

Indian Corporate Gifting Company Supports Menstrual Hygiene Drive for Girls in Dadri School



Noida, Uttar Pradesh Sep 8, 2026 ([Issuewire.com](https://www.issuewire.com)) - In a continued effort to make corporate social responsibility more meaningful and community-driven, India's most innovative corporate gifting company, Consortium Gifts, has distributed **sanitary pads and reusable water bottles to girl students at Kasturba Gandhi Residential School, Chittehra, Dadri**. The initiative is part of Consortium Gifts ongoing commitment to **giving back to the communities around it and creating awareness around issues that directly impact the confidence, health and everyday lives of young girls**. Rather than treating CSR as a one-time contribution, the company has adopted a monthly engagement model, through which its team regularly visits the school, interacts with the students and conducts conversations around menstrual hygiene, personal well-being and the importance of having the right information.

Speaking about the movement, **Gaurav Bhagat, Founder & Managing Director, Consortium Gifts**, said, *"We started this initiative because we wanted our contribution to go beyond simply distributing products. Menstruation is a completely natural part of growing up, yet a lack of awareness, access and open conversations can make it difficult for young girls. If we can provide them with the basic support they need and, more importantly, create a safe environment where they can ask questions and understand their bodies without hesitation, then we are creating an impact that goes far beyond a monthly distribution,"*

As part of the programme, Consortium Gifts team also engages with the students through **informal "Period Stories" conversations**. These interactions are designed to make discussions around **menstruation less uncomfortable and more relatable**, encouraging girls to share their experiences, understand menstrual hygiene better and seek the right information. The company believes that sustained engagement is essential for meaningful social impact. Through regular visits, the team aims to understand the school's evolving needs and identify areas where it can provide further support.

Adding to it, **Vikrant Kaushal, Chief People Officer, Consortium Gifts**, said, *“Our objective is to build this into a sustained programme rather than a one-time CSR activity. We want our team to spend time with the students, understand what they need and help create access to the right knowledge. Going forward, we plan to introduce more initiatives around awareness, education, life skills and well-being, while also exploring ways in which we can support the school’s broader requirements.”*

The initiative is part of Consortium Gifts larger philosophy of responsible business and conscious contribution, where corporate success is accompanied by a commitment to creating value for society. By combining material support with regular human interaction and awareness-building, the company hopes to make its CSR efforts more consistent, relevant and impactful. Consortium Gifts plans to continue its monthly engagement with the school and explore additional programmes that can empower the students with knowledge, confidence and practical support.

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