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Needuva Hrudhaya Foundation - Heart Of Giving

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Antony Sajeeth S - The Man Behind India's Pink Room Revolution



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Antony Sajeeth's journey is driven by a deep belief that change is not a distant dream but something that can be made real by standing up against injustice and inequality. As the co-founder of the Needuva Hrudhaya Foundation Heart of Giving NPO registered under section 8 of the companies act., he has dedicated his life to supporting children and marginalized communities in rural India—helping them overcome barriers to education, build confidence, and break free from the limitations placed on them by society. One of his most powerful contributions is in the area of menstrual health and gender equality, issues that are often ignored in rural India. To tackle this, Sajeeth created the Pink Room Initiative, a first-of-its-kind project in Government School in Karnataka that gives girls safe, hygienic spaces within schools to manage their menstruation without missing out on their education. The first Pink Room was built at Government High School in Madanahalli Cross, Kolar and the 2nd Pink room was built in Government High School Kurugal Village, Kolar District, using his personal savings. What started as a small effort has

now grown into a movement, inspiring the government to adopt the Pink Room model and roll it out across schools in India. Today, these Pink Rooms have become safe spaces where thousands of girls can focus on their studies without fear or shame, helping to break the silence and stigma around menstruation. But Sajeeth's work goes far beyond this. Through the Heart of Giving Foundation, he has led efforts to support entire communities—providing better school facilities, sports programs, and opportunities for children to grow, learn, and dream bigger by setting up computer labs. His work is not just about building classrooms or programs, but about building dignity, confidence, and hope in the lives of those who need it most. Sajeeth's leadership has created change that goes beyond individuals—it has uplifted entire communities by challenging age-old taboos, opening up conversations, and ensuring that children, especially girls, get the opportunities they deserve. His journey is a powerful reminder that when one person chooses to act, entire communities can rise.

The Pink Room Initiative, spearheaded by Sajeeth, has had a profound and immediate impact on the lives of

young girls in rural schools. Before this initiative, menstruating girls were often forced to stay home from school, resulting in uninterrupted breaks in their education and contributing to higher drop-out rates. The introduction of safe, hygienic, and private spaces for these girls to manage their menstruation has not only kept them in school but has also created a sense of dignity and empowerment that was previously denied. The Pink Rooms are symbolic of a deeper societal shift, breaking the taboo surrounding menstruation and enabling girls to pursue their education with confidence, without the fear or shame that often accompanies their biological cycle.

Antony Sajeeth is a full time employee with over 28 years of experience with large IT and HR Companies and is currently working as the Director – Facilities for a Gaming Company in Bangalore.

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