



Press Release

**IIT Bhubaneswar Research & Entrepreneurship Park hosts
'ReFlow: Menstrual Health Innovation Hackathon 2025'**

Bhubaneswar, 16th November 2025: IIT Bhubaneswar Research and Entrepreneurship Park (IITBBS REP), in collaboration with UNICEF Odisha, Ayurarogya Saukhyam Foundation, ActionLab 2050 Foundation, Software Technology Parks of India (STPI), and the Odisha Menstrual Health & Hygiene Alliance, successfully organized the ReFlow: Menstrual Health Innovation Hackathon 2025 at the Lalitgiri Lecture Hall Complex, IIT Bhubaneswar. The programme was also supported by the State Bank of India. This was the first-ever hackathon held at IIT Bhubaneswar, focusing on the theme of Menstrual Health and Hygiene.

The event commenced with an inaugural ceremony graced by representatives from partnering organisations. Dr. Seema Bahinipati, Convenor of ReFlow Hackathon and Independent Director of IITBBS REP, delivered the welcome address, followed by remarks from Ms. Shipra Saxena, WASH-CCES Specialist, UNICEF, Odisha; Prof. Praveen Bist, Chairperson, Board of Advisors, Saukhyam Foundation; Mr. Tapas Mohapatra, ActionLab 2050; Ms. Purabee Purnasha Mishra, COO, Electropreneur Park, STPI, Bhubaneswar; and Dr. Meena Som, Health Specialist, UNICEF Odisha. Speakers emphasized the importance of innovation in promoting menstrual health equity, sustainability, and community-driven awareness.

The day-long event brought together innovators, start-ups, students, NGOs, and young changemakers from across India to co-create solutions addressing critical challenges in menstrual health and hygiene (MHH). Finalists presented prototypes and ideas across five key innovation tracks—Reusable Menstrual Products and Online Awareness Campaigns for Sustainable Period Products, IoT Solutions in Menstrual Health & Hygiene, Menstrual Health as a Livelihood and Menstrual Health and Faith. 44 teams with innovative ideas were shortlisted for the final presentation out of a total of 76 teams from across the country. Throughout the day, finalists showcased their ideas through live demonstrations and presentations, which were evaluated by a panel of experts.

In the valedictory session, jury members shared their reflections on the quality, impact potential, and scalability of the solutions presented. Ms Payal Patel, famous as the Pad Girl of Odisha, graced the occasion as the Guest of Honour and addressed the gathering with an encouraging message on fostering innovation for social good.

Winners across the innovation tracks were felicitated during the prize distribution ceremony, marking the culmination of a high-energy, impact-driven event that aimed to transform how communities access and engage with menstrual health solutions.

ReFlow 2025 forms a key part of IITBBS REP's commitment to supporting socially relevant innovation by offering mentoring, incubation support, and opportunities for creators to translate ideas into real-world impact.