

Take Care to Dare – Empowering Adolescent Girls for a Healthier Tomorrow



Bandhan Health Programme (BHP) has been creating ripples of change across rural Rajasthan through its Take Care to Dare (TCTD) project, nurturing awareness, confidence, and behavioural transformation among adolescent girls.

We conducted a Research Study to understand how health education can truly transform the lives of adolescent girls in rural Rajasthan. Our aim was to see how awareness could inspire change in what girls know, how they think, and the choices they make for their health and well-being.



Highlights from the Research Study

The research covered 20 government schools across Ajmer Rural and Kishangarh districts in Rajasthan, reaching 300 adolescent girls aged 14–18.

Empowered by Hygiene

Girls who once relied on cloth during menstruation began switching to sanitary pads. Overall, **99.7%** now use them regularly. They learned to **change pads every 4–6 hours**, maintain hand hygiene, and dispose of waste safely. Over 80% practice safe disposal of menstrual waste, showing healthier and more responsible hygiene habits.

Breaking the Silence

In a culture where menstruation is often surrounded by stigma, **85%** of girls now **speak about it openly** — with mothers, peers, and health workers.

Bandhan's interactive, play-based sessions turned taboo subjects into shared learning moments.



By listening to the voices of these young girls, the study sought to understand how knowledge turns into confidence — and how simple health education can spark lasting behavioral change and empowerment.

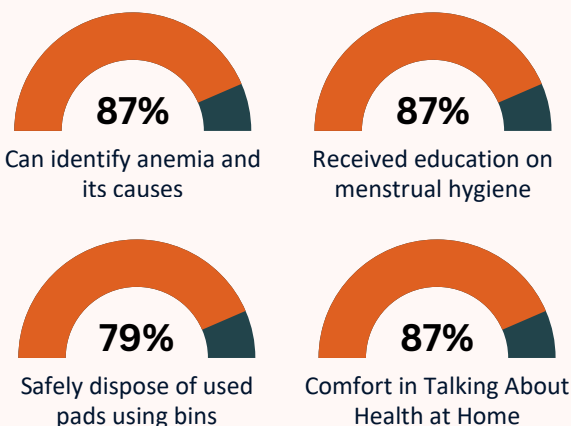
Together, we're nurturing healthier, more confident young women shaping a stronger future for rural India.

The Change You Can See:

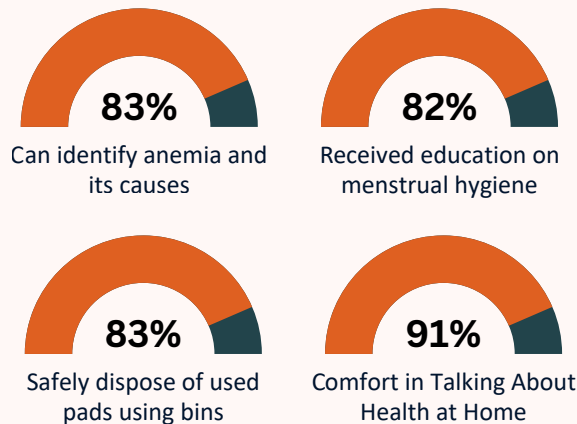
The study revealed that the TCTD project isn't just creating awareness, it's inspiring transformation.



In Ajmer Rural



In Kishangarh



These may seem like small actions, but together they form the foundation of lifelong health and dignity.

The journey doesn't end here.

Bandhan-Konnagar continues to strengthen its mission through:

- Interactive, play-based health education
- Regular anemia screening and nutrition drives
- School partnerships for sustained support
- Community outreach to remote rural areas

Our Shared Vision

Every adolescent girl deserves the right to understand her body, make informed choices, and live with dignity.

Together with Bajaj Finance Ltd. and future partners, Bandhan Health Programme envisions a generation of confident, healthy young women — ready to take care and dare to dream.

“When you empower a girl with knowledge, you don't just change her — you change her family, her village, her future.”

Take Care to Dare (TCTD) project

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