

eco ♻️ femme

**MENSTRUAL HEALTH  
EDUCATION  
PAD FOR PAD PROGRAMME**

**ANNUAL REPORT  
2022-2023**





## What is Pad for Pad?

Eco Femme's Pad for Pad programme provides menstrual health education (MHE) and free cloth pads kits to adolescent girls who are economically disadvantaged. The educational sessions are designed to give girls the skills to manage their periods hygienically and with dignity, and the chance to relate to menstruation as a normal, healthy experience.

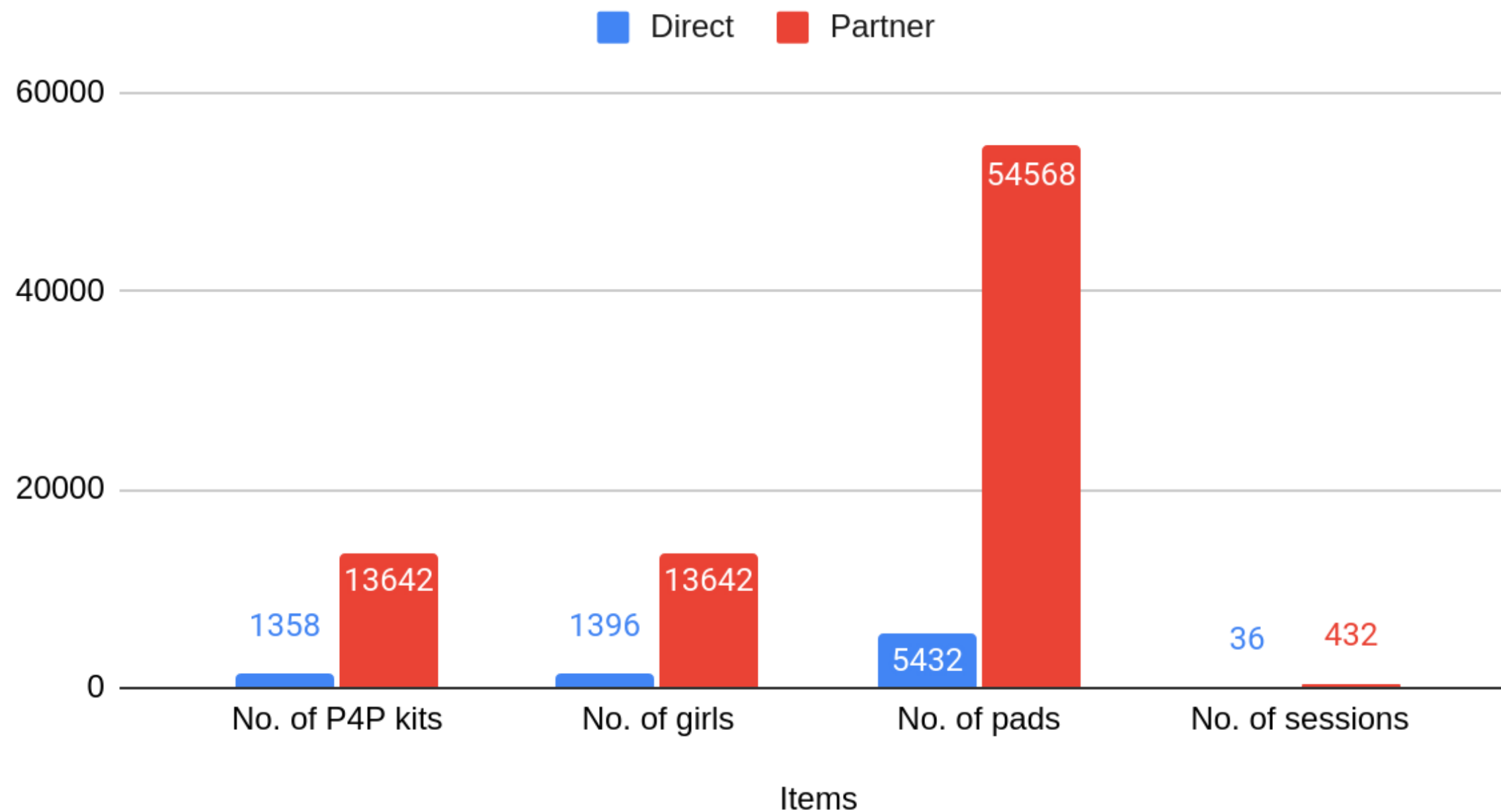
Visit our website: <https://ecofemme.org/in-action/pad-for-pad/>

Watch our short video: <https://www.youtube.com/watch?v=pCL7wepl80E>

# Target for the year: 15,000 girls.

## We reached our goal!

Direct and Partner



**Note:** *Direct reach means girls reached by Eco Femme team in Auroville bioregion and partner is via our partnership network across India*

# Overview of progress towards targets Q by Q

	Q 1		Q 2		Q 3		Q4	
Items	Direct	Partners	Direct	Partners	Direct	Partners	Direct	Partners
No. of Girls	675	3060	305	4999	331	4389	85	1194
No. of kits	646	3060	298	4999	329	4389	85	1194
No. of pads	2,584	12,120	1220	19996	1316	17556	340	4776
No. of sessions	15	101	8	167	10	146	3	18

We achieved our yearly target to reach 15,000 girls, mostly via implementing partners across India

# Our partners across India

Additional to local sessions, we achieve our reach through partnerships with 30 partners (individuals and organisations) across 15 states in India.



# New partners we onboarded this year

Names and locations of -

1. [Sare Jahan Se Acha Foundation](#) - Maharashtra
2. [Garbage Free India](#) - Maharashtra
3. [Badlaav Social Reform Foundation](#) - Maharashtra
4. Art Works - Uttar Pradesh
5. [Don Bosco International School](#) - Maharashtra
6. [Isha Vidhya](#) - Tamil Nadu

# Monitoring and evaluation

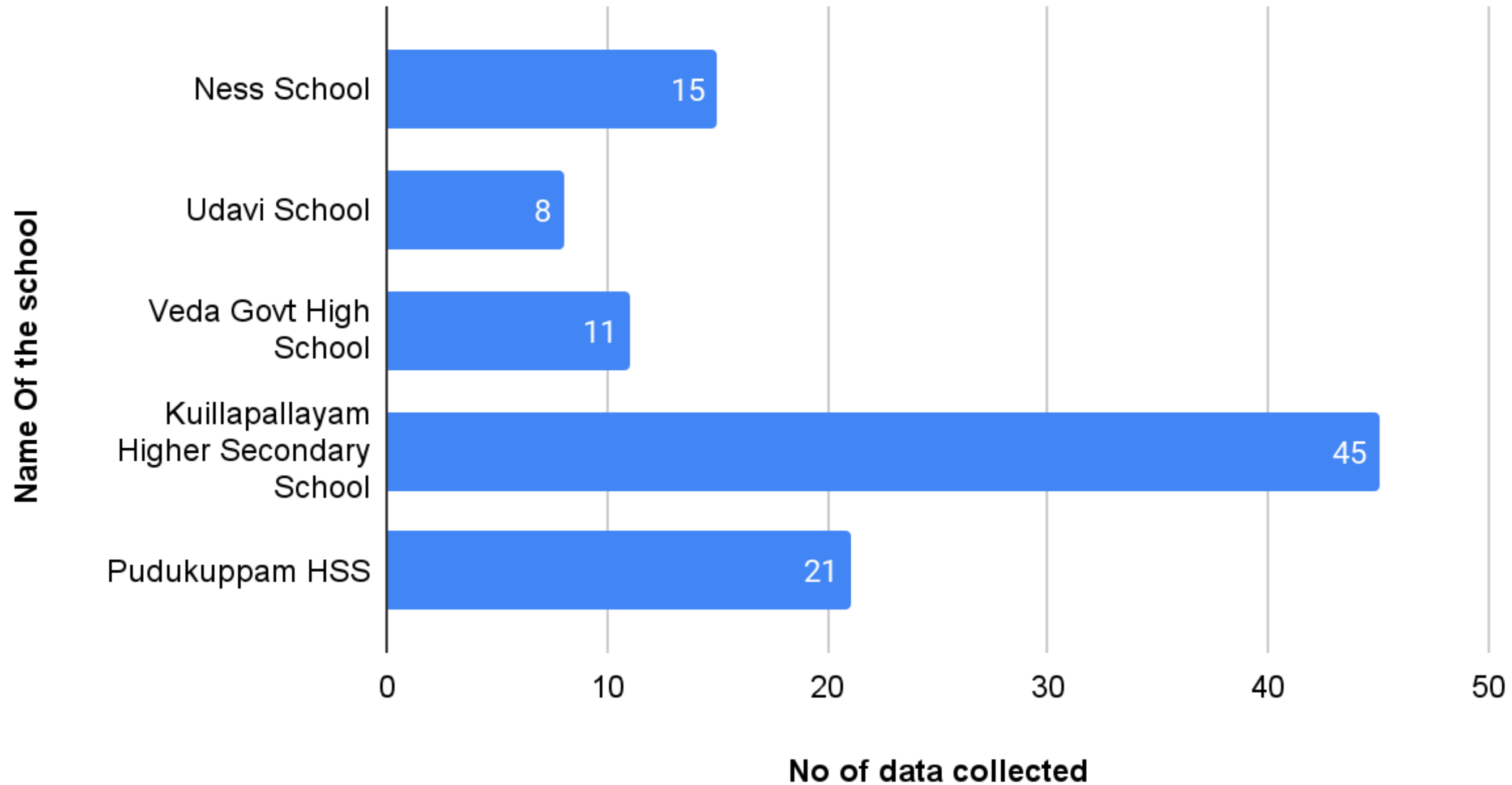
Evaluating impact of menstrual health education and experience with cloth pads is an integral part of our adolescent girl “Pad for Pad” programme.

- **Data collection took place 3 to 6 months from the time of** completing educational session and **girls acquiring cloth pads**
- For partners, **data collection was recommended for 10% of all girls reached.**
- From each group of girls who participated in the programme, **10 to 12 girls** who report having tried the pads at least once **were selected for the evaluation process.**
- Data is obtained in 2 ways:
  - **Facilitated survey** which girls complete responses to multiple choice questions.
  - **Focus group discussion** to obtain deeper insights

**In total 227 girls were surveyed this year - 100 girls through direct reach by Eco Femme (5 different schools) and 127 girls via 2 partners (across 11 locations)**

# Monitoring and evaluation - Direct

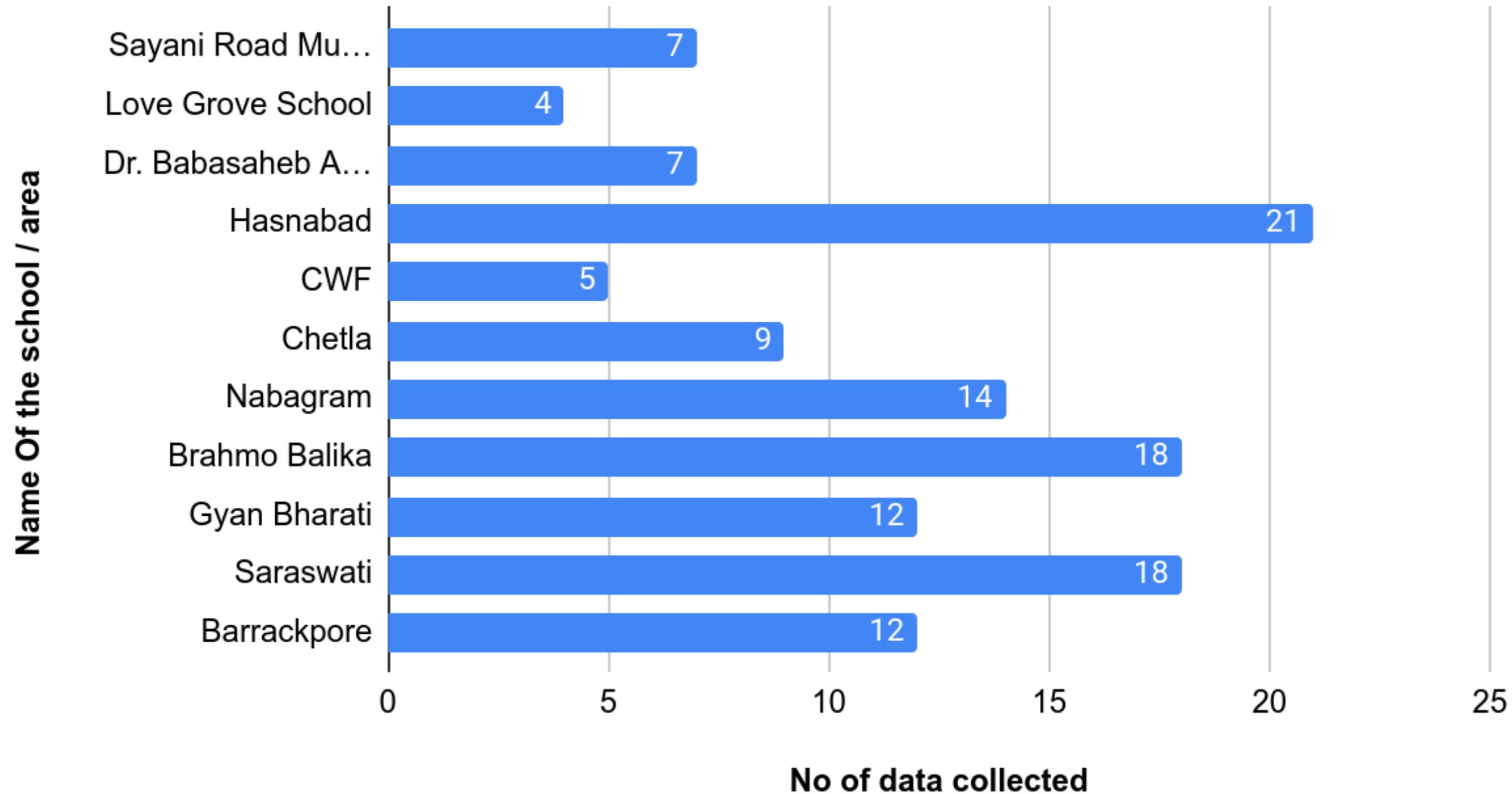
Direct reach: Data collected from 100 girls





# Monitoring and evaluation - indirect

Via Partner: Data collected from 127 girls



# Overall findings

- Approx  $\frac{2}{3}$  girls continue to use cloth pads regularly after being introduced to them
- Overall performance of cloth pads on multiple parameters (look, function, comfort) is very good.
- Washing (and perception of difficulty with washing) is the biggest obstacle to sustained use of cloth pads
- Girls learn and remember many things from the education session that positively impact their overall experience with menstruation and confidence to share what they learned with others
- Mothers are the key informants for girls
- The majority of girls intend to keep using cloth pads in the long run. Those who do not continue use, cite discomfort to change at school as the main obstacle.

For detailed insights, visit: [Monitoring and Evaluation report 2022 - 2023](#)

# In depth research project

This year, we hosted a visiting scholar from The Netherlands, Margarita Mudde, who, as part of research for her Master's thesis, interned with us. She conducted in depth interviews with adolescent girls to understand the impact of our menstrual health education program and interviewed teachers and parents to better understand their perceptions of the value of such work.



***The results are pending and will be consolidated into a final report in the coming months.***

# Partnership training

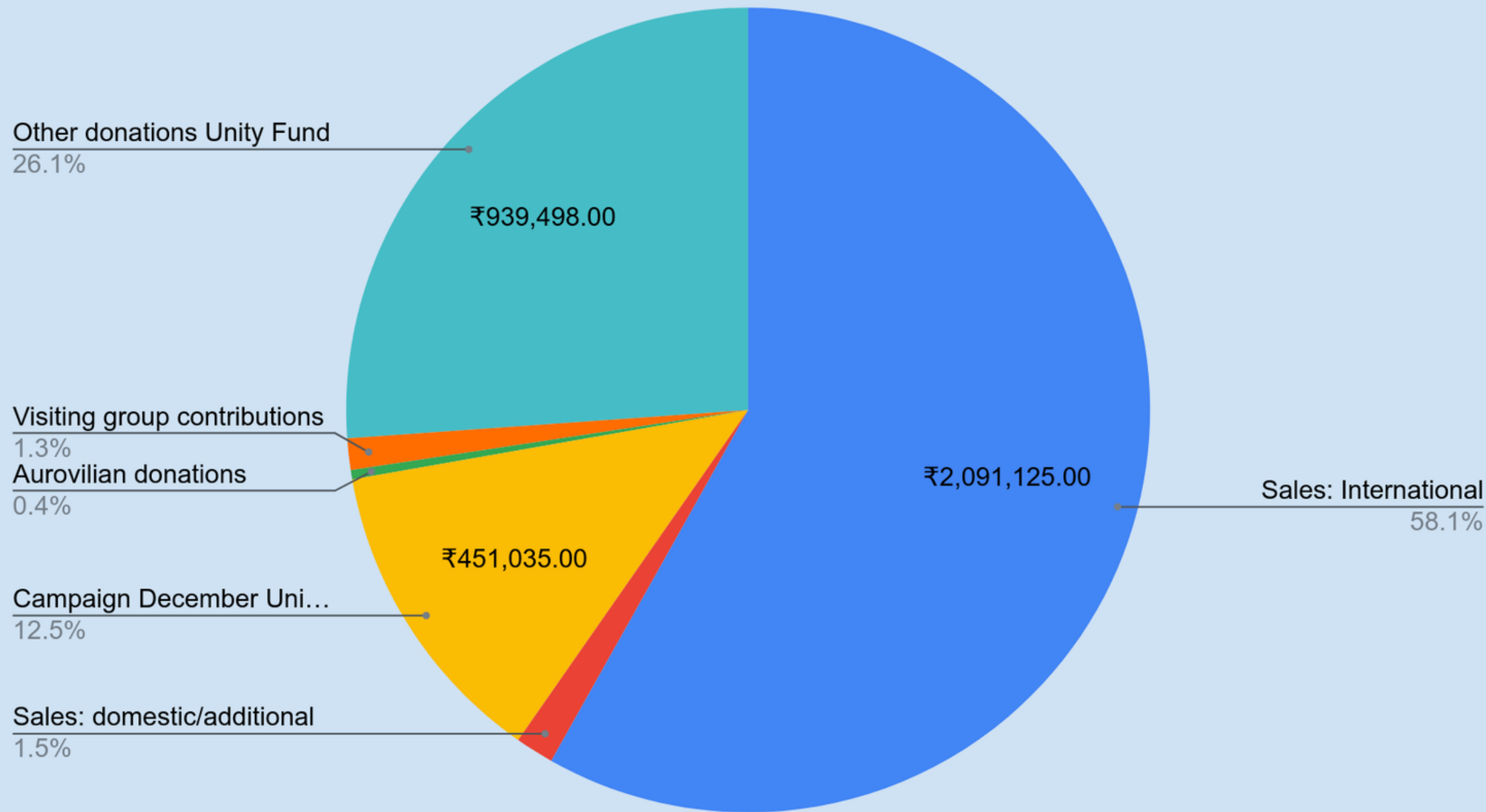
5 Partners received training in menstrual health education delivery.

All these training sessions were conducted remotely

- The following partners were trained:
- Garbage Free India
- Sare Jahan se Acha
- Baadlav Foundation
- Niharika
- Isha Vidhya
- Preethi (Kallakuruchi)

# Fundraising overview - Target 57 lakh

amount donated



Total amount raised through all channels: ₹3,596,195.00

Balance carried over from previous financial year (*unspent due to covid lockdowns*): ₹2,377,290.00

**Total amount raised for Pad for Pad program: ₹5,973,485.00**

# Highlights from the year:

- Achieved our target of reaching out to 15,000 girls
- Monitoring and Evaluation was done with 227 girls (100 girls were evaluated from direct session and 127 girls through partners)
- Fundraising was successful to achieve our P4P financial target
- Additional Research undertaken to understand the knowledge of the girls on menstruation before and after the menstrual health education and to further explore the perception of parents and teachers of Eco Femme's programmes
- 6 new partners were onboarded

# Goals for 2023-2024

- Target: Aim to reach 15,000 girls in coming year (sustain current outreach)
- Seeking a total of 82.5Lakh funding to sustain this reach covering all costs associated with implementing this program - Fundraising will be a major effort due to reduced international sales income.
- Increase the number of partners undertaking program evaluation - for this we will need to train more partners and follow up more actively. We hope to get data from at least 800 girls which is a big increase on what we managed this year.
- New edition of Facilitators Guide
- Create some adjunct teaching tools e.g. video content to support transfer of knowledge about proper use and care of cloth pads

# Thank you for your interest !

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