

## Deki CSR Report for 2018-19

Consistent with Deki's prime CSR mission of undertaking initiatives to improve the educational and economic well-being of girls and women from disadvantaged backgrounds, we began exploring a collaborative project focused on menstrual health with Mooncatcher – a philanthropic organization based in Albany, New York. The centerpiece of Mooncatcher's activity is a reusable menstrual management kit that it distributes without charge to schoolgirls with the goal of allowing them to continue their education uninterrupted. In addition, their work also includes an educational element that provides instruction on not only the biological basis of menstruation but also how to manage it – a critical gap in the typical curriculum in developing countries. In addition, Mooncatcher's operational model is to also provide employment to local women for the production of reusable pads. It is also critical to note the use of these reusable pads works toward reducing landfill waste that would otherwise result from the use of disposable pads.

Our productive discussions with Mooncatcher early in 2018 led to a formative visit to Delhi by the organization's Founder and Executive Director, Ellie von Wellsheim in October 2018. Our plans to establish a production center and supply-chain of materials took shape and by November 2018 we started a facility in NOIDA employing 6 local women. All materials and sewing equipment are sourced locally. With rising productivity, the staff has already exceeded the production targets that we set.

Essential to the project is connecting with local school administrators to sessions with female students already experiencing menstruation. Starting in December 2018 we have distributed about 1300 pad kits in the following institutions:

- ***Nai Disha Free Educational Society, RE IB Sector-29, NOIDA, (U.P.)***
- ***Siddharth Foundation, Sector-30, NOIDA (U.P.)***
- ***Purv Madgyamika School, Vandana Enclave, Khora Colony, NOIDA, (U.P.)***
- ***Arth Foundation, Abhi Uday Center for Learning, Vasant Kunj, New Delhi***
- ***Little Buds Public School, Village Mamura, Sector-66, NOIDA, (U.P.)***
- ***Hamari Pathshala, Golf Course Extension Road, Gurgaon***
- ***Primary School Mamura No.2, Mamura 2, Bisrakh, Gautam Budh Nagar, (U.P.)***
- ***Model National Institute of Education, Sadarpur Sector-45, Gautam Budh Nagar. (U.P.)***
- ***Kasturba Gandhi Balika Vidyalaya, Chithaira, Dadri, Distt. Gautam Budh Nagar (U.P.)***
- ***Govt. Girls Inter College, Hoshiyarpur, Sector-51, Distt. Gautam Budh Nagar (U.P.)***
- ***Mera Sahara Centre, Nithari Village, Water Tank Road, Sector-31, NOIDA, (U.P.)***
- ***PROTSAHAN, GEJHA, Sector 93, NOIDA, (U.P.)***
- ***Udayan Care Center, Chittaranjan Park, New Delhi***
- ***Happy School. Inner Wheel Rotary, Nasik***

Our outreach efforts to develop a distribution network for the pads has led to fruitful discussions with Aythos, a U.S.-based organization that works to strengthen Himalayan communities through programs that foster health and sustainable livelihoods. I We are also working with other organizations to take our pads to Utrakhand, Rajasthan, Manipur and Punjab.

## **Employee Engagement**

### **Goonj Initiative**

Team Deki participated in the “Odha Do Zindagi” campaign of Goonj – an NGO headquartered in NCR that undertakes disaster relief, humanitarian aid and community development in parts of 22 states across India. We organized collection camps at our plant twice during the 2018-19 year. Team Deki collected not only usable clothes but also shoes, toys, school bags and stationary items like books, notebooks, geometry boxes, etc. The material was then sorted, packed and delivered to the Goonj Office in Sarita Vihar, New Delhi.