

# HITACHI

CSR Activity at Bangalore  
Date : 24<sup>th</sup> December 2025

HITACHI EMPLOYEE  
ENGAGEMENT ACTIVITY  
REPORT



Hitachi Lift India Pvt. Ltd., with its strong commitment to social responsibility and community well-being, presents the Menstrual Hygiene Drive for Dignity and Health. This initiative focuses on promoting safe, dignified, and stigma-free menstrual hygiene management among women and adolescent girls. Through the installation of sanitary pad vending and electric disposal machines, along with sustained awareness and education sessions, the program ensures easy and hygienic access to menstrual hygiene products.

By improving hygiene practices, reducing health risks, and empowering local women through training and community ownership, the initiative supports dignity, health, and long-term positive impact, contributing to a healthier, more informed, and empowered society.

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## IMPLEMENTING PARTNER India Is Us

India Is Us (i2u Social Foundation) is an NGO support ecosystem created to assist companies in fulfilling their CSR initiatives by working with verified NGOs.

i2u works with numerous NGOs across India, focusing on twelve causes, including literacy and education, health and nutrition, environmental conservation, women empowerment, poverty alleviation, care for the elderly, animal welfare, skill development, inclusivity for people with disability, child welfare, WASH and heritage.

i2u supports NGOs by helping them perform better through capacity building, sustainable growth, and donor and volunteer mobilization.

## NGO PARTNER UNWEANED CHILD CARE FOUNDATION

Unweaned Child Care Foundation is a registered public charitable trust in India, committed to transforming lives through education, healthcare, and sustainable livelihood programs. The foundation works to empower underprivileged children, youth, and women by providing access to quality education, innovative healthcare—including menstrual health and hygiene—and market-focused livelihood opportunities.

Its efforts focus on building capacity, offering continuous support, and integrating marginalized individuals into mainstream society. By leveraging best practices and technology, the foundation strives to achieve the highest social return on investment while promoting equality of opportunity and preserving cultural traditions. Adopting a holistic, life-cycle approach—from early childhood education to women's empowerment and family health—Unweaned Child Care Foundation continues to create sustainable impact and strengthen community resilience across India.

## EVENT DETAILS

**Date:** 24th dec 2025

**Location:** Slum quatres , kasavanahalli bangalore

**Number of Beneficiaries:** 100

**Number Of Families Benefited:** 350

**No. of Hitachi representatives:** 08

### Event Objective:

To ensure safe, dignified, and stigma-free menstrual hygiene for women and adolescent girls by providing free access to sanitary pads, hygienic disposal facilities, and continuous awareness sessions, while empowering local women to sustain and manage the initiative.

### Key Objectives:

- To promote menstrual hygiene, health, and dignity among women and adolescent girls in the Kasanavanahalli slum community.
- To install sanitary pad vending and electric disposal machines providing free and easy access to hygiene products.
- To empower women and girls through knowledge, access, and community ownership in managing menstrual health.
- Sustainable management of machines through community-led maintenance and monitoring systems.

## ACTIVITY DETAILS

- The event commenced with an introduction by Mr. Anil, from Unweaned Child Care Foundation, who spoke about the inception and growth of Unweaned Child Care Foundation, its mission, and its continued efforts in community development. He also highlighted the association with Hitachi Lift India Pvt. Ltd. and India Is Us (i2u Social Foundation).
- This was followed by an address from Mr. Ravindra Gurumath, who introduced Hitachi Lift India Pvt. Ltd., shared insights into the company's vision and values, and spoke about Hitachi's commitment to social responsibility through various CSR initiatives focused on community well-being and inclusive development.
- Hitachi representatives actively interacted with the women beneficiaries, engaging in meaningful discussions to understand their needs and emphasizing the importance of sanitary pad vending and disposal machines for safe, hygienic, and dignified menstrual hygiene management.
- Menstrual hygiene awareness sessions were conducted by Dr. Nikitha, focusing on personal hygiene, reproductive health, safe menstrual practices, and the importance of maintaining proper hygiene.

## ACTIVITY DETAILS

- The sessions were highly interactive, with beneficiaries openly asking questions and clarifying doubts related to menstrual health, product usage, and common misconceptions. The doctor addressed each concern patiently, helping build confidence and awareness.
- A live demonstration of the sanitary pad vending machine and electric disposal machine was conducted, explaining correct usage, safety protocols, and basic maintenance to ensure ease of use.
- The Hitachi team formally inaugurated the machines, marking the successful implementation of the initiative at the center.
- Refreshments were distributed to all beneficiaries and Hitachi volunteers as part of the program.
- The program concluded with a vote of thanks, after which a memento was presented to the Hitachi team as a token of gratitude for their valuable support and collaboration.

## Program Impact and Future Goals

- **Beneficiaries demographic:** 70% women and 30% girls
- **The program addresses these causes:**
  - ❖ Menstrual Hygiene and Dignity and Health

The program created a positive impact by improving menstrual hygiene practices among beneficiaries. It increased awareness about health, cleanliness, and safe disposal methods. The availability of machines reduced absenteeism and discomfort during menstrual periods. The goal is to reach more beneficiaries and promote dignity, health, and sustainability.

## Moments Well Captured



**HITACHI**