

April 2022

PADS FOR SISTERS

Affordable access to cloth pads for all!

#JoinTheClothPadRevolution



eco  femme

WHAT IS IT?

Pads for Sisters is an Eco Femme not for profit program created to make cloth pads accessible to economically disadvantaged women (over 19 years old) who would not otherwise be able to afford or access the pads at commercial pricing.



All in One



Foldable Model



Travel Pouch



Make-your-own
Cloth Pad

Cloth pads are

- 🌀 made from organic cotton,
- 🌀 contain a leakproof layer and snaps,
- 🌀 stitched by rural women collectives ensuring them a living wage.

They have been extensively tested with rural women and have found widespread acceptance across different geographies.

HOW DOES IT WORK?

Pads are offered:

- At cost price to organisations and individuals who wish to sponsor/gift pads to economically disadvantaged women
- At a subsidised rate (Rs.60 - 100) for women to purchase for their own use.

30 partners across India



MENSTRUAL HEALTH EDUCATION

Pads are typically offered along with a **menstrual health awareness** session that covers the following topics:

- 1** Female Anatomy, menstruation and menstrual cycle



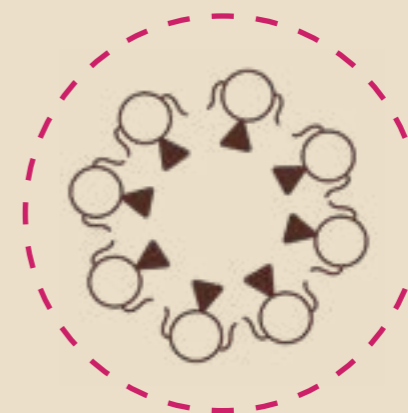
- 2** Taking care of ourselves during menstruation: Hygiene, Nutrition, Exercise and natural remedies



- 3** Menstrual product analysis to engage informed choice

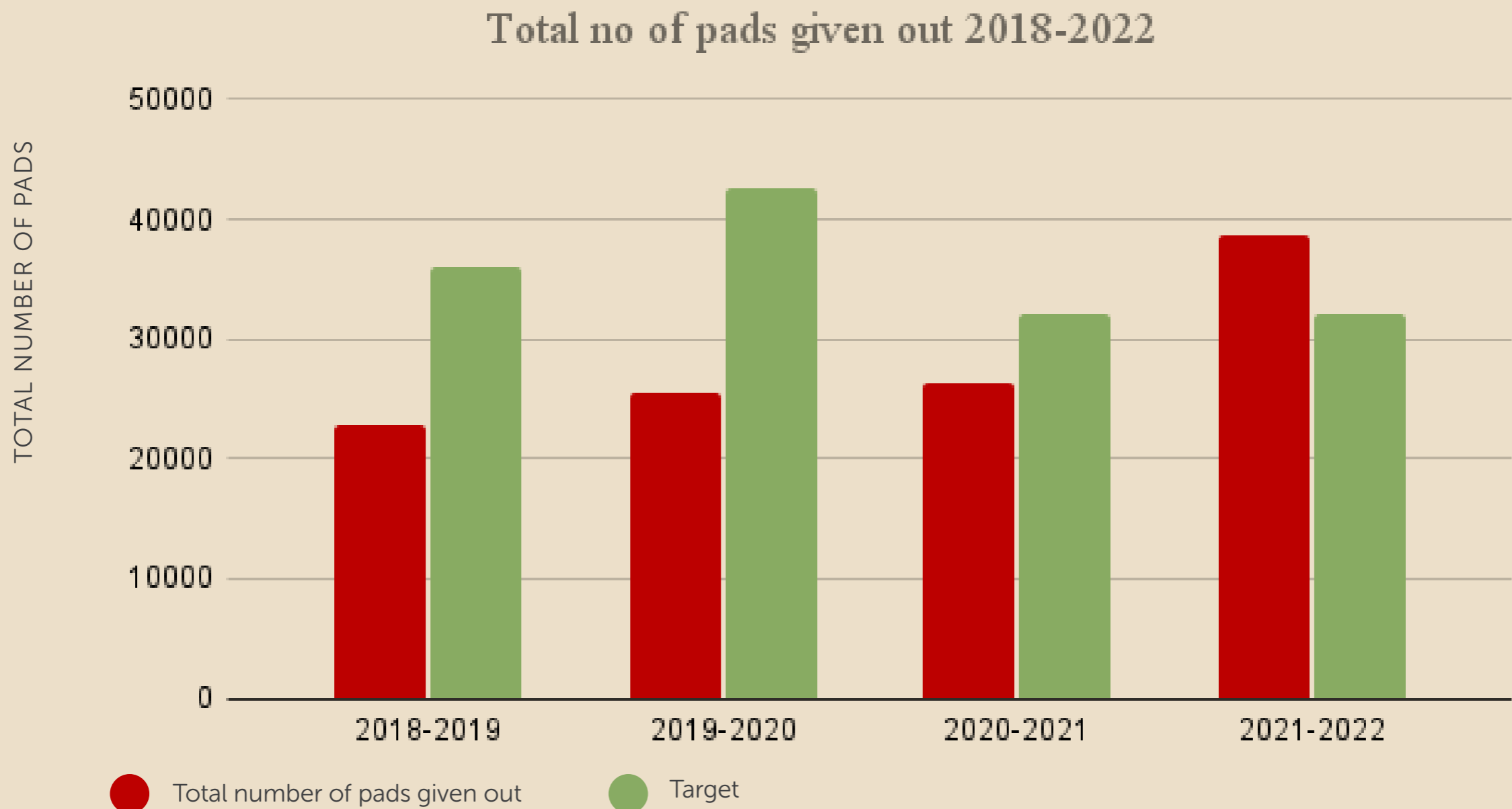


- 4** Safe space for speaking about menstruation



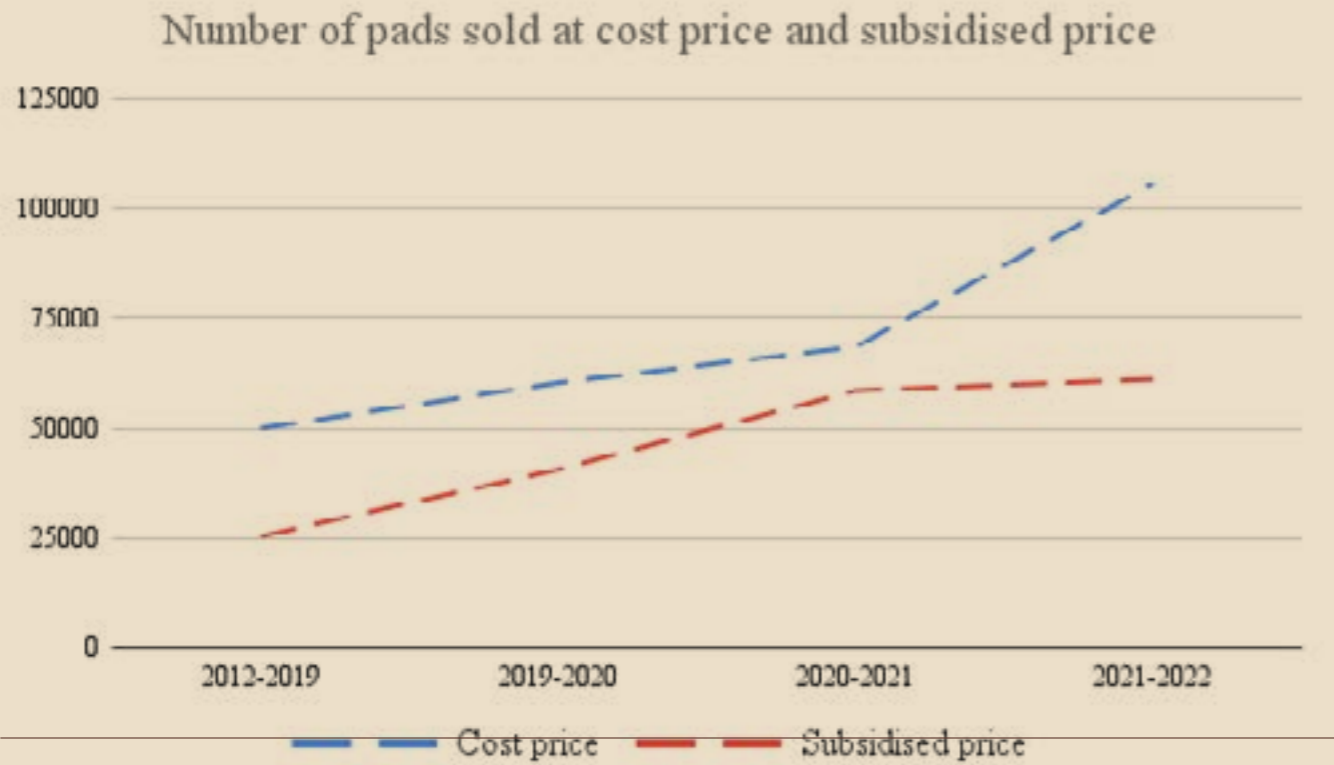
PROGRESS TO DATE : 1

Between launching the program in 2013 and March 2022 Eco Femme has provided over 166,000 pads to low income beneficiaries.

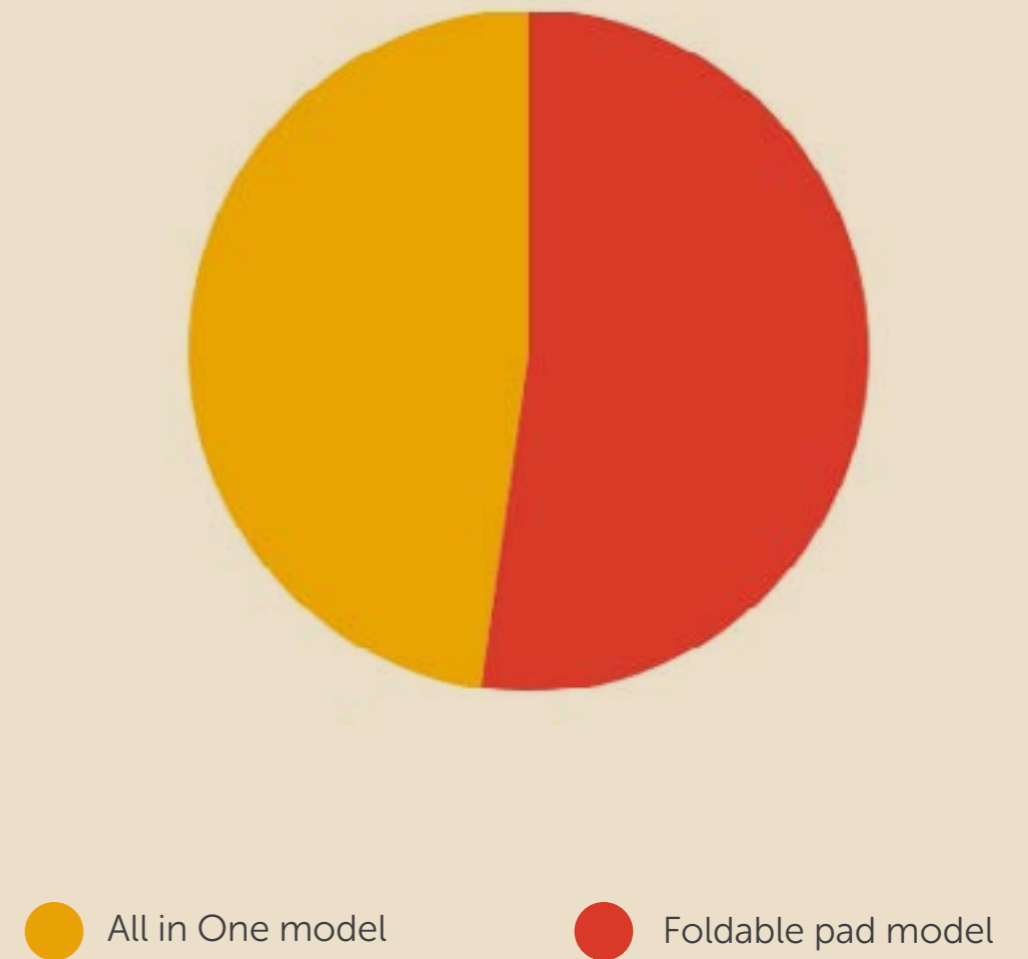


PROGRESS TO DATE : 2

Number of pads sold at subsidized price and cost price



Average model repartition 2013-2022

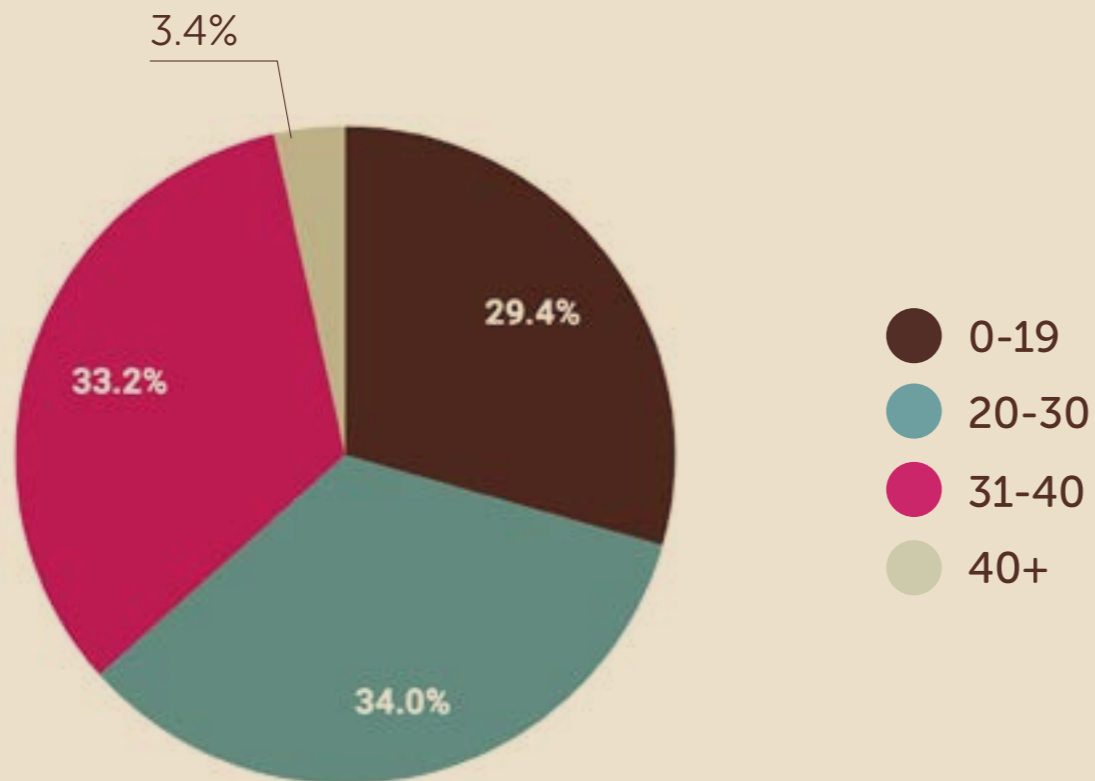


IMPACT

Are cloth pads a viable menstrual absorbent for women and girls from low income backgrounds?

Sample: The following data is compiled from 4 different product user studies collected from 374 women and adolescents across 6 different locations (Sikkim, Tripura, Nagaland, Hyderabad (Telangana), Tirupur (TN), Lucknow (UP)). All the respondents had received the pads at least 3 months prior to data collection.

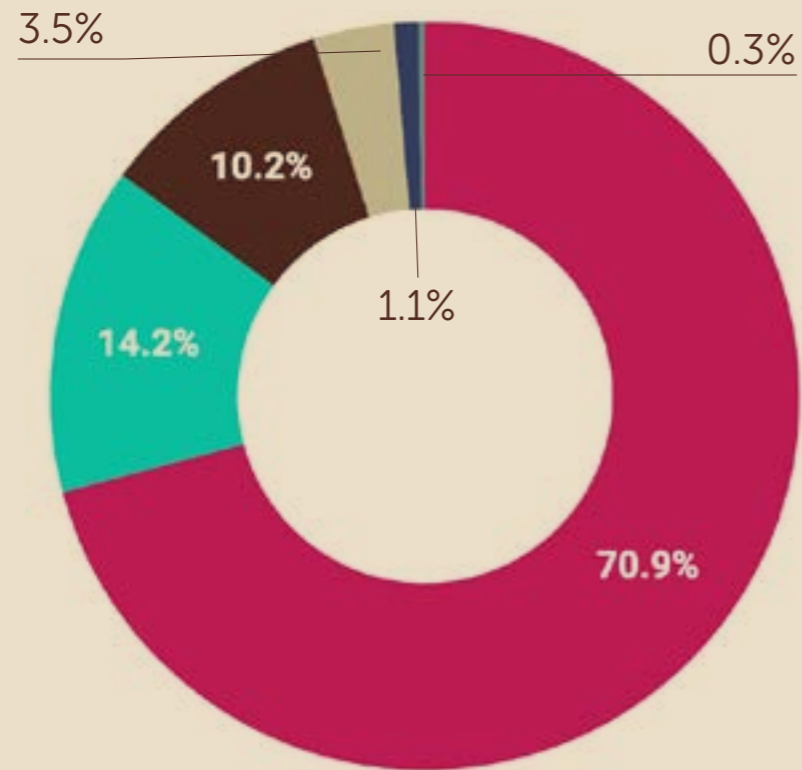
Age split of participants was as follows



PRODUCT PREFERENCE

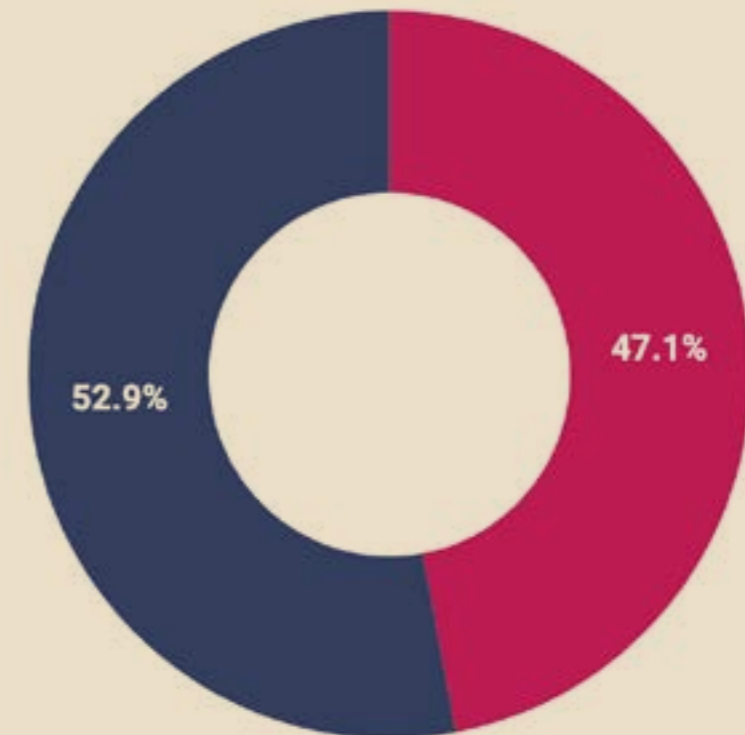
The following graphs show

What product(s) they used last month: indicates what a typical pattern of product use is, now they have the cloth pads for at least 3 months.



- Eco Femme pads only
- Disposable Napkins
- Combination: EF pads and disposables
- Cloth
- Other
- Combination: EF pads and cloth

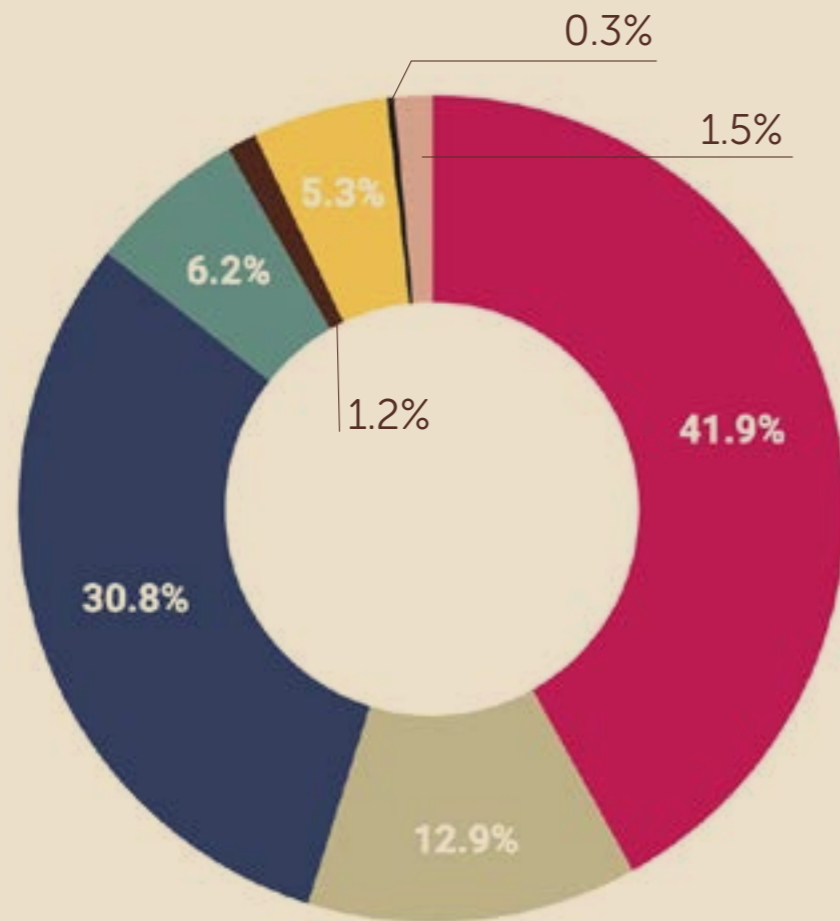
Pad model preference: 2 different cloth pad models - **Foldable** and **All In One** have typically been tried by all women in a user study. This graph shows the preferred model,



- Foldable
- All in One

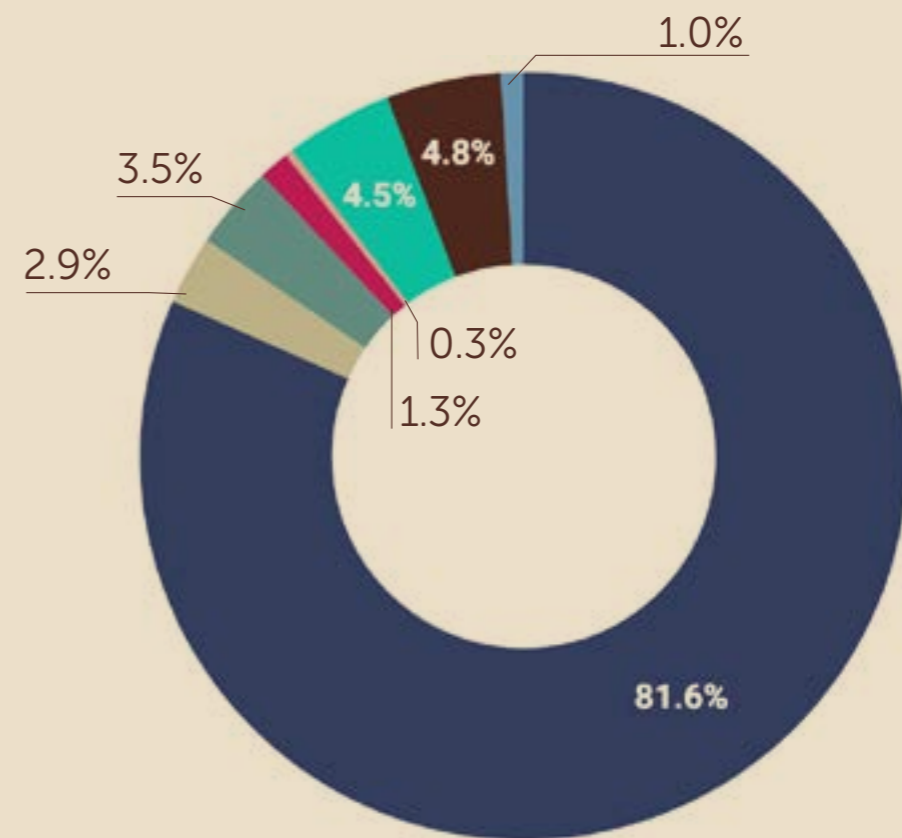
HEALTH

The following graph shows the kind of menstruation related symptoms women reported prior to starting to use cloth pads



- No symptoms
- Abdominal pain without diarrhoea or menses
- Vaginal rash or itchiness
- Abnormal vaginal discharge
- Genital ulcers or sores
- No answer
- Don't know
- Other

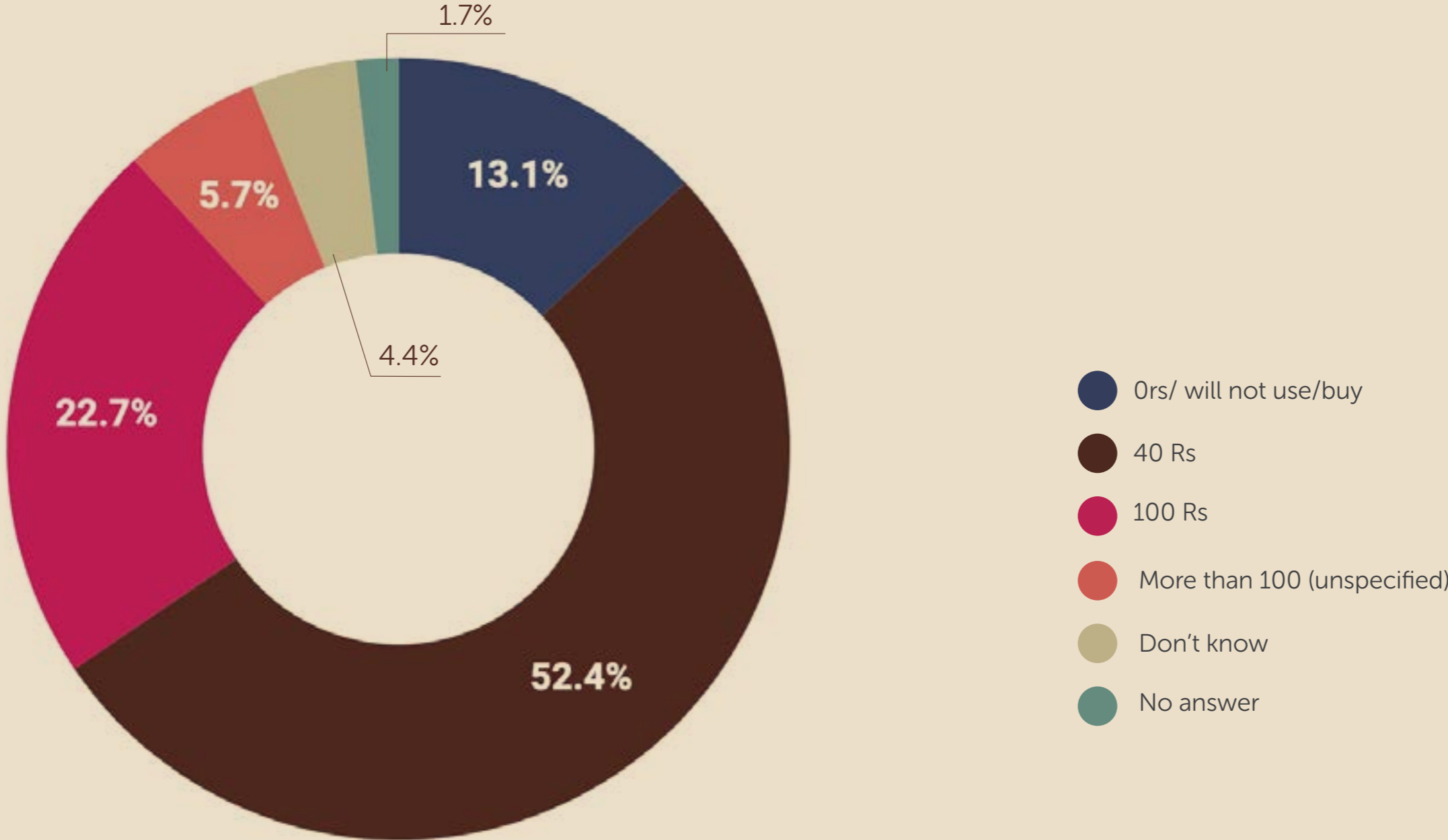
After using the cloth pads, 30% more women overall saw a REDUCTION in rashes and allergic reactions as compared to disposable sanitary napkins.



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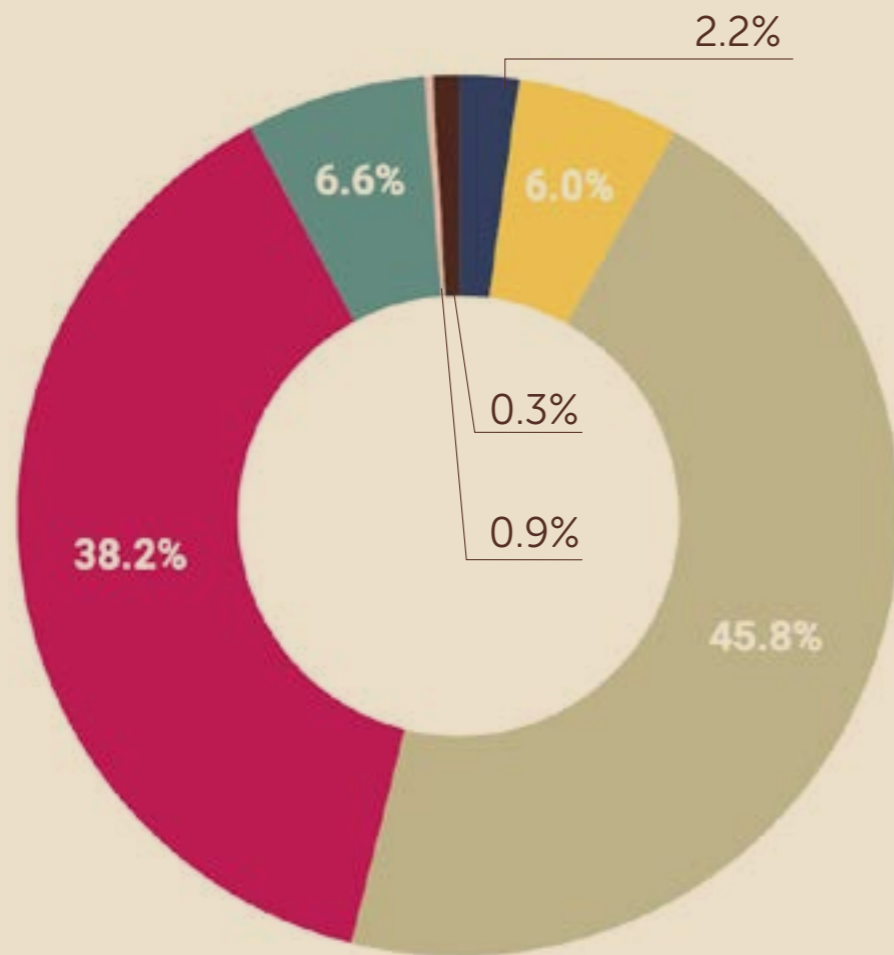
WILLINGNESS TO PAY

A common assumption is that women won't pay because cloth pads are too expensive. This question probed willingness to pay and again we were surprised to see that when they have had a positive user experience, they are willing to pay a subsidised rate.



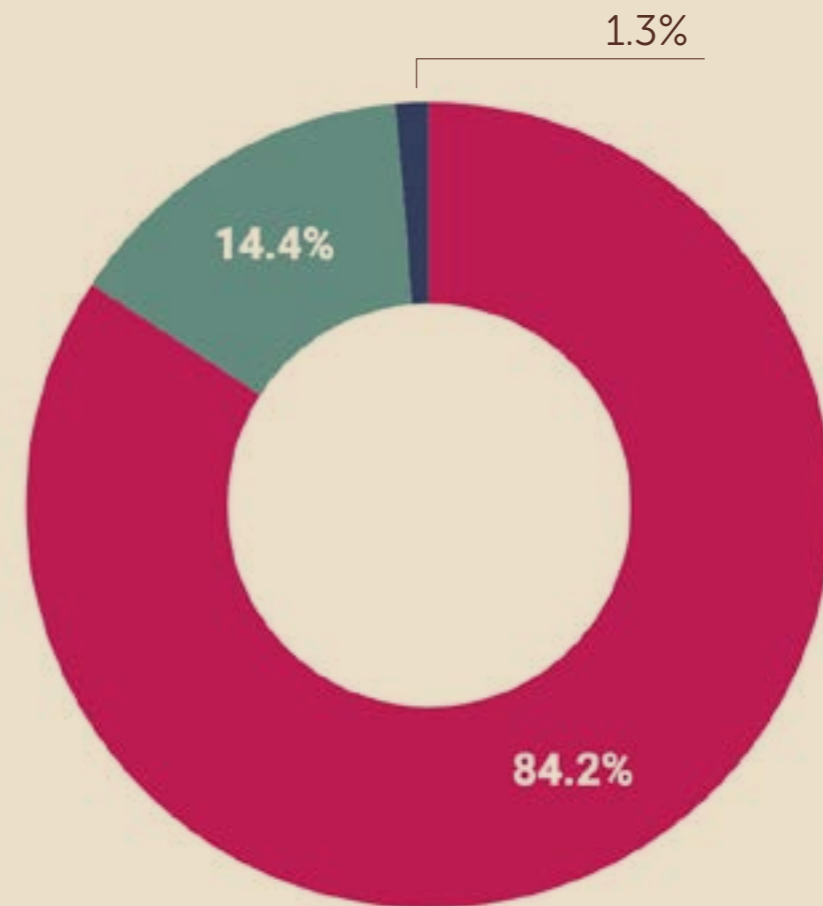
PERCEPTIONS ABOUT FUTURE USE

The following graphs reveal women's perceptions about :
How long they believe they can use cloth pads before replacement



- 3 months
- 6 months
- 1 year
- 2-3 years
- More than 3 years
- Don't know
- No answer

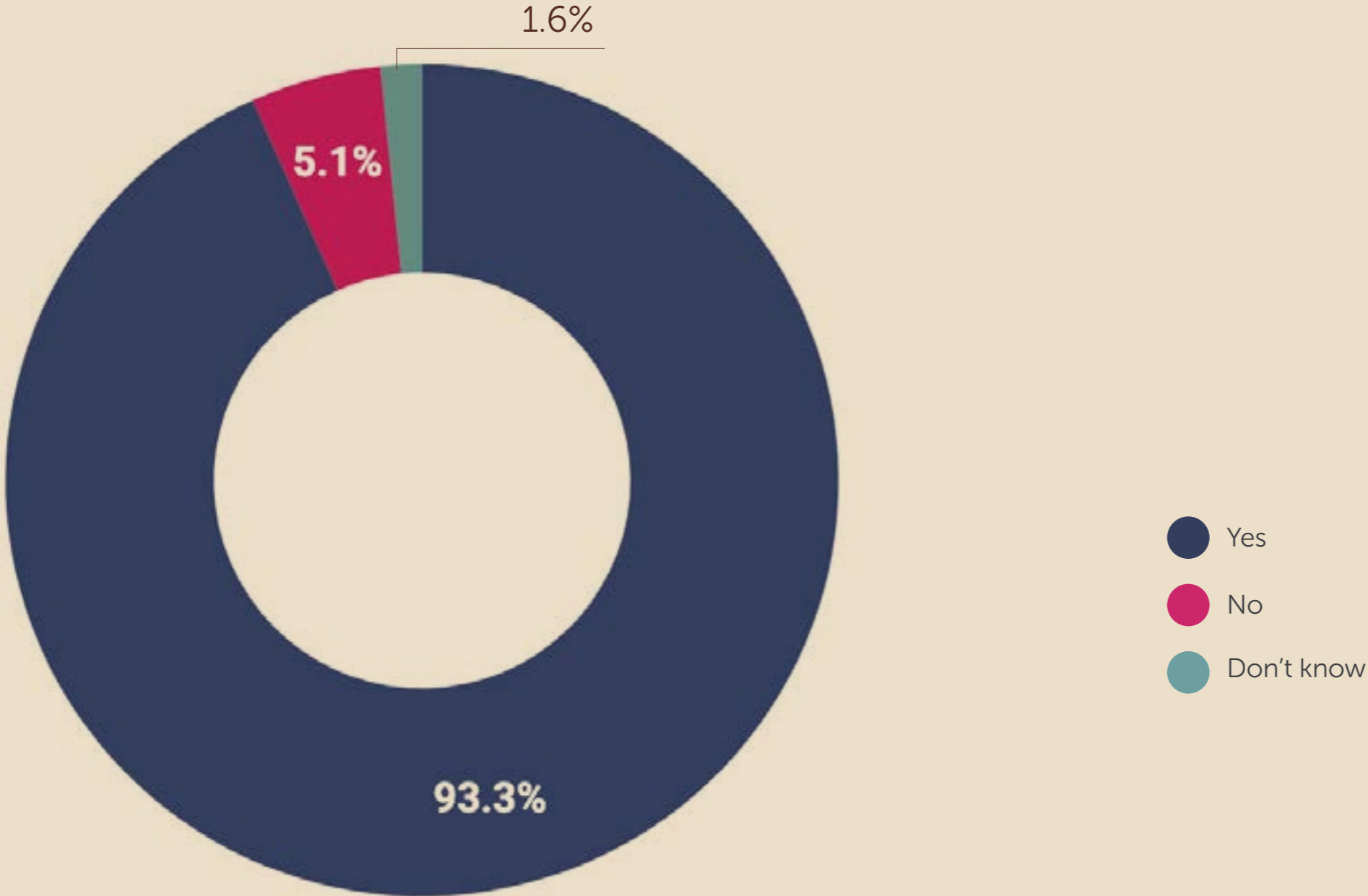
Intentions for future use



- Yes
- No
- Don't know

PERCEPTIONS ABOUT FUTURE USE

Willingness to recommend the cloth pad to others



CONCLUSIONS

Are cloth pads a viable menstrual absorbent for women and girls?

🌀 The answer to this question is a resounding YES!

Is protecting the environment the only reason to switch to a reusable menstrual product?

🌀 There are in fact many compelling reasons beyond not burdening the earth, to make the switch.

Feedback from women from low income backgrounds who live in many different parts of India provides evidence that cloth pads:

- 🌀 Perform well compared with disposable sanitary napkins and are easy enough to maintain.
- 🌀 Potentially result in beneficial health outcomes
- 🌀 Are attractive for purchase to women when offered at an affordable rate!



TARGETS 2022-2023

Subsidized pads / year	Cost price pads / year	Total pads for 2021-2022
15000	35000	50000

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