

Hindustan Power's CSR Department Launches Menstrual Hygiene Awareness Campaign for Local Women

Jaithari, Anuppur, January 10, 2025: The Corporate Social Responsibility (CSR) department of Hindustan Power, located in Jaithari, Anuppur district, has launched a transformative campaign to raise awareness about menstrual hygiene among adolescent girls and women in local communities. As part of this initiative, the company has distributed over 50,000 sanitary napkins to female students across 22 schools and local women, alongside conducting comprehensive training sessions on menstrual hygiene.

This initiative is part of Hindustan Power's ongoing community health program and has been consistently running for the past 7-8 years. To date, it has benefitted approximately 14,000 local women and adolescent girls. By the end of December 2024, the campaign had made significant strides in improving health and hygiene standards among women in the rural areas of Jaithari and Anuppur.

On January 9, 2025, as part of the second phase of the initiative, the CSR department organized a sanitary napkin distribution program at the community center in Murra. Under this phase, 15,000 sanitary napkins will be distributed free of charge to adolescent girls and women from local schools and communities. The phase was inaugurated by Mrs. Shakuntala Bai Gond, Sarpanch of Laharpur Gram Panchayat. During the event, the Sarpanch emphasized her commitment to women's health and empowerment in rural areas and highlighted how this initiative could encourage local women to prioritize their health. She also educated the beneficiaries on the use of sanitary napkins and their health benefits.

Satyam Salil, head of the CSR department, explained that the campaign's goal is to make local women more health-conscious while incorporating a sustainability model. This includes empowering local Self-Help Group (SHG) women. Departmental officer Rashmi Lakhera shared that two SHGs have been trained so far. With the department's support, members of these SHGs have started small businesses packaging and selling sanitary napkins. Parvati Bai, a member of the Durga SHG, shared, "The training from Hindustan Power's CSR team has given us the confidence to start our own business. This initiative has provided us with a source of income and allowed us to expand our business, reaching more women in the community."

The event was attended by guests such as Mrs. Unnati Joshi, Principal of Bal Bharati Public School, Jaithari, who highlighted how affordable sanitary napkin production and distribution not only improve menstrual hygiene standards but also provide a sustainable livelihood for local women. Mr. Manoj Singh, Principal of ITI Jaithari, appreciated the department's efforts. Another guest, Mrs. Man Kumari, a teacher from Model School, Murra Laharpur, engaged in discussions with women, encouraging them to adopt sanitary napkins and overcome traditional myths.

Hundreds of adolescent girls and local women attended the event and benefitted from the distribution.

It is worth noting that Hindustan Power's CSR activities extend beyond healthcare to rural development programs in education, livelihood, and infrastructure. The company is committed to creating meaningful impacts on community development and healthcare through its comprehensive approach.