



2024

ANNUAL REPORT

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Introduction to Shubham Charitable Association

Shubham Charitable Association, established in 1998, is dedicated to promoting women's health and socio-economic empowerment through holistic initiatives focused on sensitivity and prosperity. Over the years, Shubham has transformed the lives of thousands of women in Shillong and its surrounding rural areas by providing skill development training, enabling them to achieve self-reliance and financial independence.

A cornerstone of Shubham's mission is "Mission Zero Waste Period," a pioneering initiative dedicated to sustainable menstrual hygiene. By promoting the use of sanitary pads and panties made from natural, reusable fabrics, Shubham not only safeguards the environment but also empowers women with economic opportunities. This initiative plays a vital role in enhancing dignity, respect, and inclusion for women in Indian society.

Looking ahead, Shubham is resolute in its vision to eliminate 500 crore units of menstrual waste by 2030 while creating sustainable livelihoods for 1,000 women across Meghalaya. This ambitious goal promises a transformative impact, advancing environmental sustainability and uplifting the health and socio-economic status of underprivileged women across India. Shubham continues to lead the charge towards a cleaner, more inclusive, and empowered society.





Shubham Charitable Association was established under the divine blessings of Shree Shree Thakur Anukul Chandra of Satsang, Deoghar, and continues to operate under the spiritual guidance of Rev. Acharya Dev of Satsang. Inspired by the profound teachings of Shree Shree Thakur:

"Know this for certain: you are responsible for the present and future —of yourself, your family, your environment, and your country."

These timeless words form the bedrock of Shubham's mission—an unwavering commitment to holistic empowerment, social upliftment, and environmental stewardship. Guided by these principles, Shubham strives to create a harmonious society where every individual can lead a life of dignity, self-reliance, and fulfillment.

With each initiative, Shubham seeks to nurture values of responsibility, compassion, and service, believing that true progress is achieved when individuals uplift not just themselves but also their families, communities, and the nation. This spiritual vision drives Shubham's journey toward sustainable change and a more inclusive, empowered society.



Editorial

With deep appreciation and gratitude, we present the Annual Report for 2024-25, marking yet another outstanding year for Shubham Charitable Association. Guided by our mission of socio-economic empowerment and environmental conservation, we have continued to bring meaningful change to the lives of women across Meghalaya and beyond.

This year, our flagship initiative, “Mission Zero Waste Period,” made significant strides toward sustainability and empowerment. By promoting natural and reusable menstrual products, we addressed critical issues of menstrual hygiene, environmental impact, and livelihood generation.

Driven by the principle of “Cleanliness to Employment - A Small Switch, A Big Change!” this initiative not only protects the environment but also fulfills our commitment to providing sustainable livelihoods for 1,000 women in Meghalaya. By empowering women economically, we are paving the way for a cleaner and more inclusive society.

The past year has been a testament to the strength of our community. We focused on key areas such as health services, environmental protection, and women’s empowerment, while conducting research and studies to find innovative solutions to societal challenges. We faced obstacles, but our determination, dedication, and unwavering support from the community helped us overcome them.

At Shubham, we believe that a small switch can indeed lead to a big change. Our journey toward zero waste and women’s empowerment embodies this belief. We extend our heartfelt thanks to our partners, supporters, and everyone who stood by us in this endeavor.

As we move forward, we invite you to join us on this journey—toward a sustainable, empowered, and dignified future.

With gratitude and best wishes,

Vandna Choudhury and Payal Bajaj

Editor

Annual Report-2024-25

Shubham Charitable Association



From the President's Desk

Dear Members and Associates,

It is with immense pride and joy that I present the Shubham Charitable Association's Annual Report for 2024-25. Founded in 1998 by Mrs. Pushpa Bajaj from a small room, this organization has today grown into a recognized national entity with a presence in 15 states across India. This remarkable journey is a testament to the dedication, tireless efforts, and unwavering commitment of all our members, volunteers, and partners.

Currently, our focus is on sustainable employment for women and environmental protection. Before the lockdown, we conducted skill development programs, but now, our primary focus is on the revolutionary initiative—"Mission Zero Waste Period." This campaign aims to promote menstrual hygiene, economic empowerment, and environmental sustainability. Our reusable product, "Fresh Pad", is India's first Bureau of Standards-certified product, committed to eliminating 500 crore conventional sanitary pads by 2030. In 2025-26, we pledge to extend this initiative to every village.

We take great pride in creating sustainable employment opportunities for 1,000 rural women in Meghalaya through this mission. We are grateful for the support from all social, business, and government organizations in this endeavor for women's empowerment and environmental conservation.

We extend our deepest gratitude to the Hon'ble Chief Minister of Meghalaya for supporting the establishment of the Fresh Pad production unit in Khatarshnong Laitkroh.

We are equally grateful to Padmashri Patricia Mukhim for her inspiration and tireless support in driving social change and environmental sustainability.



From the President's Desk

We appreciate MLCU (Martin Luther Christian University) for their extensive support in conducting awareness programs across villages and IIM, Meghalaya for their strategic guidance in promoting sustainable practices.

Our heartfelt thanks go to MLA SMT. Mehtab Chandi of Gambagre Constituency for her exemplary initiative in distributing Fresh Pads free of cost on International Women's Day, spreading menstrual hygiene awareness.

Additionally, we express our gratitude to Shree Sudhangshu Das, Hon'ble Minister for Welfare of Scheduled Castes, Animal Resource Development, and Fisheries, whose pilot project in Tripura reflects a deep commitment to sustainable and inclusive development.

We also acknowledge the support of Shree Sanjay Goyal, Commissioner & Secretary, for their dedication to community welfare and sustainable development and Shree BDR Tiwari, Principal Secretary, Raj Bhavan for their dedication to community welfare and sustainable development.

We extend our heartfelt thanks to the previous team for their valuable contributions and warmly welcome the new team. We are confident this team will lead our mission to new heights.

We sincerely thank all our team members, volunteers, and every individual who has played a role in bringing Shubham Charitable Association closer to its vision. Your dedication, selfless service, and passion continue to inspire us all.

Thank!

Pushpa Bajaj
Founder and President
Shubham Charitable Association



From the Secretary's Desk

Dear Members and Associates,

It is an immense privilege to address you through the Shubham Charitable Association's Annual Report for 2024-25. As we reflect on our journey, it is heartening to see how far we have come in our mission to empower women and protect the environment. Over the past 25 years, Shubham has grown from humble beginnings to a national movement, now making a difference in 20 states across India.

Our focus remains unwavering on sustainable employment for women and environmental conservation. Through our flagship initiative, "Mission Zero Waste Period," we are paving the way for a cleaner, greener future. Our innovative product, "Fresh Pad," India's first Bureau of Standards-certified reusable sanitary pad, is more than just a product—it represents health, dignity, and economic independence for women.

We are committed to providing sustainable livelihoods to 1,000 rural women in Meghalaya and ensuring this movement reaches every village by 2025-26. This would not have been possible without the encouragement and guidance of Hon'ble Chief Minister of Meghalaya, Padmashri Patricia Mukhim, MLCU, IIM Meghalaya, Sanjay Goyal, BDR Tiwari, and Shri Sudhangshu Das Minister of Tripura State. We extend our heartfelt gratitude to each of them.

I am deeply grateful to every member, volunteer, and supporter who has contributed to our vision of a cleaner, empowered, and self-reliant society. Let us continue this journey with passion, unity, and a shared commitment to drive lasting change.

With warm regards,

Sunita Chachaan,
Secretary
Shubham Charitable Association



Treasurer's Message:

Dear Members and Supporters,

It is a matter of immense pride and gratitude for me to address you through the Shubham Charitable Association's Annual Report for 2024-25. As the Treasurer, I am deeply aware of the trust you place in us to responsibly manage and utilize the resources you so generously provide. It is this trust that fuels our unwavering commitment to transparency, accountability, and impactful change.

In the past year, your invaluable support has empowered us to strengthen our mission of women's empowerment and environmental sustainability. Every contribution has been a step toward our vision of a cleaner, healthier, and more self-reliant society. We remain dedicated to ensuring every rupee is used effectively to uplift communities, create livelihoods, and drive positive social impact.

Our flagship initiative, "Mission Zero Waste Period," has enabled us to pioneer the production of reusable, eco-friendly sanitary pads—"Fresh Pad." This revolutionary product not only promotes menstrual hygiene but also supports sustainable employment for rural women. Through this effort, we are not just addressing health and environmental challenges but also paving the way for economic independence.

As we look ahead, our focus remains steadfast on empowering women, protecting the environment, and expanding our mission to every corner of Meghalaya by 2025-26. We are committed to fulfilling this vision with integrity and dedication.

I extend my heartfelt gratitude to every member, volunteer, and supporter who has contributed to this cause. Together, let us continue this journey towards a cleaner, empowered, and self-reliant society.

With sincere thanks and best wishes, Smt.

Meenakshi Bajoria

Treasurer

Shubham Charitable Association



Chief Convenor's Message:

As the Chief Convenor of Shubham Charitable Association, I am honored to share the vision and progress of our Zero Waste Period Mission—a transformative initiative dedicated to sustainable menstrual hygiene practices. This mission reflects the spirit of humility, selflessness, and service that defines our organization. By promoting reusable and eco-friendly menstrual products, we empower women and girls with safe, hygienic, and sustainable options while protecting our environment from non-biodegradable waste.

This initiative goes beyond providing products—it embodies dignity, awareness, and long-term change. We engage closely with communities, raising awareness about menstrual hygiene, breaking taboos, and fostering open conversations. Our dedicated team and volunteers work tirelessly, educating women and girls on sustainable menstrual practices and distributing reusable products.

The strength and resilience of the women we serve inspire us every day. Their willingness to embrace change and lead by example drives us to create a future where menstrual hygiene is sustainable, accessible, and free from stigma. Together, we are creating a ripple effect—uplifting women, safeguarding the environment, and nurturing a culture of dignity and respect.

This mission is a testament to the power of unity and compassionate action. Let us continue this journey of change—together.

Kanak Goyal
Chief Convenor
Shubham Charitable Association



Rural Coordinator's Message:

Message from the Rural Coordinator

At Shubham Charitable Association, we firmly believe in the transformative power of empowerment—the conviction that every individual, regardless of their background or circumstances, possesses the potential to drive positive change in their lives and communities. This principle lies at the heart of our mission, guiding every initiative we undertake to uplift and strengthen rural communities.

As a Rural Coordinator, I am deeply committed to embedding this belief into every aspect of our work. Our approach focuses on fostering local leadership, building capacity, and implementing sustainable solutions that empower individuals and families to take charge of their own development. We prioritize inclusive decision-making processes, ensuring that community voices are heard and valued in shaping projects that directly address their unique needs.

Through targeted programs in education, healthcare, livelihood support, and environmental conservation, we strive to create a holistic impact. We understand that true empowerment comes from equipping individuals with the skills, knowledge, and opportunities needed to thrive independently. This approach not only drives long-term change but also nurtures a sense of ownership and pride within communities.

Every day, I am inspired by the resilience and determination of the people we serve. Their courage and willingness to embrace change fuel our commitment to creating a brighter, more equitable future. Together, we are building a legacy of empowerment—one that transforms challenges into opportunities and dreams into reality.

A. Dohling
Rural Coordinator
Shubham Charitable Association

Meet Our Team

RITU AGARWAL V. PRESIDENT



It is with great pleasure and humility that I address you all as the Vice President of Shubham Charitable Association. As we navigate the dynamic landscape of philanthropy, I am reminded of the tremendous impact we can achieve when united by a common vision of compassion and service. Together, we have the power to create meaningful and lasting change, uplifting lives and strengthening communities.

Let me know if you'd like me to make any more adjustments!

VANDANA CHOUDHURY WORKING PRESIDENT AND EDITOR



As the Project Preparing Head of Shubham Charitable Association, I am honored to share with you the spirit of anticipation and determination that defines our approach to creating a brighter tomorrow. In every endeavor we undertake, we are driven by a deep-seated commitment to proactive planning and strategic foresight, ensuring that our projects are not only impactful but sustainable for the long term.

SILKY BAJAJ HEAD OF PRODUCTION UNIT



At Shubham Charitable Association, we believe in the transformative power of empowerment—the notion that every individual, regardless of their background or circumstance, has the potential to effect positive change in their lives and communities. As Management and Finance Head, I am committed to upholding this principle in all aspects of our work, from decision-making processes to resource allocation strategies.

Meet Our Team

VANDANA SINGHANIA HEAD : EVENT MANAGEMENT



It is with great pleasure and humility that I address you all as the Event Management Head of Shubham Charitable Association. As we navigate the dynamic landscape of philanthropy, I am reminded of the profound impact we can create when we unite under a shared vision of compassion and service. Through meaningful events and initiatives, we strive to bring people together, inspire action, and drive positive change in our communities.

RADHIKA DEORAH HEAD : AWARENESS PROGRAMME



As the Head of Project Implementation, I've witnessed the transformative power of humility in action. Humility unites us, guiding our mission to create meaningful, lasting change. It drives us to listen, learn, and adapt, keeping the needs of those we serve at the forefront. This spirit of service fuels our collective impact, reminding us that true leadership lies in uplifting others. I am grateful to be part of this journey of compassion and service.

PAYAL BAJAJ HEAD : PROJECT COORDINATOR AND EDITOR



As the Project Preparing Head of Shubham Charitable Association, I am honored to embody the spirit of anticipation and determination that drives us toward a brighter future. With a focus on proactive planning and strategic foresight, we ensure our projects are not only impactful but sustainable for the long term. This commitment empowers us to create meaningful, lasting change, transforming lives and communities with each initiative.

Designation	Key Roles
President/Vice President	• Long-range, strategic planning. • Develop, enforce and re-evaluate Organization policies and procedures. • Analyze budgets and financial reports regularly.
Secretary/Joint Secretary	• Role of disseminating information to all members and stakeholders. • Giving proper notice of any meetings. • Timely distribution of materials such as agendas and meeting minutes.
Treasurer	• Funding, fundraising and sales. • Financial planning and budgeting. • Financial reporting. • Banking, book-keeping and record-keeping. • Control of fixed assets and stock.
Head of Administration	• Setting up of our skill Centre and its maintenance. • Resource Mobilization and its utilization. • Arranging Workshop of all kinds.
Head of Management	• Finalization of Accounts. • Oversee Placement Activities of skilling Projects. • Managing print & social Media.
Manager MIS	• Responsible for Project implementation plan. • Coordinating with all external parties. • Directing all computer-related activities.



HR Policy



**Corruption and anti
bribery**



Sexual Harassment Policy



Procurement Policy



Whistle Blower Policy



**Financial Management
Policy**

Vision And Mission

Vision

- Our Vision is to develop a world free from all discrimination where everyone has the opportunity to realize their potential and can deliver the most in terms of development.

Mission

- The Prime Mission of Shubham Charitable Association is to empower people and communities in situation of poverty, illiteracy, disease and social injustice.
- Our intended aim is to achieve large scale of positive changes through skill, economic and social programs that enable, especially women to realize their inbuilt potentials.

VALUE

**"The journey of a thousand miles begins
with a single step—take it today!"**

Congratulating Ms. Lilida Kharkongor for Receiving Skill Icon Award

Shillong 6th April 2024.

Shubham Charitable Association extends heartfelt congratulations to Ms. Lilida Kharkongor, a trainee under the Gardening cum Nursery Raiser course, for receiving the Skill Icon award from the Meghalaya State Skill Development Society (MSSDS) for her exemplary entrepreneurship skills.

Ms. Lilida Kharkongor's dedication, hard work, and entrepreneurial spirit have been recognized and honored by MSSDS, reflecting her commitment to excellence and innovation in her field. We are immensely proud of her achievement and wish her continued success in her future endeavors.

Additionally, Shubham Charitable Association would like to felicitate Padmashri Smt. Silbi Passah for her invaluable contributions to society. Her dedication and service have made a significant impact on the lives of many, inspiring others to follow in her footsteps.

The felicitation ceremony was attended by esteemed members of Shubham, including: Pushpa Bajaj (President) Sumitra Chandgothia (Secretary) Neeta Sharma (Vice President) Urmila Singhanian (Advisor) Kanak Goyal (Meghalaya Chief Convenor) Pinky Chachan (Meghalaya Chief Convenor), Meenakshi Bajoria, Silky Bajaj, Payal Bajaj (Convenor) with Executive Members Madhu Jhunjhunwalla, Suruchi Chamaria, Seema Chachan and Dr. Simran Sharma.

Their presence and support added immense value to the event, highlighting the importance of recognizing and celebrating achievements in entrepreneurship and social service.



Shubham Charitable Association and OCU Empower Rural Patients with Reusable Fresh Pads Under Zero Waste Period Project at Ganesh Das Hospital

Shillong, April 26, 2024

Shubham Charitable Association, in collaboration with Operation Clean Up (OCU), proudly announces the successful completion of their monthly project to distribute reusable Fresh pads to rural patients at Ganesh Das Hospital, Shillong. This initiative, conducted under the Zero Waste Period Project, signifies a significant step towards promoting sustainable menstrual hygiene practices in rural communities.

On April 26, 2024, in the presence of senior staff from Ganesh Das Hospital, Shubham Secretary Mrs. Sumitra Chandgothia, and Senior Member Urmila Singhania, along with dedicated volunteers Neetu Sharma, Silky Bajaj, and Payal Bajaj, facilitated the distribution event.

The Zero Waste Period Project aims to provide rural patients with access to hygienic and environmentally friendly menstrual products. By distributing reusable Fresh pads, the initiative not only promotes menstrual hygiene but also reduces waste associated with single-use products, contributing to a cleaner environment.

Mrs. Sumitra Chandgothia, Secretary of Shubham Charitable Association, emphasized the organization's commitment to supporting rural communities and empowering women through sustainable solutions. She expressed gratitude for the collaborative efforts of all involved members and highlighted the importance of addressing menstrual health challenges in rural areas.

The success of this project underscores the positive impact of community partnerships in addressing social and environmental issues. Shubham Charitable Association and OCU remain steadfast in their dedication to improving menstrual health and hygiene in rural Shillong and beyond. Pushpa Bajaj, Chairperson of Shubham, extended her heartfelt gratitude to Padmashri Patricia Mukhim, the captain of Operation Clean Up (OCU) and the OCU platform for their unwavering support and collaboration. The collective efforts have played a pivotal role in advancing the initiative of the Zero Waste Period Project and fostering positive change within the community.



Shubham Charitable Association completed the work of installing carpet in the Principal's office at Ruprekha School, Shillong.

Shillong, 15th May 2024

Shubham Charitable Association has completed the work of installing carpet in Ruprekha School, Shillong. Outline School is a place where poor children are taught at minimal fees and get the opportunity to achieve high educational standards.

During this work, members of Shubham Charitable Association completed the work of installing carpet in the office of the school principal. This initiative is part of supporting the education of poor children as well as improving school facilities.

This work of Shubham Charitable Association symbolizes the strong commitment of their relationship in the field of social support and education. We are all committed to contribute to the development of the society through education and pledge to achieve greater social justice and equality in collaboration with partner institutions of the society. The Principal of Ruparkha School presented Shubham Charitable Association with his carpet Thanks for the installation work. While supporting this initiative, the Principal has also expressed his gratitude for Shubham's support. He said that this initiative is an important step for the students who avail the facilities of the school.



Shubham Students Lead by Example in River Cleaning Initiative on Earth Day

Shillong, 20th April 2024

Under the visionary leadership of Padmashree Patricia Mukhim, students of Shubham Charitable Association set a commendable example for society by actively participating in a river cleaning drive on Earth Day. This initiative not only highlighted the importance of environmental conservation but also demonstrated the power of community involvement in creating a cleaner and healthier environment.

On Earth Day, a day dedicated to environmental protection, the students of Shubham gathered at the designated river site, equipped with cleaning tools and an unwavering spirit. Their enthusiasm and dedication were evident as they worked diligently to remove waste and pollutants from the river, significantly improving its cleanliness and ecosystem health.

Padmashree Patricia Mukhim, a renowned environmentalist and social worker, guided the students throughout the event, emphasizing the importance of preserving natural resources and maintaining ecological balance. Her leadership and passion for environmental conservation inspired the students and volunteers to contribute their best efforts towards this noble cause.

The river cleaning initiative by Shubham students serves as a powerful reminder of the impact that collective action can have on the environment. It also underscores the crucial role that young people can play in driving positive change within their communities.



An awareness program was organized by Shubham for 'Zero Waste Period Project'.

Location: Durbar Hall, Sohryngkham Lulong (Date: May 25, 2024)

Soehringkham, Lulong – In a significant progress towards community health and environmental sustainability, Shubham organized an awareness program focusing on 'Zero Waste Period Project' in collaboration with Operation Clean Up. In this program, the use and importance of 'Fresh Pads' made from reused clothes made by Shubham was discussed. The program witnessed enthusiastic participation from local rural women and dignitaries.

Constituency MLA Shri H.S. was present as the chief guest in the program. Kharapran's presence was graceful. Her enlightening address alerted everyone to the growing environmental threat posed by menstrual waste and inspired everyone to use 'Fresh Pads'. She emphasized on menstrual hygiene management and its impact on women's health and empowerment.

The guest of honour, Padmashree Patricia Mukhim, who is famous for her contribution in social work, initiated the creation of 'Fresh Pads' with special inspiration. She made the women present aware about the qualities of 'Fresh Pads' and told how these pads are beneficial for employment and the environment.

Shubham's convener Payal Bajaj gave important information to all the rural women about the usefulness of 'Fresh Pads' and how to use it with cleanliness. Dr. Sheena Gupta was also present on the occasion and discussed the health benefits of menstrual hygiene.

Shubham President Pushpa Bajaj met Mr. H.S. Kharapran, Padmashree Patricia Mukhim, village head, health department staff, dedicated speakers and all the participants of the program for their invaluable contribution.

Appreciating everyone's participation and contribution in making this awareness program a success, Shubham is committed to continue such important efforts further, thereby promoting health and environmental sustainability in the community.



Shubham and Vasundhara family successfully organized Zero Waste Period Awareness Program at Kali Ram Barua Girls High School.

Guwahati, May 28, 2024: Zero Waste Period Awareness Program was successfully organized today at the prestigious Kali Ram Barua Girls High School, Guwahati in collaboration with Shubham and Vasundhara family. The main objective of this program was to make the girl students aware of the environment and to provide them information about economical and eco-friendly reusable sanitary pads.

During the programme, the features of reusable sanitary pads made from clothes manufactured by Shubham were explained. These pads are not only economical but are also extremely beneficial for the environment. Use of these pads will reduce plastic waste and provide health benefits as well as economic savings.

On this occasion, free reusable sanitary pads were distributed to 60 girl students of class 10th and everyone was also made to drink litchi juice. Thus, the girl students were not only made aware but also provided practical benefits.

Mrs. Pushpa Khemka, Mrs. Asha Mewada, Mrs. Renu Chaudhuri and Mrs. Kiran Tapadia were also present in the program and made special contribution in the program.

Mrs. Saroj Jalan started the program with her inaugural speech. She said, "Our aim is to make women in the society aware about menstrual hygiene and to make them understand their responsibility towards protecting the environment. By using reusable sanitary pads, we can not only take care of our health but also Can also make an important contribution to environmental protection."

On this occasion, the special cooperation of the head teacher of the school, Dr. Kalpana Barua, was also commendable. Their hard work and dedication played an important role in making this program a success.

At the end of the program, Mrs. Pushpa Khemka thanked all the attendees and said, "We all should fulfill our responsibilities towards society and environment by participating in such programs. I hope that more people will be inspired by this initiative." More people will use reusable sanitary pads and the environment



Shubham Distributes Reusable Fresh Pads to New Mothers at Ganesh Das Hospital

Shillong, 31st May 2024, In a significant step towards promoting sustainable healthcare practices, Shubham, under its Zero Asteroid Mission, distributed free reusable fresh pads to new mothers at Ganesh Das Hospital in rural Shillong. The initiative aims to support postpartum women with eco-friendly and cost-effective hygiene solutions.

The event saw the active participation of several Shubham members, including Silki Bajaj, Radhika Deorah, Daisy Das, Ivi Borah, and Payal Bajaj. Their presence underscored Shubham's commitment to improving maternal health and promoting sustainable living practices.

During the distribution event, the hospital matron provided an insightful demonstration on the use and benefits of reusable fresh pads. She highlighted that these pads are not only economical but also environmentally friendly, reducing waste significantly compared to disposable alternatives. The reusable pads, designed for comfort and efficiency, can be washed and reused multiple times, ensuring long-term savings and reducing the financial burden on new mothers.

The hospital matron also emphasized the importance of proper hygiene practices in using these pads, ensuring the health and well-being of both mothers and their newborns. By adopting reusable fresh pads, mothers can contribute to a cleaner environment while also securing a reliable hygiene product that supports their postpartum needs.

This initiative is a part of Shubham's broader Zero Asteroid Mission, which aims to foster sustainable and innovative solutions across various sectors, including healthcare. By providing these essential hygiene products, Shubham continues to demonstrate its dedication to community well-being and environmental sustainability.



16th July 2024, Shubham Charitable Association launches first phase of survey to make Masinram Block free from monthly waste!

Shillong, Meghalaya: As a special initiative of the Hon'ble Chief Minister of Meghalaya and in collaboration with Padmashree Patricia Mukhim, Shubham Charitable Association has launched a campaign to make Mawsynram Block free from monthly garbage with Operation Clean Up.



The first phase of this campaign involves the launch of a survey. Ten women of Maulingbana have taken a step forward to make this campaign successful by taking the responsibility of making Mawsynram block free from monthly wastage. Maulingbana Darbar has assured special cooperation to successfully complete this important responsibility. Four women of Maulingbana have started the survey work.

We hope that this campaign will play an important role in making Masinram Block free from menstrual waste and will help in keeping women clean and healthy.

It is noteworthy that this campaign will not only free Mawsynram block from monthly wastage, but will also provide employment to ten women of this block. The special thing about these reusable sanitary pads made of cloth is that they can be used for three years.



Shubham, in Collaboration with ABMMS Team, Hosts Awareness Program on Reusable Fresh Pads in Phanniewlah Village

Phanniewlah Village, Meghalaya | 16 July 2024, : Shubham Charitable Association, a leading organization dedicated to sustainable menstrual health solutions, recently organized a successful Fresh Pad awareness campaign in Phanniewlah Village as part of its Zero Waste Period Mission. The event was held in collaboration with the Assam Border Multi-Modal School (ABMMS) team, with the goal of educating women and young girls about the importance of



reusable cloth pads in promoting both health and environmental sustainability.

The awareness program aimed to foster a deeper understanding of how reusable cloth pads, such as Fresh Pads, can play a vital role in reducing waste while offering a cost-effective and safe menstrual hygiene solution. Through this initiative, Shubham continues its mission to empower local women and create lasting positive change in rural areas.

Key Highlights of the Event:



Key Highlights of the Event:

- **Awareness Sessions on Reusable Pads:** The event featured informative sessions led by Shubham representatives and the ABMMS team, focusing on the benefits of reusable Fresh Pads. Women from the village were educated on how these pads are environmentally friendly, reduce waste, and are healthier compared to single-use disposable products.
- **Interactive Demonstrations:** Participants were provided with live demonstrations on how to properly use, clean, and maintain Fresh Pads to ensure safe and hygienic menstrual practices. The ABMMS team played an active role in guiding the local women through the process.
- **Distribution of Fresh Pads:** As part of the awareness campaign, several Fresh Pads were distributed among the women and girls in attendance. These high-quality, reusable pads are produced by women employed in Shubham's Fresh Pad production units, supporting both employment and sustainable menstrual health practices.
- **Engagement and Dialogue:** The event fostered open discussions about menstrual health and hygiene. Women from the community shared their experiences and raised questions regarding menstrual challenges, which were addressed by the experts from Shubham and ABMMS. This exchange helped to break the taboos surrounding menstruation and promoted better understanding of sustainable alternatives.

Empowering Women through Sustainable Livelihoods:

A central aspect of Shubham's Zero Waste Period Mission is to provide women with economic opportunities by involving them in the production of reusable pads. The awareness event highlighted how local women from nearby villages, including Phanniewlah, can benefit from employment through Shubham's production units, where they can manufacture these eco-friendly pads. This initiative not only provides them with a stable income but also contributes to the overall well-being of their community.

Voices from the Community:

The awareness campaign was warmly welcomed by the local women, who expressed their appreciation for the practical solutions offered by Shubham. Many participants acknowledged the positive impact that reusable pads can have on both their health and the environment. The ABMMS team, which has been an active partner in the region's educational and community development efforts, also emphasized the importance of such initiatives in raising awareness about sustainable menstrual practices.

Shubham Charitable Association Hosts Zero Waste Period Project Workshop in Shillong

Shillong, Meghalaya – July 26, 2024: Shubham Charitable Association successfully organized a Zero Waste Period Project Workshop in Shillong, focusing on sustainable menstrual hygiene solutions. The initiative aimed at empowering rural women by providing them with upskilling opportunities to produce FFResh Pads, an eco-friendly alternative to disposable sanitary products.

The workshop saw active participation from 18 women across five rural blocks, eager to learn the art of crafting biodegradable and reusable sanitary pads. Through hands-on training sessions, participants were introduced to sustainable materials, stitching techniques, and quality control processes essential for manufacturing FFResh Pads. This initiative not only supports women's menstrual health but also promotes economic self-reliance by equipping them with a valuable livelihood skill.

By training rural women in eco-friendly production, the project contributes to reducing single-use sanitary waste in Meghalaya, aligning with the broader vision of environmental sustainability. The Zero Waste Period Project is a significant step toward fostering women-led green enterprises and creating long-term solutions for menstrual waste management.

Shubham Charitable Association remains committed to expanding this initiative across more rural communities, ensuring that sustainable menstrual hygiene becomes a reality for all.



Supercare Hospital Nurses Lead Women's Health Awareness Program at Shubham Charitable Association

Shillong, July 26-27, 2024 - Shubham Charitable Association, in collaboration with Supercare Hospital, organized a comprehensive Women's Health Awareness Program over two days, aimed at empowering rural women with essential health knowledge and practices. The program was conducted by a dedicated team of nurses from Supercare Hospital, whose expertise and compassionate approach made the sessions highly engaging and impactful.

Women from various rural areas of Meghalaya participated in the event, alongside active members of Shubham Charitable Association. The sessions focused on vital topics such as menstrual hygiene, reproductive health, breast cancer awareness, nutrition, and mental well-being. Open discussions, demonstrations, and interactive Q&A sessions helped break social taboos and encouraged women to prioritize their health and seek medical guidance without hesitation.

This initiative is part of Shubham's ongoing mission to create a health-aware and empowered rural women's network, especially in remote and underserved areas. The collaboration with Supercare Hospital reflects a shared commitment to grassroots health education and sustainable community development.

Shubham Charitable Association extends heartfelt gratitude to the Supercare team for their dedication and looks forward to further impactful partnerships



The Zero Waste Period Project Workshop held on July 26, 2024, in Shillong marked a significant step toward sustainable menstrual health and rural women empowerment. As part of the project assessment, Kanak Goyal observed that the initiative was impactful not only in terms of skill development but also in generating widespread awareness about menstrual hygiene and environmental responsibility.

Training 18 women from five rural blocks, the workshop effectively combined hands-on learning with critical discussions around health, dignity, and eco-conscious living. Kanak noted that the participants showed genuine interest and enthusiasm in learning how to make Fresh Pads, and appreciated the initiative's focus on livelihood creation.

The session also managed to build awareness among surrounding communities, encouraging open conversations around menstrual health – often a taboo subject. Overall, the project was assessed as well-managed, inclusive, and deeply relevant, with strong potential for long-term social and environmental impact.



Empowering Women Through Sustainable Menstrual Solutions in Meghalaya

Shillong, July 26, 2024 – Shubham Charitable Association, under its flagship initiative Mission Zero Waste Period, successfully conducted a workshop linking 18 rural women from five blocks of Meghalaya–Ri Bhoi, Mawsynram, Khatarshnong, Myllem, and Mawphlang–to sustainable livelihoods through the production and marketing of Fresh Pads, eco-friendly menstrual hygiene products.

The event was graced by Chief Guest Mr. Ayush Maurya, CEO, Cantonment Board, Shillong, whose presence inspired the participants and reinforced the importance of community-driven green initiatives.

The workshop focused on skill development, menstrual health awareness, and zero waste practices, enabling the women to become ambassadors of change in their communities. This initiative not only addresses environmental concerns by reducing single-use sanitary waste but also empowers women with dignified employment.

Shubham Charitable Association continues its commitment to promoting sustainability and women's empowerment in Meghalaya.



Shubham, in collaboration with MLCU Students, Conducts a Pad Awareness Program at Border Area High School, Mawsynram

Mawsynram, Meghalaya, 5th July 2024 : Shubham, a community-focused organization working towards sustainable menstrual hygiene solutions, successfully organized an awareness program on the use of reusable Fresh Pads at Border Area High School, Mawsynram. The event was held under Shubham's flagship Zero Waste Period Mission, aimed at promoting eco-friendly menstrual hygiene practices among the local communities.



In partnership with students from Martin Luther Christian University (MLCU), the awareness campaign targeted adolescent girls and the larger community, encouraging the adoption of reusable cloth pads as a sustainable, affordable, and health-conscious alternative to disposable sanitary products. The initiative is a key component of Shubham's ongoing efforts to reduce environmental waste and empower women through education and employment.

Key Highlights of the Event:

- **Educational Sessions:** MLCU students, along with representatives from Shubham, conducted interactive sessions explaining the benefits of reusable cloth pads, their proper usage, and hygiene maintenance. The focus was on how these eco-friendly products help reduce environmental impact by eliminating disposable pads that contribute to waste pollution.
- **Demonstration and Distribution:** Participants were given practical demonstrations on how to use, clean, and maintain the reusable Fresh Pads, which are manufactured by women employed in Shubham's production units as part of the Zero Waste Period Mission. Several Fresh Pad samples were distributed to the students to encourage hands-on learning.

Community Engagement: The event also facilitated discussions on the socio-economic and environmental benefits of switching to reusable pads. MLCU students engaged with participants to address questions about menstrual health, waste management, and the importance of sustainable solutions.

- **Empowering Local Women:** As part of Shubham's ongoing mission, the Zero Waste Period initiative seeks to empower rural women by creating employment opportunities in the production of reusable pads. The awareness campaign not only highlighted the benefits of these products for the user but also showcased how the local production of pads provides livelihoods for women in the region.

Speakers and Guests:-

The program was graced by prominent members of the local community, school authorities, and health officials. Representatives from Shubham shared insights on how the Zero Waste Period Mission is helping build a more sustainable future for the people of Meghalaya, especially in rural and border areas like Mawsynram. School officials expressed their gratitude to Shubham and MLCU for their efforts in raising awareness and supporting young girls and women in making informed decisions about menstrual hygiene.

Feedback and Impact:

Students and community members participated enthusiastically, with many expressing their appreciation for the initiative. Several participants noted the potential long-term impact on their health, as well as the benefits of reducing waste through the use of reusable pads. This event marked another successful step in Shubham's journey towards fostering sustainable menstrual health practices in Meghalaya.



Inauguration of Fresh Pad Manufacturing Unit in Lummaokong Latkro, Meghalaya Empowering Women, Promoting Sustainability, and Enhancing Menstrual Hygiene

Shillong, Meghalaya | 2 September 2024: In a significant step towards empowering women and promoting environmental sustainability, Shubham Charitable Association, under the auspices of Martin Luther Christian University (MLCU) and Operation Clean Up (OCU), proudly inaugurated its Fresh Pad Manufacturing Unit at Lummaokong Latkro on September 20th, 2024. This initiative is aimed at



improving women's health and menstrual hygiene while creating meaningful employment opportunities for the local women of the region. The launch of this unit represents Shubham's commitment to fostering economic independence for women by providing them with employment in the production of eco-friendly, reusable cloth pads. These sustainable products not only help improve the health and hygiene of women but also contribute to environmental conservation by reducing waste generated from disposable sanitary products.

Special Guests and Acknowledgments:

We were honored to have Shri M.B. Kurba, MLA, grace the inauguration as the Chief Guest. His continued guidance and unwavering support have played an instrumental role in bringing this project to fruition. In his inspiring address, Shri Kurba highlighted the importance of empowering women and emphasized the broader social and economic impact of the Fresh Pad Manufacturing Unit. His leadership has been crucial in advancing this mission, and we are deeply grateful for his presence and ongoing involvement in this transformative initiative.



A special thanks is extended to Padmashree Kong Patricia Mukhim, whose dedication to the cause has been a driving force behind the success of the project. Her presence at the inauguration, along with her constant encouragement and invaluable support, has been a source of immense inspiration for all involved. Her commitment to women's empowerment and environmental sustainability has been a beacon of hope for the community. We would also like to express our deep gratitude to Bah Doling, whose generous donation of the space for the Fresh Pad Manufacturing Unit made this initiative possible. By providing a safe and empowering workspace for local women, Bah Doling has enabled the unit to become a center of positive change for the community.

Additionally, we thank the Village Head, Block Development Officer (BDO), Doctors, Teachers, and all respected guests and dignitaries who took time out of their busy schedules to bless the event with their valuable presence. Your words of encouragement and support have reinvigorated our team's efforts, giving us the strength and determination to move forward with this project.





Project Goals and Impact:

The Fresh Pad Manufacturing Unit is designed to provide employment to local women, helping them achieve financial independence and strengthen the economic foundation of their families. By employing these women in the production of reusable cloth pads, the project ensures that they are not only earning a livelihood but also contributing to a greater cause—improving the health of their communities and protecting the environment from waste caused by disposable menstrual products.

This initiative aligns with Shubham's broader mission of Zero Waste Periods, which seeks to reduce the environmental impact of menstrual waste by promoting the use of reusable, eco-friendly alternatives.

Support from the Chief Minister of Meghalaya:

This project has been undertaken with the special support of the Honorable Chief Minister of Meghalaya, whose financial backing and continuous encouragement have been pivotal in making this initiative a reality. His visionary leadership has empowered Shubham to take this step towards creating a sustainable future for women in the region.

As the Fresh Pad Manufacturing Unit begins operations, Shubham Charitable Association reaffirms its commitment to empowering women, promoting health and hygiene, and protecting the environment. We look forward to scaling this initiative and bringing sustainable menstrual hygiene solutions to more communities across Meghalaya.



Shubham Charitable Association's recognition by the Bureau of Indian Standards (BIS) is a moment of immense pride and a testament to our relentless efforts and commitment to excellence. Receiving the BIS certification for our flagship product, Fresh Pads, validates not

only the quality of our work but also our dedication to improving women's health and hygiene.

Since its inception in 1998, Shubham Charitable Association has been steadfast in its mission to empower women, improve health outcomes, and promote environmental sustainability. Our Fresh Pads initiative was designed to provide women—especially in rural and underserved areas—with affordable, safe, and eco-friendly sanitary solutions. The BIS certification underscores that our product meets the highest standards of quality, safety, and reliability.

The Bureau of Indian Standards is India's premier authority for ensuring quality and safety. Its certification serves as a seal of trust, assuring consumers that the product adheres to rigorous benchmarks. For Shubham Charitable Association, this certification will open new avenues to expand our reach, foster greater trust, and enhance the impact of our initiatives on a larger scale.

This milestone is a collective achievement, made possible by the dedication and hard work of every member of the Shubham Charitable Association. It reaffirms our belief that consistent effort, guided by a clear vision, leads to meaningful outcomes. We extend our heartfelt gratitude to BIS for recognizing our efforts and providing us with this significant honor. Moving forward, Shubham Charitable Association remains committed to its mission of empowering women and enhancing their health and well-being. This achievement inspires us to uphold and surpass the standards we have set. We also express our deepest appreciation to the women and communities who have trusted and supported our initiatives.

This success is not just ours but a shared victory for everyone striving to create a healthier, more equitable, and sustainable society.



Shubham Charitable Association recently held a productive meeting with the Hon'ble Ministers of Tripura to discuss the launch of the Zero Waste Period Mission in the state. The meeting was graced by Hon'ble Minister Shri Bikash Debbarma (Tribal Welfare, Handloom, Handicrafts & Sericulture, Statistics) and Hon'ble Minister Shri Sudhangshu Das (Welfare of Scheduled Castes, Animal Resource Development, Fisheries).

During the discussion, Shubham Charitable Association presented its vision to implement the Zero Waste Period Mission in Tripura, focusing on providing eco-friendly and affordable sanitary products for women. This mission aims to enhance women's health and hygiene while addressing the pressing issue of environmental pollution caused by non-biodegradable waste.

Both Hon'ble Ministers commended the initiative, recognizing its potential to empower women and promote sustainability. They assured the association of their full support and pledged to assist in the successful implementation of this project in Tripura.

The Zero Waste Period Mission has already been successfully implemented in other states, demonstrating its effectiveness in raising awareness, offering affordable solutions, and fostering environmental sustainability. Shubham Charitable Association is now eager to bring this transformative project to the communities of Tripura.

We are deeply grateful to the Hon'ble Ministers for their encouragement and commitment to this cause. With their guidance and the active involvement of local communities, Shubham Charitable Association is dedicated to advancing women's health and environmental conservation in Tripura.



• **15 November 2024**, Fatikroy, Tripura. **Free Distribution of Fresh Pads to 200 School Girls in Fatikroy, Tripura**

Today, Shubham Charitable Association, with the esteemed support of Honorable Minister Shri Sudhanshu Das, successfully distributed free fresh pads to 200 school girls in Fatikroy, Tripura. This initiative aimed to promote menstrual hygiene awareness and encourage the adoption of eco-friendly alternatives among adolescent girls.

The project was skillfully led by Pinak De and Prabal Kumar, whose dedication and efficient efforts ensured the success of the event. They not only distributed the fresh pads but also educated the students about their proper use and the importance of maintaining hygiene.

Benefits of the Project

1. Improved Menstrual Hygiene:

The use of fresh pads helps prevent infections and other health issues during menstruation, promoting better health and confidence among young girls.

2. Environmental Sustainability:

Fresh pads are made from eco-friendly materials, reducing reliance on plastic-based products and contributing to environmental protection.

3. Continuity in Education:

Many girls miss school during their periods due to a lack of access to hygienic products. This initiative encourages them to attend school regularly.



4. Social Awareness:

The campaign sparked discussions about menstrual hygiene within the local community, helping to dispel myths and misconceptions associated with menstruation.

Shubham Charitable Association extends heartfelt gratitude to Honorable Minister Shri Sudhanshu Das for his active support and guidance, which played a pivotal role in the success of this initiative. His leadership has set an inspiring example for addressing such critical social issues.

Pushpa Bajaj, President of Shubham Charitable Association, stated, "This initiative marks a significant step in improving health and hygiene in Tripura. We deeply appreciate the invaluable support of the Honorable Minister and the local community."

Future Plans

Shubham Charitable Association is committed to empowering women and adolescent girls across Tripura and the entire northeastern region of India through similar initiatives.

Guwahati, December 13, 2024: Shubham Charitable Association, under the guidance of Mrs. Saroj Jalan, successfully organized the "Zero Waste Periods Project" at Angels English High School, Guwahati. This initiative marked a new chapter in raising awareness about menstrual hygiene and environmental sustainability among young girls.

The event saw the participation of approximately 70 girls, who were provided with reusable sanitary pads as part of the project. The primary objective of this program was not only to educate young girls about maintaining hygiene during menstruation but also to promote environmental consciousness through sustainable practices.

Objectives of the Program:

- 1. Raising Awareness About Menstrual Hygiene:** The program aimed to educate young girls on the importance of maintaining proper hygiene during their menstrual cycles to ensure good health and well-being.
- 2. Promoting Reusable Sanitary Pads:** With the increasing environmental hazards caused by disposable plastic-based sanitary pads, the initiative focused on promoting the use of eco-friendly, reusable pads.
- 3. Encouraging Environmental Sustainability:** By reducing non-biodegradable waste, the program aimed to contribute to a cleaner and greener environment.
- 4. Empowering Girls Through Education:** By providing knowledge and resources, the project sought to empower young girls to take control of their health and contribute to a sustainable future.



Highlights of the Event:

Mrs. Pushpa Khemka and Mrs. Saroj Jalan played a pivotal role in educating the participants about the benefits of reusable sanitary pads and the importance of environmental awareness. They emphasized the dual benefits of these pads in maintaining personal hygiene and reducing environmental impact.

In her address, Mrs. Saroj Jalan said:

"Our goal is to educate girls about the importance of hygiene and health during menstruation. We hope this project brings positive changes to their lives and empowers them to make sustainable choices."

Support from Local Administration and School:

The program received invaluable support from the administration and teachers of Angels English High School, who not only provided the venue but also encouraged students to actively participate in the event.

Social and Environmental Impact:

The program succeeded in raising awareness among young girls about menstrual hygiene and their role in protecting the environment. Participants expressed their gratitude, stating that the initiative had provided them with essential knowledge and resources that would positively impact their lives.

Conclusion:

The **"Zero Waste Periods Project"** has set a strong foundation for promoting menstrual hygiene and environmental sustainability.

Shubham Charitable Association plans to expand this initiative to more schools and communities in the future, ensuring a broader reach and greater impact.

This program has highlighted that small, meaningful actions can bring about significant change, inspiring individuals and communities to work collectively toward a healthier and more sustainable world.

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On this occasion of Environment Day, let us all come together and take a pledge that we will protect our environment from 1 crore period waste. For this we will need to deliver our reusable fresh pads to 4000 women. Which has many types of benefits:

Providing employment to women manufacturing "Reusable Fresh Pads". "Reusable Fresh Pads" can be used for about 3 years. Every menstruating woman requires about 250 pads in 3 years, for which she has to spend Rs 1500 to Rs 2000. Whereas "Reusable Fresh Pads" will be available for just Rs 200. (Consider 250 pads per woman in 3 salons are harming the environment)

"Reusable Fresh Pads" are the most beneficial for the environment, because period waste is causing huge harm to the earth and climate. The need for such collective social efforts has increased today in the face of the increasing threat of global warming. We all should take a pledge to join this campaign and make the purity of our mother earth dignified again.

Solution: If any organization pledges to provide "Reusable Fresh Pads" to 100 women, then they will have to spend only Rs 20,000/-. As a result, they will be able to save the environment from two lakh fifty thousand period waste.



Shubham Charitable Association, in Collaboration with DC Handicrafts, Organizes Dry Flower Training Program Under Textile Ministry Initiative

Shillong, [Date] – Shubham Charitable Association, in association with DC Handicrafts and the Ministry of Textiles, Government of India, successfully conducted a Dry Flower Training Program, aimed at empowering women and students by providing them with sustainable livelihood skills. The program witnessed the participation of 30 young women from different regions, eager to learn the intricate art of dry flower decoration and commercial handicraft production.

The training focused on key aspects such as:

- ✓ Selection and preservation of dry flowers
- ✓ Creative designing and decoration techniques
- ✓ Use of essential tools and materials
- ✓ Business and marketing strategies for handcrafted products

By equipping participants with these skills, the initiative opens doors to self-employment and micro-entrepreneurship opportunities. Dry flower decoration is not just an artistic craft but a profitable business avenue with growing demand in the home décor, gifting, and event decoration sectors.

The Textile Ministry-backed initiative aligns with the vision of promoting handicrafts-based rural employment, ensuring that traditional art forms are revived while offering economic stability to women. The participants expressed enthusiasm and confidence in turning their newly acquired skills into a source of livelihood.

Shubham Charitable Association remains committed to empowering women through skill-based training programs, fostering a culture of self-reliance and sustainability in Meghalaya.



Shubham Charitable Association and PHC Doctors Organize Major Health & Awareness Workshop at Laitlum Viewpoint, Meghalaya

Shillong, December 31, 2024 – In a remarkable effort to promote rural healthcare awareness and community well-being, Shubham Charitable Association, in collaboration with PHC doctors and health expert Mr. Nogrums, organized a large-scale health workshop and awareness program at the breathtaking Laitlum Viewpoint, Meghalaya. The event witnessed an enthusiastic response from numerous rural women, who actively participated in discussions, demonstrations, and health-related activities.

The workshop covered a wide range of critical health topics, including:

- ✓ Women's reproductive health & hygiene
- ✓ Common illnesses and preventive care
- ✓ First-aid training and emergency response
- ✓ Importance of nutrition and maternal health

Medical experts and health professionals from local PHCs (Primary Health Centers) provided on-the-spot consultations, addressing individual health concerns and guiding women on preventive healthcare measures. The interactive sessions helped in breaking taboos related to menstrual health, encouraging rural women to adopt healthier practices and seek timely medical assistance.

The event, set against the serene backdrop of Laitlum's majestic landscapes, was not just an awareness initiative but a community-driven movement toward improved healthcare accessibility. Women expressed deep appreciation for the opportunity to gain life-changing health insights, strengthening their confidence in prioritizing personal and family well-being.

Shubham Charitable Association remains dedicated to empowering rural communities through health education, sustainable projects, and impactful awareness initiatives. Such workshops serve as a bridge between medical professionals and underserved communities, ensuring healthcare reaches even the most remote areas of Meghalaya.



National President of Akhil Bharatiya Marwari Mahila Sammelan Reviews Shubham's Transformative Projects

Shillong, [Date] – The National President of Akhil Bharatiya Marwari Mahila Sammelan visited Shubham Charitable Association to review its impactful initiatives in rural development, women's empowerment, and environmental sustainability in Meghalaya.

She toured various ongoing projects, including:

- ✓ **Mission Zero Waste Period** – Training rural women to produce and market FFresh Pads, reducing menstrual waste while creating employment.
- ✓ **Women's Skill Development** – Vocational training in dry flower decoration, handicrafts, and sustainable livelihoods, fostering self-reliance.
- ✓ **Health & Hygiene Awareness** – Collaborations with PHCs and healthcare professionals to educate rural women on menstrual health and wellness.
- ✓ **Environmental Conservation** – Initiatives in waste management, community clean-up drives, and sustainability efforts.

The National President praised Shubham's dedication and encouraged expansion to benefit more rural communities across Northeast India. Her visit reinforced the importance of empowering women through skill-building and self-sustaining projects.

Shubham Charitable Association extends its gratitude for her support, which inspires continued efforts toward social upliftment and sustainable development.



New Governing Body of Shubham Charitable Association Formed

Shillong, January 7, 2025 – Shubham Charitable Association is proud to announce the formation of its new Governing Body, constituted with the unanimous consent of all members. The new leadership team brings together passionate, dedicated individuals committed to driving Shubham's mission of rural development, women empowerment, and environmental sustainability.

The newly appointed Governing Body is as follows:

1. Pushpa Bajaj – President
2. Ritu Agarwal – Vice President
3. Vandana Choudhury – Working President cum Editor
4. Sunita Chachan – Secretary
5. Meenakshi Bajoria – Treasurer
6. Kanak Goyal – Chief Convenor
7. Silky Bajaj – Head, Production Unit
8. Payal Bajaj – Project Head, Zero Waste Period
9. Vandana Singhania – Head, Event Management
10. Radhika Deora – Head, Awareness Programs
11. A. Dohling – Head, Rural Projects

The newly formed body has pledged to continue working with renewed energy and vision toward inclusive growth, sustainability, and grassroots empowerment across Meghalaya and beyond.



Let's Make This International Women's Day Truly Transformational!

On the occasion of International Women's Day, Shubham Charitable Association is proud to announce a powerful leap forward in its Zero Waste Period Campaign, inspired and encouraged by Dr. Mehtab Sangma, Hon'ble MLA of Gambegre constituency. His visionary support has opened new doors for grassroots empowerment across Meghalaya.

Together, we are launching a bold initiative to reach 1,400 rural women in the Garo Hills, focusing on sustainability, self-reliance, and women's health.

This campaign aims to:

- ✓ Eliminate 7,00,000 single-use sanitary pads from landfills, reducing harmful waste and protecting our environment
- ✓ Save ₹35,00,000 collectively for 1,400 women annually, making menstrual care affordable and accessible
- ✓ Create dignified work-from-home livelihood opportunities for women, enabling them to become financially independent and confident

This is more than a campaign—it's a movement toward a healthier, cleaner, and more empowered future for women. Let's stand together to support rural livelihoods, menstrual hygiene awareness, and environmental sustainability.

Join us in making a difference. Together, we rise.



Shillong, March 17, 2025 – Shubham Charitable Association successfully organized another impactful workshop under the Zero Waste Period Campaign at its Production Unit in Paltan Bazar, Shillong.

This hands-on training aimed to skill rural women in the production of eco-friendly FFResh Pads, offering them both livelihood opportunities and a role in environmental protection.

A total of 14 women participants from nearby rural areas took part in the workshop. They were trained in:

- ✓ Hygienic and sustainable pad-making techniques
- ✓ Material handling and quality control
- ✓ Basic packaging and home-based production practices

The session focused not just on skills but also on creating awareness about menstrual hygiene and sustainable living.

This initiative continues to strengthen Shubham's commitment to women's empowerment, health, and self-reliance, ensuring that more women from grassroots communities gain the tools to contribute to a cleaner and more equitable future.



Shillong, March 14, 2025 – The prestigious Fashion Window Exhibition provided yet another remarkable platform for Shubham Charitable Association to showcase its Zero Waste Period Project, furthering its mission of sustainability and women's empowerment.

Held in Shillong, the exhibition featured an array of fashion and lifestyle products, blending creativity with conscious living. The event not only celebrated innovation in fashion but also embraced the cause of environmental responsibility.

Thanks to the support of the organizers, Shubham Charitable Association received an invaluable opportunity to raise awareness about eco-friendly Fresh Pads, a sustainable alternative to conventional sanitary products. The initiative aims to reduce menstrual waste while generating livelihood opportunities for rural women.

This collaboration between Fashion Window and Shubham highlights a growing movement where fashion meets sustainability, proving that style and social impact can go hand in hand.

The event reinforced the message that responsible choices in both fashion and daily life can contribute to a greener and more inclusive future.





Shillong, 24th March 2025 – The vibrant and much-awaited “Vintage Vogue Exhibition” was held with grand success at Hotel Marriot, Shillong, bringing together the best of fashion, culture, and conscious living. The exhibition was graced by Hon’ble Minister Mr. Paul Lyndoh, Government of Meghalaya, as the Chief Guest, whose presence added significance to this unique event.

The exhibition was spearheaded by Paridhi Jalan and Jyoti Agrawal, both active members of Shubham Charitable Association. These dynamic women not only curated a diverse and stylish showcase but also used the platform to elevate Shubham’s “Zero Waste Period” project to a broader and more influential audience.

With a beautiful blend of traditional aesthetics and modern sustainability, the event highlighted how fashion and social responsibility can walk hand-in-hand. Visitors appreciated the message of eco-consciousness, and many expressed interest in supporting Shubham’s ongoing efforts to empower rural women and promote menstrual hygiene through sustainable alternatives.

The Vintage Vogue proved to be more than an exhibition—it was a movement toward thoughtful living, where art, enterprise, and purpose came together in harmony.



Shillong, Meghalaya – March 28, 2025: Shubham Charitable Association successfully conducted a special awareness program aimed at promoting social awareness, women empowerment, cultural harmony, and environmental sustainability.

Reusable Sanitary Pads Awareness Campaign – Shillong, Meghalaya
Shubham Charitable Association organized an extensive awareness campaign on reusable sanitary pads at Lower Lumparing Sports Club, Shillong. More than 100 students and teachers from Thomas Johns School, Nepali LP & UP School, and Lumparing Presbyterian Secondary School participated in the event.

The key student participants included:

- ✓ Thomas Johns School – Aditya Kumar, Sakshi Sharma, Aryan Sen
- ✓ Nepali LP & UP School – Priya Thapa, Ajay Lama, Babita Rai
- ✓ Lumparing Presbyterian Secondary School – Liza Kharsing, Rozen Khongsit, Evan Meitei

Shubham members played significant roles in the event:

- ✦ Radhika Deora introduced the organization and its initiatives.
- ✦ Suneina Thard demonstrated the eco-friendly, cost-effective reusable sanitary pads made by local women and explained their advantages over single-use pads.
- ✦ Payal Bajaj led an awareness session emphasizing the importance of sustainable menstrual hygiene practices.

To encourage adoption, samples of FFResh Pads were distributed to all attendees.

Shubham Charitable Association extends its gratitude to OCU member Roma and all participants who contributed to making this campaign a success. This initiative is part of Shubham's continuous efforts to promote menstrual health and hygiene, fostering a cleaner and healthier society.



Health & Awareness Programs Under Jongksha PHC in March 2025

Shillong, Meghalaya – March 2025: A series of awareness programs and health promotion activities were successfully organized across various villages under Jongksha PHC throughout March 2025. These initiatives focused on vital health topics such as Maternal & Child Health, Menstrual Hygiene, Community-Based Maternal Surveillance System (CMSMS), and Immunization Awareness, ensuring better healthcare knowledge among rural communities.

The sessions were held in ascending order, covering villages on different dates:

📍 Health Camps:

- ✓ Dienglieng Village – 12th March (Wednesday)
- ✓ Mawlali Village – 13th March (Thursday)
- ✓ Kharang Village – 17th March (Monday)
- ✓ Mawblang Village – 18th March (Tuesday)
- ✓ Thynroit Village – 19th March (Wednesday)
- ✓ Mawiapbang Village – 24th March (Monday)

📍 IEC (Information, Education & Communication) Programmes:

- ✓ Rapleng Village – 14th March (Friday)
- ✓ Jongksha C – 20th March (Thursday)
- ✓ Laitlum Village – 21st March (Friday)
- ✓ Laitkyrhong Village – 25th March (Tuesday)
- ✓ Thangsning Village – 27th March (Thursday)
- ✓ Pingwait Village – 31st March (Monday) communities.

To support menstrual hygiene awareness, Shubham Charitable Association played a key role in this initiative by distributing 150 FFResh Pads as free samples across all venues. This initiative aims to educate women and young girls about sustainable menstrual health practices while encouraging a shift towards eco-friendly and affordable solutions. The collaborative effort of health professionals, community leaders, and Shubham Charitable Association has significantly contributed to empowering rural populations with essential health knowledge. With continuous efforts like these, the goal is to enhance healthcare accessibility and awareness in remote areas of Meghalaya, ensuring better health outcomes for future generations.

Shubham remains committed to strengthening health education and supporting sustainable menstrual hygiene solutions across rural communities.



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Shillong, Meghalaya – March 28, 2025: Cultural Program – Shillong, Meghalaya

Shubham Charitable Association actively participated in a vibrant cultural program held in Shillong, Meghalaya. The event featured an impressive Taekwondo performance by Shubham's young talents and a soulful rendition of Hindi classical songs by a Khasi girl, Evalyn, mesmerizing the audience with her melodious voice.

The young performers included:

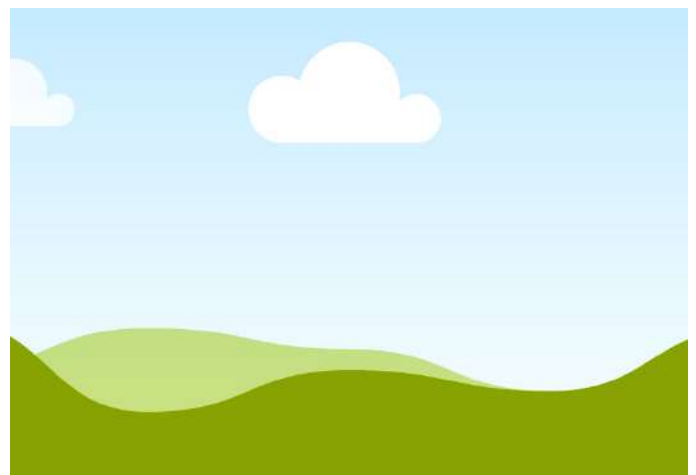
🥋 Taekwondo Demonstration – Sharanya Bajaj, Aarav Khemani, Miraya Kargwal, Ivaan Agarwal, Viraj Jasrasaria, Dakshita Harlalka

🎤 Hindi Classical Singing – Evalyn

The presence of the Director-General of the Central Hindi Institute added prestige to this special occasion. Shubham Charitable Association expressed heartfelt gratitude to the Central Hindi Institute for providing such a unique cultural platform, fostering linguistic unity and cultural exchange.

Our Mission

Shubham Charitable Association is dedicated to empowering women, children, and underprivileged communities by spreading awareness and driving positive social change. The organization remains committed to creating a sustainable and transformative impact in society.





Shillong, Meghalaya, April 1, 2025

A grand cultural event was organized at Meghalaya Raj Bhavan to celebrate Rajasthan Day, where members of Shubham Charitable Association mesmerized the audience with a vibrant Rajasthani folk dance performance. The First Lady of Meghalaya, Mrs. Babita Vijayashankar, graced the occasion as the chief guest.

The mesmerizing Rajasthani folk dance was beautifully performed by Pinky Chachan, Kanak Goyal, Vandana Choudhury, Silky Bajaj, and Dolly Agarwal, captivating the audience with their graceful moves.

Additionally, young Rajasthani children from Shubham showcased an impressive self-training presentation, featuring: Shivansh Chachan, Miraya Kargwal, Viraj Jasrasaria, Ivaan Agarwal, Dakshita Harlalka, Aarav Khemani, Mayur Maskara

During the event, Neetu Sharma and Payal Bajaj introduced the mission and vision of Shubham Charitable Association, highlighting its contributions to women empowerment, education, healthcare, and self-sufficiency.

Shubham Charitable Association's President, Pushpa Bajaj, extended a special vote of thanks to Dr. Brahmdev Ram Tiwari, Principal Secretary of Meghalaya Raj Bhavan, for his continuous support in providing Shubham with this prestigious opportunity for the second consecutive year.

This event was yet another testament to Shubham Charitable Association's commitment to social development and empowerment, fostering cultural exchange and community growth.



Gambegre MLA initiates campaign to promote menstrual awareness

Tura, Mar 8

In an endeavour to promote menstrual awareness amongst adolescent girls, MLA of Gambegre Dr Mehtab Chandee A Sangma has initiated a campaign by organising several programmes in schools within Gambegre.

The campaign is part of International Women's Day on the theme "Accelerate Action". The intervention supported by Chief Minister's Special Grant (CMSG) aims to educate young girls on menstrual hygiene practices and the transition to womanhood.

The programme held at Mellim Deficit Secondary School in the South West Garo Hills District saw participation from over 120 students. Similar programmes were held at Daren Agal Secondary School, Kherapara UP Secondary School, Gonchudare Secondary School



■ A school girl receives menstrual pads distributed at a school under Gambegre constituency on Saturday.

and Gambegre UP Secondary School.

Close to 1000 reusable pads were distributed today. The campaign will continue as part of the International Women's Day and the target is to distribute reusable pads to as many as 10000 beneficiaries amongst adolescent girls and low income group women.

The reusable pads are being manufactured in different units of Shubham Charitable Association, Shillong. The pads are made with breathable and comfortable materials and has BIS certification. Hundreds of local women have been involved for the production of the pads.

Continued on Page 3

दैनिक पूर्वोदय

मेघालय राजभवन में राजस्थान दिवस पर शुभम के सदस्यों की राजस्थानी लोक नृत्य की प्रस्तुति



शिल्लोंग, 1 अप्रैल (वि.सं.)। मेघालय राजभवन में राजस्थान दिवस के उपलक्ष्य पर एक भव्य सांस्कृतिक कार्यक्रम का आयोजन किया गया, जिसमें शुभम चैरिटेबल एसोसिएशन के सदस्यों ने राजस्थानी लोक नृत्य की मनमोहक प्रस्तुति दी। कार्यक्रम में मेघालय की फर्स्ट लेडी श्रीमती बबिता विजयशंकर मुख्य अतिथि के रूप में उपस्थित रहीं। इस अवसर पर पिंकी चाचान, कनक गौयल, वंदना चौधरी, सिल्की बाजाज और डॉली अग्रवाल ने राजस्थानी लोक नृत्य की आकर्षक प्रस्तुति देकर सभी का मन मोह लिया। इसके अलावा, शुभम के सदस्यों के छोटे-छोटे राजस्थानी बच्चों द्वारा आत्म प्रशिक्षण का शानदार प्रदर्शन किया गया, जिसमें शिवांश चाचान, मिराया करगवाल,

विराज जसरासिया, ईवान अग्रवाल, दक्षिता हरलासका, आरव खेमानी, मयूर मस्करा ने भाग लिया। शुभम चैरिटेबल एसोसिएशन की सदस्या नीतू शर्मा और पायल बाजाज ने संस्था का परिचय प्रस्तुत किया। शुभम चैरिटेबल अध्यक्ष पुष्पा बजाज ने राजभवन मेघालय के प्रिंसिपल सेक्रेटरी डॉ. ब्रह्मदेव राम तिवारी का विशेष धन्यवाद ज्ञापन किया, जिनके विशेष सहयोग से शुभम को यह अवसर लगातार दूसरे वर्ष प्राप्त हुआ।

यह कार्यक्रम शुभम चैरिटेबल एसोसिएशन द्वारा समाज के विकास और सशक्तिकरण के लिए किए जा रहे प्रयासों का एक हिस्सा है, जो महिला सशक्तिकरण, शिक्षा, स्वास्थ्य और स्वावलंबन के क्षेत्रों में कार्यरत है।

Prog at EKH village disseminates awareness on menstrual hygiene



Women attend the awareness programme, on Saturday.

By Our Reporter

SHILLONG, May 27: An awareness programme was on Saturday organised by Shubham Charitable Association in collaboration with Operation Clean-Up at Sohryngkham, Lulong, in East Khasi Hills to promote the importance of menstrual hygiene.

A statement in this regard informed that the awareness programme laid focus on 'Zero-Waste Period Project'.

Aimed at making progress towards community health and environmental sustainability, the programme saw discussions on the use and importance of 'Fresh Pads' made from cloth fabrics by Shubham Charitable Association.

Mawryngkneng MLA HS Kharpran, who attended the programme as the chief guest, informed the gathering about the growing environmental threat posed by menstrual waste.

He, in his address, also inspired everyone to use 'Fresh Pads' and emphasised menstrual hygiene management and its impact on women's health and empowerment.

The Shillong Times Editor Patricia Mukhim, who was the guest of honour, disseminated awareness among the women about the quality of 'Fresh Pads' and told them how these pads were beneficial for employment and the environment.

It may be mentioned that Mukhim, who is known for her contribution in environmental (Contd on P-4)

शुभम व वसुंधरा परिवार का जीरो वेस्ट पीरियड जागरूकता कार्यक्रम



▲ पूर्वोदय संवाददाता

गुवाहाटी, 28 मई। गुवाहाटी के प्रतिष्ठित काली राम बरुवा गर्ल्स हाई स्कूल में आज शुभम और वसुंधरा परिवार की ओर से जीरो वेस्ट पीरियड जागरूकता कार्यक्रम का आयोजन किया गया। इस कार्यक्रम का मुख्य उद्देश्य छात्राओं को पर्यावरण के प्रति जागरूक करना और उन्हें किराफती व पर्यावरण के अनुकूल पुनः उपयोग किए जा सकने वाले सैनिटरी पैड्स के बारे में जानकारी प्रदान करना था। कार्यक्रम के दौरान, शुभम द्वारा निर्मित कपड़ों से बने पुनः उपयोगी सैनिटरी पैड्स की विशेषताएं बताई गईं। यह पैड्स न केवल किराफती हैं बल्कि पर्यावरण के लिए भी अत्यंत लाभदायक हैं। इन पैड्स के उपयोग से प्लास्टिक कचरे में कमी आएगी और स्वास्थ्य संबंधी फायदों के साथ-साथ आर्थिक बचत भी होगी। इस अवसर पर दसवीं कक्षा की 60 छात्राओं को निःशुल्क पुनः उपयोगी सैनिटरी पैड्स वितरित किए गए और सभी को लीचों का वृक्ष भी पिलाया गया। इस प्रकार, छात्राओं को न केवल जागरूक किया गया बल्कि उन्हें आकर्षित करने की

चौधुरी और किरण तापड़िया भी उपस्थित रहीं कार्यक्रम की शुरुआत सरोज जालान ने अपने उद्घाटन भाषण से की। उन्होंने कहा, हमारा उद्देश्य समाज में महिलाओं को मासिक धर्म स्वच्छता के बारे में जागरूक करना और पर्यावरण की रक्षा के प्रति उनकी जिम्मेदारी को समझाना है। पुनः उपयोगी सैनिटरी पैड्स के उपयोग से हम न केवल अपनी सेहत का खयाल रख सकते हैं, बल्कि पर्यावरण संरक्षण में भी महत्वपूर्ण योगदान दे सकते हैं। इस अवसर पर, स्कूल की प्रधान अध्यापिका डॉ. कल्पना बरुवा का विशेष सहयोग भी सराहनीय रहा। उनकी मेहनत और समर्पण ने इस कार्यक्रम को सफल बनाने में महत्वपूर्ण भूमिका निभाई। श्रीमती पुष्पा खेमका ने कार्यक्रम के अंत में सभी उपस्थित लोगों का धन्यवाद किया और कहा, हम सभी को इस प्रकार के कार्यक्रमों में भाग लेकर समाज और पर्यावरण के प्रति अपनी जिम्मेदारियों को निभाना चाहिए। इस कार्यक्रम से उपस्थित छात्राओं और शिक्षकों में एक नई जागरूकता का संचार हुआ और उन्होंने इस राज की सराहना की, जिससे

OUR PARTNERS



MEDIA PARTNERS





“सेवा परमो धर्मः”

Thank
you

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