



## Eco Femme Research and resources

May 2025

From its inception, Eco Femme has engaged in research to understand the unique situations and real needs of the women and girls we work with. Qualitative research and product user studies continuously inform the design and content of our products and programs.

### Qualitative research

- <https://ecofemme.org/wp-content/uploads/AVAG-Menstrual-Survey-report.pdf> (2011)
- <https://ecofemme.org/wp-content/uploads/EF-product-testing-pilot-report-final.pdf> (2013)

### Product user studies

- [Pilot studies with various partners into the efficacy of cloth pads in rural settings](#)

### Conferences and academic research publications

- International period junction conference 2020: **Poster** titled: Are cloth pads a viable menstrual absorbent for women and girls from low-income backgrounds? [Read here](#)
- **Academic thesis:** Bad Blood: Eco Femme and the Experiences of Menstruation: By Hannah Whelan 2016: [Read here](#)
- **Academic thesis:** Menstruation, Social Norms, and Men's Perceptions: A Study of South Indian Menstrual taboos: By Benoit Healy 2012: [Read here](#)
- Society For Menstrual Cycle Research Biennial Conference 2015: **Poster** Titled: Eco Femme: Action Research for Holistic Menstrual Health [Read here](#)
- Evaluation Conclave 2015 (Kathmandu). **Panel presentation:** Eco Femme's journey with collaborative M&E [Read here](#)
- **TEDx** Bellanur - Bangalore 2019: Jessamijn Miedema, co-founder Eco Femme: Cloth Pad revolution: Action for earth: [Watch here](#)
- **TEDx** MVJC - Bangalore 2021: Kathy Walkling, co-founder of Eco Femme: Rethinking cloth for menstruation: What IF grandma was onto something? Watch here: [Watch here](#)
- **Conference paper presented:** Ray S., Goswami P., Roy P.S. (2016), "'Wings to fly'- but to where? Menstrual hygiene, marketization and vulnerability among subaltern women in India", presented at the 41st Annual Macromarketing Conference held at Trinity College Dublin, Ireland from 13-15th July 2016 [Read here pp 437-452](#)
- **Ivey business school case study 2020:** Eco Femme cloth pads: Reaching rural women by Sreeram Sivaramakrishnan (Dr.) Subhashish Ray (Dr.) and Paromita Goswami (Dr.).
- **Journal of business research 2017** Elsevier, Vol. 86, pp 245-258 Social entrepreneurship: Creating value in the context of institutional complexity by Helene Cherriera (Dr.)Subhashish Ray (Dr.) and Paromita Goswami (Dr.)

## Global resources

We have curated a comprehensive list of organisations that have developed resources that cover the whole scope of menstrual related topics.

### Menstrual health - India

- [Menstrual health Hub connect India](#) - Created by the menstrual health alliance, India, Connect provides resources, evidence-based insights, supports the community of practice on menstrual health and hygiene
- [Menstrupedia](#) – A ground-breaking project seeking to advance community conversation around menstruation in India and the world. Check out their excellent [blog](#)!
- [Dasra](#) – Their 2015 report on improving menstrual health and hygiene in India entitled '[Spot On](#)' is an important document to understand the impact of menstruation on adolescent girls in India, the obstacles they face and the initiatives that are making a difference.
- [Uninhibited. India](#) Have created the [Aarogya Saathi](#) help line - India's only free reproductive helpline: Hello Saathi +91 804 7104 234

### Menstrual health - Global

- [Menstrual Health Hub \(MHH\)](#) – [Knowledge hub](#): The world's first global, digital networking and knowledge platform dedicated to menstrual health. It is an innovative community of purpose designed for menstrual professionals and enthusiasts, donors and investors, organizations and businesses alike. Check out the broad-range of resources including: evidence-based research around menstrual health, creative or innovative educational approaches, a catalog of global menstrual products, technologies and services and discover the different menstruation-related policies around the world
- [IMHER](#) website designed to connect menstrual educators, entrepreneurs, and nonprofit groups with informational resources and with each other.
- [Society for Menstrual Cycle Research](#) – a non-profit, interdisciplinary research organisation that addresses the role of the menstrual cycle in women's health and well-being.
- [Menstrual Hygiene Day](#) (MHD) is celebrated on 28th May each year. Their website has a wealth of information particularly their [resources page](#).
- [Palgrave Handbook of critical menstrual studies](#) (2020): Open Access. Field-defining handbook which provides a comprehensive and carefully curated view of the state of the field of Critical Menstruation Studies, whilst also pointing toward new directions in research and advocacy. Multi-disciplinary, genre-spanning and critical examination of the cultural, psychological, political and social aspects of menstruation.

- [Menstrual wellbeing resource pack](#) Based in Sheffield, UK, Twinkle is one of the largest creators of educational resources in the world. They have created dedicated menstrual hygiene resources for schools which are freely available

## Sustainable menstruation

- [Green The Red](#) – A volunteer collective of individual eco-warriors and eco-retailers in India who are passionate about changing the menstrual hygiene landscape in India by advocating and building awareness on sustainable menstrual hygiene practices and management solutions that are safe for the body, safe for the environment, safe for the sanitation workers and reduce the burden on our waste disposal systems.
- [Women's Environmental Network](#) – a UK-based organisation that researches and campaigns on environmental and health issues from a female perspective. They won us over with [Seeing Red: Sanitary Protection & The Environment](#), their briefing that tells the truth about the environmental and health impacts of disposable sanitary products.
- [Women's Voices for The Earth](#) – a US-based organisation that amplifies women's voices to eliminate the toxic chemicals that harm our health and communities. Their [Always Factsheet](#) and [article](#) on chemicals in feminine hygiene products are well researched and valuable resources.
- [earth&us](#) – Auroville based initiative. We especially love their wonderfully well-written blog post discussing the problems caused by disposing of disposable pads in India – [Disposable pads, disposable lives](#).
- [Toxic's link:](#) Premier Indian organisation researching and advocating for a toxic free world. Take a look at their well researched paper (2022) [report on menstrual waste in India](#)

## Menstrual cycle tracking focus

- [Red School](#) – One of our favourites ❤️ They have some fabulous tools and ideas for reclaiming a healthy relationship with menstruation and understanding your cycle in a deep way as a tool for self knowledge and personal empowerment
- [Red Web Foundation](#) – a great source of menstrual awareness and education - check out their [booklist](#)!

## Eco Feminism

- [Treesisters](#) - An ecofeminist project that is at the cutting edge of exploration of what it means to live in reciprocity with nature. We especially love the emphasis on [growing yourself](#)!
- [Inner Climate Academy](#) - provides spaces for inner reflection & inquiry, collaborative research & dialogue, and facilitated explorations that lead to personal and societal transformation of our relationship with the living Earth. We have been fortunate to work closely with the founder Lakshmi Venugopal is guiding Eco femme team retreats over a few years to ensure our values are shared by the whole team and deepen our connection to why we do what we do!

