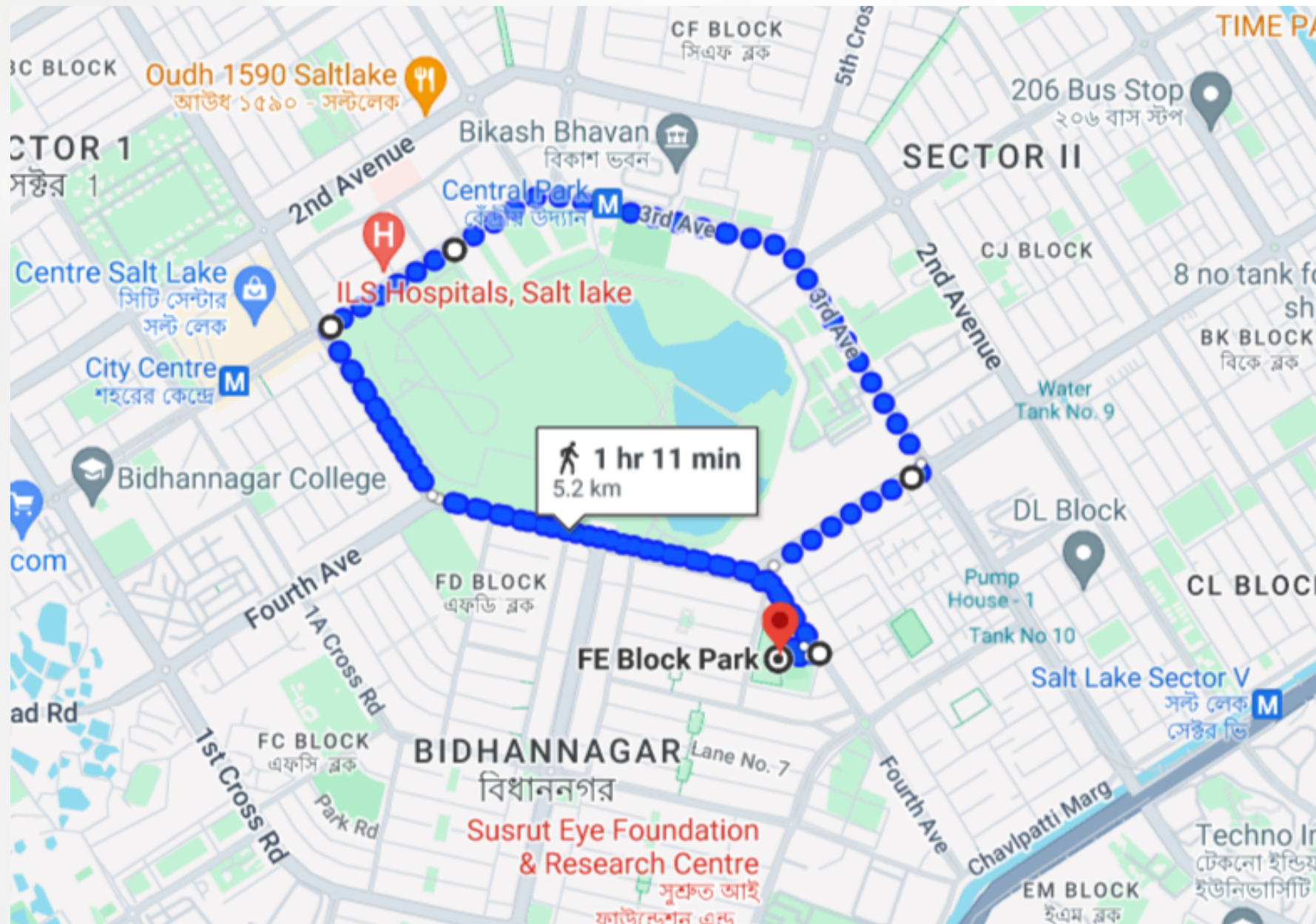
- ✓ **Event Date**- 26th May, Sunday
 - ✓ **Time of the event**- The Event will start at 5:30 am and end at 8:30 am (approximately)
 - ✓ **Holding area** - FE Block Park, FE-175/4, Lane No. 4, FE Block, Sector 3, Bidhannagar, Kolkata, West Bengal 700106
 - ✓ **Cyclothon (10km)**- It is a low-impact exercise that promotes cardiovascular health and easing menstrual symptoms.
 - ✓ **Yoga** - Specific poses aids in alleviating menstrual discomfort and enhancing overall well-being.
 - ✓ **Zumba** - It is a fun and effective fitness activity to boosts mood and energy levels.
 - ✓ **Marathon(5km)** - It is a powerful way to visually show solidarity, engage the community, and spark conversations about the cause.
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TENTATIVE ROUTE FOR R FOR RED 2024



Here is the tentative route for **Cyclothon**

TENTATIVE ROUTE FOR R FOR RED 2024



Here is the tentative route for **Marathon**

THANK YOU

For queries please get in touch!



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