

# ANNUAL REPORT



# 2019-2024

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# THE PROBLEM WE ARE TRYING TO SOLVE

According to the India Housing Report, over 100 million people are estimated to live in urban slums. The determinants of health in urban slums are extremely complex and are characterized by a concentration of the detrimental effects of poverty, environmental challenges, and marginalization from formal infrastructure and services. India is committed to achieving the Sustainable Development Goals.

To effectively advance Sustainable Development Goal 5, which focuses on achieving gender equality and empowering women and girls in India, special attention must be given to the slum populations where women's vulnerabilities are prevalent.

Despite the numerous challenges and priorities faced by slum dwellers, the health of women is often neglected. Barriers persist in accessing sexual and reproductive health (SRH) services, stemming from factors like stigma, discrimination, and inadequate availability of quality healthcare. Consequently, these women find themselves without access to essential healthcare, leaving them stranded and isolated. Additionally, they lack a trusted confidante to discuss their concerns openly.

These issues further hinder their ability to secure gainful employment, impeding progress toward achieving Sustainable Development Goal 8.



# DIVING INTO THE BASICS OF MYNA

Focused on improving the health and standard of living of women and girls living in Mumbai's urban slums, the Myna Mahila Foundation is working with low-income communities to empower women to speak out about the issues relating to sexual reproductive health.

In patriarchal societies like India, women face the burden of keeping their problems – especially those related to menstrual and sexual reproductive health – to themselves. They also face the burden of ignoring their health issues and, thus, prioritizing the family's needs.

A not-for-profit organization, Myna Mahila Foundation (MMF), has the vision to increase women's agency and decision-making power to make them more confident, financially independent, and healthy.

Our concerted efforts since 2015 have resulted in over 1.5 million beneficiaries in the urban slums of Mumbai and around India. We have also conducted sessions internationally in Nepal and Sri Lanka as well. These beneficiaries have been sensitized to create sustainable health behavior change. This has shattered the stigma common in low-income households around sexual and reproductive health.

MMF has created avenues to provide productive employment opportunities to these beneficiaries and to place them as one of the voices in the household's decision-making process.

We work at the grassroots, and 84% of our employees are the beneficiaries of our initiatives, becoming our foot soldiers determined to take the initiatives forward and maximize our outreach.

Having just started with access to menstrual health products at their doorstep, MMF has now evolved into three main verticals – Myna for HER – focused on creating a gender-responsive home environment.



# MESSAGE FROM OUR CEO

“

For over a decade, Myna Mahila Foundation has stood with women where systems are weakest—continuing to show up, listen, and learn.

In a world shaped by shifting needs, emerging technologies, and persistent gender inequities, 2023–24 was a year of exploration. We chose to test, pilot, and refine our approach on the ground.

Myna was built on a simple belief: women’s health, agency, and livelihoods are inseparable. This year, we began shaping this into an integrated ecosystem—through early-stage interventions across health, digital access, and livelihoods.

This approach focused on learning—piloting solutions, understanding what works, and adapting to real community needs. Each intervention brought us closer to building models that are both effective and scalable.

In 2023–24, we laid the foundation for what comes next—strengthening our approach through iteration, partnership, and community insight. This report is not just a record of progress—it is a reflection of learning. We chose intention over scale, and depth over speed. When solutions are built with women at the center, they don’t just reach communities—they grow with them.



**Suhani Jalota**  
CEO, Founder

# VISION & MISSION

The Myna Mahila Foundation was established to enhance women's autonomy and decision-making skills to empower them to be more confident, financially independent, and healthy. The organization's **three verticals - Health, Employ, and Research** - each have a mission that directly aligns with its overarching vision."



## HEALTH

To promote, support, and maintain positive health-seeking behaviors among females aged 10-51 in urban slums regarding their sexual and reproductive health through a holistic approach



## EMPLOY

Provide urban slum women aged 18-45 with employment opportunities, employability skills, confidence-building, leadership training, and communication skills to enhance their decision-making power.



## RESEARCH

Enabling data-driven decision-making to implement the most impactful programs for urban women, focusing on women's health and employment

**'OUR GOAL IS MYNA FOR HER.'**



# OUR FOCUS

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The Myna Mahila Foundation (thereof referred to as Myna) stands as a globally recognized and award-winning social enterprise (not-for-profit organization), with a dedicated focus on advancing women's health and employment in the urban slums of India. Established in 2015, Myna was founded with the objective of establishing a secure and supportive environment for women to openly address and discuss their challenges and concerns, drawing inspiration from the chirpy nature of the Myna Bird. Myna has extended its outreach to girls and women by imparting menstrual education, providing access to affordable menstrual products, delivering health services, and fostering employment opportunities. Through these multifaceted initiatives,

Myna has successfully encouraged women to prioritize their health, be a part of the labor force, and be confident to take and own their decisions.

# OUR VALUES

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## Ownership

We, the Myna Team, believe that Myna as an organization is ours to lead

## Integrity

We, the Myna Team, are integral in every way

## Compassionate

We, the Myna Team, truly care about improving the lives of our beneficiaries and our Myna family

## Unity

We, the Myna Team, believe that we are all one team working together to achieve our vision with purpose

## Growth Mindset

We, the Myna Team, embrace challenges, and keep learning and growing through our work with a positive attitude

## Data-Driven

We, the Myna Team, make decisions based on real evidence and data to serve our beneficiaries better

# AREAS OF INTERVENTION





## HEALTH AWARENESS INITIATIVES

- Increasing the scope of health training sessions to cover a wider range of topics, including sexual and reproductive health, nutrition, maternal health, and preventive care.
- Conducting awareness campaigns to reduce stigma surrounding menstruation and foster a supportive community environment.
- Creating easy-to-comprehend video materials for women to watch in the comfort of their homes and be aware of their bodies and overall well-being.
- Using the health application - M-Health App, developed to keep track of their periods, book appointments, and use the private chat feature to discuss their problems.
- Availing teleconsultation facilities to become more proactive in maintaining their health and well-being.



## MENSTRUAL HEALTH AND HYGIENE

- Increasing accessibility of affordable menstrual products and promoting sustainable menstrual hygiene practices.
- Enhancing access to healthcare services by establishing more Myna Clinic and Health ATM locations.
- A pad production unit that produces high-quality, cost-effective pads for its beneficiaries
- Encouraging M-Health users to avail of health products easily



## TECHNOLOGICAL EMPOWERMENT

- Utilizing training sessions and videos that raise awareness on sexual and reproductive health to empower women.
- Expanding the use of technology through M-Health Application.
- Introducing the pilot stage of Myna Bolo (a chatbot specializing in the linguistics of the targeted beneficiaries with more accurate, personalized, and sensitive responses to the beneficiaries' queries.



## EMPLOYABILITY PROGRAMS

- Diversifying skills training programs to meet the evolving demands of the job market.
- Collaborating with industries to create targeted employment opportunities for women, ensuring sustainable and fulfilling work, especially in AI.
- Introducing Smartphone-based employment opportunities for women in basic tasks like data labeling and more complex sectors like prompt engineering.
- Scaling up the Boutique's operations to create more employment opportunities through upcycling and sustainable practices.
- Fostering networking opportunities for women.



## RESEARCH AND DATA ANALYSIS

- Conducting in-depth research on emerging issues affecting women in urban slums.
- Using data analytics to evaluate the impact of existing programs and inform strategic decision-making for future interventions.



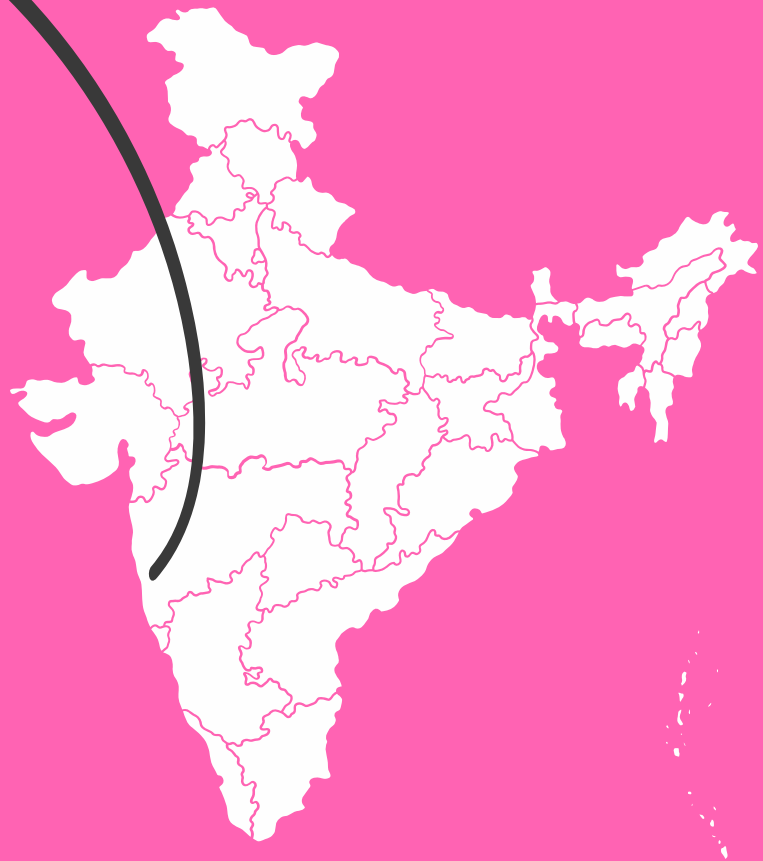


# OUR REACH

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- Natwar Parekh Compound
- Govandi slums
- Indian Oil
- Lallubhai compounds
- Vashi Naka
- Goregaon
- Mankhurd
- Kokriagar
- Kurla
- Dharavi
- Chembur
- Borivali





# OUR VERTICALS

# OUR VERTICALS

Initially, the focus of Myna Mahila Foundation was concentrated on facilitating access to healthcare for girls and women residing in urban slum areas. However, the current emphasis of Myna Mahila Foundation has shifted towards enhancing women's agency and decision-making capabilities, with the ultimate goal of fostering confidence, financial independence, and overall well-being.

The Myna Mahila Foundation is dedicated to realizing this vision through its three core verticals: Myna Health (H), Myna Employ (E), and Myna Research (R) – which we call as Myna for HER. These pillars collectively aim to empower women, promoting holistic development and positive transformations in their lives.



**MYNA HEALTH** is dedicated to delivering health education, products, and services to girls and women in urban slum areas through the Myna Health Access model.

This model in the previous year through its key initiatives in the healthcare: the Sponsor a Girl Program, Mobile Clinic Van, the Teach Menses India program and M-Health Application.

Myna Pads are made accessible through the Health Access model. During the Covid-19 Pandemic, Myna extended access to the ABCDS Model via the Myna App, Health ATM, Mobile Clinic Bus, Centers, and Doorstep services.

**MYNA EMPLOY** actively creates employment opportunities and imparts employability skills to girls and women in urban slums through the Rani Work App. This smartphone-based gig work platform envisioned to reimagine work for women,

offers diverse work opportunities. Additionally, Myna Employ manages a Boutique specializing in crafting customized bags from upcycled textile materials.

**MYNA RESEARCH** underscores Myna's commitment to a data-driven approach, facilitating strategic decision-making based on insightful data interpretation. These insights are then used to design various interventions for women's empowerment.

Through initiatives like Myna Health, Myna Employ, and Myna Research, the organization aims to empower women, fostering confidence, financial independence, and overall well-being. As an overlap to the Myna Health and the Myna Employ vertical, we have also started

**BENEFICIARIES OUTREACH YEAR-WISE UNDER THE HEALTH VERTICAL:**

YEAR	BENEFICIARIES
2020- 21	90372
2221- 22	30420
2022- 23	27210

# TEACH MENSES INDIA



- Providing a comprehensive understanding of the physiological changes in a girl's body.
- Offering detailed insights into the menstrual cycle.
- Educating on how to effectively track menstrual periods.
- Normalizing open conversations about menstruation.
- Raising awareness about various products available for use during periods.
- Organizing self-care sessions tailored for girls.

Teach Menses India (TMI) is dedicated to enhancing the sexual and reproductive health of young girls and women residing in urban slums across India. This intervention targets school and college girls with an attempt to provide basic awareness at an early stage to make informed decisions. The program's holistic approach focuses on three important aspects of women's health:

(1) **teaching** them about sexual and reproductive health, (2) ensuring they **adopt** hygiene products, and (3) providing them **access** to quality health products and services.

Implemented in schools and colleges, the program strategically focuses on creating awareness about menstrual health, and nutrition, and dispelling myths associated with menstruation. The pivotal objectives of this initiative encompass but not limited to:

Through these objectives, Teach Menses India endeavors to empower young women with knowledge, dispel taboos surrounding menstruation, and promote a holistic approach to sexual and reproductive health.

The program started in year 2022-23, the current beneficiary count is

11,296.

# CHAMPIONS PROGRAM

The Champions Program, similar to the Teach Menses Program is designed to help in awareness generation, foster the adoption of health products, and ensure accessibility of the services. The curriculum for the Champions Program is designed to enhance the physical well-being and independence of girls and women through Awareness Generation, aspiration-building sessions, Physical health sessions, and Mental health sessions. For product delivery, beneficiaries receive a free download of the Myna Health app, providing them with valuable resources. In terms of service access, the program incorporates Anemia Intervention, involving pre and post-hemoglobin testing, the provision of IFA supplementation, and diet counseling.

The motive behind this was not only to equip girls from an underprivileged background with proper menstrual products but also to impart knowledge through training on menstrual hygiene management. We believe in working towards eradicating all the hushing and stigma that go hand in hand with monthly cycles.

The overarching goals include spreading awareness, motivating and engaging women in a series of sessions, fostering aspirations, increasing awareness about individual physical health, linking mental health to sexual and reproductive health (SRH) and menstruation, assisting women in managing stress levels, and improving the nutritional status of women, particularly addressing iron deficiency anemia.

The stark difference between the Teach Menses India and the Champions Group is the targeted age-group and thereof the curriculum for the awareness. The beneficiaries covered under this program is

3201.



# MYNA MOBILE CLINIC



Taking medical health to the doorstep, the Mobile Clinic helps women/girls between the ages of -10 -and 55 take care of their health through the mode of Treatment and prevention. The primary goal of this clinic is to bring healthcare services directly to the homes of women and children residing in vulnerable and underserved areas. The Mobile Medical Clinic (MMC) aims to adhere to the quality standards expected from primary health centers, offering essential outpatient care specifically designed for women and children.

In addition to providing medical treatment, the MMC will actively engage in raising awareness and educating women and children on preventive healthcare measures. This education will be facilitated through a mobile app and an Interactive Voice Response System (IVRS).

For each consultation, a nominal fee of Rs. 30 will be charged. However, medicines available at the MMC will be provided to the patient free of cost. The field team holds the discretion to waive the fees, especially in cases where patients are extremely economically disadvantaged and in urgent need of care and treatment.



# MYNA RANI



The Rani Job App was developed in 2021 by Myna Mahila Foundation. Rani is a microtasking platform specifically designed for low-income married women to earn income and upskill from home using only their smartphones. Rani is different from other data annotation and labelling platforms through its gender-inclusive and worker-centric design, quality, cost, and impact.

Rani Work is on a mission to address the pressing issue of limited employment opportunities for semi-skilled women in India by offering them access to the digital jobs of the future. Our vision aims to bridge the digital gender gap by supporting workforce development solutions that empower and upskill some of the most underserved populations in India.

Our primary focus is on low-income women living in urban slum communities, peri-urban areas, and rural regions where smartphone usage is rapidly gaining traction.

With a worker-centric approach, Rani Work significantly boosts female labor force participation in India within low-income communities, offering digital jobs that are highly scalable and sustainable.



# MYNA BOUTIQUE



Integration of employment and sustainability lies at the heart of Myna Boutique. We gather discarded fabric from textile factories and transform it into distinctive upcycled items such as handbags, pad pouches, and veggie bags. Skilled women from low-income households are employed to craft these products, offering them an extra source of income to enhance their quality of life.





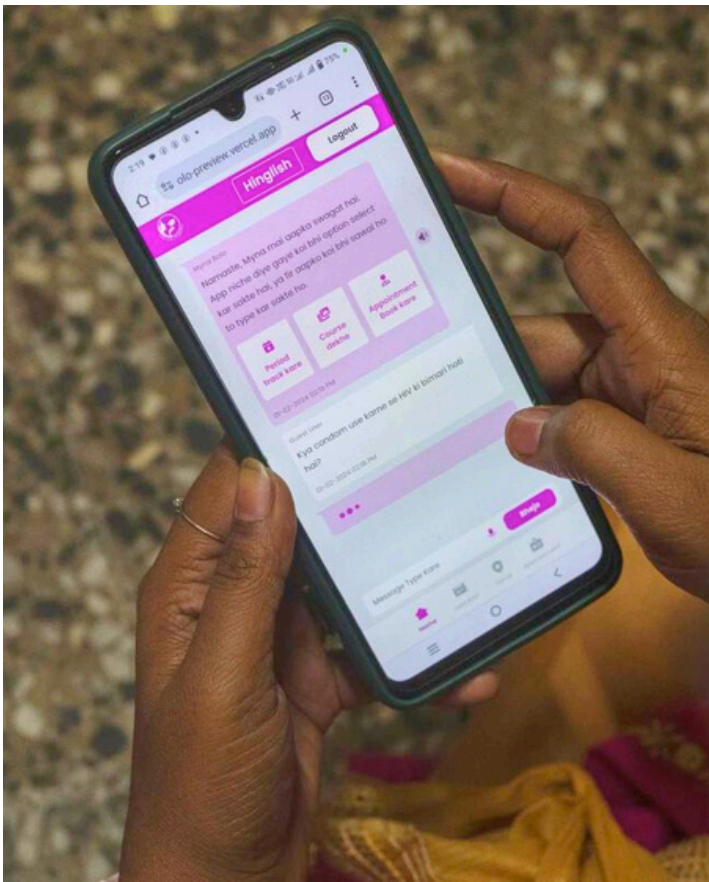


## MYNA RESEARCH: THE OVERVIEW

At Myna, our key focus is to make data-driven decisions to increase women's agency in decision-making. We undertake comprehensive surveys to assess the requirements of women in the communities. These surveys delve into various aspects, including the demographic profile of women, their current situations, involvement in household decision-making, the prevalent gaps in healthcare services, and the conditions of their living facilities.

The data collected from these surveys is directly correlated with the likelihood of women seeking health facilities within their communities. This correlation guides Myna in planning and analyzing interventions that are specifically tailored to meet the healthcare needs of communities requiring targeted support.

# MYNA BOLO



Myna Bolo focuses specifically on women and girls in Indian urban slums between 18-30 years who have at least completed education until Grade 10 (middle educated), have access to smartphones, and lack access to sexual and reproductive health resources. Over the last eight years, the Myna Mahila Foundation has supported 1.5 million such women in urban slums with their SRH concerns, and these experiences have built our understanding of the types of issues women are not able to resolve within the existing ecosystem. Most relevantly, we implemented the Myna Health App, which included sections for period tracking, short videos, SRH daily tips, and public & private chats.

Building on the work of Myna Mahila, we have created an SRH chatbot,

Myna Bolo which integrates LLM technology into the Myna Health App through employing a competent LLM model. This tool will empower women in India with on-demand factually accurate information regarding their SRH concerns that, critically, is actually relevant for their context. We have engineered a solution for a woman to ask questions about her health and get tailored responses for her particular situation after a series of questions and steps. For example, with the existing Myna Health App, one of the existing 10,000 users messaged the Myna team through the private chat (in Hinglish) “I’m having a problem with white discharge.”

Our interactive tool engages her immediately for further questioning and get her the answers she needed. Given the urgency (real or perceived) of these queries, the limited time a woman has on her shared smartphone before it’s commandeered by her husband, and the private nature of these questions, it is essential to respond to a query right away to ensure that the woman sticks with the conversation and receives accurate information. It wasn’t possible before to respond within such short windows in a scalable way, but now, thanks to the use of novel conversational LLM technology, Myna Bolo can solve this problem.

# EVENTS AT MYNA



# TATA MUMBAI MARATHON



It was an incredible day as Team Myna stepped onto the track at the Tata Mumbai Marathon! Our presence was truly unmissable as our team joined the marathon as running enthusiasts and the most spirited cheerleaders.

But this wasn't just a run - it was an expression of our commitment to creating awareness on Menstrual Health. With vibrant slogans and posters, we made sure our message on sexual reproductive health echoed loud and clear. "Jab Naari mein hai Shakti Saari, toh kyu kahe inhe bechari, Maa banana zaruri hai, toh Periods aana zaruri hai..." resonated as the voice of the day!

We ran for shattering taboos and amplifying the cause of Sexual Reproductive Health. This event was more than a marathon;

it was a powerful event for breaking barriers and creating awareness about women's health.



# BENEFITS COLLABORATION

Benefits Cosmetics collaborated with Myna Mahila Foundation, they called it 'Share the Light' campaign. It has been a seamless partnership, founded on shared values of women's empowerment. Aashna Shroff, the event's brand ambassador, visited Myna Mahila Foundation's Govandi office, engaging with exceptional team members like Ankita, Lakshmi, and Ayesha, who play vital roles as program trainers and health executives.

Aashna witnessed their impactful work in menstruation, sexual and reproductive health, and innovative product development.

This partnership also featured a powerful photoshoot and a special event where Benefits showcased Diwali kits, strengthening our social media presence and branding while emphasizing our shared commitment to women's empowerment.



# WOMEN'S DAY



On March 8th, 2024, Myna Mahila Family came together at our Govandi center to mark International Women's Day with joy and inspiration! It was a vibrant celebration, uniting women from all walks of life to honor their incredible contributions and raise awareness about our initiatives.

The day was filled with empowering speeches, interactive sessions, and exciting activities. From makeup stalls to games and dancing, there was something for everyone to enjoy. But beyond the fun, we also had the opportunity to delve into important conversations and learn from each other.

One of the highlights was the showcase of inspirational videos featuring women's transformative journeys within Myna's projects. From successful entrepreneurship stories to the significant impact of our M-Health app education, these stories truly highlighted the strength and resilience of women in our community.

This day served as a powerful testament to the strength, resilience, and collective effort of women towards building a more informed and empowered community.



# MENSTRUAL HYGIENE DAY 2024

Myna Mahila Foundation marked Menstrual Hygiene Day with a vibrant parade from Jeevan Jyot School to National High School in Mumbai's Lallubhai area. Dressed in red and white, participants, including Myna's beneficiaries and staff, carried placards and chanted slogans to advocate for menstrual health awareness and break the stigma surrounding menstruation.

The event kicked off with speeches by Myna leaders who highlighted the day's significance and the ongoing need to support and empower women and girls to manage menstruation openly and without shame. The parade featured energetic chants like "Myna Bolo, Khul kar Bolo" and "Nari mein hai shakti sari, toh kyu kahe inhe bichari," emphasizing strength and resilience.

The parade concluded at National High School, where Mr. Yogesh encouraged the importance of open dialogues about menstruation within families. The event wrapped up with the promotion of Myna's Menstrual Health App and the distribution of snacks and sanitary products from Myna's production unit, leaving participants motivated and inspired to continue spreading awareness.



# SNAPSHOT OF 2021-23



# 8 POINT COVID PROJECT

In response to the lack of access to essentials in the aftermath of the COVID-19 lockdown in Mumbai, Myna launched the "8-point COVID-19 plan" to meet the community's needs of food, face masks, menstrual supplies, and accessible information.



- **Ration Relief:** Provision of food and sanitary packs to 300 - 600 families daily among containment zones.
- **Manufacturing and Provision of Face Masks:** Our sanitary napkin manufacturing has been repurposed to produce face masks that are then distributed to healthcare providers and vulnerable families.
- **Women's Helpline:** We are alerting our existing beneficiaries and their families (thousands of slum residents) through mobile notifications as well as handling a helpline for Mumbai's M-Ward that is supporting women in distress.
- **Myna Health App:** Our mobile application offers video resources for COVID-19 and MHM awareness, a chatbot for common concerns, and a period tracker.
- **COVID-19 Sensitization:** We are using the support of volunteers to gain insights about disease prevalence in slum communities and increase awareness through phone calls about local resources.
- **COVID-19 Stigma Research:** As part of a Stanford research project, we are surveying informal healthcare providers and community dwellers to understand the effects of stigma around COVID-19 in preventing access to care.

- **Online Webinars:** We are organizing Zoom education and awareness sessions on health and hygiene.
- **Disease Surveillance in Slums:** We are recording and mapping fever symptoms in the community, and exploring possibilities with the local government to record cases with them to refer to local fever clinics



# MYNA MOBILE CLINIC

Myna's Mobile Clinic Bus is a health facility that initially provided general health facilities to family members during COVID - 19 in 2021. In 2022 there was a shift towards sexual and reproductive health of girls and women between the age groups of 10 to 51 years. This clinic bus reaches out to the last mile girls and women with a female doctor's facility for health access.

The women and girls have direct access to a gynecologist in which they can have personal individual appointments so no one is accompanying them during these check-ups.

When women were asked to meet the gynecologist alone, their mother-in-law's, husband's and family members had a lot of resistance, however as the follow-up succeeded this issue was solved eventually.

Each patient has a case paper that contains the case history and are provided with healthy lifestyle suggestions and free medical prescriptions.



# MYNA COMMUNITY, CENTRES AND CHEMIST SHOPS



Myna's Community Centers are located in urban slum pockets. These centres hold educational sessions for women and girls belonging to informal settlements. The sessions pertain to women's sexual reproductive health, menstrual product of choice, life skills and vocational training. Women need not travel long distances for menstrual health Myna makes it a point to reach each woman.

There are Two such community center located within the Slums of Bandra and Govandi. The Govandi centre also has a pad production unit that produces cottony soft Myna maternity pads. Myna's sanitary pads, that are packaged at Govandi are available to purchase at local Chemist shops within the Bandra and Govandi slum pockets, as well as on Flipkart.



# DOOR-STEP PROGRAM



In our Door-step Access Program, Myna's pad production women go door to door, to raise awareness about periods and facilitate the usage of pads. They both guide the women of their neighborhood community about the appropriate health and hygiene practices as well as help grow our sales network.

All pad production women are first trained to observe their environment, read behaviors and act accordingly. We also consider pro-activeness, basic literacy and communication, their understanding of the initiative and their knowledge of the community. The program generates opportunities not only for employment but also for personal growth.



# MYNA ATM



Myna's Women Health ATM has Myna's affordable, locally produced pads that match international standards of quality and hygiene. These pads are stored behind a clear glass pane. Women may choose depending on their needs. The absence of shopkeepers will ensure no judgment. The ATM is digitally run and utilizes online payment methods. This, in turn, will help safer hygienic practices to be adopted among menstruators.



# MYNA CLINIC BUS

Many women across the urban slums of Mumbai and even otherwise, require the permission of male family members to visit a health centre; if one musters the courage to ask, it is not freely given. The pandemic only restricted women further. Therefore, we introduced the Myna Clinic Bus -- a mobile unit capable of reaching the last mile girls and women in the urban slum areas. This vehicle holds 60-minute sessions on women's health and hygiene, provides sanitary napkins, and health check-ups to over a thousand women, right at their doorstep. The geographical and logistic convenience encourages awareness and accessibility.

Our preparation for the much awaited Marathon started 15 days in advance. Every day, the participants would workout, and practice running near our office. The entire team was really pumped for the main event. The day started on an early note, as everyone gathered at the office at 5:30 AM. What followed was a train ride to CST, in order to ultimately reach the venue. It was an interesting sight as the team chanted Myna slogans, represented us with a banner, and made a grand entrance to the noise of dhol.



# TATA MUMBAI MARATHON 2022



Every year, Myna Mahila Foundation takes part in the Tata Mumbai Marathon. For these years also, the team took part in that. The team consisted of 8 players, rest of the staff, interns and fellows. All of them were present to cheer the runners. Our objective was to raise funds through individuals fundraising and corporate participation, and we were happy to have collected over Rs. 2,00,000 in donations.



# WOMEN'S DAY



The occasion of Women's Day is incredibly special for all of us at Myna - it was the day we launched our Sponsor A Girl program. More than that, we think of this as a day that celebrates the resilience, inspiring and indomitable spirit of women. We celebrated International Women's Day on 8 March, 2020, at our newly Inaugurated Bandra Centre.

The event was attended by 200 individuals, who participated in games like Musical Chairs, Lemon and Spoon Race, among others. We also launched our Sponsor A Girl program for the year, and distributed 114 pads on the day itself. From dance performances to fun games, it was the perfect day to celebrate womanhood, and the work we do for women.



# MYNA SPEAKS

Myna Speaks is our annual menstrual health conference, which seeks to bring together key players in the Menstrual Hygiene space.

The aim is to:

- Promote conversations that disrupt the current restrictive culture
- Initiate a conversation on women's health, menstruation
- Discuss ideas that can be directed into actionable outcomes

The theme of the event was Setting the Women's Health Agenda: Vision for 2025.

The event started with Ms. Suhani Jalota, the founder of Myna Mahila Foundation, introducing the concept of the 100 metre mark. Women are deprived of essentials like shelter, toilet, sanitary pads, and decent schooling. As a result, women start behind, at -10m in a 100m mark race.

Supporting these women is vital to bring them to the baseline in order to create equal opportunity towards their health and wellbeing. It is only at the baseline, that women can be at par with men, and take on their peers. When women and men stand at the baseline, that's when we achieve equality.

We are so honored to have conducted this event in the virtual presence of many of our supporters like Ms. Nicola Brentnall MVO, CEO, Queen's Commonwealth Trust, who gave the opening address. Ms. Brentnall shared in detail, about how the pandemic poses a threat to women's health, citing UN's report.



# MHM DAY



28th May 2022, Menstrual Hygiene Management Day began with the participants' warm welcome, followed by a brief introduction of Myna Mahila Foundation and its services provided in the slums. The community members were then made aware of the reason behind which International Menstrual Hygiene Management Day was celebrated. Myna Mahila had an MHM session, Panel discussion and various stalls that were spearheaded by the Myna Team.

Myna Fellows held stalls that show - casted period cycle charts. Personal Hygiene stall taught the community about health and hygiene. Period Myth Buster was a stall that created awareness about the misbeliefs that superstitions caused. Importance of nutritional intake was a stall to steer up the intake of nutritional meals.

Before the #PadParade, the Myna Mahila staff and fellows mobilized the community members so as to create pre-event awareness and encourage community members to join hands in the community event. We had 102 women, men, girls and boys who participated in the #PadParade. Few police constables joined in with the slogan calling and parade marching. The #PadParade began from the Myna Mahila center and covered Natwar Parekh Compound. The #PadParade called it a day at the Shivaji Nagar Police Station.



# MYNA DAY



Myna Mahila Foundation completed SEVEN years of its commencement on the 6th July 2022. Owing to this, an event was organized at our community centers - Bandra and Govandi. The aim was to engage our beneficiaries of the urban slums to extend their horizons of creativity on the theme, Women Empowerment. Myna's entire team met in the second half at the community center at Govandi and shared a meal. The meal was followed by dance, entertainment, the founder's speech, voices from the field, Myna Queen Awards and quiz competitions, keeping with Myna's values. The team participated and enjoyed every bit of the celebration.

Treasure hunt: Myna's community-based centers at Bandra and Govandi encouraged girls and women to participate in a 'Talent Hunt' organized by Myna on the theme 'Women Empowerment'.



The Myna centers were decorated by the Myna team for the 7th Anniversary.

The Bandra center saw the participation of five beneficiaries while Govandi had eleven participants. The girls and women confidently depicted their talents as they recited motivational songs, designed mehndi, created rangoli designs, wrote poems, drew, danced as well as made creative designs with craft items on a cup. To appreciate the time and talent shown by the participants, Myna's facilitated each participant with a participation certificate and a pad packet.

# SPONSOR A SISTER - RAKSHA BANDHAN



We launched this program in 2022, on the occasion of Raksha Bandhan. The main aim here was to sensitise boys about menstruation and motivate them to help the girls and women in their lives - sister, mother, wife, daughter, and others, during periods. The event began by showing them a video of how a young man helps a stranger who has stained her skirt due to her first period. We expected distraction, but that did not happen. We kept the momentum going by further educating them about the biology of periods, period cramps and Premenstrual syndrome.



We also explained to them the importance of period products as in many cases, it is the male member who decides the household expenditure.

At the end of the event we gifted the boys a kit consisting of essential items for menstrual hygiene management for 3 months. They were asked to give these to their sisters as a Raksha Bandhan gift. It also helped us break the stigma and taboo around the topic.





# HEAR FROM OUR BENEFICIARIES

# CASE STUDIES

Meet Kajal, a 25-year-old whose life changed dramatically a few years ago when her father passed away suddenly. With her mother now responsible for the family's needs, Kajal couldn't bear to see her struggle alone. So, she set out to find a job to help support them. That's when she founded the Myna Mahila Foundation. Kajal has been an essential part of the team for the past eight years. Not only has she been able to earn a living, but she's also been able to provide stability for her family. She's lightened her mother's load by contributing to household expenses.

Kajal's family proudly shares her story, sometimes teasingly asking her mother if Kajal is her daughter or son because of her significant contributions. This playful question highlights how Kajal's support breaks traditional gender roles, showing that her efforts are just as valuable as those traditionally expected from a son.



Meet Zahera Begum, a 35-year-old resident of Zakir Hussain Nagar whose journey with Myna Mahila Foundation has been nothing short of transformative. Despite her education, Zahera admits that joining Myna Mahila Foundation opened her eyes to the importance of discussing menstruation openly.

Through Myna's initiatives, Zahera learned the significance of breaking the silence surrounding menstruation. She now actively engages in conversations about women's health and shares her knowledge with other women in her community. Zahera finds fulfillment in making a positive difference in the lives of others.

Zahera's enthusiasm for Myna's sessions is contagious. She rallies her friends and neighbors to attend, witnessing firsthand the eagerness of women to learn and grow together. Zahera's impact extends beyond herself; she notices a positive change in her community as more women embrace the use of pads. Zahera is a proud Champion of the Myna Mahila Foundation.



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# WHAT WE HAVE IN STORE FOR THE UPCOMING YEAR!



# OUR VERTICALS, GOVERNMENT PARTNERSHIPS, AND MYNA BOLO

Since 2015, Myna Mahila has been dedicated to improving menstrual health by providing education and sanitary products to underserved communities. Over the years, our efforts have positively impacted numerous lives, breaking taboos and promoting better health and hygiene practices. As we look ahead to 2024-25, we are excited to announce that Myna's three core areas of focus will become more streamlined and targeted, enabling us to enhance our impact even further.

Myna Health will continue to be a cornerstone of our organization, with a renewed emphasis on providing comprehensive access to health education, essential health services, and health products. Our primary focus will be on Sexual Reproductive Health, a critical area that demands greater attention and resources. To facilitate this, we will leverage digital technology through the Myna Health App, which will serve as a vital tool in delivering accurate information and services directly to those who need them most.

Myna Employ will be another crucial area of focus, aimed at empowering women in urban slums by providing them with access to digitally enabled job opportunities. This initiative is designed to bridge the gap between skill development and employment, helping women achieve financial independence and improve their quality of life. By offering training and resources, we aim to create a robust support system that enables women to thrive in the digital economy.

Myna Research will play a pivotal role in our strategy by developing a comprehensive database of women in the workforce. This database will not only provide valuable insights into the employment patterns and challenges faced by women in urban slums but also serve as a foundation for our research publications. Our goal is to make these findings easily accessible on public platforms, fostering greater awareness and driving informed policy decisions to support women's workforce participation.

Additionally, we recognize the importance of collaboration and partnership in achieving our goals. Therefore, we will be focusing on strengthening our partnerships with government bodies to enhance the reach and effectiveness of our initiatives. These collaborations will be crucial in scaling our impact and ensuring sustainability.

Furthermore, we will be expanding Myna Bolo, our community outreach initiative. Myna Bolo aims to create a platform for open dialogue and advocacy on issues related to women's health and empowerment. By engaging with community members, stakeholders, and policymakers, we hope to amplify voices, share experiences, and drive meaningful change.

# OUR TEAM

## THE CENTRAL TEAM

- **Suhani Jalota**- The Founder
- **Sweta Kanavaje**- Associate Director
- **Vaishnavi Adhav**- Manager- Finance and Admin
- **Dr. Shraddha Kale Kapile**- Associate Director- Health
- **Arya Patel**- Chief of Staff
- **Sudipta Gupta**- Human Resources Consultant
- **Ruchita Sapkal**- M&E Officer
- **Tanvi Savni**- Fundraising Associate
- **Poorva Patil**- Program Associate
- **Kishan Chandore**- Communications Associate

## THE HEALTH VERTICAL

- **Suvarna Barkade**- Program Associate
- **Kamal Joshi**- Project Manager
- **Mohit Dekate**- Product Manager
- **Aisha Shaikh**- Lead Trainer
- **Archana Jadav**- Trainer
- **Ankita Soni**- Trainer
- **Afreen Shaikh**- Leader
- **Tanjila Shaikh**- Trainer
- **Sophia Kumar**- Trainer
- **Dr. Barira Chaudhary**- Consultant Doctor
- **Amreen Ejaz Mirza**- Nurse

## THE RANI VERTICAL

- **Bhagyashri Mestry**- Program Lead
- **Reshma Dhukate**- Center Operations Lead
- **Zeel Mehta**- Product Manager
- **Navin Kumar Singh**- Research Associate
- **Sunita Bhawar**- Field Operations Lead- Research
- **Manini Mohite**- Helpline Executive
- **Shabina Mirza**- Field Surveyor
- **Saira Khatoon**- Field Surveyor
- **Shahnaz Shaikh**- Field Surveyor
- **Tabassum Shaikh**- Field Surveyor



## THE PAD PRODUCTION

- **Archana Ambre**- Sales and Production Manager
- **Mumtaz Ansari**- Pad woman
- **Noorjaha Shaikh**- Pad woman
- **Hasina Shaikh**- Pad woman
- **Aisha Khan**- Pad woman
- **Roshni Rupvate**- Pad woman
- **Sunita Yadav**- Pad woman
- **Rashida Ansari**- Pad woman
- **Kajal Godbole**- Pad woman
- **Uzma Shaikh**- Pad woman





## OUR HEADQUARTER

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## YOUR CONTRIBUTION MATTERS!

Your donation supports our crucial work in health, employment, and research, transforming lives.

**SCAN HERE TO DONATE US**



**EVERY CONTRIBUTION MAKES A DIFFERENCE. DONATE TODAY.**

Connect with us:     @mynamahila

# OUR JOURNEY SO FAR

XXXX



2024



2023



2022



2021



2020

# Future

2019

2018

2017

2016

2015

The 'Sponsor a girl' campaign was launched to provide pads to 600 girls across five slum communities.

Meghan Markle visited us and became an advocate for our mission to break the taboo surrounding menstruation in India.

In less than a year we'd reached 1500 women across 5 slums in Mumbai.

Myna's first pads are in production by July.