



Menstrual Health Education Impact Report for FY 2024-2025

Prepared For:

Bangalore's Round Table Ladies Circle 31 club

June 2025

Compiled by Kalvi Karunanithy

About Eco Femme

Eco Femme is a women-led social enterprise from rural India, founded in 2010, that produces and sells organic, washable cloth pads. It promotes healthy, eco-friendly, and affordable menstrual practices.

Core Values:

- Women's empowerment
- Environmental sustainability
- Health and hygiene
- Social equity

Key not for profit programmes:

- Pad For Pad - serving adolescent girls
- Pad For Sister -serving women



About the project supported by Round Table

Project Summary

With a donation of **₹55,000 from Bangalore's Round Table Ladies Circle 31 club**, Eco Femme served 100 **adolescent girls** in Bangalore with **menstrual health education** and **free cloth pad kits** in 2024–25 (whereby 1 cloth pad kit costs ₹550/girl).

The programme combined:

- A 3-hour interactive menstrual health education session
- Distribution of reusable cloth pad kits (4 pads, pouch, and educational booklet)
- Providing local livelihood to rural women who work in small scale tailoring units and stitch the pads.

Eco Femme provided training, support and cloth pad kits to 3 of its partners to undertake the programme implementation and achieve the project goals

Implementation Notes of the partner “She as a Virago”- (Bangalore)

- **Target: 100 girls**
- **Actual Partner Reach – total 260 girls** (additional 160 girls were funded by Eco Femme directly)

Monitoring and Evaluation

- She as a Virago exceeded the 10% evaluation benchmark, with data collected from 29 girls, strengthening insight quality and ensuring robust programme monitoring.

About the Pad for Pad (P4P) Programme

The **Pad for Pad** programme provides **menstrual health education (MHE)** and **free cloth pad kits** to **adolescent girls aged 10–17** from **economically disadvantaged backgrounds** across India. Rooted in dignity, sustainability, and empowerment, the programme offers girls the tools and knowledge to manage their periods safely and confidently — while also shifting the way society relates to menstruation.

Visit our website:

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

Watch our short video:

<https://www.youtube.com/watch?v=pCL7wepI80E>



What the programme offers

Menstrual Health Education (MHE)

A **3-hour interactive session** designed to:

- Equip girls with practical skills to manage menstruation hygienically and with dignity
- Help them see menstruation as a **normal, healthy** part of life
- Build confidence and break taboos
- Create a safe space for open, affirming conversations

Girls are encouraged to share, ask questions, and challenge stigma—fostering lasting social change.

Free Cloth Pad Kit

Each girl receives:

- 4 reusable cloth pads
- A travel pouch
- An educational booklet in her local language
- Care and usage instructions

A long-term, eco-friendly, and safe solution to period care





Why this matters


In many parts of India, **menstruation is still a taboo subject**. This silence leads to shame, misinformation, and harmful practices — affecting girls' health, education, and self-esteem.


Through **Pad for Pad** programme we create safe spaces for **open, honest conversations** about periods and provide **reusable, eco-friendly cloth pads** so girls can manage their periods with **dignity, confidence, and care**.

The Reality for Many Girls in India:

 **52%** of girls don't know about menstruation before their first period

 **45%** believe menstruation is not a normal part of life

 **77%** face restrictions around visiting places of worship during their period

 **24%** are made to sit apart from others during menstruation

Partner Profile:

She as a Virago, based in Karnataka and Tamil Nadu, is a youth-led group of 24 students committed to empowering girls and supporting rural women through training, education, and livelihood opportunities. Their work focuses on promoting gender equality, youth leadership, and community welfare by building confidence and creating meaningful pathways for change.

Our Partnership:

Eco Femme partners with She as a Virago to deliver menstrual health education and distribute reusable cloth pad kits. Together, we:

- Organise awareness sessions for adolescent girls
- Support pad access and training in cloth pad use
- Explore stitching and outreach roles for rural women
- Promote youth-led conversations on menstruation and gender



Menstrual Health Program Summary (2024–2025)

Field	Details
Partner Organization	She as a Virago
Menstrual Education Sessions Given to Girls	260 Girls
Cloth Pad Kits Distributed to Girls	260 Girls (100 kits sponsored by Round Table)
Name of the Girl's School	Shivanagar (Gangamma Thimaya Govt School)
MHE Standards Covered	7th to 12th
Participant Type	Adolescent Girls from Low-Income Backgrounds
No. of Girls Evaluated	29
Evaluated Girls Age	15–16 years
Evaluated Girls Standard	11th

Note: Sessions and kits are offered to girls in a classroom setting in small groups to foster safety and dialogue. All kits sponsored by Round Table were provided exclusively to girls who had attained menarche.

Monitoring and Evaluation Summary

Monitoring and evaluation aims to gather insights related to experiences of adopting cloth pads as well as learnings retained from the 3 hour menstrual educational session. A standardised approach is followed combining:

- **Quantitative Data Collection:** Conducted through facilitated survey.
- **Qualitative Data Collection:** Conducted using focus group discussions and documented using field journals.

Eco Femme provided training and support to partners who undertook the evaluation with a **randomly selected sample of at least 10%** of total number of girls reached.

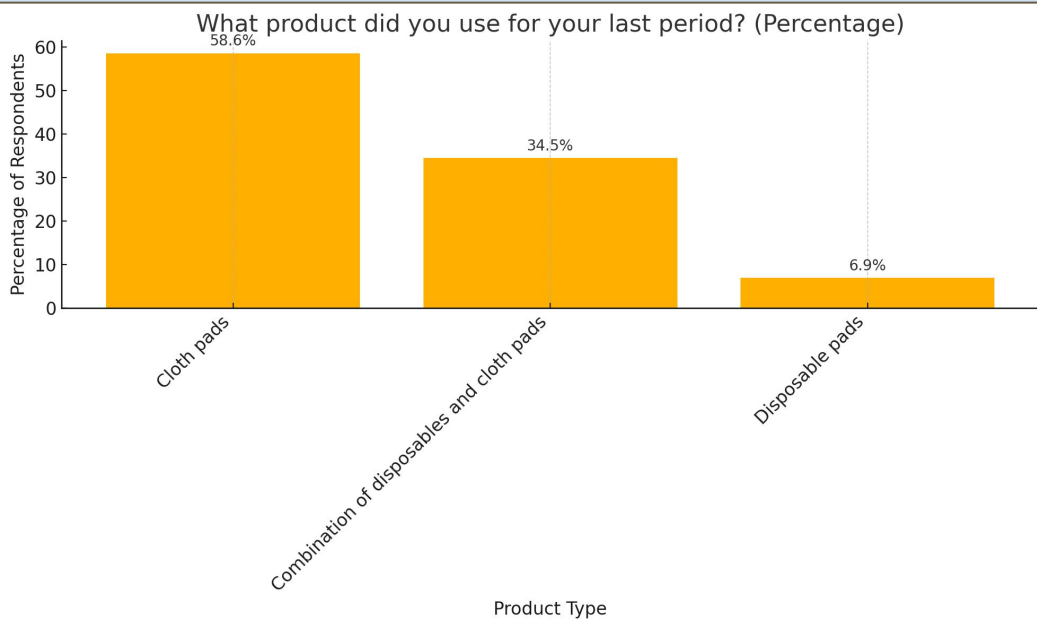
Timing:

Data was collected at **least 9 months** after the distribution of the cloth pad kits.

Total Data Collected:

A combined total of **29 responses** were gathered by all partners.

What product did you use for your last period?



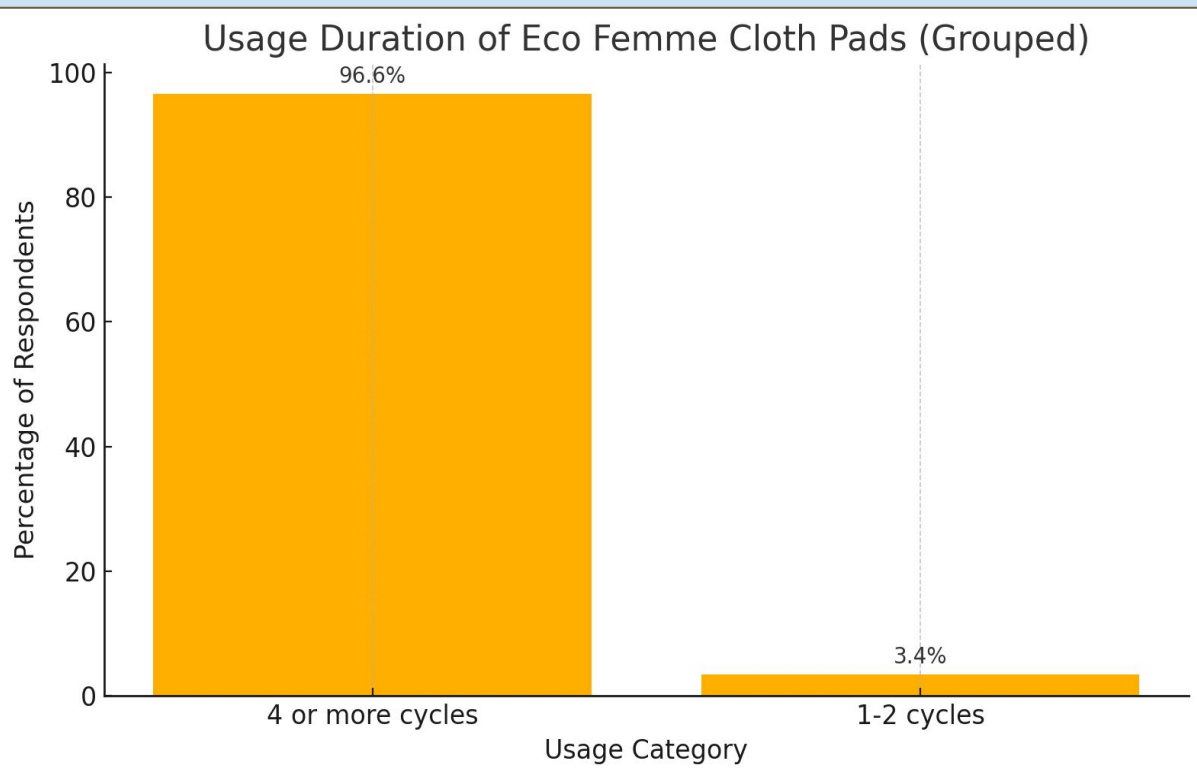
Insight:

Most girls are now using **cloth pads**:

- **58.6%** used only cloth pads — showing strong adoption.
- **34.5%** used **both cloth and disposable pads** — showing they are in transition.
- Only **6.9%** used **only disposable pads** — very few still rely solely on them.

Overall: The chart shows that most girls have shifted to using cloth pads, which is a positive outcome.

How many monthly cycles have you used the Eco Femme cloth pads for?



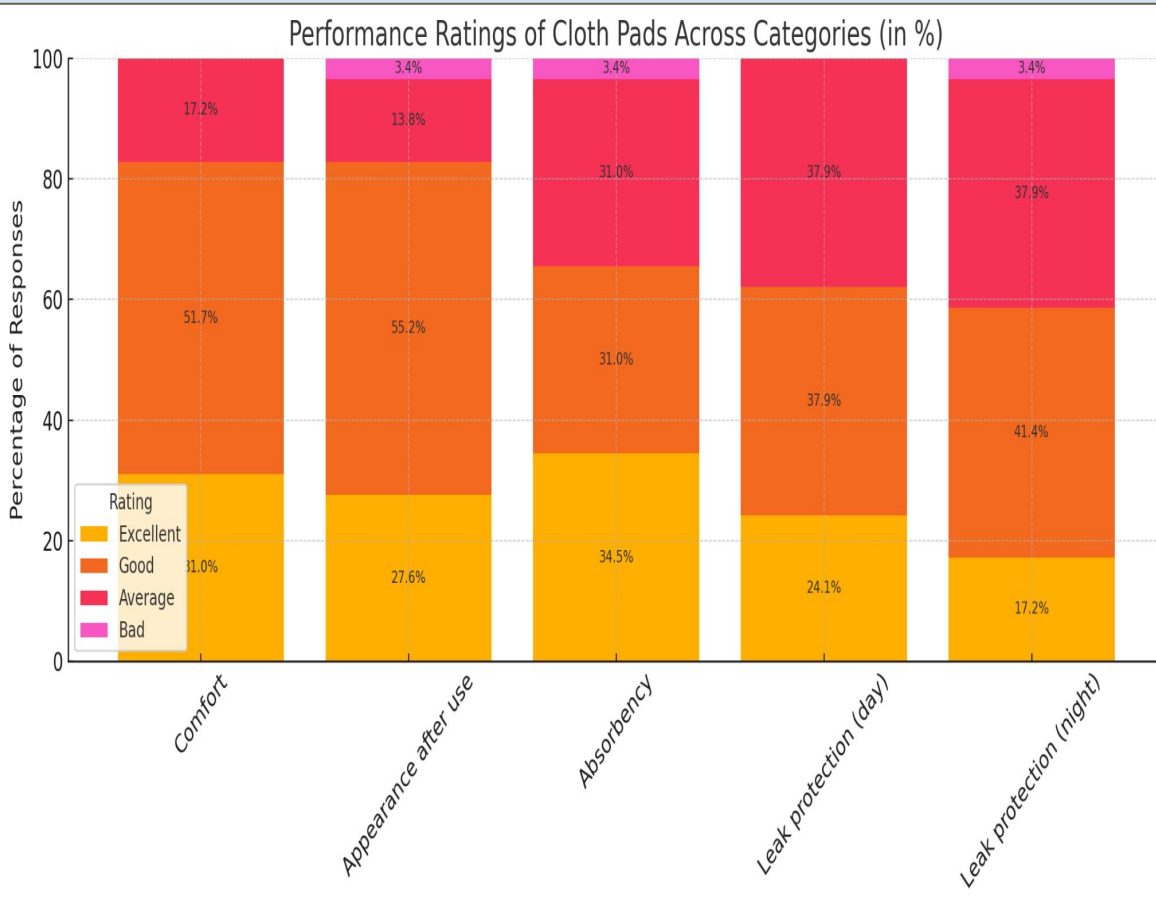
Insight:

96.6% of girls have used Eco Femme cloth pads for **4 or more cycles**, showing **strong continued use and satisfaction**.

Only **3.4%** are have used them for just 1–2 cycles.

👉 **This shows a high retention rate**, meaning most girls are not just trying the pads but are continuing to use them regularly — a strong sign of trust, comfort, and product effectiveness.

How do cloth pads perform?



Insight:

The chart reflects overall positive feedback on cloth pads:

- **Comfort and appearance** received over **95% positive ratings** (Excellent, Good, or Average), showing strong user satisfaction.
- **Absorbency and leak protection (day and night)** also performed well, with around **90% or more** of users rating them positively, including **Average**.
- **Negative ("Bad") ratings were extremely low** (just 3.4% or none).

In summary: Most users find cloth pads to be **comfortable, effective, and reliable**, with even average ratings indicating a generally positive experience.

How do girls wash their pads? (Multiple response possible)



Interpretation (Multiple Answers Allowed):

Most girls use **recommended methods** like **soap (17)** and **normal water (16)** to wash pads — a positive sign.

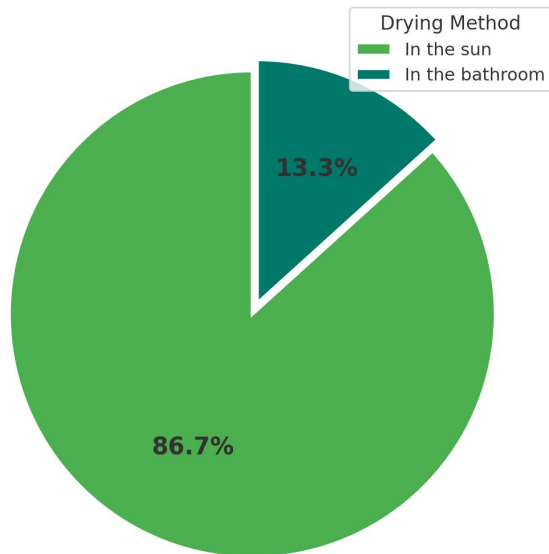
However, some also reported:

- **Brush use (15)** – can damage the pads
- **Disinfectants (11)** – not needed and may cause irritation
- **Mothers washing (3)** – may reflect low self-agency
- **Hot water (1)** – not recommended, as it can cause blood to coagulate

👉 Some girls may be using less ideal methods due to **misinformation, cultural habits, limited resources, or low self-agency**. This highlights the importance of **ongoing education and creating supportive environments** to promote safe menstrual hygiene practices.

Where do girls dry their cloth pads?

Cloth Pad Drying Practices



□ **Key Insight:**

Most girls (86.7%) dry their pads in the sun — the recommended and healthier method.

A smaller group (13.3%) dry them indoors due to privacy needs, taboos, or lack of space.

Finding:

13.3% of girls dry their pads in the bathroom—a space that is often **closed and damp**, making it hard for pads to dry properly.

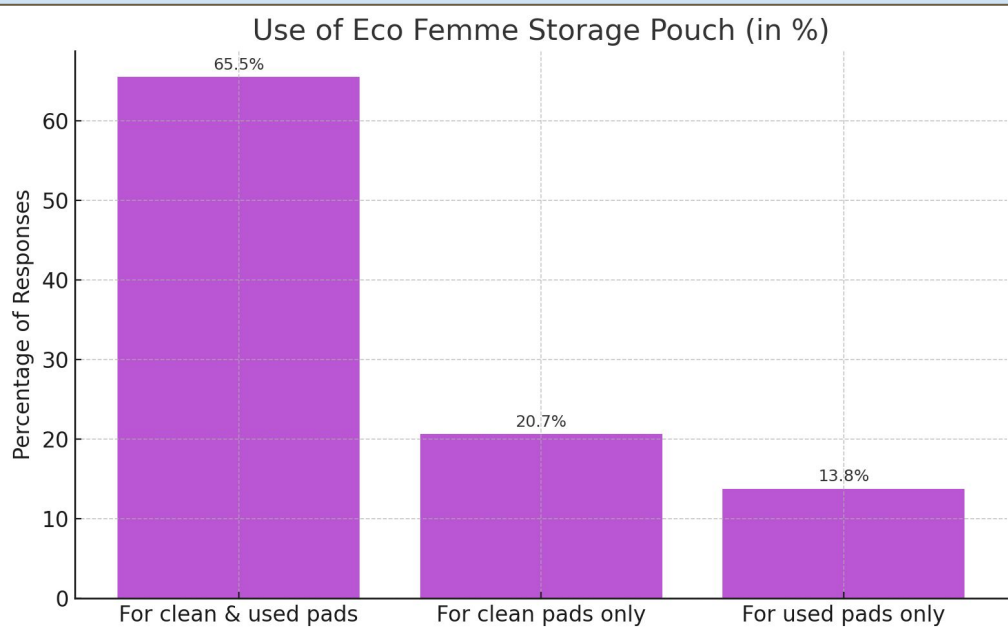
Insight:

This could be because of:

- **Privacy needs**
- **Cultural shame or taboos**
- **No space to dry outside**


● We should encourage **sun drying** and help girls find **safe, discreet outdoor options** while respecting their situation.

What do you use the Eco Femme storage pouch for?



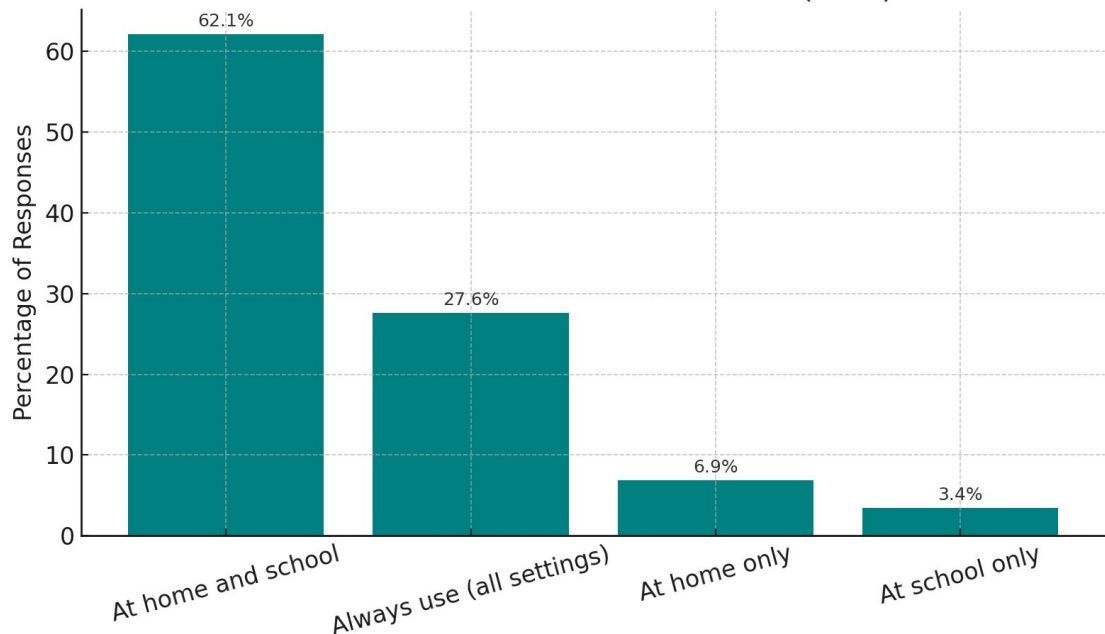
Key Insight regarding use of cloth pad Storage Pouch

- **65.5% use the pouch for both clean & used pads** – this is the recommended and most versatile use.
- **20.7% use it only for clean pads**, possibly indicating a preference to separate used items.
- **13.8% use it only for used pads**, perhaps reflecting concerns around visibility, privacy, or storage hygiene.

 These findings show that most users understand the full functionality of the pouch, but there is still scope to promote its **dual-use capability** for better convenience and hygiene.

Where do girls use cloth pads?

Where Do Girls Use Cloth Pads? (in %)



Key Insight:

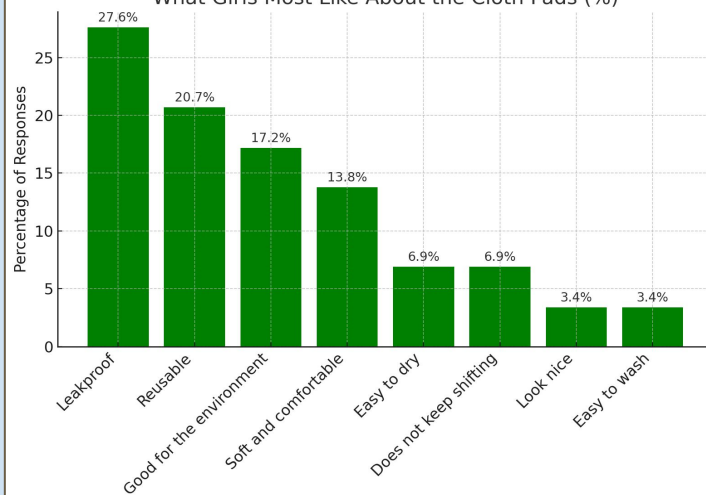
89.7% of girls use cloth pads at home, at school, or both — showing a **strong and growing acceptance** of cloth pads in different daily settings.

- **62.1%** use them at both home and school
- **27.6%** say they always use them in every situation
- Only a small number use them only at home (6.9%) or only at school (3.4%)

➡ What this shows:

There is a **positive trend** toward girls confidently using cloth pads in **varied settings**. This reflects both **comfort and practicality**, even in public spaces like schools. With continued support (like drying spaces and education), even more girls may make cloth pads part of their everyday routine.

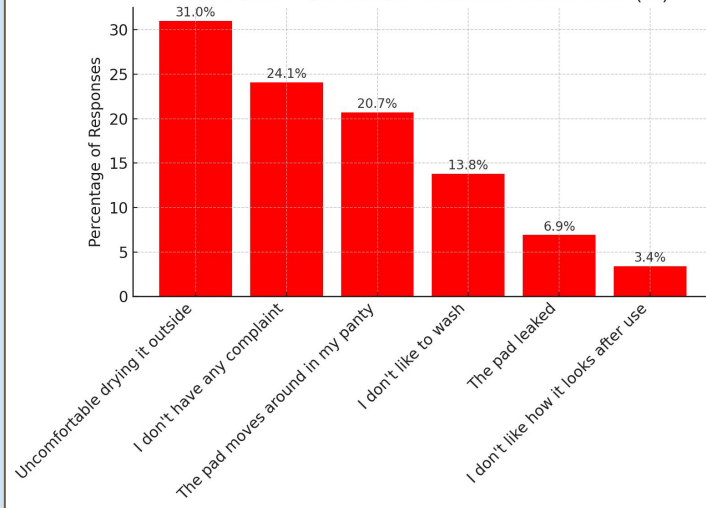
What Girls Most Like About the Cloth Pads (%)



♥ Key Insights: What Girls Most Like About Cloth Pads

- **Leakproof (27.6%), Reusable (20.7%), and Good for the environment (17.2%)** were the top likes.
- Comfort features like **“Soft and comfortable” (13.8%)** and **“Does not shift” (6.9%)** were also appreciated.

What Girls Most Dislike About the Cloth Pads (%)

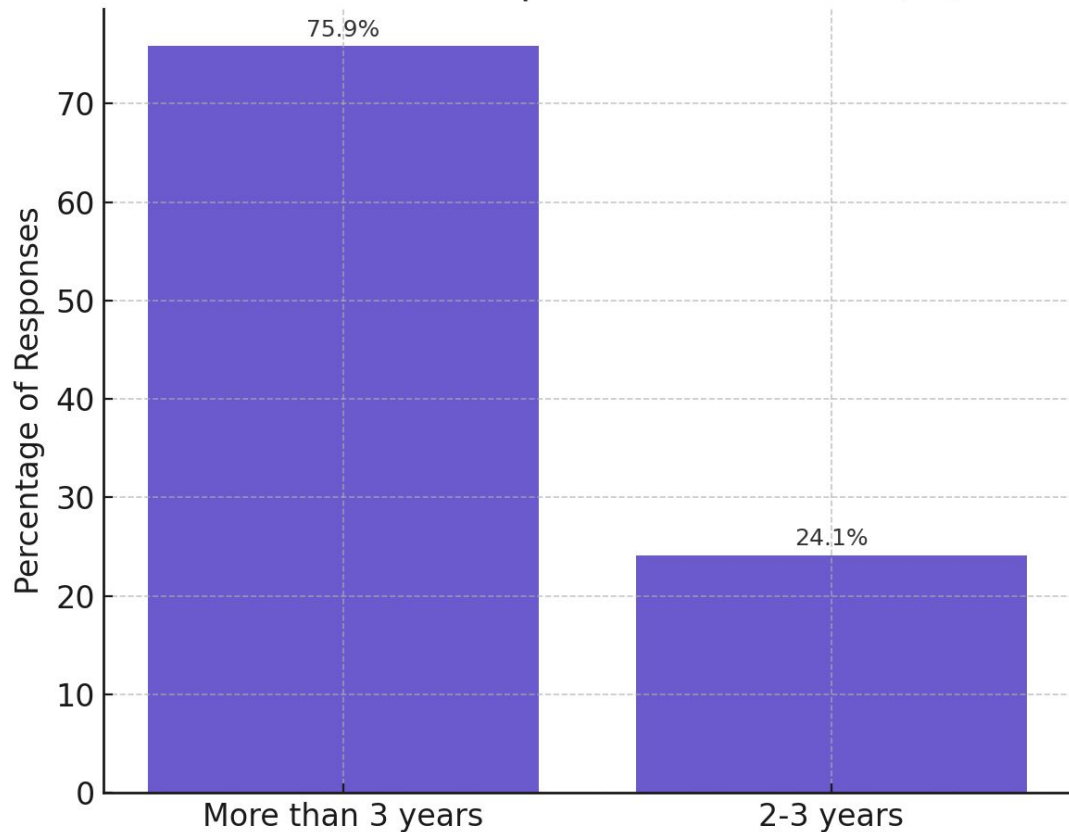


● Key Insights: What Girls Dislike

- **Uncomfortable drying outside (31%)** is the most cited dislike — pointing to social stigma or space constraints.
- **No complaints** were mentioned by **24.1%**, which is encouraging.
- Other dislikes included **movement of the pad (20.7%), washing effort (13.8%), and occasional leaking (6.9%)**.

How long do you think the cloth pads can last before replacement?

Perceived Lifespan of Cloth Pads (%)



Key Insight:

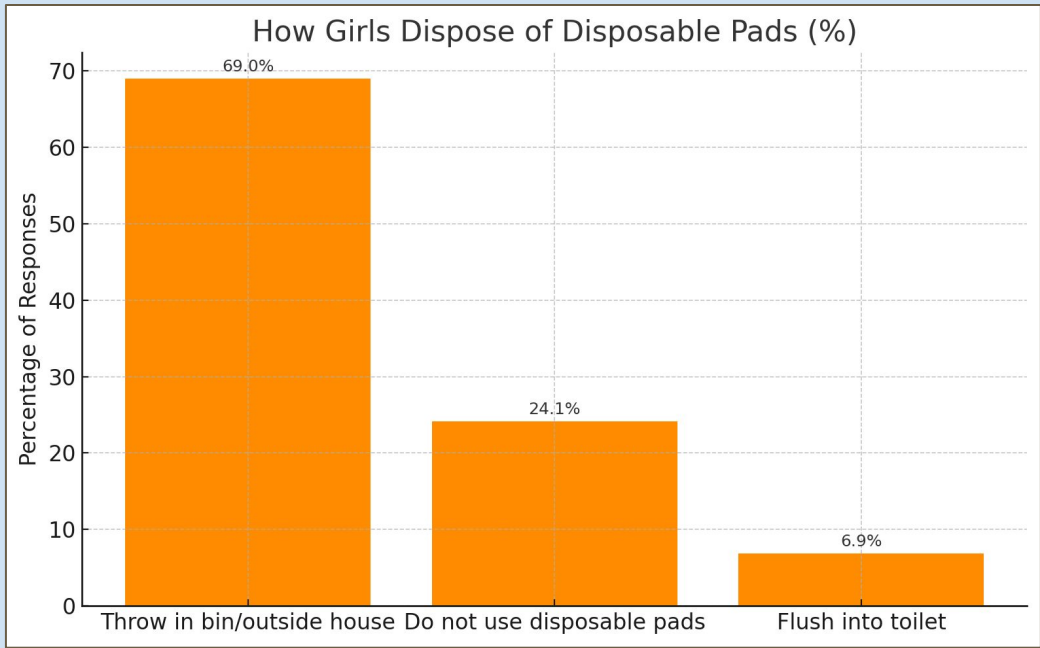
75.9% of girls believe the pads last more than 3 years – an excellent understanding of the product’s long-lasting nature.

- **24.1% expect a lifespan of 2–3 years**, which also reflects a **positive perception** of durability.



These responses show that most users recognise the **long-term value** of cloth pads — a key benefit in both **cost savings** and **sustainability**.

If using disposable sanitary napkins, how do you dispose of them ?



Key Insight: Disposal of Disposable Pads

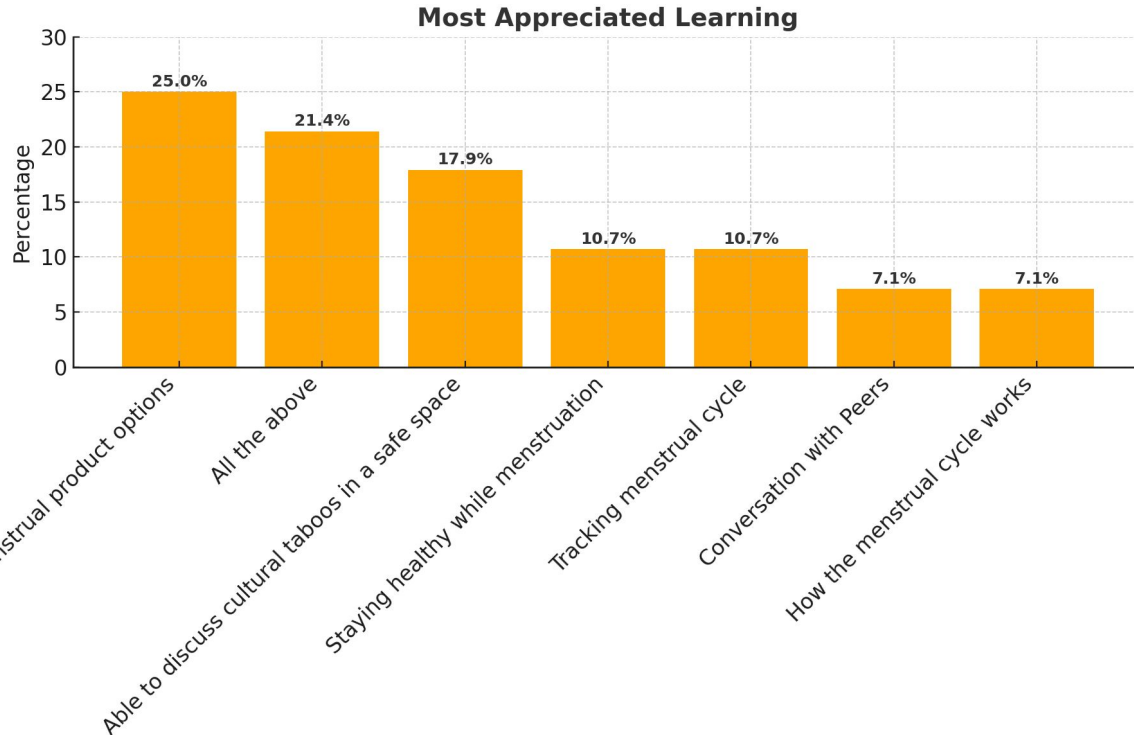
- **69%** of girls throw pads in the **bin or outside their homes** — a common but environmentally harmful method if not managed properly.
- **24.1%** said they **do not use disposable pads**, indicating encouraging adoption of reusables.
- **6.9%** still **flush pads into the toilet**, which can cause plumbing issues and pollute sanitation systems.



Although disposal is covered in the education session, these results suggest that **some girls may not have fully absorbed the message** — highlighting the need for **ongoing reinforcement** of safe and hygienic disposal practices.

Educational Impact:

What do girls most appreciate learning in the menstrual awareness session?



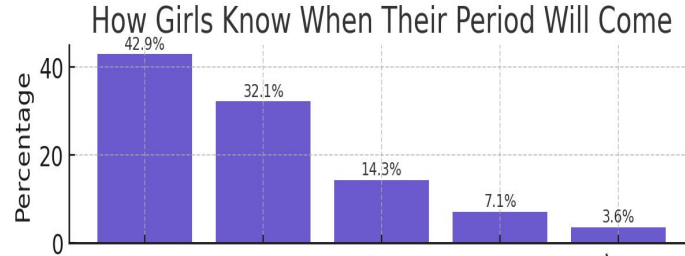
Insight:

Girls most appreciated learning about:

- **Various menstrual product options**
- **Tracking their menstrual cycle**
- **Discussing cultural taboos in a safe space**

This shows that the session effectively addressed both **practical knowledge** and **emotional/social barriers**, offering a well-rounded learning experience.

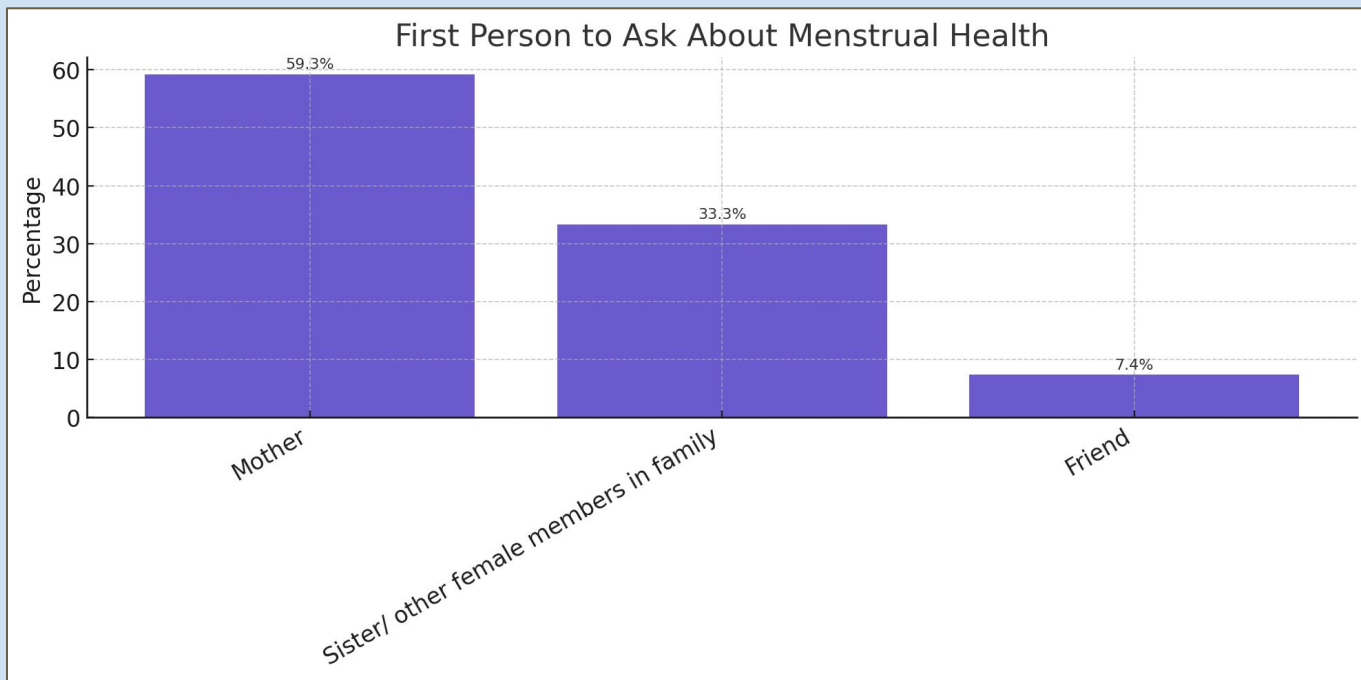
I know when to expect my next period because....



Insight:

- Most girls rely on **physical body signals** (like pimples or cramps), followed by those who **actively track their cycle** using calendars, diaries, or apps.
A smaller group recognizes mood changes or doesn't track at all.
- This indicates a good level of **body awareness**, but also highlights the importance of promoting **structured tracking** for better menstrual health management.

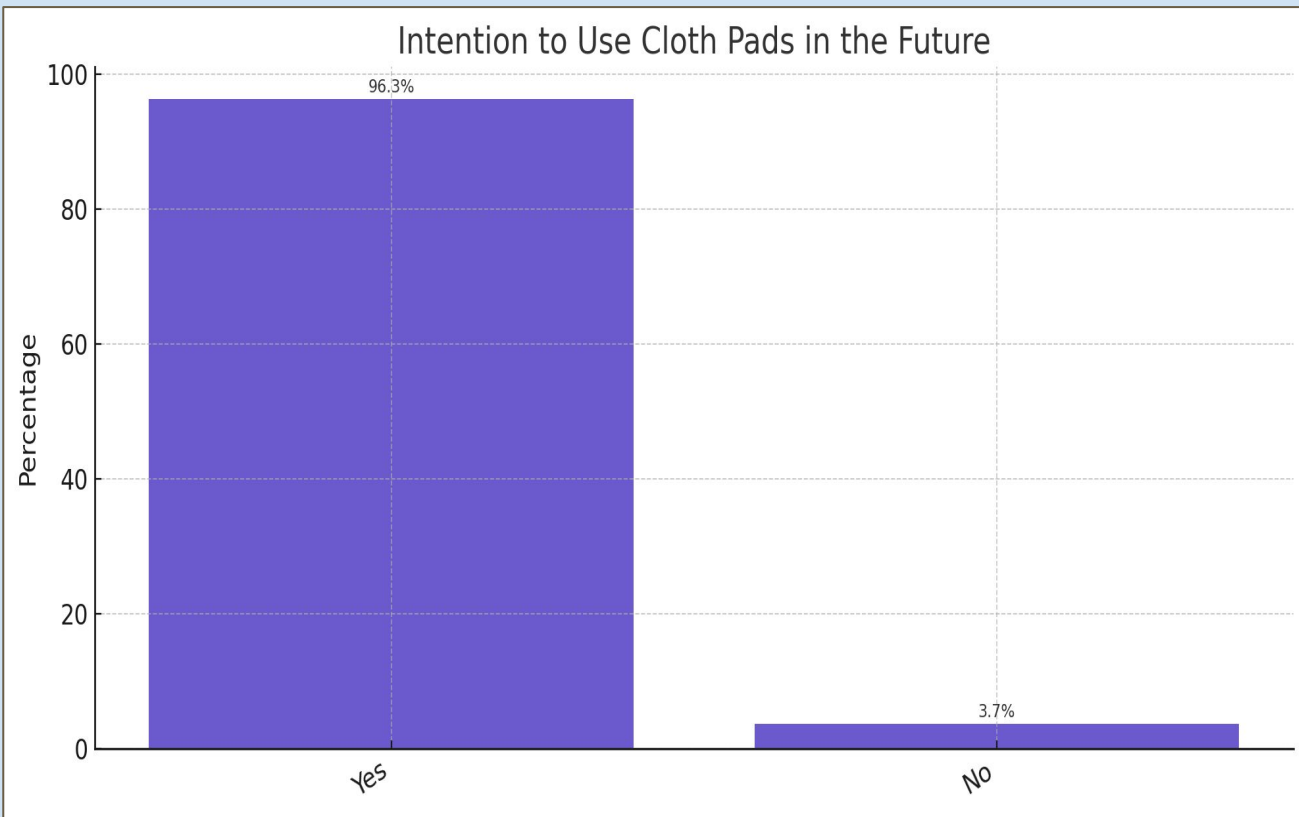
If you have questions about menstruation and reproductive health, who do you ask first?



Insight:

- The majority of girls turn to their **mother** for information, followed by **sisters or other female relatives**, and occasionally **friends**.
- This shows that **family, especially mothers**, plays a central role in menstrual education. It also suggests that **empowering mothers with correct information** could multiply the impact of accurate menstrual health knowledge.

Willingness to use cloth pads in future...



Insight:

A strong **96.3% of girls** said **“Yes”** – they plan to continue using cloth pads.

This indicates **high satisfaction, acceptance**, and a positive shift toward **sustainable menstrual practices** as a result of the education and exposure provided.

Focus Group Discussion

Use to further validate the reliability of our survey insights

Key outcomes	What the Girls Said in the Focus Group
89% used cloth pads for 4+ cycles	"We feel safe and confident using them both at home and in school now."
96.3% said they will continue using cloth pads	"I've shared it with my sister – she wants to try them too!"
Top likes: Leakproof (24.1%), reusable (20.7%), eco-friendly (17.2%)	"They're soft, don't leak, and I don't need to buy pads every month."
Top dislikes: Drying outside (31%), movement (20.7%), washing effort (13.8%)	"Drying in the sun is hard – we don't have privacy at home."
89.7% of girls use cloth pads at home, at school, or both.	"I started using them at school after I felt confident at home."
Girls rely mainly on mothers for menstrual information	"After the session, I told my mother – she was happy and accepted the pads."
Most girls appreciated learning about product options, tracking, and taboos	"I didn't know I could track my period! Now I mark the date on the calendar."
24.1% of girls said they do not use disposable pads in any situation, which likely reflects the growing adoption of reusables.	"Disposable pads gave me rashes – cloth pads feel better and last longer."

Closing Reflection: Small Sample, Meaningful Insights

- Although the sample size is relatively small, the findings are **strongly encouraging**.
- The educational sessions and cloth pad kits have had a **positive impact** on girls' lives.
- Girls showed **increased confidence, knowledge, and readiness** to manage menstruation in a healthy way.
- Many have adopted **cloth pads in varied settings** – at home, in school, and when going out.
- Early adoption of cloth pads means girls are starting their menstrual journey with **sustainable, reusable products**.
- This sets the foundation for a **lifetime of healthier and more environmentally conscious practices**.

🌟 Highlight : 📷 Cloth Pad Kit Distribution



Girls proudly received their cloth pad kits after the menstrual health session — a step toward confident, healthy, and sustainable period care.

🌟 Highlight : 📷 *Cloth Pad Kit Distribution*



தொடர்பு வரை தான் சிகரம்
தொடர்பின் நீதான் உயரம்

Thank You

Thank you for your committed support.

Your contribution has positively impacted girls in vital ways — giving them the **confidence, knowledge, and resources** to manage their periods with **dignity and sustainability**.

— Eco Femme Team



Contact Us: www.ecofemme.org



Menstrual Health Education Impact Report

Prepared For:

Indian Development Relief Fund (IDRF)

May 2025

Compiled by Kalvi Karunanithy

Eco Femme

Eco Femme is a women-led social enterprise from rural India, founded in 2010, that produces and sells organic, washable cloth pads. It promotes healthy, eco-friendly, and affordable menstrual practices.

Core Values:

- Women's empowerment
- Environmental sustainability
- Health and hygiene
- Social equity

Key Programmes:

- Pad For Pad
- Pad For Sister



About the Eco Femme Project – Supported by IDRF

Project Summary

With generous support from **IDRF**, Eco Femme reached **1,515 adolescent girls** across India with **menstrual health education** and **free cloth pad kits** in 2024–25.

The programme combined:

- A 3-hour interactive menstrual health education session
- Distribution of reusable cloth pad kits (4 pads, pouch, and educational booklet)
- Livelihood creation via rural tailoring units producing the pads

Partner Reach

- **Maanushi Foundation** (Kerala) – 965 girls
- **Rangeen Khidki Foundation** (West Bengal) – 550 girls

Implementation Notes

- Original plan: ~758 girls per partner
- Operational adjustments led to flexible reallocation
- Maanushi exceeded delivery targets but contributed slightly less than 10% of evaluation data
- Rangeen Khidki surpassed the 10% evaluation benchmark, strengthening insight quality
- Overall, the 10% evaluation threshold was **exceeded**, ensuring robust programme monitoring

IDRF's Role

IDRF provided the funding that made this initiative possible. An investment of \$6.60 covered the cost for one girl to receive menstrual education classes and a cloth pad kit including 4 cloth pads, travel pouch, educational booklet in local language and care instructions.

This means that IDRF's investment of \$5,000 (Matching \$5,000 raised by Eco Femme's fiscal partner AVI USA generating a total of \$10,000USD), enabled 1,515 adolescent girls from low income backgrounds to be supported, ensuring:

- Access to education and sustainable menstrual products
- Alignment with IDRF's commitment to backing transparent, impact-driven NGOs
- Advanced shared goals of **health, dignity, gender equality**, and **sustainability**

Together, Eco Femme and IDRF are creating lasting change — one girl at a time



Pad for Pad (P4P) Programme

The **Pad for Pad** programme provides **menstrual health education (MHE)** and **free cloth pad kits** to **adolescent girls aged 10–16** from **economically disadvantaged backgrounds** across India. Rooted in dignity, sustainability, and empowerment, the programme offers girls the tools and knowledge to manage their periods safely and confidently — while also shifting the way society relates to menstruation.

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What the programme offers

🧠 Menstrual Health Education (MHE) A 3-hour interactive session designed to:

- Equip girls with practical skills to manage menstruation hygienically and with dignity
- Help them see menstruation as a **normal, healthy** part of life
- Build confidence and break taboos
- Create a safe space for open, affirming conversations

Girls are encouraged to share, ask questions, and challenge stigma—fostering lasting social change.

Free Cloth Pad Kit

Each girl receives:

- 4 reusable cloth pads
- A travel pouch
- An educational booklet in her

local language

- Care and usage instructions
A long-term, eco-friendly, and safe solution to period care





Why this matters


In many parts of India, **menstruation is still a taboo subject**. This silence leads to shame, misinformation, and harmful practices — affecting girls' health, education, and self-esteem.


Through **Pad for Pad** programme we create safe spaces for **open, honest conversations** about periods and provide **reusable, eco-friendly cloth pads** so girls can manage their periods with **dignity, confidence, and care**.

The Reality for Many Girls in India:

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 **45%** believe menstruation is not a normal part of life

 **77%** face restrictions around visiting places of worship during their period

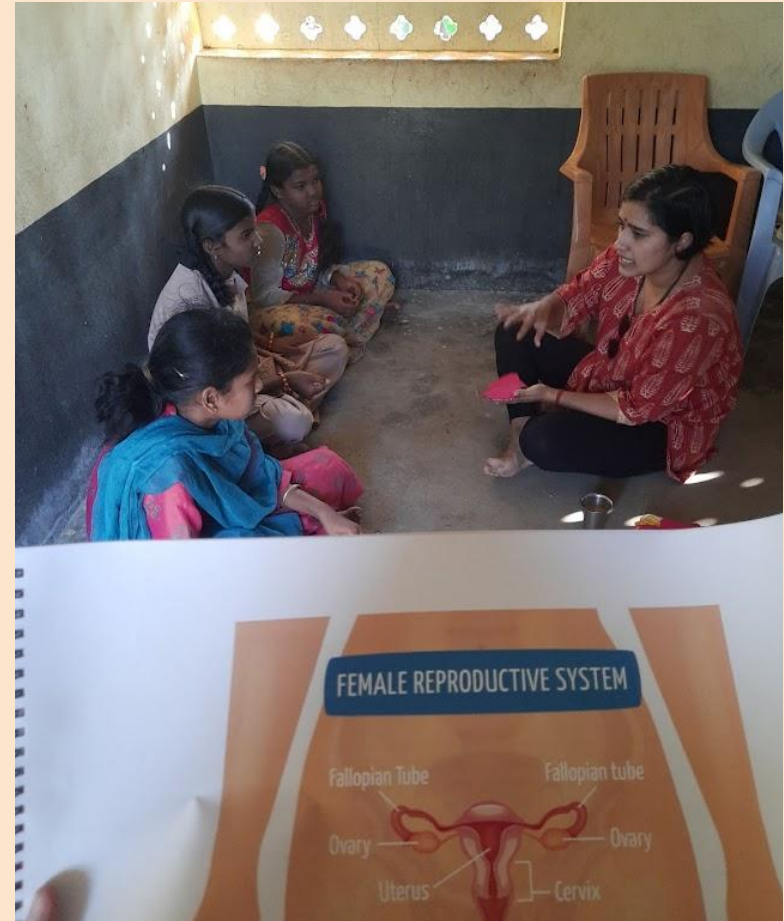
 **24%** are made to sit apart from others during menstruation

Partner Profile: Maanushi Foundation

Maanushi Foundation is a dynamic grassroots organization based in Kumily, Kerala. Since its founding in December 2020, Maanushi has been working at the critical intersection of gender justice, climate resilience, and rural equity.

Maanushi's initiatives align with Eco Femme's values by:

- Promoting menstrual health and hygiene through community-led education
- Empowering women through sustainable livelihood projects and market access



Partner Profile: Rangeen Khidki Foundation

Rangeen Khidki is a youth-led organization based in Kolkata, committed to advancing:

- Gender justice
- Education and vocational training
- Community empowerment through life skills development.

Their mission aligns closely with Eco Femme's vision of supporting sustainable and dignified menstruation practices:

- Raising menstrual health awareness among adolescent girls and young menstruators
- Creating safe spaces for adolescents to discuss their bodies, rights, and choices
- Promoting informed decision-making through a human rights-based approach.



Menstrual Health Program Summary (2024–2025)

Partner Organization	# girls provided with Menstrual Education Sessions	# Cloth Pad Kits Distributed	# Girls Evaluated
Maanushree Foundation	965	965	95
Rangeen Khidki Foundation	550	550	82

Note that sessions and kits are offered to girls in classroom setting of small group to foster safety and dialogue.

Monitoring and Evaluation Summary

Monitoring and evaluation follows a standardised approach combining:

- **Quantitative Data Collection:** Conducted through facilitated survey.
- **Qualitative Data Collection:** Conducted using focus group discussions and documented using field journals.

Eco Femme provided training and support to partners who undertook the evaluation with a **randomly selected sample of 10%** of total number of girls reached.

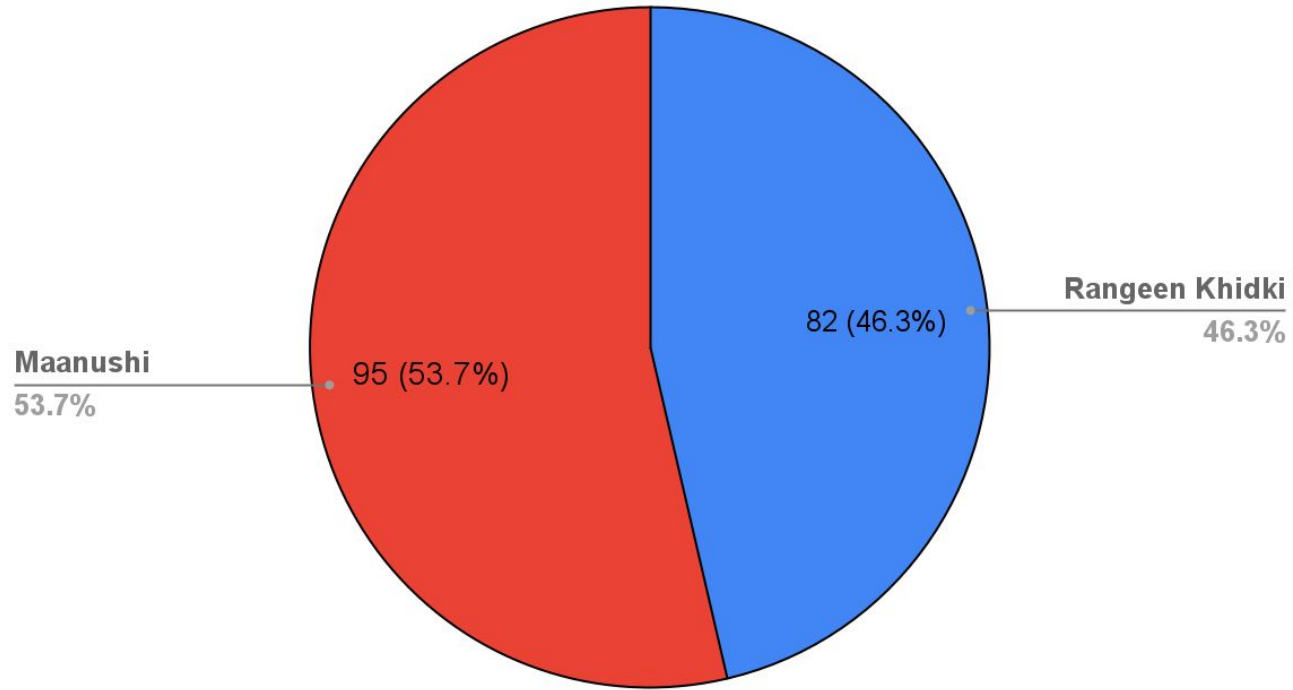
Timing:

Data was collected between **3 to 5 months** after the distribution of the cloth pad kits.

Total Data Collected:

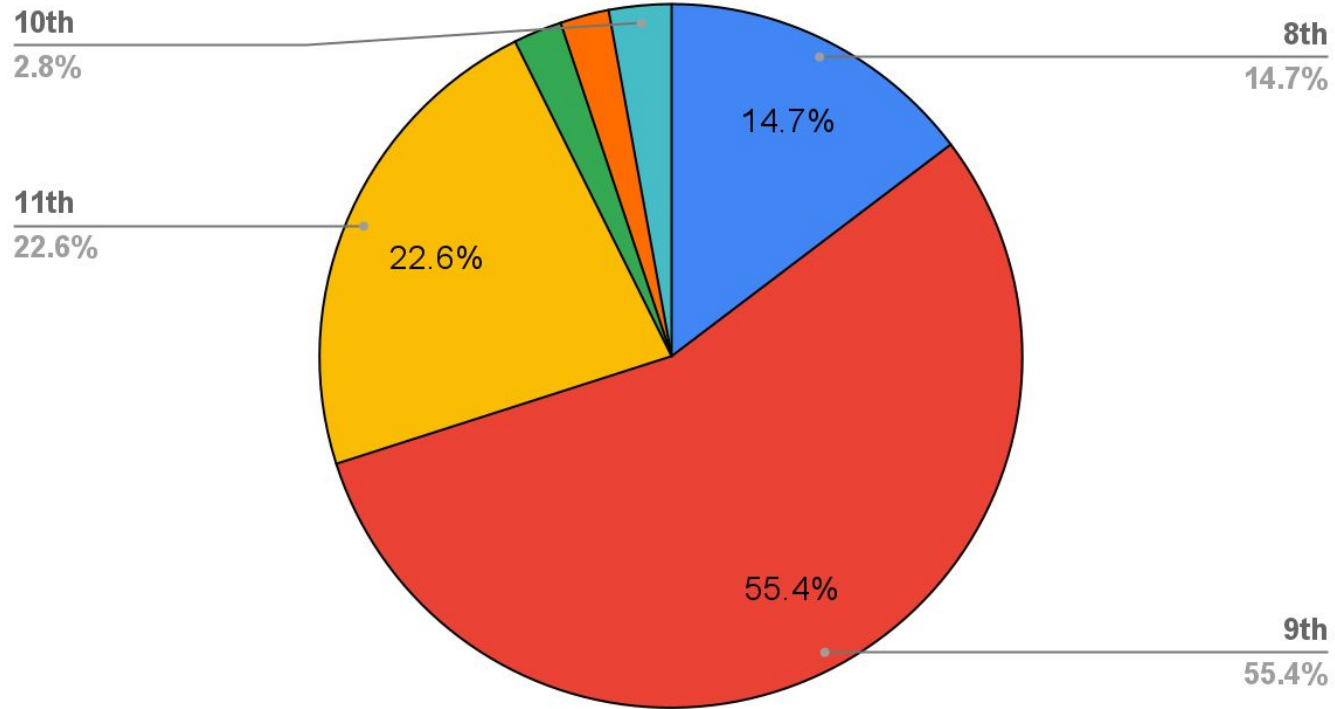
A total of **177 responses** were gathered by both partners.

Data collected by partners



Total data collected = 177

Girls - Class



The data includes 2% from Class 7 and 2% from Class 12, covering an age group approximately ranging from 11 to 16 years.

Part 1: Cloth Pad Experience - Key Insights

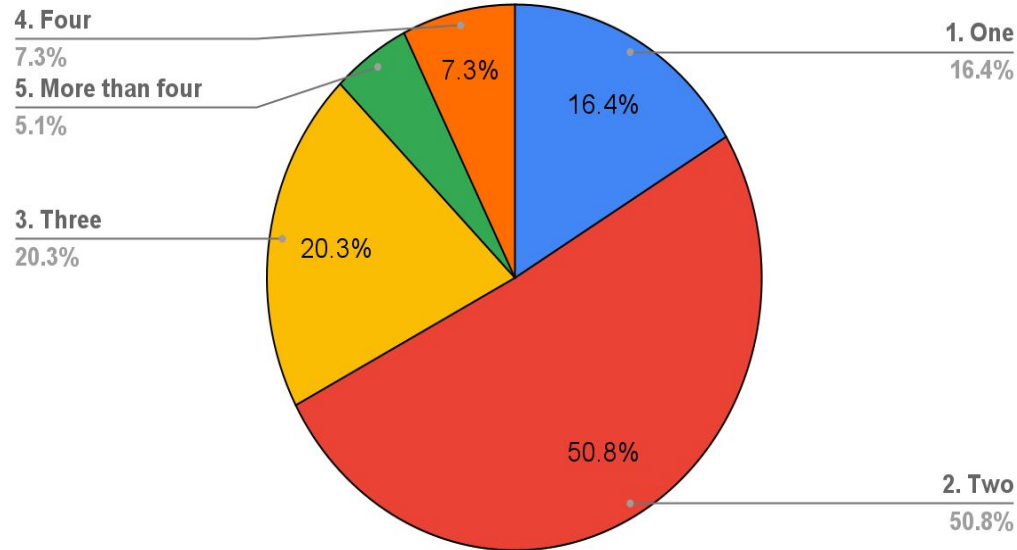
The following slide presents data analysis of users' experiences with **cloth pads**, focusing on three core aspects:

- **Function** – Comfort, leakage, absorption, and performance of cloth pad
- **Care** – Washing, drying, and maintenance ease - critical to ensure safe use
- **Preference** – Overall satisfaction and likelihood of continued use

These insights help us understand how well cloth pads are meeting girls' needs and where improvements may be required.

Based on responses to the question “How many monthly cycles have you used the Eco Femme cloth pads for?”

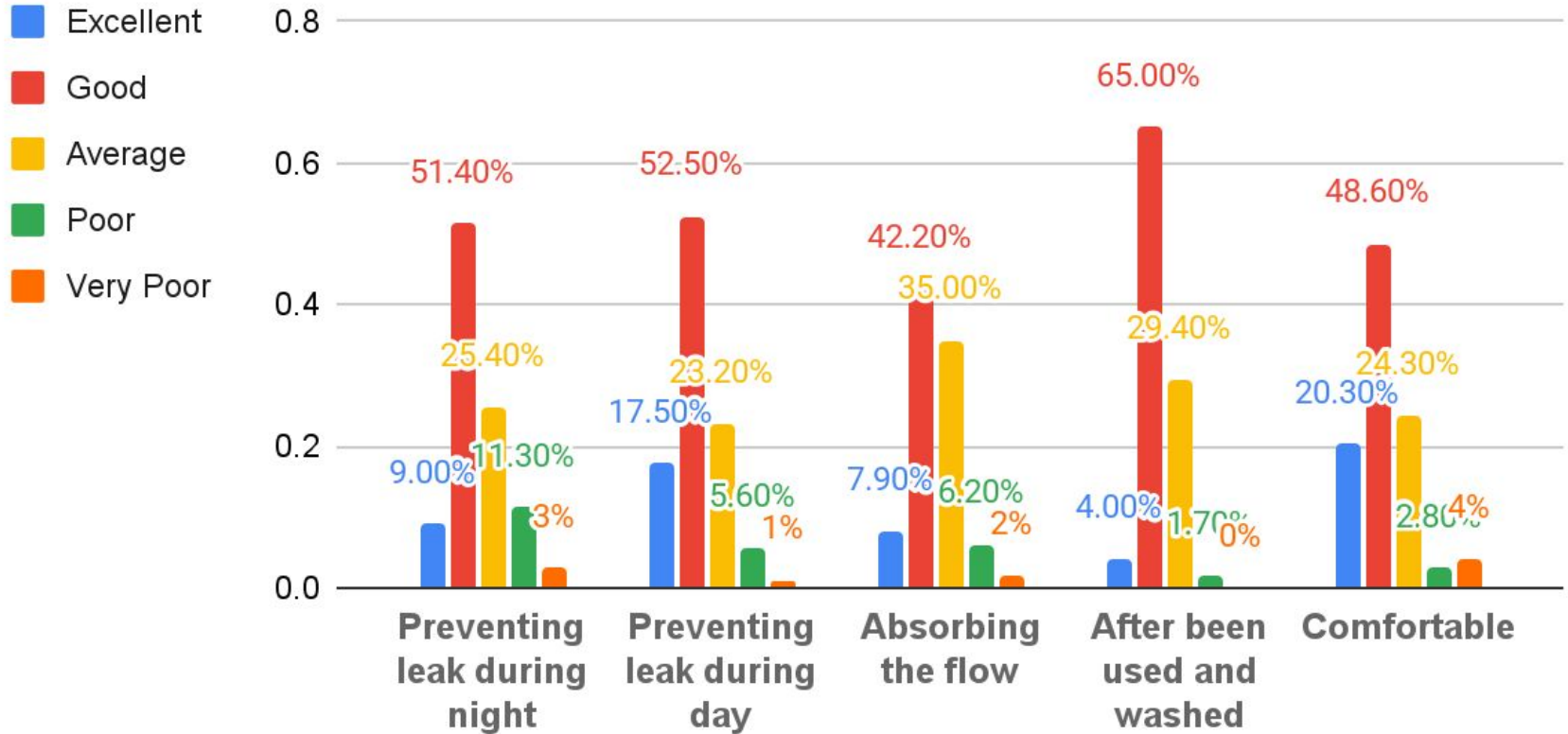
How many monthly cycles have you used the Eco Femme cloth pads for?



Interpretation

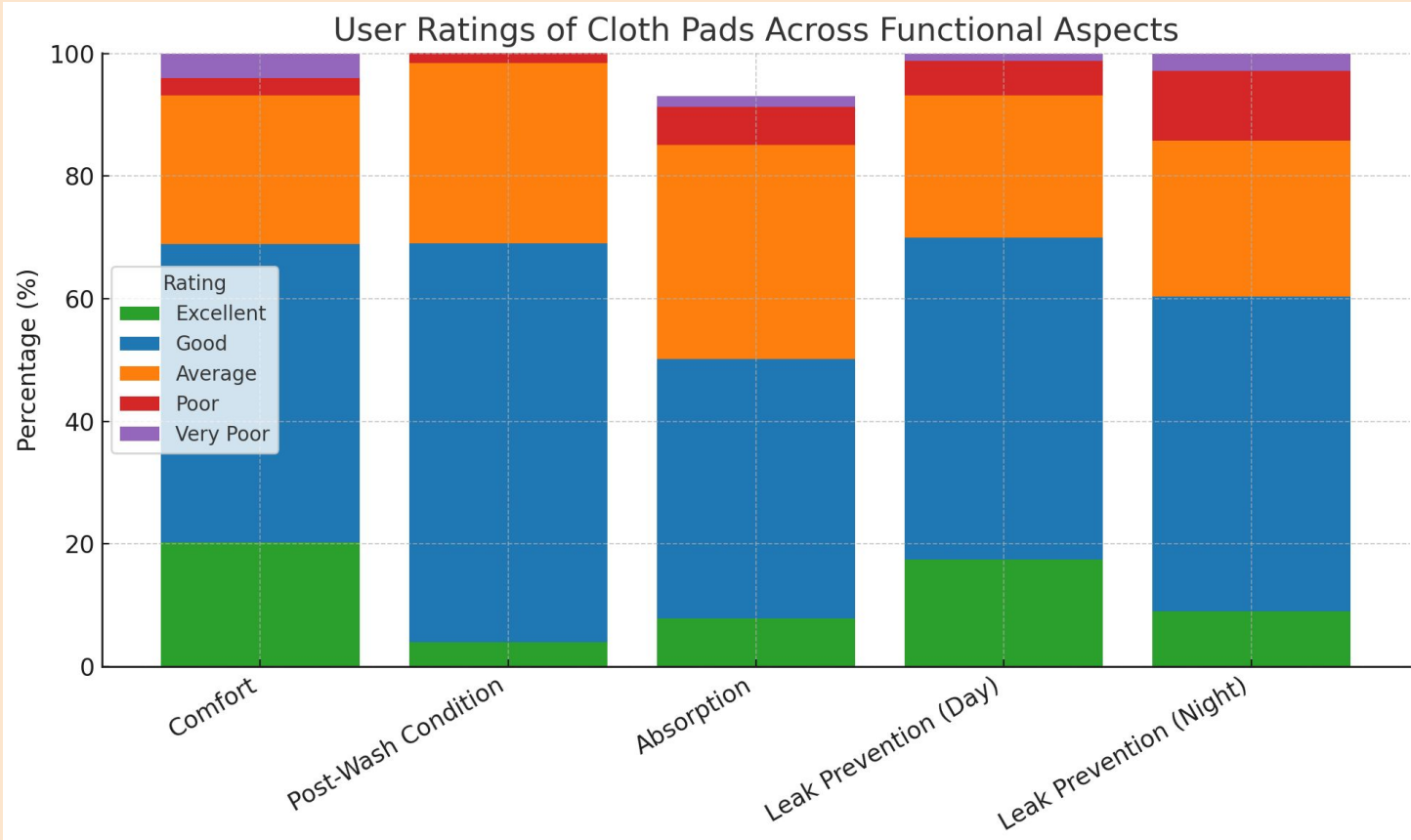
- Most girls (51%) reported using cloth pads for two full cycles, which is significant considering the short distribution window (3 to <5 months).
- 20% used it for three cycles, indicating consistent monthly use.
- A smaller but meaningful group (12%) used it for four or more cycles, despite potential cycle irregularities in this age group.
- Given that many adolescent girls may not menstruate regularly yet, multiple uses within this timeframe suggest strong initial acceptance and potential for continued usage.
- Nearly 75% used the cloth pads for two or more cycles, reinforcing a positive shift in behavior and openness to sustainable menstrual products.

The functioning parameters of cloth pad



Function aspect of cloth pad

Different functional aspects of cloth pads.



Trend Analysis

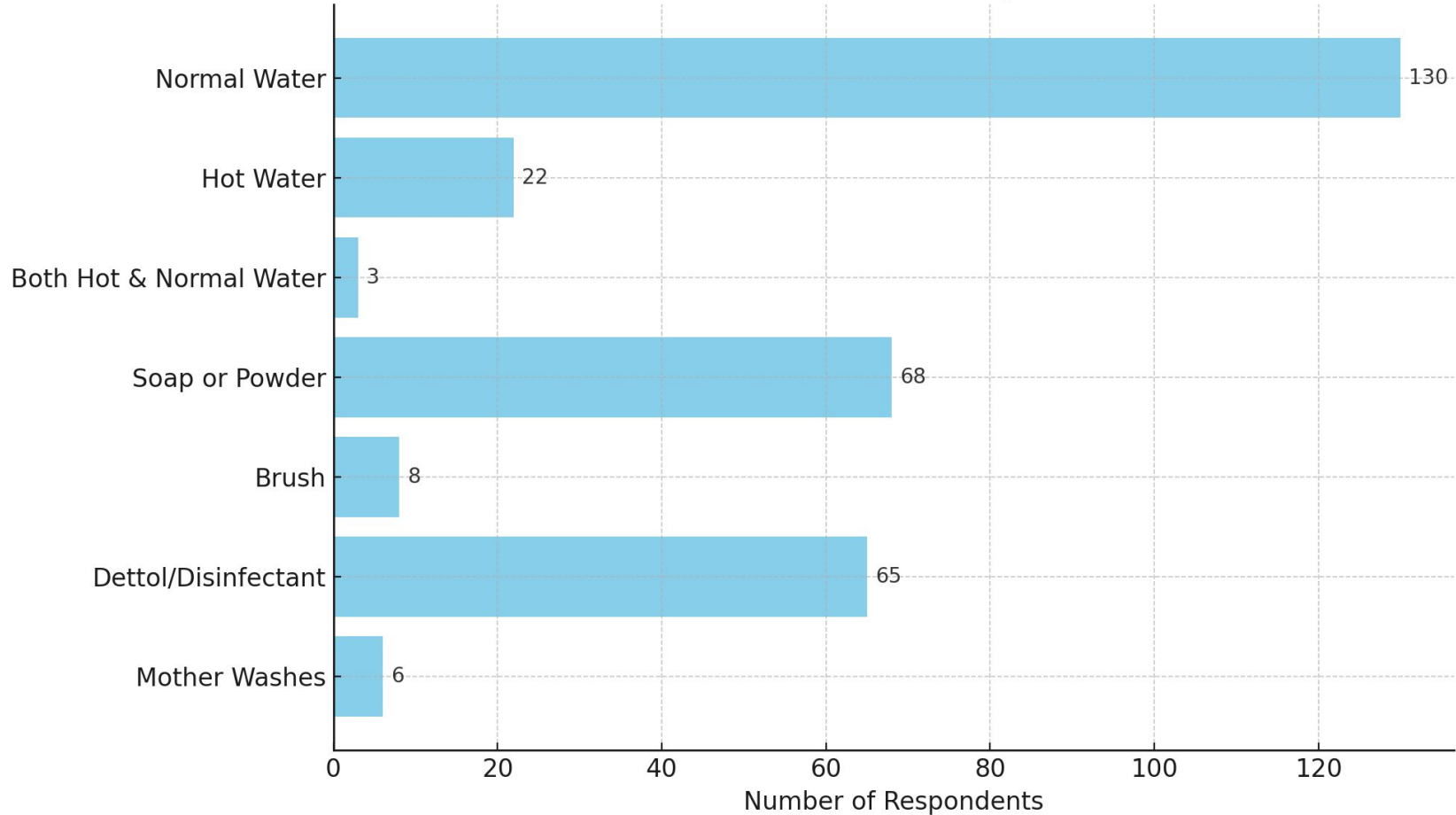
Function	Positive Trend (%)	Negative Trend (%)
Comfort	93.2%	6.8%
Post-wash Condition	98.4%	1.7%
Absorbing the Flow	85.1%	7.9%
Leak Prevention (Day)	93.2%	6.7%
Leak Prevention (Night)	85.8%	14.1%



Interpretation Summary:

Overall, cloth pads perform very well in terms of comfort, wash durability, and daytime protection. More than half the users rate their experience as good to excellent on every performance parameter

How Girls Wash Their Pads (Multiple Choice Allowed)



Interpretation of Menstrual Pad Washing Practices

(Multiple-choice question.)

Key Points from the Data:

- **Water Usage:** Only **155 girls responded** to water usage, leaving **22 unaccounted for**. It is assumed these may have used **normal water**, as it is the most common and recommended method.
- **Soap Usage:** Only **68 respondents mentioned soap or powder**. However, it is likely that more girls used soap but **did not select the option**, which may suggest underreporting.

Health Recommendations vs Practice:

- **Recommended:** Washing with **normal water and soap**.
- **Not Recommended:**
 - Using **hot water** is not strongly advised, yet 22 respondents did so.
 - **Brush usage (8 respondents)** may damage the pad material and is **discouraged**.
 - **Disinfectants (65 respondents)** like Dettol are **not necessary** and may cause irritation.
- **Other Notable Response:** 6 girls reported that their **mother washes** the pad, which may indicate dependence or cultural practices around menstruation management.

Key Takeaways

- The **majority are following recommended practices** (normal water + soap).
- Some responses, like the use of hot water, Dettol, or a brush, indicate **overcompensation or misinformation** rather than neglect.

Where do you dry your cloth pads?

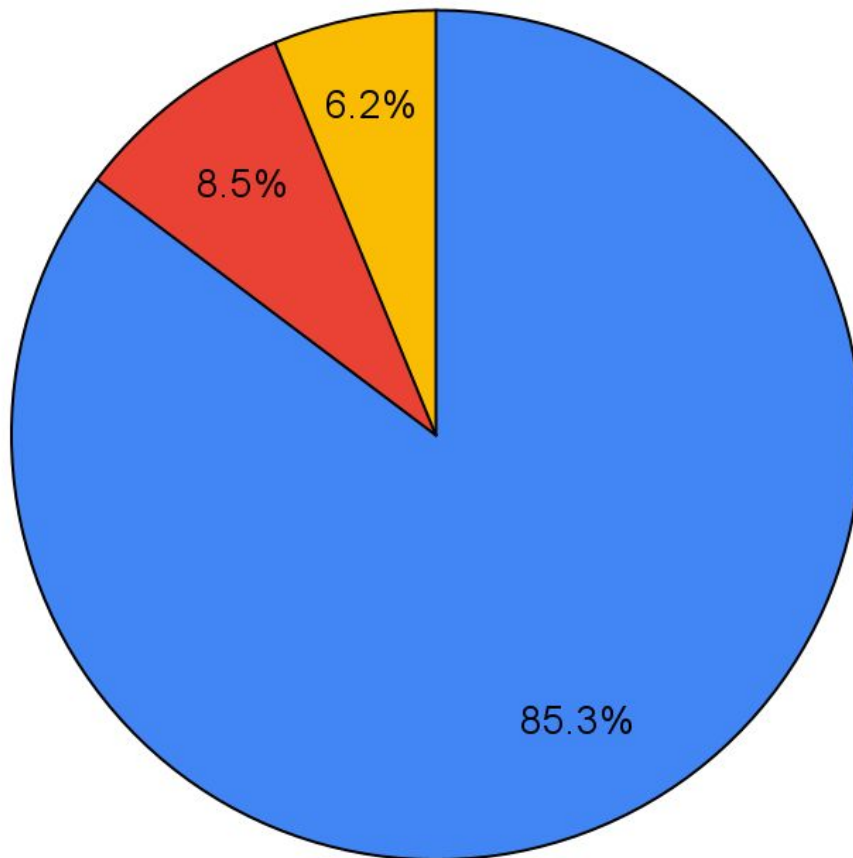
- In the sun
- Inside where no one can see
- In the bathroom

Interpretation:

The recommended and most common practice is drying cloth pads under the sun to naturally disinfect pads

However, some individuals still dried their pads indoors, which could be due to personal privacy concerns, cultural beliefs, or simply a lack of available space outside.

It's important to continue having open discussions, as they help girls build confidence to dry pads exposed to sunlight and not hide them away



What do you use the Eco Femme storage pouch for?

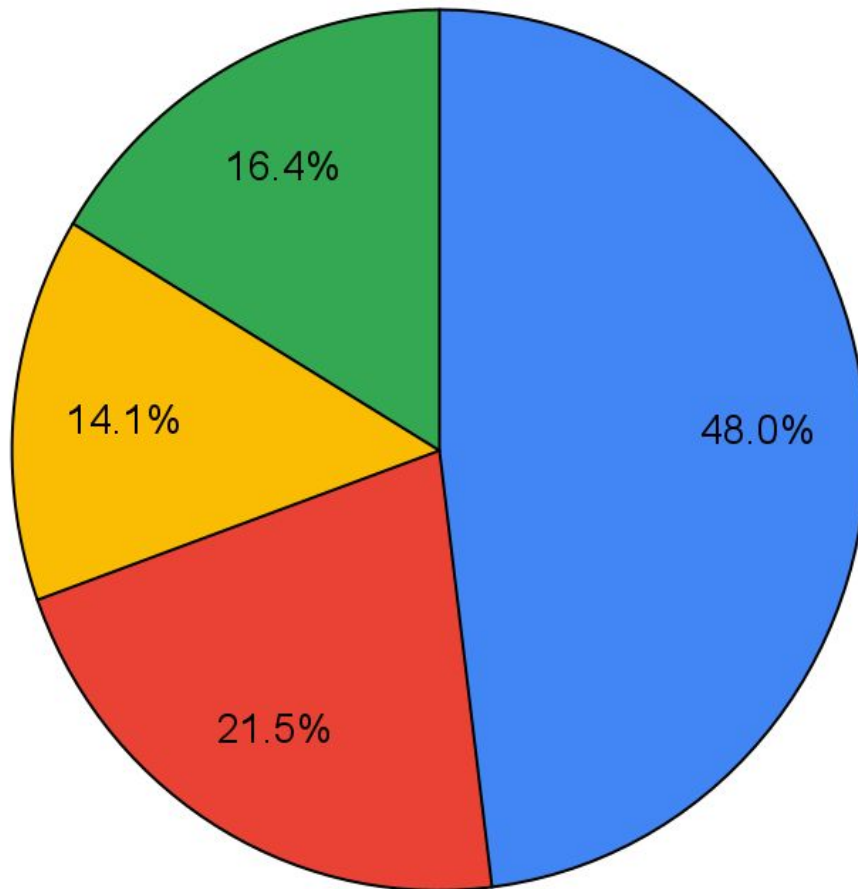
- For carrying/ storing clean & used cloth pad
- For carrying/storing clean cloth pad
- For carrying used cloth pad
- Do not use it

Interpretation:

The majority (48%) find the pouch versatile for both clean and used pads as recommended, indicating it is seen as practical and multifunctional.

A smaller but notable group uses it only for one purpose—either clean or used pads—suggesting that some users may prefer to separate storage or have alternative methods.

The 16% who didn't use it at all could reflect either a lack of need- as some girls reported using cloth pads only at home.



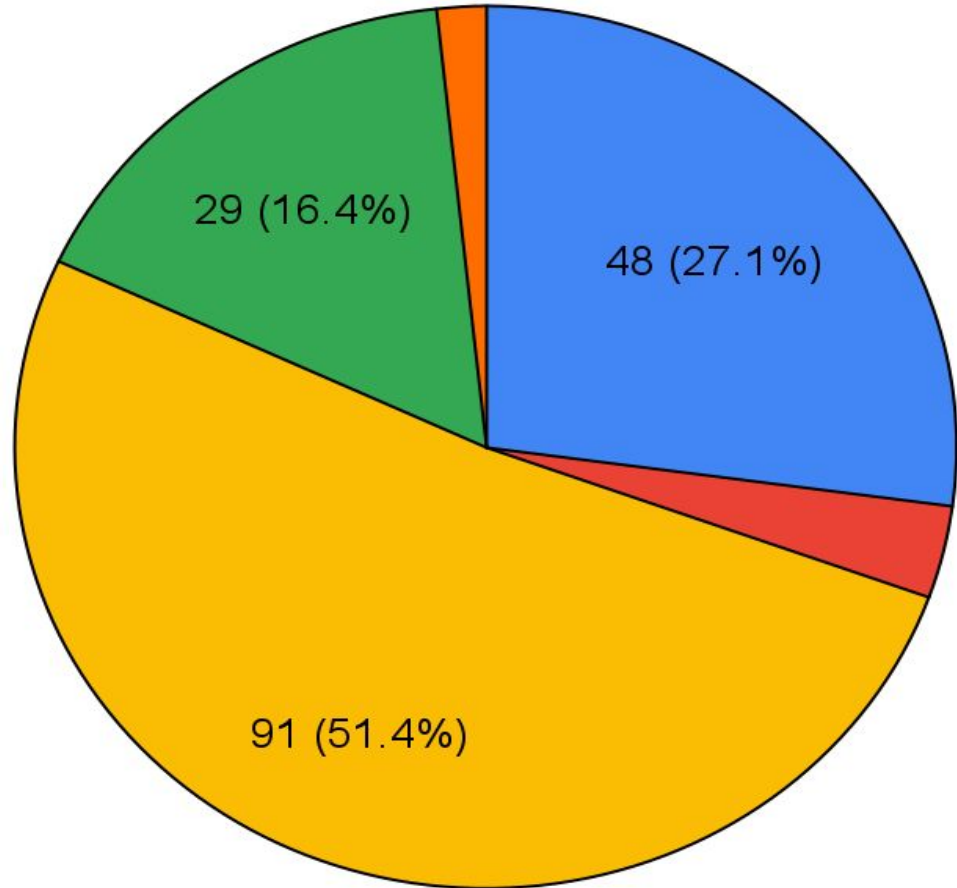
Where do you use the cloth pad?

- At home
- At school
- At home and School
- I always use cloth pads
- While travelling

Interpretation:

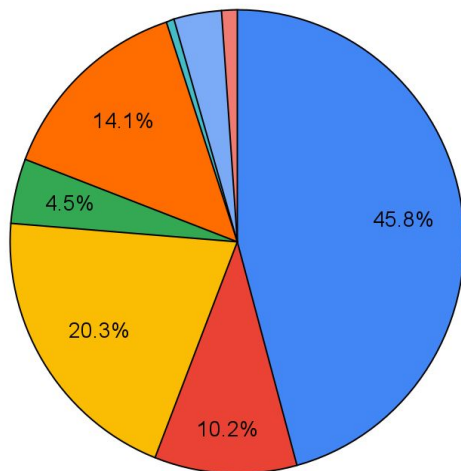
- **Total using at school:** 91 (home and school) + 29 (always use) + 6 (only at school) = **126 people**.
- This represents **126 out of 177** responses, which is approximately **71.2%**.

Conclusion: A significant percentage (71.2%) of girls use cloth pads at school, which suggests that cloth pads can be used without any problem at school.



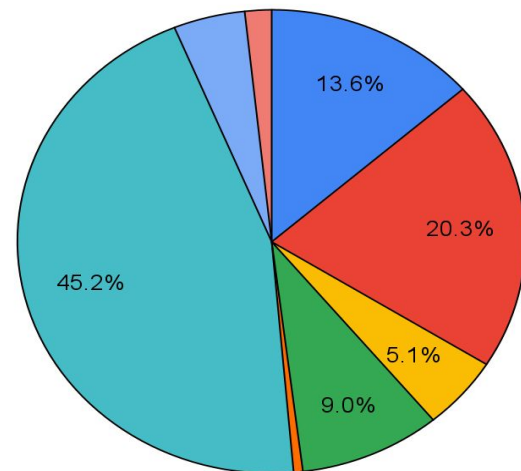
What do you most like about the cloth pads?

- Soft and comfortable
- Look nice
- Good for the environment
- Reusable
- Leak-proof
- Easy to wash
- Does not keep shifting
- Easy to dry



What do you not like about the cloth pads?

- The pad moves around in my panty
- I don't like to wash
- Stains do not come out with washing
- The pad leaked
- Does not absorb the flow properly
- I don't have any complaint
- Uncomfortable drying it outside
- I don't like how it looks after use



Key Insights:

- Nearly half of the respondents (46%) value comfort the most.
- Environmental impact and leak-proof features follow as secondary priorities.
- Ease of washing/drying and pad stability are less commonly appreciated, likely because washing menstrual blood is unfamiliar and uncomfortable, seen as extra work, and drying pads openly is hindered by societal conditioning and period-related shame—highlighting the need for a significant mindset shift to adopt reusable pads..

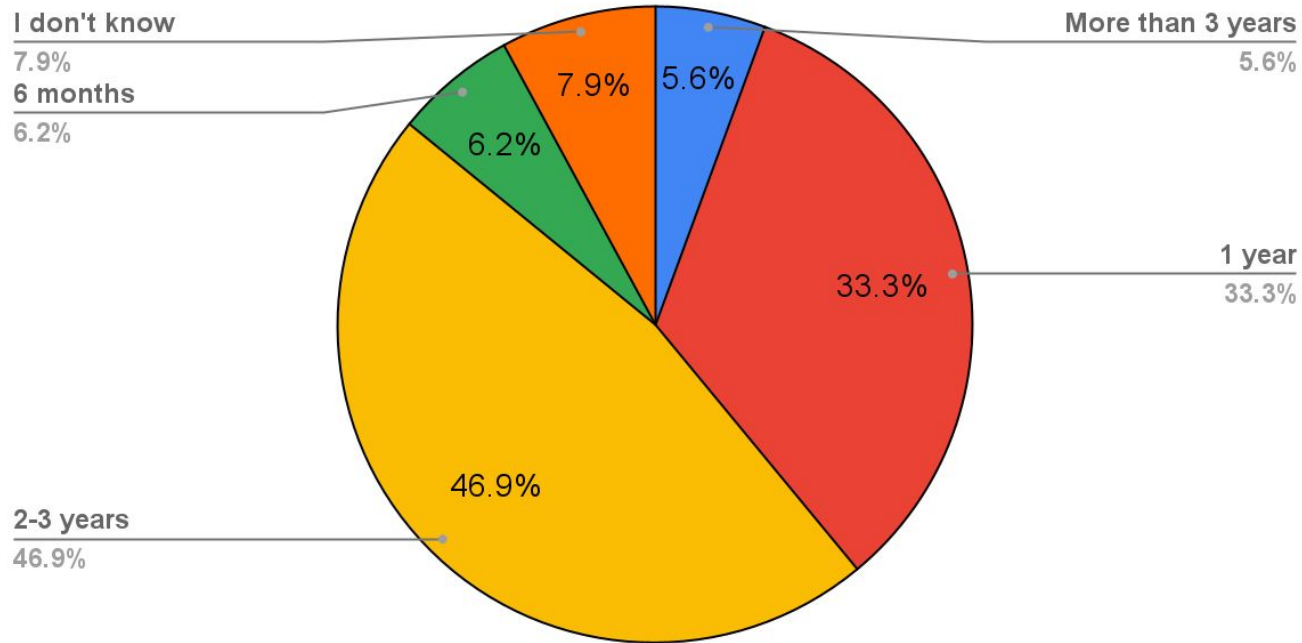
Key Insights:

Major positive: A large majority (45%) had no complaints, suggesting general satisfaction with the product.

Key negative issues:

- Washing discomfort* (20%) and *movement of the pad* (13%) are the top concerns, indicating usability and maintenance are the main barriers.
- Leakage* (9%) and *stains not coming out* (5%) point to performance and cleanliness as additional concerns
- Only 1 respondent noted **absorption** issues, implying it's not a widespread problem.

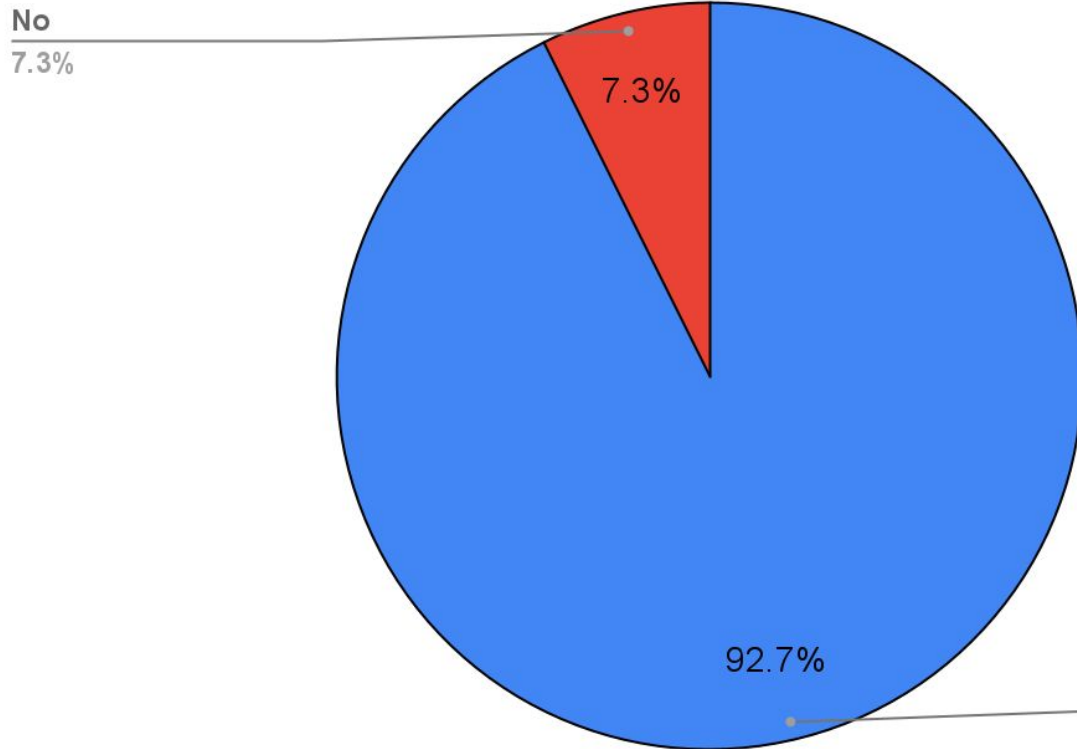
How long do you think the cloth pads can last before replacement?



Key Insights:

- The data suggests that a majority of respondents consider cloth pads to be quite durable, with **the most common belief being a lifespan of 2-3 years - this reflects an accurate expectation of durability.**
- The 7.9% of unsure respondents highlights the need for repetitive emphasis on educating users about the care, longevity, and benefits of cloth pads. Using pads for their lifespan also has an economic benefit.

Will you use cloth pads in the future?



💡 Key Insight:

The overwhelming majority (**92.7%**) are ready to use cloth pads in the future, indicating a confident shift toward sustainable menstrual products.

I do not intend to continue to use the Eco Femme pads because- (Answered by 7 respondents among 177)

- I am worried that my pad will leak and stain my clothes
- Too much effort
- Pad leaked
- Prefer disposable pad to cloth pad
- Not comfortable to carry my used pad in the school bag
- Family asked me not to use
- I could not dry the pad during the rain



Eco Femme Cloth Pads – User Feedback Analysis

Only 7 out of 177 respondents opted to discontinue use)

💡 Key Insights from Dissenting Respondents:

- **Leakage Issues:**
 - 2 users cited leakage concerns (fear of stains and actual incidents).
- **Maintenance Challenges:**
 - 2 found the cleaning/drying routine burdensome (e.g., drying during rain).
- **Social/Family Influence:**
 - 1 user stopped due to family discouragement.
- **Convenience & Preference:**
 - 1 preferred disposable pads for ease of use.
 - 1 felt uncomfortable carrying used pads in a school bag.

✅ Positive Takeaway:

- ❤️ Only 4% (7 of 177) discontinued use — a strong indicator of high user satisfaction.
- 🌱 Cloth pads remain a sustainable, skin-friendly, and cost-effective choice.
- 🚀 With targeted support (e.g., leak-proof designs, user education, drying tips), adoption can be further strengthened.

Part 2: Key Insights – Educational Impact

The following slides present data gathered through survey evaluations probing what girls **learned and retained** from the menstrual health education session.

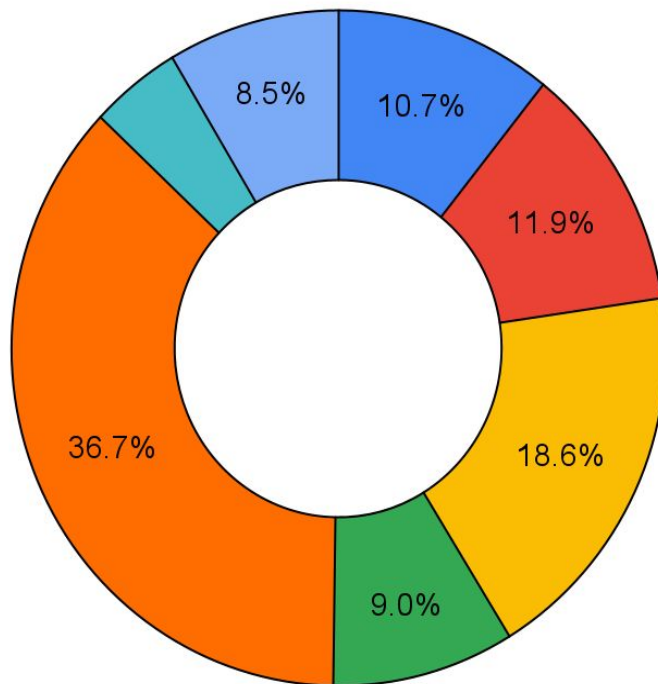
It highlights:

- **Knowledge gained** about menstruation and hygiene
- **Myths and misconceptions addressed**
- **Confidence and attitude shifts**
- **Practical skills** retained for managing periods safely and with dignity

These insights help assess the **effectiveness** and **depth of impact** of the educational component of the programme.

What did you most appreciate learning in the education session?

- Able to discuss cultural taboos in a safe space
- Various menstrual product options
- Staying healthy while menstruation
- How the menstrual cycle works
- All the topics
- Conversation with peers
- Tracking menstrual cycle

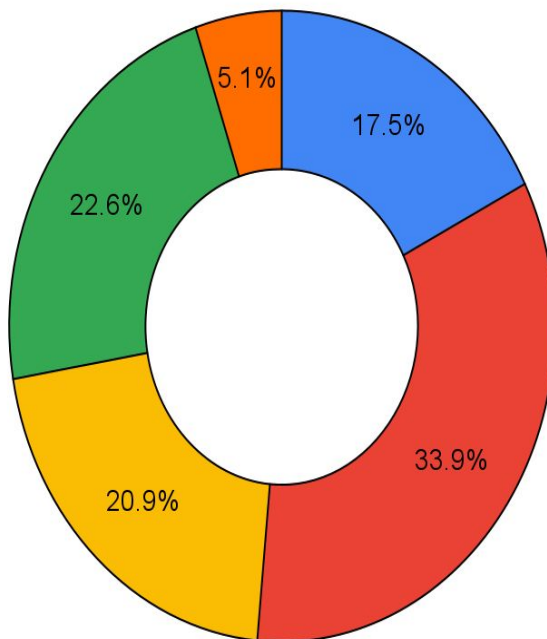


Key Insights:

- The most appreciated response was **"Everything" (36.7%)**, showing that the session was **well-rounded and impactful overall**.
- Among specific topics, the top favorites were:
 - **Menstrual product option analysis (18.6%)**
 - **How the menstrual cycle works (11.9%)**

I know when to expect my next period because....

- My body indicates that it is coming through signs like pimples, pain etc
- I track my cycle on a calendar/ diary / app
- I don't physically track, but I remember the date
- I know through mood change that my period will come the next day
- I do not track my period and I dont know when to expect my next period



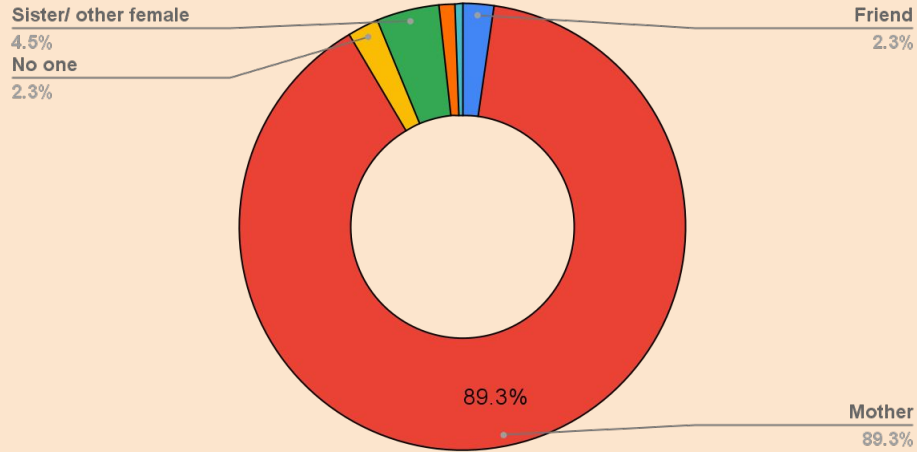
Interpretation & Findings:

1. **Digital or Physical Tracking Is Most Common (33.9%)**
Indicating a reliance on tools for predictability and planning.
2. **Mood change (22.6%) and Physical Symptoms (17.5%) Are Important Predictors (40.1% combined)**
Showing that emotional and physical cues play a large role in personal awareness.
3. **Memory-Based Tracking Is Not Uncommon (20.9%)**
Showing that regularity in cycles or personal confidence in recalling dates.
4. **Lack of Awareness or Tracking Is Minimal (5.1%)**
This might point to irregular cycles, limited access to tools, or a lower priority placed on tracking.

Key Insight:

- Most individuals anticipate their next period using a **combination of digital tools and personal cues**, with cycle tracking apps/diaries being the most relied-upon method (33.9%), followed closely by natural indicators like mood changes and physical symptoms (40.1% combined).
- This suggests a strong trend toward both technological and experiential approaches to cultivating menstrual awareness, reflecting diverse personal preferences and varying levels of cycle regularity.

If you have questions about menstruation and reproductive health, who do you ask first?



Key Insights:

1. Mothers are the Primary key informants

- Nearly **9 out of 10** respondents turn to their mother first.
- Shows strong trust in mothers for personal health guidance.

2. Very Few Use Online Sources

- Only 2 people mentioned searching online.
- This might reflect lack of access, awareness, or digital confidence.

3. Fathers Are Rarely Approached

- Just **1 respondent** mentioned their **father**.
- Indicates reproductive health is still seen as a "female-only" topic.

4. Some Remain Silent

- 2.3% said they ask no one.
- This is concerning and points to a need for safe spaces and accessible information.

5. Limited Peer/Sibling Influence

- Sisters or female relatives: 4.5%
- Friends: 2.3%
- Suggests potential for peer education programs.

✓ Part 3: Focus Group Discussion

Use to further validate the reliability of our survey insights

Overall conclusion? Focus group discussions echoed survey data

- **Pads are working well** – Girls said the cloth pads are comfortable, absorb well, and don't leak much.
- **Easy to care for** – Most girls are washing and drying the pads properly. Some need more support on best practices.
- **Girls like using them** – Over 90% said they would keep using cloth pads.
- **They learned a lot** – Girls remembered key topics like hygiene, body changes, and how to track their period.

- **Old taboos are changing** – Many girls said they no longer believe period blood is impure or follow harmful restrictions.
- **More confidence** – Girls now talk more openly about periods, especially with their mothers and friends.
- **Girls in action** – They are managing their periods safely, hygienically, and with more pride.

👉 **These insights show the education sessions really worked — helping girls feel informed, empowered, and confident.**

Key Insight: How the Girls Feel About Their Menstruation Now

Menstruation is Natural, Not Shameful

Most girls now understand that period blood is *not dirty or impure*. This marks a significant shift from pre-session beliefs, where some thought of it as defiling or unclean.

Greater Confidence

Many girls feel **more confident speaking about their periods**, even sharing what they learned with others like younger sisters.

Shifting Beliefs and Practices

Some girls have stopped following restrictive taboos like avoiding prayer or sour foods. They now view menstruation as a **healthy, normal part of life**, and even a preparation for motherhood.

Emotional Reframing

The sessions helped girls move from feelings of embarrassment or hatred toward a sense of **acceptance and pride** in their bodies.

Conclusion: Menstruation is no longer seen as dirty or shameful — it's recognised as natural and healthy. The girls feel more confident, informed, and free from old taboos.



Executive Summary

Eco Femme x IDRF Menstrual Health Education Programme | 2024–2025

Programme Overview

With funding from IDRF, Eco Femme reached **1,515 adolescent girls** across India, offering:

- A **3-hour menstrual health education session**
- A **free reusable cloth pad kit** (4 pads, pouch, booklet)
- **Livelihood support** via rural tailoring units

Delivery Partners:

- *Maanushi Foundation (Kerala): 965 girls*
- *Rangeen Khidki Foundation (West Bengal): 550 girls*

Monitoring & Evaluation

- **Evaluation sample:** 177 girls (~11.7%) – exceeding the 10% benchmark
- **Mixed-method approach:**
 - **Quantitative** surveys on pad use, hygiene, functionality
 - **Qualitative** field journals & FGDs on educational impact and behavioural change



Cloth Pad Usage and Acceptance

Usage:

- 75% of girls used pads for 2+ cycles within 3–5 months post-distribution
- Early indicators of **strong adoption** despite cycle irregularities

Functioning:

- High satisfaction in comfort (93%), wash durability (98%), and daytime leak prevention (93%)
- Nighttime leaks remain a **key area for improvement**

Care Practices:

- Most girls follow recommended washing methods
- Some misuse (hot water, disinfectants, brushes) indicates **need for ongoing guidance**

School Usage:

- ~71% of respondents used cloth pads at school — indicating high practicality

Future Use:

- 92.7% of girls are willing to continue using cloth pads — a strong endorsement



Educational Impact

Learning Retention:

- 36.7% said they appreciated *everything* about the session
- Top learnings: menstrual product choices, how the menstrual cycle works

Tracking Awareness:

- 74% use a mix of apps, diaries, mood, and physical cues to track their cycle

Shift in Beliefs:

- Many girls rejected myths like impurity of period blood
- Improved confidence in discussing menstruation with peers and mothers

Trusted Sources:

- Mothers were the **primary informants** (~90%)
- Very limited online or peer-based learning



Feedback & Evaluation

- Only **4% discontinued use** — due to leakage, social discomfort, or cleaning inconvenience
- Focus group findings confirmed survey trends — reinforcing **validity** of the data
- Girls report feeling **empowered, less ashamed**, and better prepared to manage menstruation



Conclusions

Overall it is clear that the programme has resulted in positive impacts for girls who feel confident and empowered to manage their periods in a healthy and sustainable way as well as pass on the learnings they have acquired. A few insights stuck out for us through this process of data analysis

1. **Learning reinforcement** Follow up sessions should happen and focus on reiterating pad care and hygiene do's/don'ts
2. **Sociocultural Engagement** Involve mothers and school staff to create a more supportive ecosystem for girls to sustain healthy practices and continue to destigmatize menstruation.
3. **Improving M&E tools.** We learned that young girls needed more support to follow the guidelines for M&E and this can be revisited.

Field Snapshot: Maanushi Foundation



“Proud moments – Girls receive their cloth pad kits, a step toward menstrual dignity and empowerment.”



“Explaining the menstrual cycle with a cloth uterus model — making anatomy relatable, respectful, and real.”

Field Snapshot: Maanushi Foundation



*"From stigma to strength — girls reclaim their periods with pride.
#PeriodPositive"*

"Demystifying the cloth pad — Girls learn how reusable pads work, how to care for them, and why they're a healthy, eco-friendly choice."



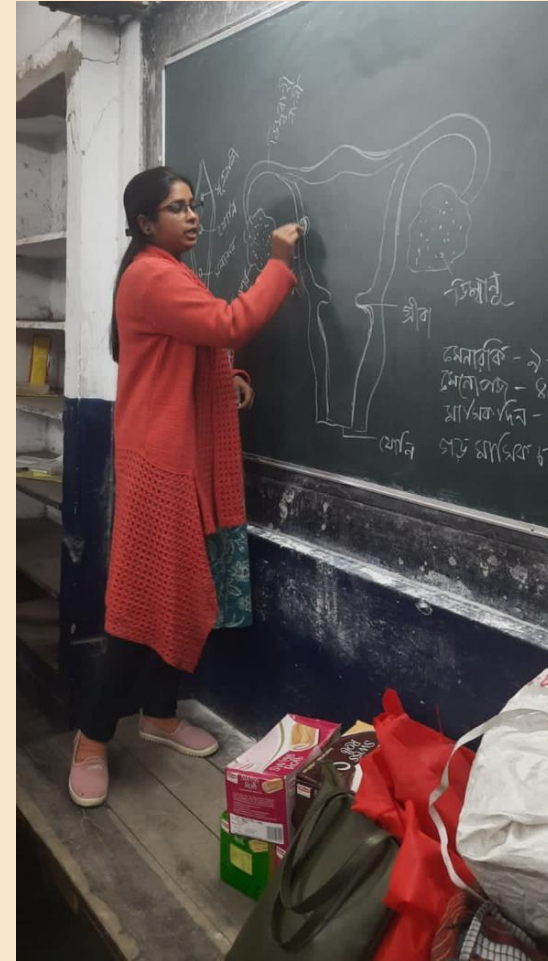
"Girls explore how the cloth pad works — learning through touch builds trust and comfort."



Field Snapshot: Rangeen Khidki Foundation



Girls proudly receive their cloth pad kits – a gift of health, sustainability, and confidence.



Explaining the menstrual cycle – building body literacy and breaking taboos

தொடர் வரை கிளர்ச்சி

தொடர்

Thank you for your interest

Contact Us:

info@ecofemme.org

www.ecofemme.org





Menstrual Health Education Impact Report for FY 2024-2025

Prepared For:

Tanya Mehta

June 2025

Compiled by Kalvi Karunanithy

About Eco Femme

Eco Femme is a women-led social enterprise from rural India, founded in 2010, that produces and sells organic, washable cloth pads. It promotes healthy, eco-friendly, and affordable menstrual practices.

Core Values:

- Women's empowerment
- Environmental sustainability
- Health and hygiene
- Social equity

Key not for profit programmes:

- Pad For Pad - serving adolescent girls
- Pad For Sister -serving women



About the project supported by Tanya Mehta

Project Summary

With a donation of 7 lakh from **Tanya Mehta**, Eco Femme reached **1,273 adolescent girls** across India with **menstrual health education** and **free cloth pad kits** in 2024–25 (whereby 1 cloth pad kit costs Rs550/girl)

The programme combined:

- A 3-hour interactive menstrual health education session
- Distribution of reusable cloth pad kits (4 pads, pouch, and educational booklet)
- Providing local livelihood to rural women who work in small scale tailoring units and stitch the pads.

Eco Femme provided training, support and cloth pad kits to 3 of its partners to undertake the programme implementation and achieve the project goals

Implementation Notes

Partner Reach - total 1273 girls

- **Pinkishe Foundation** (Delhi) – 623 girls
- **Garbage Free India** (West Bengal) – 150 girls
- **Study Hall Foundation** (Uttar Pradesh) – 500 girls

Monitoring and Evaluation

- Pinkishe Foundation and Garbage Free India exceeded the 10% evaluation benchmark, strengthening insight quality
- Study Hall Foundation reached the target of 10% evaluation data.
- Overall, the 10% evaluation threshold was **exceeded**, ensuring robust programme monitoring

About the Pad for Pad (P4P) Programme

The **Pad for Pad** programme provides **menstrual health education (MHE)** and **free cloth pad kits** to **adolescent girls aged 10–16** from **economically disadvantaged backgrounds** across India. Rooted in dignity, sustainability, and empowerment, the programme offers girls the tools and knowledge to manage their periods safely and confidently — while also shifting the way society relates to menstruation.

Visit our website:

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

Watch our short video:

<https://www.youtube.com/watch?v=pCL7wepI80E>



What the programme offers

Menstrual Health Education (MHE)

A **3-hour interactive session** designed to:

- Equip girls with practical skills to manage menstruation hygienically and with dignity
- Help them see menstruation as a **normal, healthy** part of life
- Build confidence and break taboos
- Create a safe space for open, affirming conversations

Girls are encouraged to share, ask questions, and challenge stigma—fostering lasting social change.

Free Cloth Pad Kit

Each girl receives:

- 4 reusable cloth pads
- A travel pouch
- An educational booklet in her

local language

- Care and usage instructions
A long-term, eco-friendly, and safe solution to period care





Why this matters


In many parts of India, **menstruation is still a taboo subject**. This silence leads to shame, misinformation, and harmful practices — affecting girls' health, education, and self-esteem.


Through **Pad for Pad** programme we create safe spaces for **open, honest conversations** about periods and provide **reusable, eco-friendly cloth pads** so girls can manage their periods with **dignity, confidence, and care**.

The Reality for Many Girls in India:

 **52%** of girls don't know about menstruation before their first period

 **45%** believe menstruation is not a normal part of life

 **77%** face restrictions around visiting places of worship during their period

 **24%** are made to sit apart from others during menstruation

Partner Profile: Garbage Free India (GFI)

Garbage Free India (GFI) is a citizen-led initiative in West Bengal tackling climate change and waste mismanagement through grassroots action.

GFI aligns with Eco Femme's values by:

- Promoting sustainable menstrual health through educational modules
- Raising awareness about eco-friendly alternatives like cloth pads and menstrual cups
- Engaging underserved communities to make informed, sustainable choices

Our collaboration enhances menstrual health education and supports the shared goal of reducing waste and promoting environmental sustainability.



Partner Profile: [Pinkishe Foundation](#)

Pinkishe Foundation is a dynamic non-profit working pan India (Delhi HQ), committed to promoting menstrual dignity and gender equality. It works to break taboos and foster open conversations on menstrual health.

Aligned with Eco Femme's values, Pinkishe:

- Promotes menstrual hygiene through awareness sessions and pad distribution
- Empowers girls and women with leadership opportunities
- Encourages open, stigma-free dialogue around menstruation

Through our partnership, Pinkishe strengthens the Pad for Pad programme and advances menstrual equity across India.



Partner Profile: Study Hall Foundation

Study Hall Foundation (SHF), a dedicated non-profit in Lucknow, empowers girls and women through inclusive education and gender equity.

Aligned with Eco Femme's values, SHF promotes menstrual health by:

- Conducting awareness sessions and distributing cloth pads to girls in need
- Creating safe spaces for adolescent girls to learn and ask questions about menstruation without shame
- Building confidence, leadership, and awareness of rights among young women

Through our partnership, SHF strengthens the Pad for Pad programme, expanding menstrual health education and access to sustainable products in northern India.



Menstrual Health Program Summary (2024–2025)

Partner Organization	Menstrual Education Sessions Given to Girls	Cloth Pad Kits Distributed	Girls Evaluated
Pinkishe Foundation	623	623	87
Garbage Free India	150	150	30
Study Hall Foundation	500	500	51

Note that sessions and kits are offered to girls in classroom setting of small group to foster safety and dialogue.

Monitoring and Evaluation Summary

Monitoring and evaluation follows a standardised approach combining:

- **Quantitative Data Collection:** Conducted through facilitated survey.
- **Qualitative Data Collection:** Conducted using focus group discussions and documented using field journals.

Eco Femme provided training and support to partners who undertook the evaluation with a **randomly selected sample of 10%** of total number of girls reached.

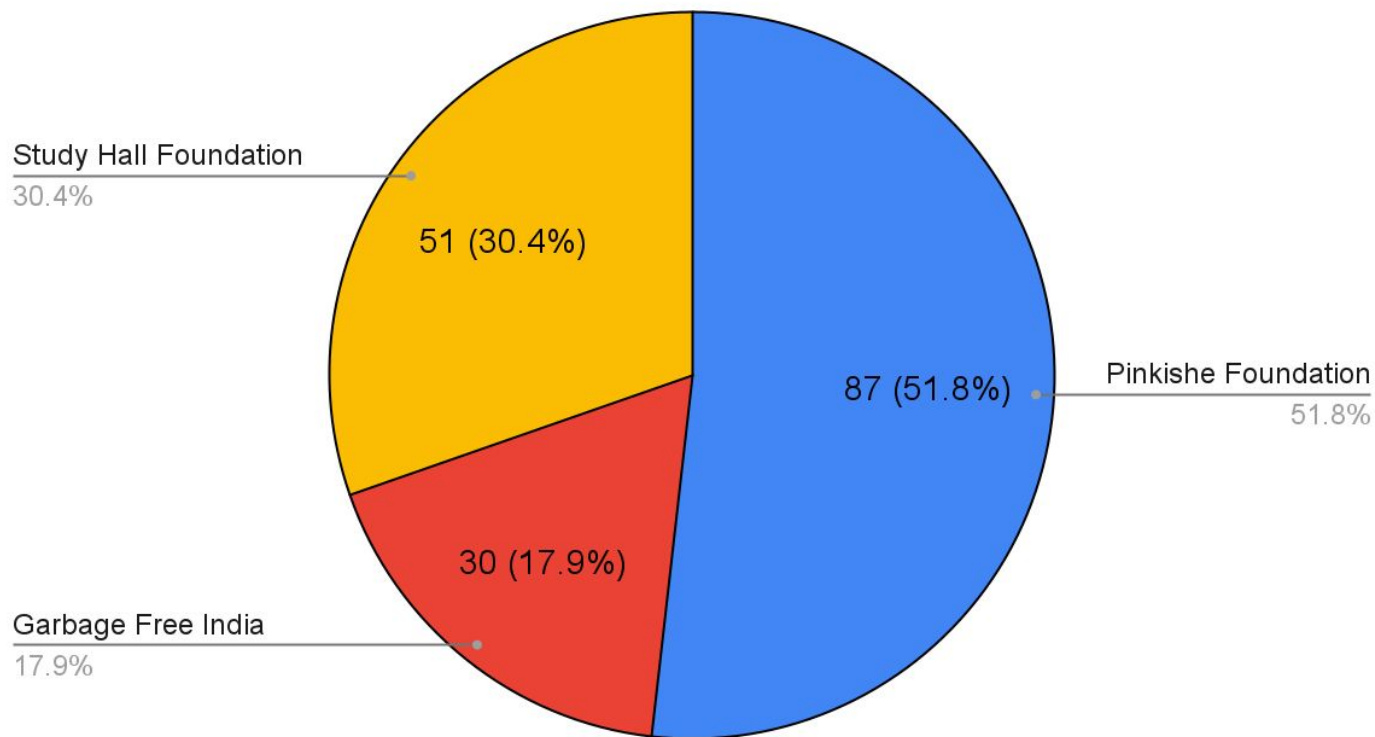
Timing:

Data was collected at **least 3 months** after the distribution of the cloth pad kits.

Total Data Collected:

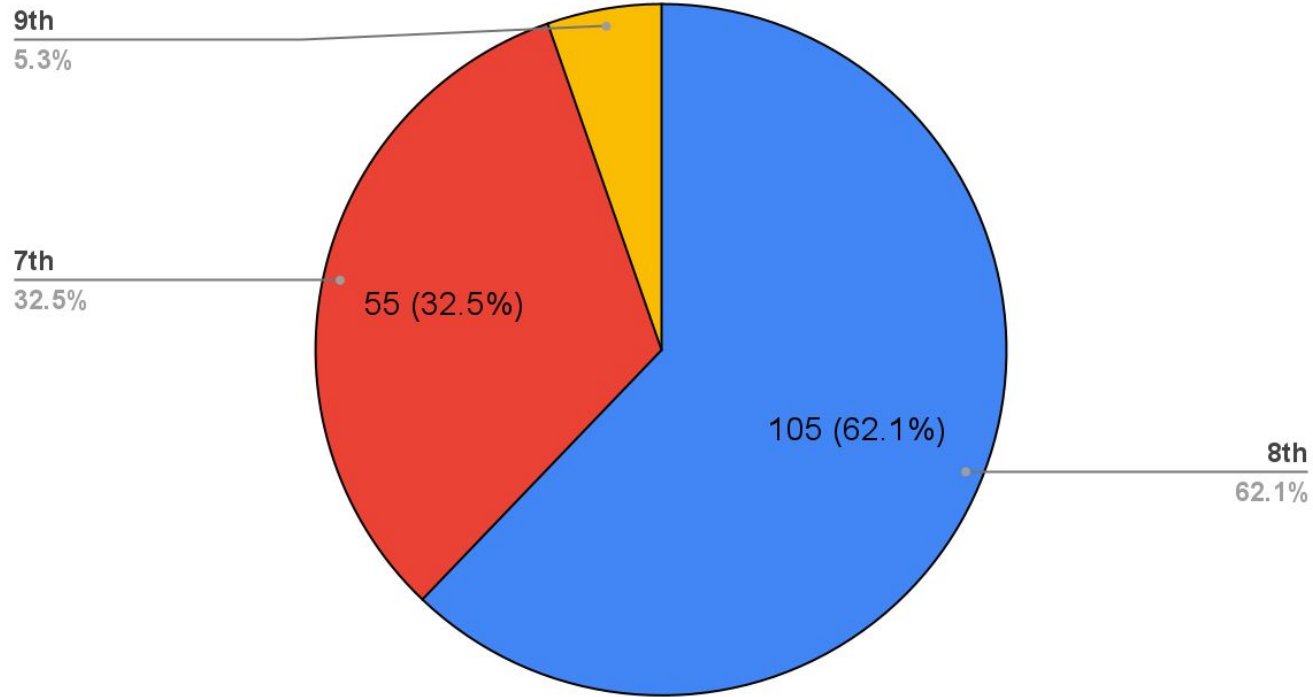
A combined total of **168 responses** were gathered by all partners.

Data collected By Partners



Total number of girls evaluated= 168

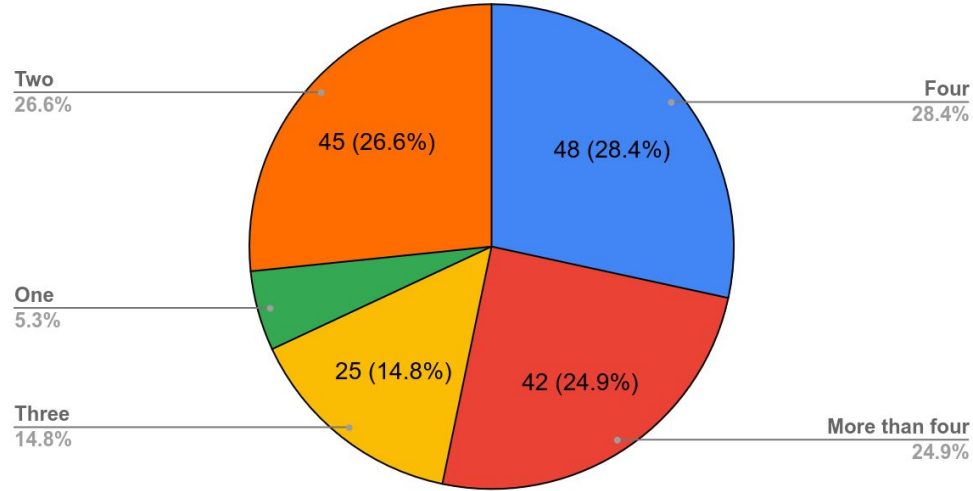
Girls - Class



The data covers students aged 11–14, with 32.5% from Class 7, 62% from Class 8, and 5.3% from Class 9.

Based on responses to the question “How many monthly cycles have you used the Eco Femme cloth pads for?”

How many monthly cycles have you used the Eco Femme cloth pads for?



Interpretation

- **Over 94%** of the users have used Eco Femme cloth pads for **two or more cycles**.
- Despite their young age and irregular cycles, a growing number of girls are consistently using cloth pads—**over 53%** have used them for **four or more cycles**. This reflects a positive trend toward sustainable menstrual practices, showing increasing comfort, trust, and awareness around reusable products like Eco Femme’s cloth pad.

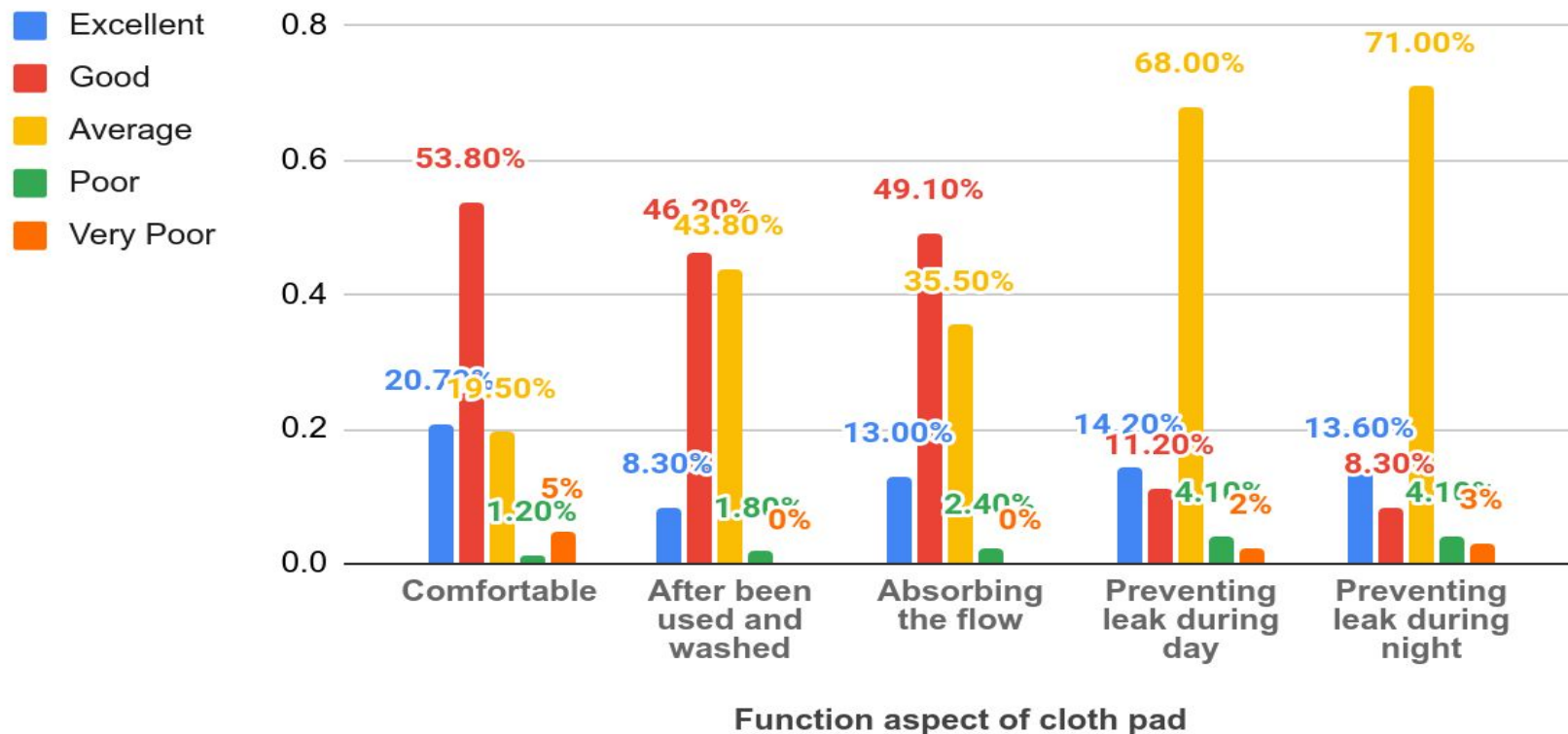
Part 1: Cloth Pad Experience - Key Insights

The following slide presents data on users' experiences with **cloth pads**, focusing on three core aspects:

- **Function** – Comfort, leakage, absorption, and performance
- **Care** – Washing, drying, and maintenance ease
- **Preference** – Overall satisfaction and likelihood of continued use

These insights help us understand how well cloth pads are meeting girls' needs and where improvements may be required.

The Functioning parameters of Cloth Pad



Trend Analysis

Function	Positive Trend (%)	Negative Trend (%)
Comfort	93.99%	6.2%
Post-wash Condition	97.8%	1.8%
Absorbing the Flow	98.1%	2.4%
Leak Prevention (Day)	93.4%	6.5%
Leak Prevention (Night)	93.3%	7.1%

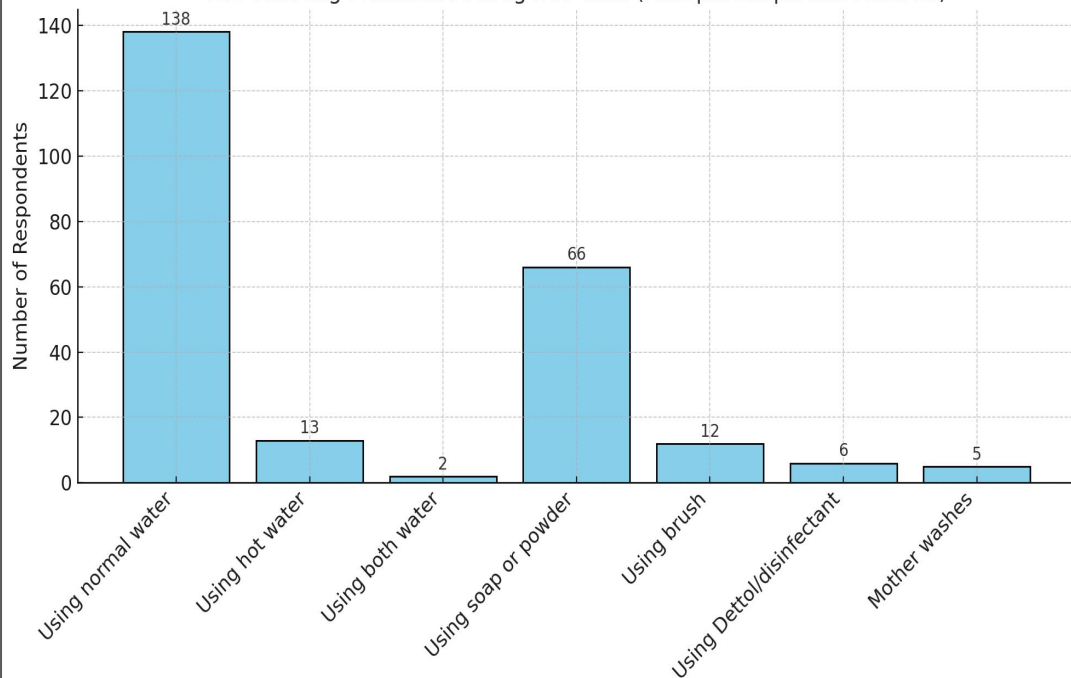


Interpretation Summary:

Overall, cloth pads perform very well in terms of comfort, wash durability, and day and night time protection. All functions show a strong positive trend, with over **90%** combined ratings from Excellent to Average on every performance parameter

How do girls wash their pads? (Multiple response possible)

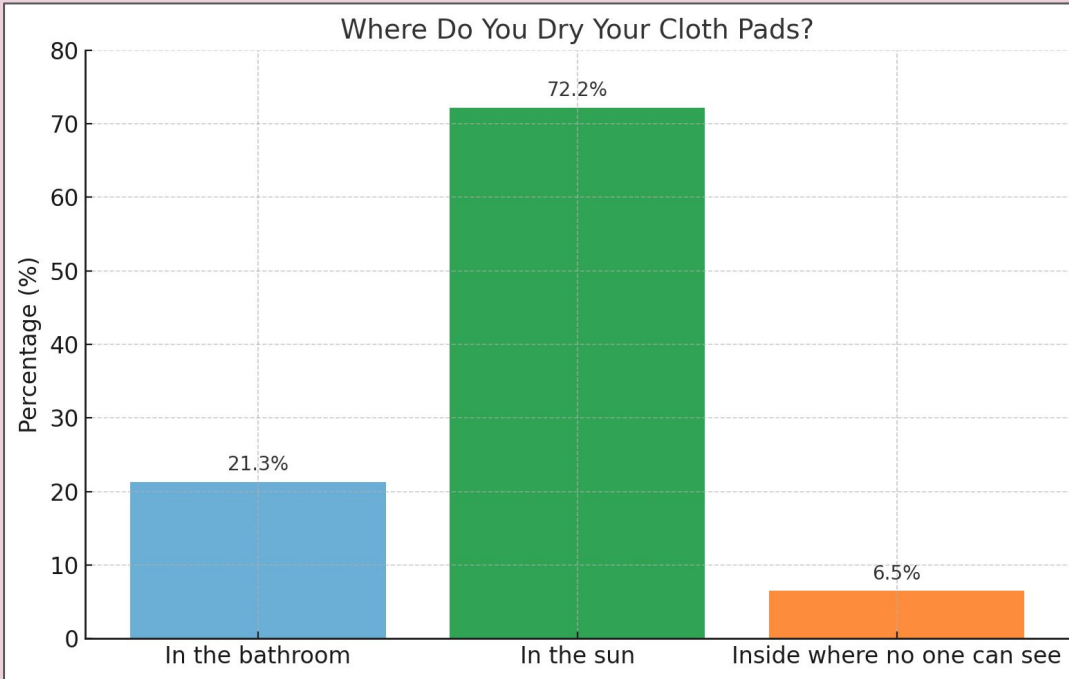
Pad Washing Practices Among 168 Girls (Multiple Responses Allowed)



Key Takeaways:

- **Normal water** use is the most common and *correct* practice.
- Only **66 out of 168** reported using **soap or powder**, suggesting a potential underreporting due to the survey format. Note that use of soap and normal water is the recommended practice conveyed during classroom session.
- A minority are using **hot water**, **brushes**, or **disinfectants**, which should be addressed through targeted health education.
- A small number still rely on their **mothers** for washing, highlighting a need for increased personal agency in menstrual hygiene.

Where do girls dry their cloth pads?



Interpretation:

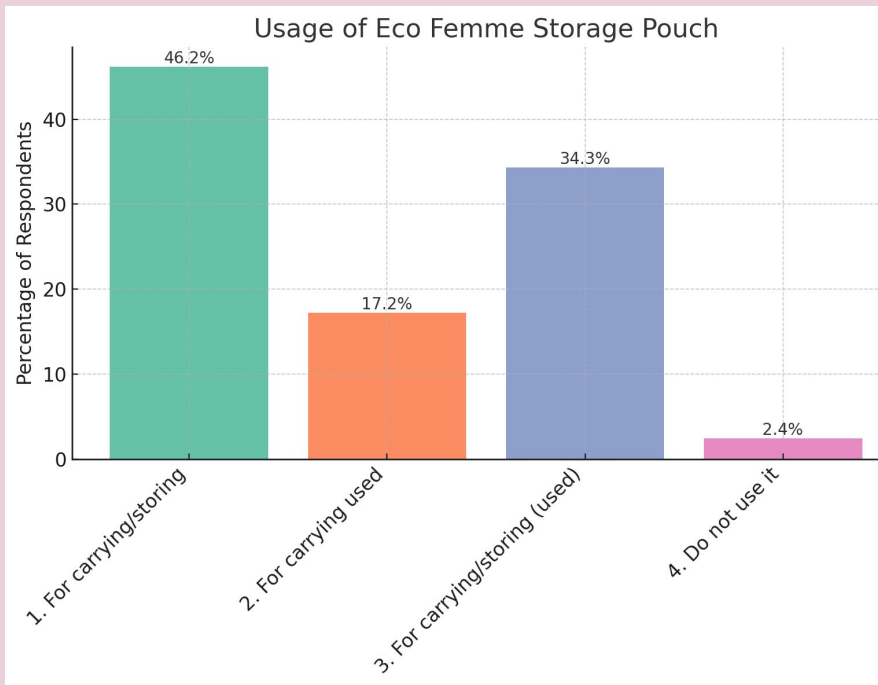
The most recommended and common practice is drying cloth pads under the sun followed by **72.2%** of respondents, reflecting strong awareness of proper cloth pad care and safe practices..

However, **21.3%** dry pads in bathrooms—enclosed, often humid spaces that can hinder proper drying, which could be due to personal privacy concerns, cultural beliefs, or simply a lack of available space outside.

6.5% still prefer to dry their pads indoors.

It's important to continue having open discussions, as they help girls build confidence to choose the healthiest and most hygienic option and reduce inhibition to dry pads where they may be seen by others

What do you use the Eco Femme storage pouch for?



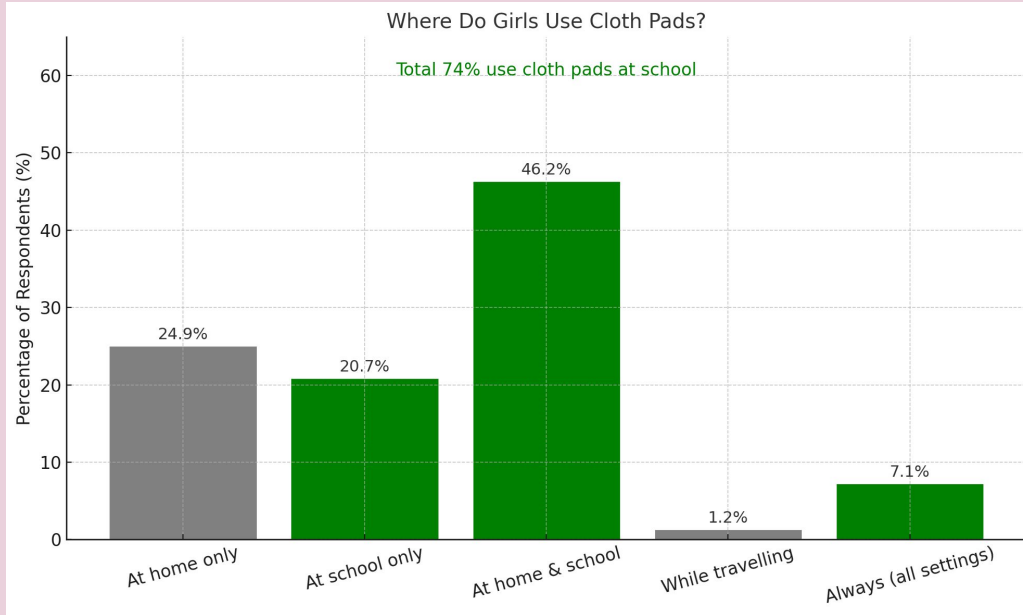
Key Takeaways: Storage Pouch Usage:

- **46.2%** of respondents use the pouch **for carrying/storing pads** (most common use).
- **34.3%** use it **for both carrying and storing pads** — indicating a flexible, dual-purpose use.
- **17.2%** use it **specifically for carrying used pads**, showing its perceived utility in managing menstruation outside the home.
- Only **2.4%** reported **not using the pouch at all**, indicating high acceptance and usage of the accessory.

Insight:

The storage pouch is seen as a **valuable and versatile tool**, primarily used for storing and transporting pads (clean or used). Very few users find it unnecessary, reinforcing its relevance as part of the product kit

Where do girls use cloth pads?



The **green bars** represent the **74% of girls who use cloth pads at school**, making it visually clear that cloth pads are widely accepted and practical for school use.



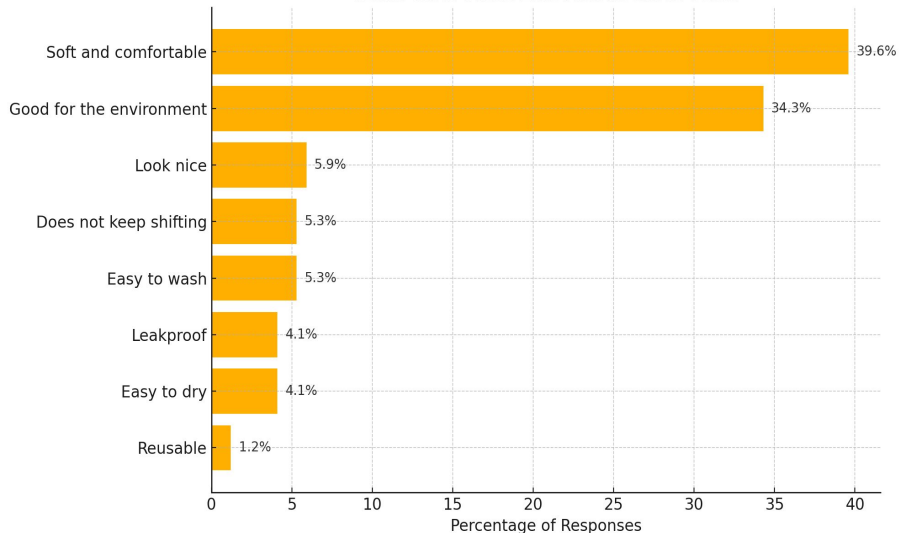
Interpretation:

- **Total using at school:** 46.2% (home and school) + 7.1% (always use) + 20.7 (only at school) = **74% of girls.**
- We get a total of **74% of respondents confidently using cloth pads at school.**

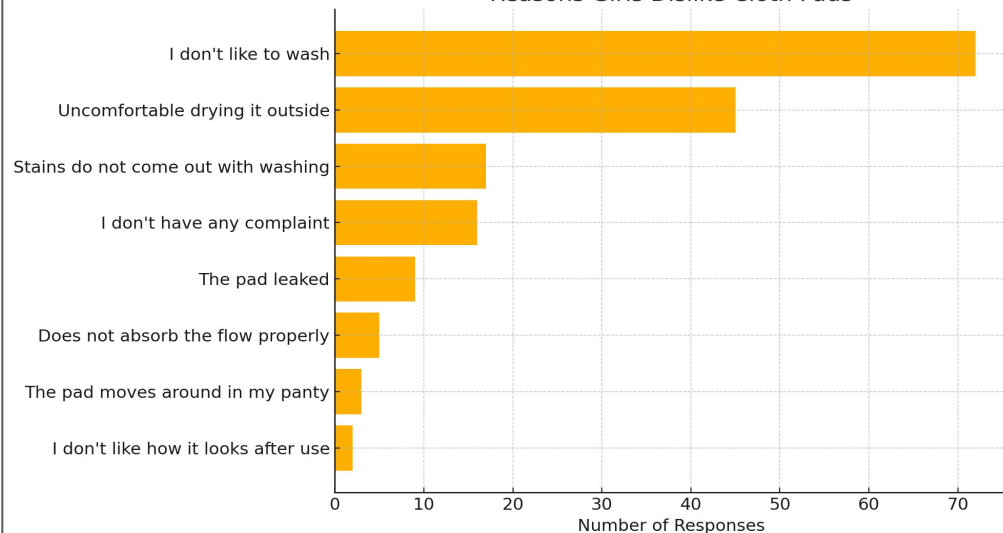
Conclusion: This clearly shows that **cloth pads are a viable and trusted option for school settings:**

- Girls are **comfortable managing their periods in a school environment** using reusable products.
- It reflects **high product acceptability, effectiveness, and confidence.**
- Dispels the common concern that cloth pads are only suitable for home use.
- Demonstrates that with **proper education and tools (e.g. storage pouch)**, girls are empowered to use sustainable products without compromising on convenience or dignity.

What Girls Most Like About Cloth Pads



Reasons Girls Dislike Cloth Pads



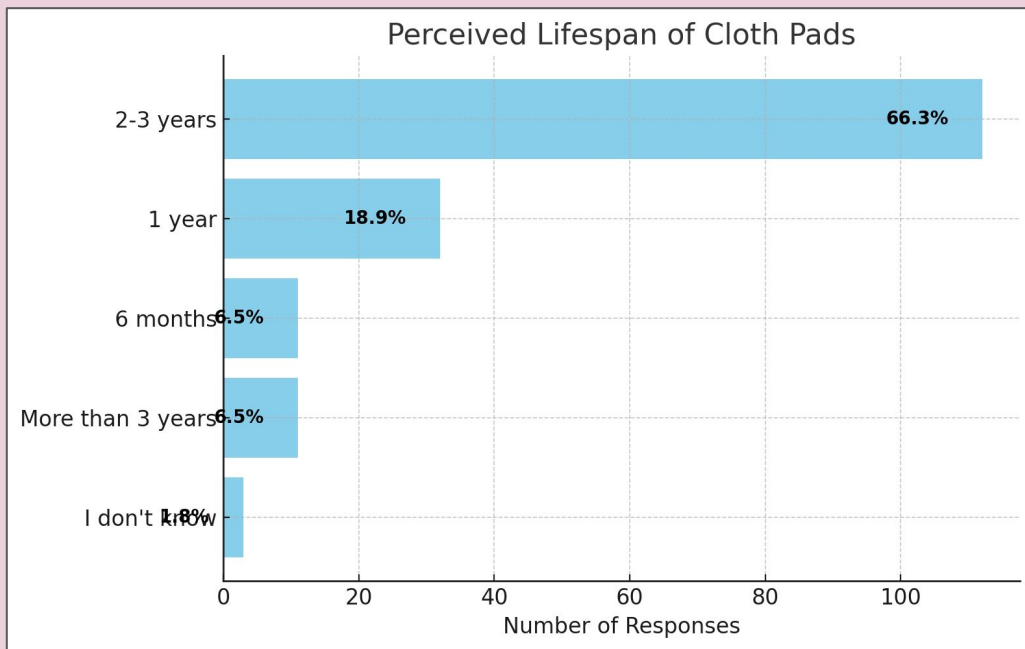
💡 Key Insights:

- **"Soft and comfortable"** is clearly the top preference.
- **Environmental benefits** are also highly appreciated.
- Practical features like **easy washing, drying, leakproof performance, and stability** are valued to a lesser but still meaningful degree.

💡 Key Interpretation :

- Most concerns (washing and drying discomfort) are **social or practical**, not product-related.
- Very few girls reported issues like **leakage or poor absorption**, showing the **pads function well**.
- Some girls had **no complaints**, reflecting **growing acceptance**.
- With better education and support, **cloth pads are clearly viable and positively received**.

How long do you think the cloth pads can last before replacement?



Key Insights:

- A strong majority of girls (112 responses) believe cloth pads can last **2–3 years**, aligning well with Eco Femme's product promise and reinforcing its **long-term value and sustainability**.
- Only a few girls assume a shorter lifespan (1 year or less), and very few are unsure—indicating that **awareness about durability is high**.



This trust in longevity supports the cloth pad's positioning as a **cost-effective, eco-friendly alternative** to disposables and strengthens the case for continued user adoption and scale-up.



Key Insight:

- **159 girls (95%)** said **Yes**, they will use cloth pads again — showing **high satisfaction and intent to continue**.
- Only **9 girls (5%)** said **No**, suggesting minimal resistance.



This reflects **strong product acceptance** and suggests that once girls try the pads, **most are willing to continue**—a positive sign for long-term behavior change and program impact.

Why Some Girls Discontinued Cloth Pad Use (n = 9)

Interpretation & Key Insight:

- The **main reasons** were related to **perceived inconvenience and drying challenges**, not a fundamental rejection of the product.
- **Comfort issues** and **fear of leakage** were minor but notable.
- Only **1 girl explicitly prefers disposables**, suggesting low resistance to the cloth pad concept itself.

Is this something to worry about?

We don't think so....

Out of 168 girls, only **9 discontinued**. Most reasons are **addressable through user education**, better drying solutions, and confidence-building.

This reinforces that **the program is broadly successful**, and the few discontinuations offer **valuable feedback for continuous improvement**, not cause for concern.

Part 2: Key Insights – Educational Impact

The following slides present data gathered through survey questions that evaluated what girls **learned and retained** from the menstrual health education session.

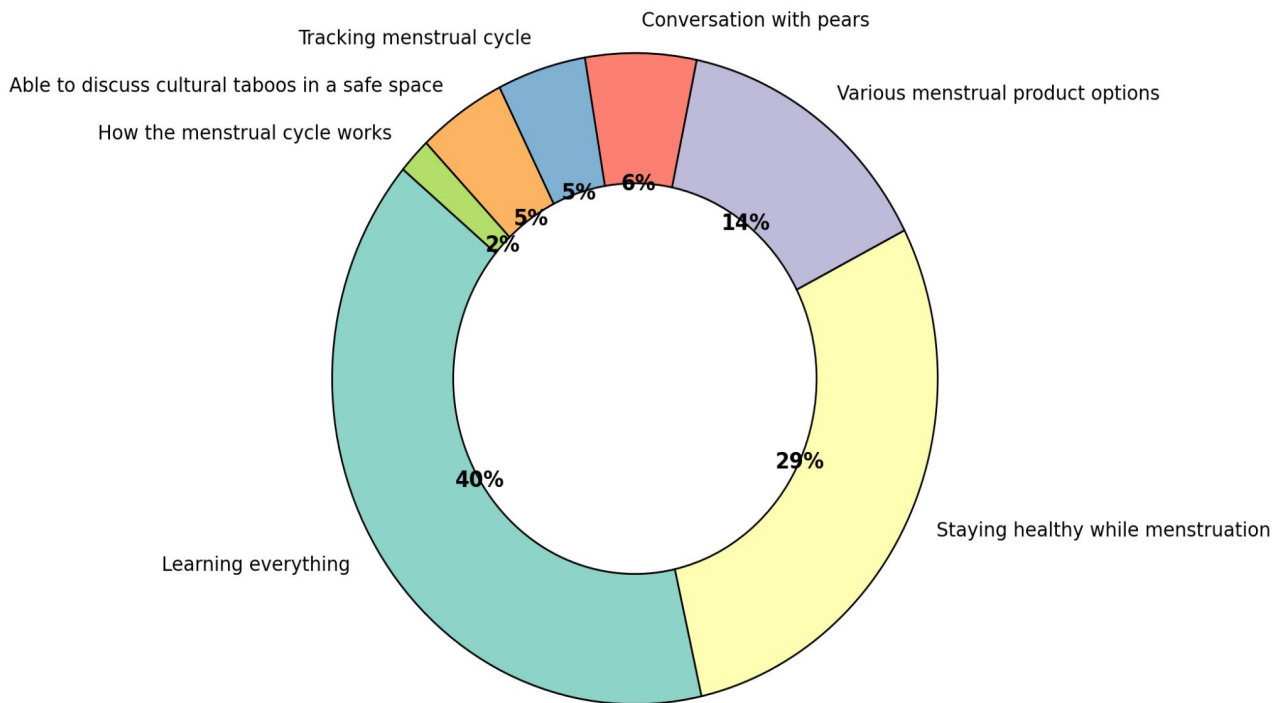
It highlights:

- **Knowledge gained** about menstruation and hygiene
- **Myths and misconceptions addressed**
- **Confidence and attitude shifts**
- **Practical skills** retained for managing periods safely and with dignity

These insights help assess the **effectiveness** and **depth of impact** of the educational component of the programme.

Educational Impact

**What Girls Most Appreciated Learning
in the Menstrual Health Education Session**



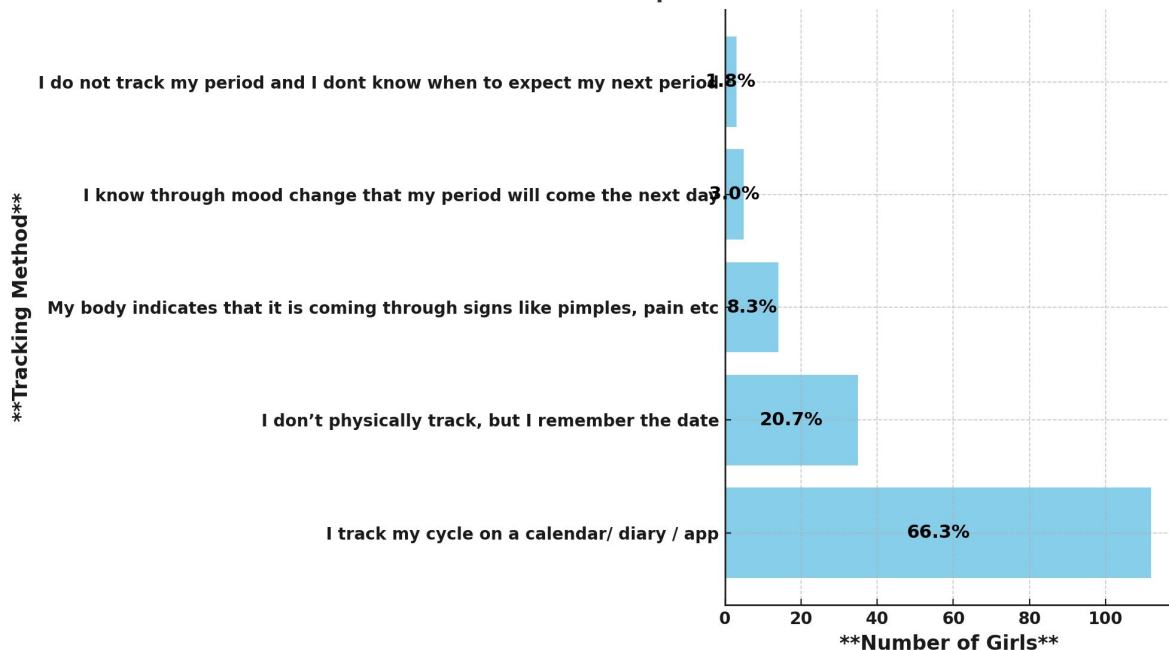
💡 Key Insights:

- The top response was **"Learning everything"** (40% girls), showing **strong overall appreciation** for the session's content as a whole
- **"Staying healthy during menstruation"** (29% responses) and **"Menstrual product options"** (14% responses) were also highly valued—indicating that **practical, health-focused knowledge resonates most**.
- Topics like **cycle tracking, cultural taboos**, and **peer discussion** were also meaningful to smaller groups, showing the session's holistic value.

This feedback confirms that the educational content is **well-rounded and impactful**.

I know when to expect my next period because....

****How Girls Know When to Expect Their Period****



Interpretation & Findings:

- **66.3% of girls actively track** their period using a **calendar, diary, or app**
- **20.7% rely on memory** rather than formal tracking.
- **8.3% observe physical signs**, while a smaller number rely on **mood changes (3.0%)**.
- Only **1.8% have no idea when their period will come**, showing **broad awareness** across the group

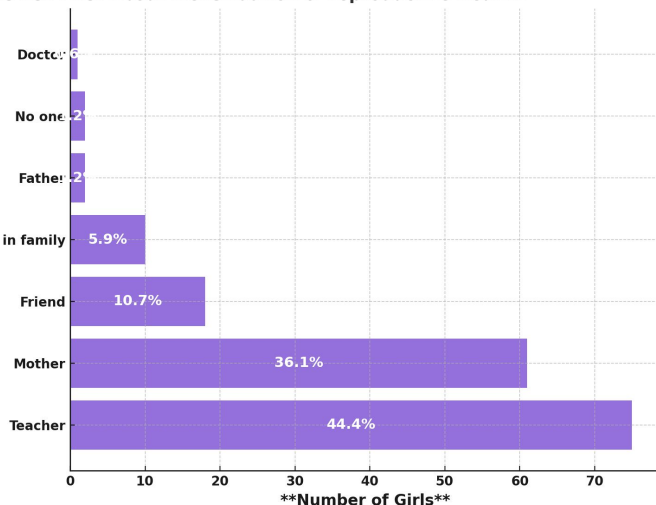


Key Insight:

This indicates that the program is successfully fostering **period literacy and confidence**, which lays a solid foundation for deepening comfort and intimacy with the female body..

If you have questions about menstruation and reproductive health, who do you ask first?

****Who Do Girls Ask First About Menstruation & Reproductive Health?****



Unusual finding: Teachers surpass mothers as primary information source

- Teachers: 44.4%
- Mothers: 36.1%
- Friends: 10.7%
- Female family: 5.9%
- Father / No one / Doctor: < 2% each

This finding stands out: typically, mothers are the main source of menstrual information. Here, teachers take the lead - possibly reflecting the impact of menstrual education sessions.

- Girls trust teachers as approachable, reliable sources.
- Indicates that school-based education is effective and well-received.
- Reveals a potential communication gap at home.

Recommendation: - Strengthen family engagement strategies (e.g. mother-daughter dialogue tools). Continue empowering teachers as menstrual health educators.

Part 3: Focus Group Discussion

Use to further validate the reliability of our survey insights

Overall conclusion? Focus group discussions echoed survey data

Report Insight	Field Journal Confirmation
Periods are now seen as natural, not shameful	Girls learned that blood isn't dirty and stopped following taboos.
Girls track their cycles and recognize body changes	Confirmed use of notebooks/calendars and symptom awareness.
High pad usage and comfort	Most girls used and liked the cloth pads; many shifted fully.
Cloth pads are viable in school	Girls confidently used them at school after initial hesitation.
Savings and comfort vs. disposables	Girls reported reduced costs, no rashes, and easier management.
Education changed conversations at home	Many shared with family, especially mothers and sisters.
Care practices learned and followed	Girls wash and store the pads properly, use pouch regularly.

Additional Insights from the Field Journals

- Emotional literacy is improving: girls can now identify and accept emotional shifts during menstruation.
- A deeper confidence is emerging: beyond using products, girls feel proud, supported, and able to pass on knowledge they acquired and educate others.

Key Findings

1. High Adoption and Use:

- **94%** of girls used cloth pads for two or more cycles.
- **74%** reported confidently using them at school, debunking myths that cloth pads are impractical outside the home.

2. Strong Product Satisfaction:

- **Over 90%** rated comfort, absorption, and leak prevention positively.
- The cloth pads are considered soft, effective, and easy to care for by the vast majority.

3. Educational Impact:

- **95%** of girls intend to continue using cloth pads.
- **66.3%** now track their periods—indicating improved body awareness.
- Girls demonstrated increased confidence, better hygiene practices, and rejection of period taboos.

4. Shifting Information Sources:

- Teachers were the primary source of information (44.4%), surpassing mothers—highlighting the success of school-based education.

5. Positive Mindset Change:

- Girls now see menstruation as natural, not shameful.
- Many have stopped following restrictive or harmful menstrual taboos.

Overall Conclusion

This initiative has successfully delivered both material support and transformative education. The programme fostered body literacy, increased confidence, and shifted social norms—laying the groundwork for healthier, more empowered futures for adolescent girls across India.

Tanya Mehta's support was pivotal in creating this meaningful and measurable impact and we are grateful for your involvement and interest in this work.



HIGHLIGHTS

Field Snapshot: Pinkishe Foundation



“Using a knitted uterus, facilitators break down the menstrual cycle in a fun, relatable, and respectful way — helping girls understand their bodies with pride.”



“Girls proudly pose with their cloth pad kits — a collective celebration of dignity, health, and sisterhood.”



HIGHLIGHTS

Field Snapshot: Garbage Free India



“A glimpse into our MHM sessions — where girls learn, share, and break taboos. Through open conversations, activities, and pad gifting, they gain knowledge, confidence, and dignity.”



HIGHLIGHTS

Field Snapshot: Garbage Free India



Left: Pad Kit Distribution

A powerful moment of care and empowerment — girls receive their reusable cloth pad kits after completing the menstrual health session.



Right: Cramp-Relief Exercise

In a relaxed and supportive space, girls learn simple exercises to manage menstrual cramps naturally. These activities help build a deeper connection with their bodies.



HIGHLIGHTS

Field Snapshot: Study Hall Foundation



"In a quiet yet powerful moment, girls sit attentively, absorbing information about their bodies, menstruation, and health — many hearing these facts for the first time. The safe, supportive environment allows for openness, curiosity, and deep learning."



"With wide eyes and careful hands, girls examine a menstrual cup — a new and unfamiliar product for most. This moment captures their first encounter with alternative menstrual technologies, sparking curiosity, questions, and a sense of agency in choosing what's best for their bodies."



HIGHLIGHTS

Field Snapshot: Study Hall Foundation




“Girls actively participate in a discussion about how many days menstruation typically lasts and the phases of the cycle. With visual aids and guided conversation, they begin to understand their bodies — gaining knowledge that promotes dignity, self-care, and confidence.”

“A facilitator leads an interactive session — creating a safe space to ask questions, share experiences, and challenge taboos. This moment captures the beginning of transformation: when silence turns into understanding.”

Testimonial Quotes

 “I learned that pads and tampons can harm our health and the planet.”

 “I finally understand my period and how it connects to pregnancy.”

 “We talked about which yoga and food are good during periods — I didn’t know that!”

 “Now I know how to use and take care of a cloth pad properly.”

 “We were told not to throw pads anywhere — that’s important.”

 “We saw all the different menstrual products and how to use them.”

 “This was the first time I got so much clear information about periods.”

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Thank you for your committed support

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