



Ānanda

A system
creating India's first
NATIONAL NETWORK
of NGO's to promote better
menstrual hygiene practice



Promoting
Menstrual Hygiene Practice

ABOUT

“Lyvefresh Ananda” – an eco-system to promote menstrual hygiene practice by creating first of its kind national network of NGO’s across India who would provide FREE workshops with standardized training content and system driven approach. This initiative was started in January 2022 and have successfully supported around 4000+ women as on May 2022. It have started to build India’s first and only national network of NGO by supporting them with the single window system of Lyvefresh ANANDA.

Vision of Lyvefresh ANANDA is to build a gap between these NGO and Corporate having CSR funds. We also have a honorary advisory board which comprises of senior professional from the corporate world and some celebrities who guide and support this initiative to grow across India.



A system

**creating India’s first
NATIONAL NETWORK**

**of NGO’s to promote better
menstrual hygiene practice**

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Ānanda
Presents

BLEEDING
IS NOT BAD
In India

**Project to
support menstrual hygiene
in INDIA**




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WHY



A close-up photograph of a person's hand planting a small green seedling into dark, rich soil. The seedling has two small, rounded leaves and a thin stem. The background is a soft, out-of-focus green, suggesting a garden or natural setting.

Helping Nature...

A photograph showing a large, messy pile of discarded waste, primarily sanitary napkins, scattered across a ground surface. The napkins are in various colors (white, pink, blue) and are crumpled and torn. In the background, there are some concrete structures, possibly part of a landfill or a construction site, under a clear sky.

From 12.3* billion sanitary napkins, amounting to 113,000 tonnes of waste, coming in India's landfills every year



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**Helping
5.96 Cr* needy women's
across INDIA to adopt
better menstrual hygiene**


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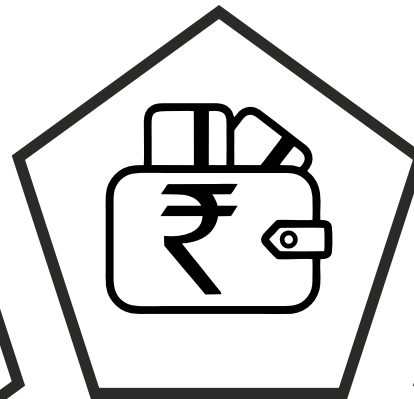


Creating....



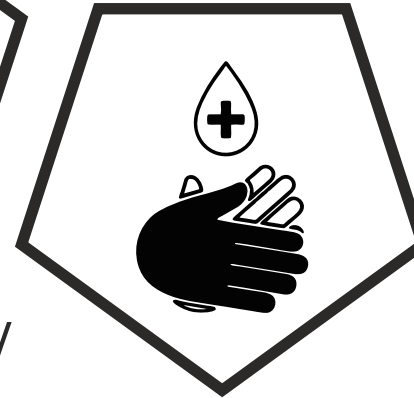
Awareness

Acceptance



Affordability

Health &
Hygiene

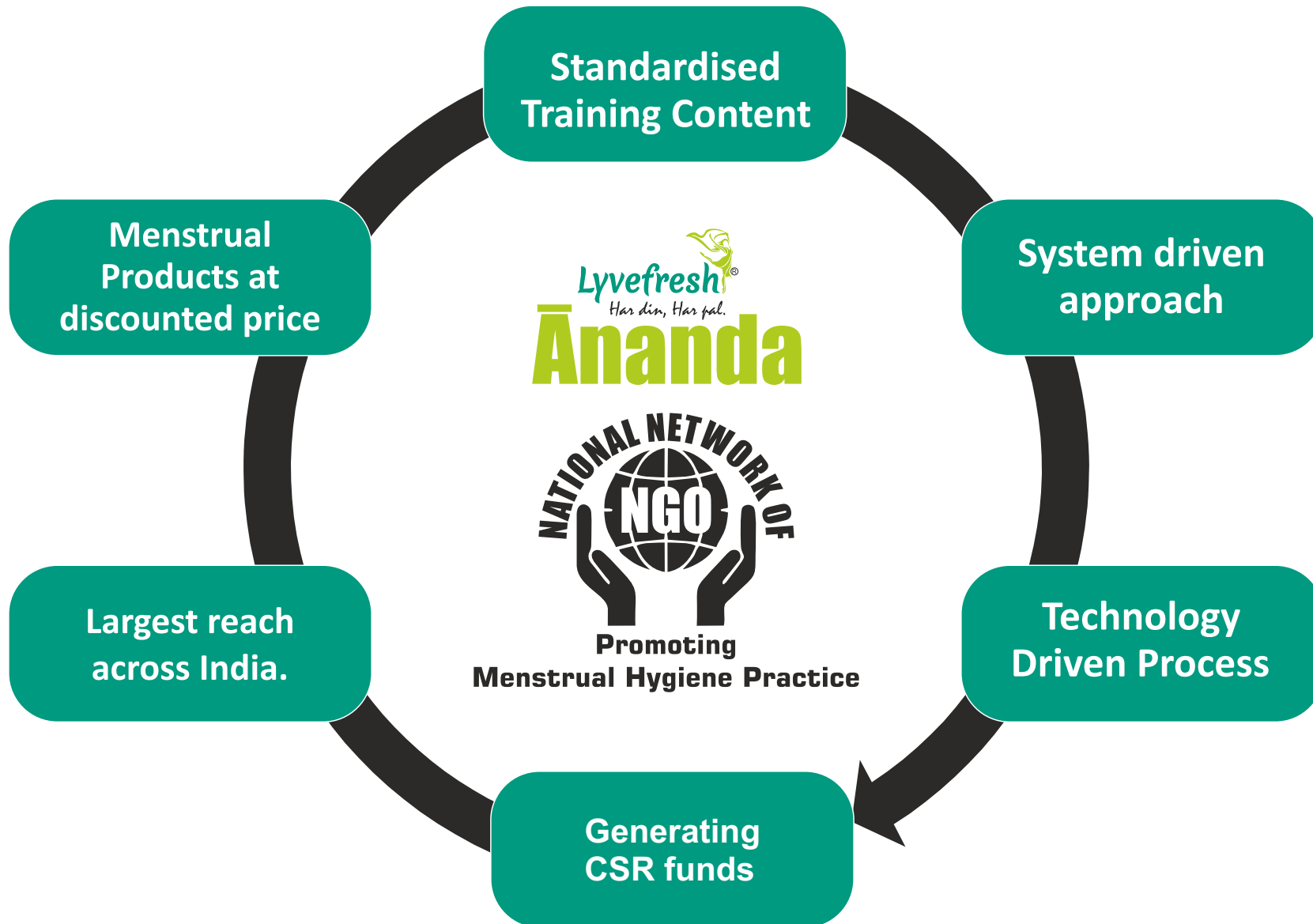


Waste
Management

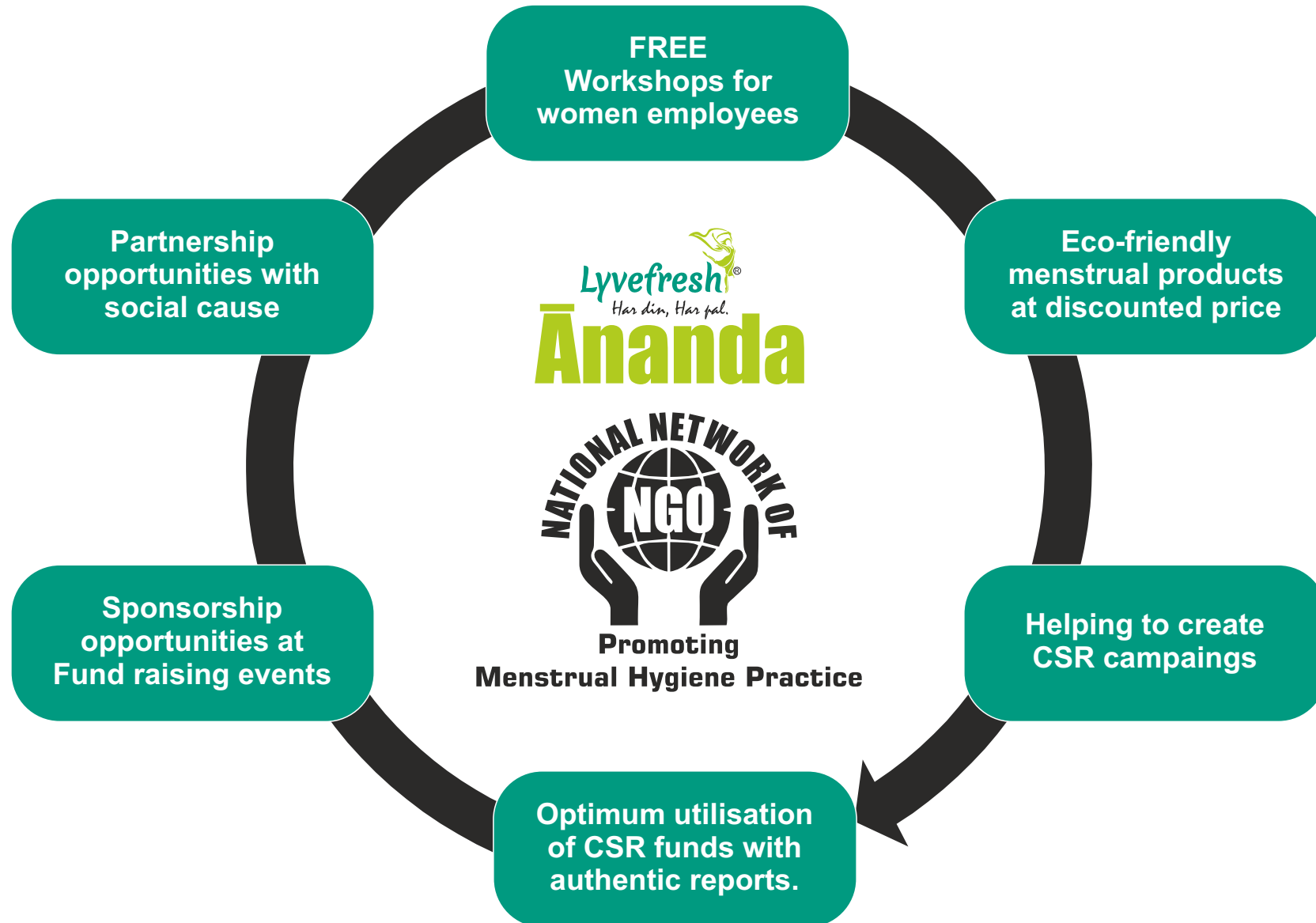
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Services



SUPPORT TO NGO'S



SUPPORT TO CORPORATE





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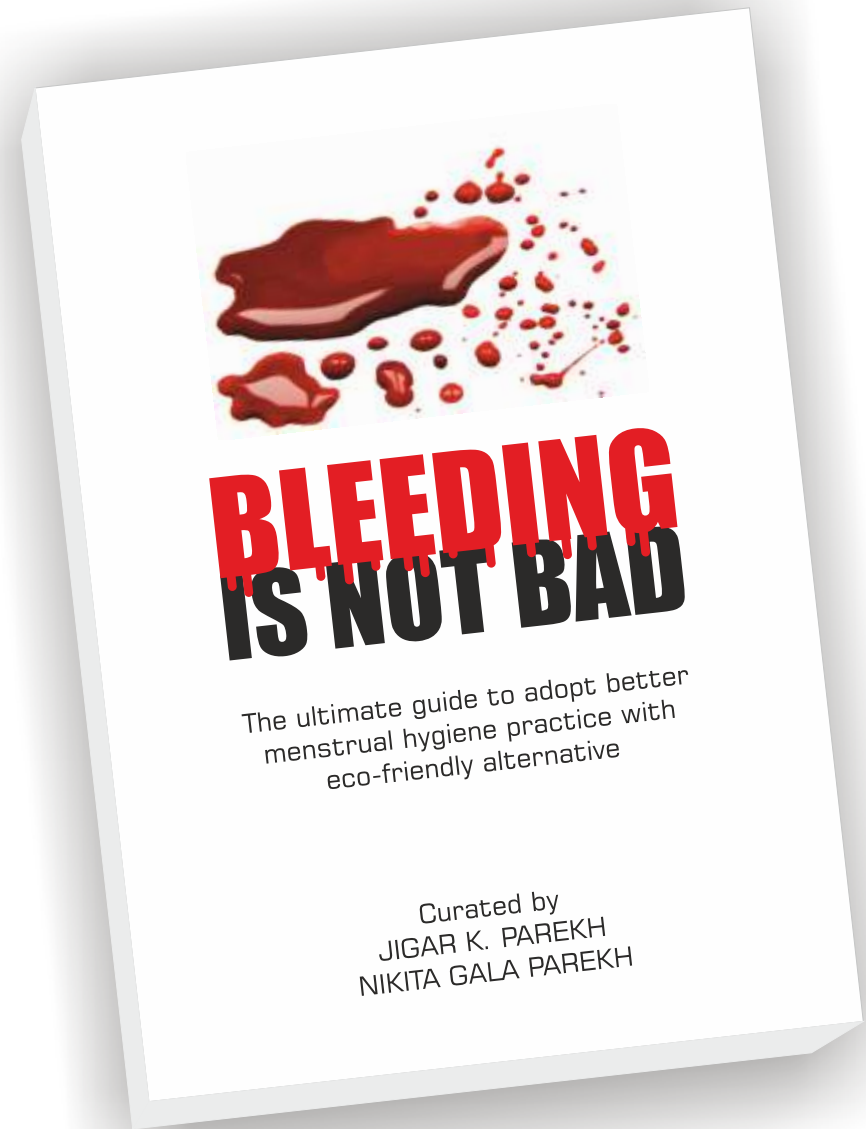
Achievements



Launched

**India's first
dedicated book to adopt
better menstrual hygiene
with eco-friendly alternative.**

Available on



**Proud to Make In India,
the eco-friendly alternative
to sanitary pads
i.e. Menstrual Cup**

**for distribution
at subsidised rates**



**Organized
FREE WORKSHOP'S for
4000+ Women / Girls
to adopt better
menstrual hygiene practice
along with donation of
Menstrual Cups.**



Journey...



Received CSR Fund of around 20 Lakh to organize workshops for 2200 Mumbai Police women officers.

Got the NGO partners from Maharashtra, Karnataka & Madhya Pradesh

**Oct.
2021**

**Jan
2022**

**Apr.
2022**

**Jul.
2022**

2023

Created the Eco-System & executed the first workshop

Launched the book **“Bleeding is not Bad”** India’s first book on Menstrual hygiene management & How to use Menstrual Cup

Planning for India’s largest fund raising event.

Lyvefresh ANANDA NGO Network



Madhya Pradesh



Maharashtra



Karnataka



Gujarat



West bengal



Jharkhand



Uttar Pradesh



Present



Upcoming



Our Supporters till date ..



Our NGO Partners



Our Donors



Our beneficiaries as on date





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BEHIND THE SCENES

Co-Founders



Mr. Jigar Parekh
CoFounder & CEO -
ABCD MULTIVENTURES
Chairmen -
Lyvefresh ANANDA



Mrs. Nikita Gala Parekh
CoFounder & CFO -
ABCD MULTIVENTURES
Training Director -
Lyvefresh ANANDA

HONORARY ADVISORY BOARD PANEL



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High Court Mumbai



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Business Value Creator &
Strategic relations Manager –
Corporate Outreach-India
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Frameboxx Animation & VFX



Mr. Arun Bhardwaj
Celebrity
Ultra marathon runner



Devika Jeet
Director & Chief Editor
DDP Group



Initiative by



Mumbai

(An ABCD Group Company)

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