
eco•femme

Non For Profit

Annual Report

2025-2026

Eco Femme's Menstrual Health Education
and Cloth pad distribution programme
promoting sustainable menstruation and a
period-positive culture among low-income
communities



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Chapter 1

About Eco Femme



- Eco Femme is a women based- social enterprise found in 2010, located in Auroville, Tamil Nadu.
- Our goal is to create environmental and social change through revitalising menstrual practices that are healthy, environmentally sustainable, culturally responsive and empowering.

Note from our Founders:

“Hi, we’re Kathy and Jessamijn, the founders of Eco Femme.

Eco Femme is a global empowerment initiative born out of love of Life itself. We see menstruation as a shared experience that transcends class, caste and culture. We believe it presents an extraordinary opportunity when we work together to transform our relationship to ourselves, one another, and the Earth.

Cloth pads are so much more than a period product; they can be a doorway through which we can build bridges of connection, invite vulnerability, ignite agency and birth authenticity.

We call this Eco-Sisterhood: a movement calling for our true selves to come together to cultivate an ecology of love.”



Eco-Femme
Pad for
Pad

Eco-Femme in Action

Chapter 2

Pad For Pad Program



Initiated in 2012, the Pad for Pad programme provides menstrual health education and free reusable cloth pad kits to adolescent girls aged 10–19 from low-income backgrounds, supporting dignified, affordable, and natural menstruation.

1. Session 1 educates on female anatomy, reproductive system, menstrual cycle, and puberty changes.
2. Session 2 teaches product types, usage, disposal, busting myth and empowers informed choices, promoting sustainability and eco-friendliness.

A free Pad Kit is provided to all interested participants



Outreach of the Pad for Pad Programme:

From April 2012– till March 2026

Eco Femme in action



1,12,400 girls
received pads



4,49,600 pads
Freely distributed



37 partners
across India



Girls reached in 2025-2026



9119 girls

Provided with Menstrual Health Education and Free Cloth pad Kits

1300 Girls

**Direct
reach
by Eco
Femme**

7819 Girls

**15 Active
Partners**

15 Partners were active in the field

(2025 - 2026)





Monitoring and evaluation

The impact of menstrual health education and cloth pad use is evaluated carefully as a part of P4P.



Data is collected at least 3 months after the educational sessions through: **Facilitated Surveys:** Randomly selected group of girls and **Focus Group Discussions:** To gain deeper insights and compare results. *Minimum of 10% samples are surveyed.*

Impact Post Session

1.Product Preference based on Girls experience



77%
used
disposable
pads before
the
intervention.

25%
only used
disposable
pads after the
intervention

90%
reported
shifting to cloth
pads fully or
partly

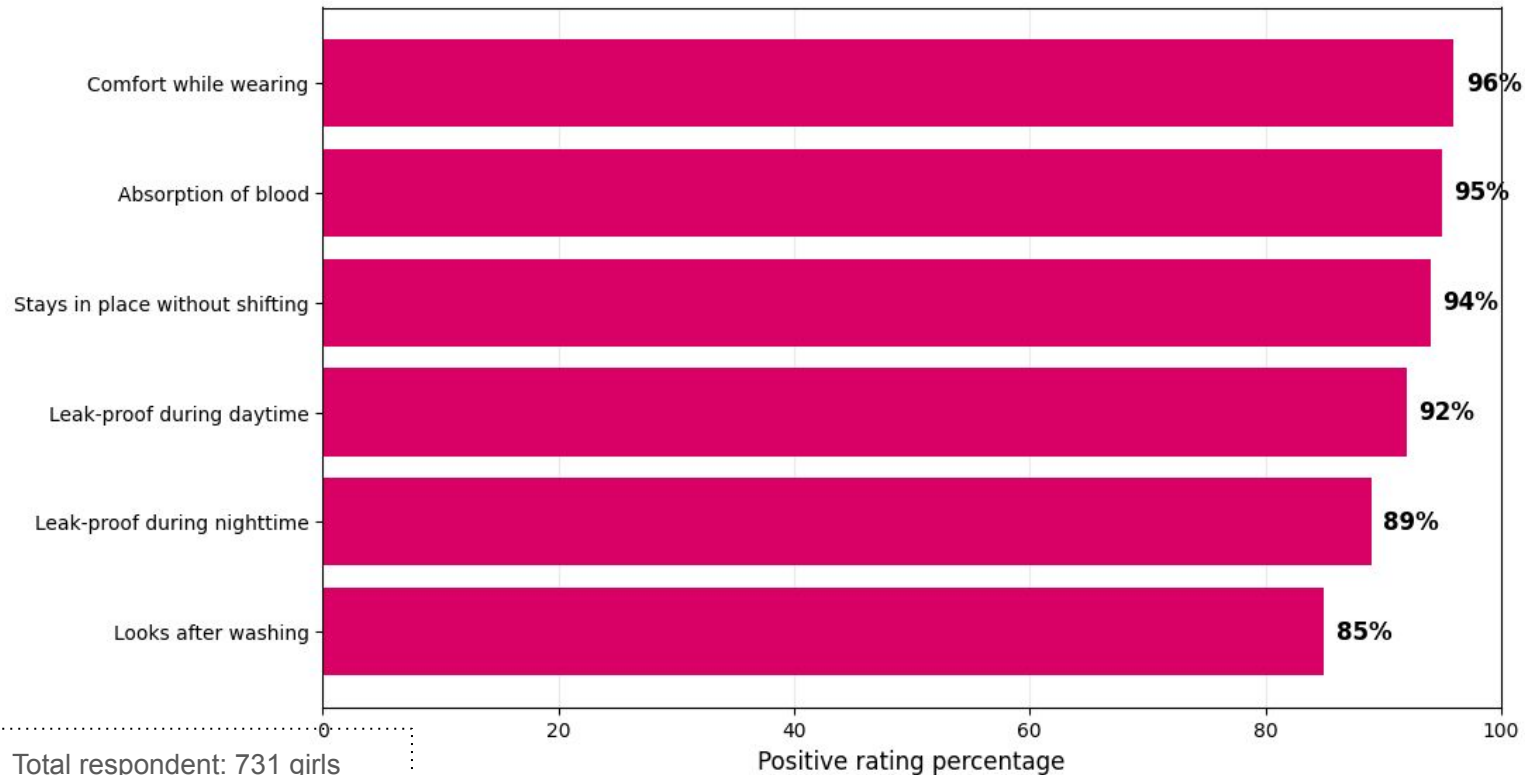
48%
shifted
because cloth
pads were
comfortable

44%
shifted saying
cloth pads
were good for
health

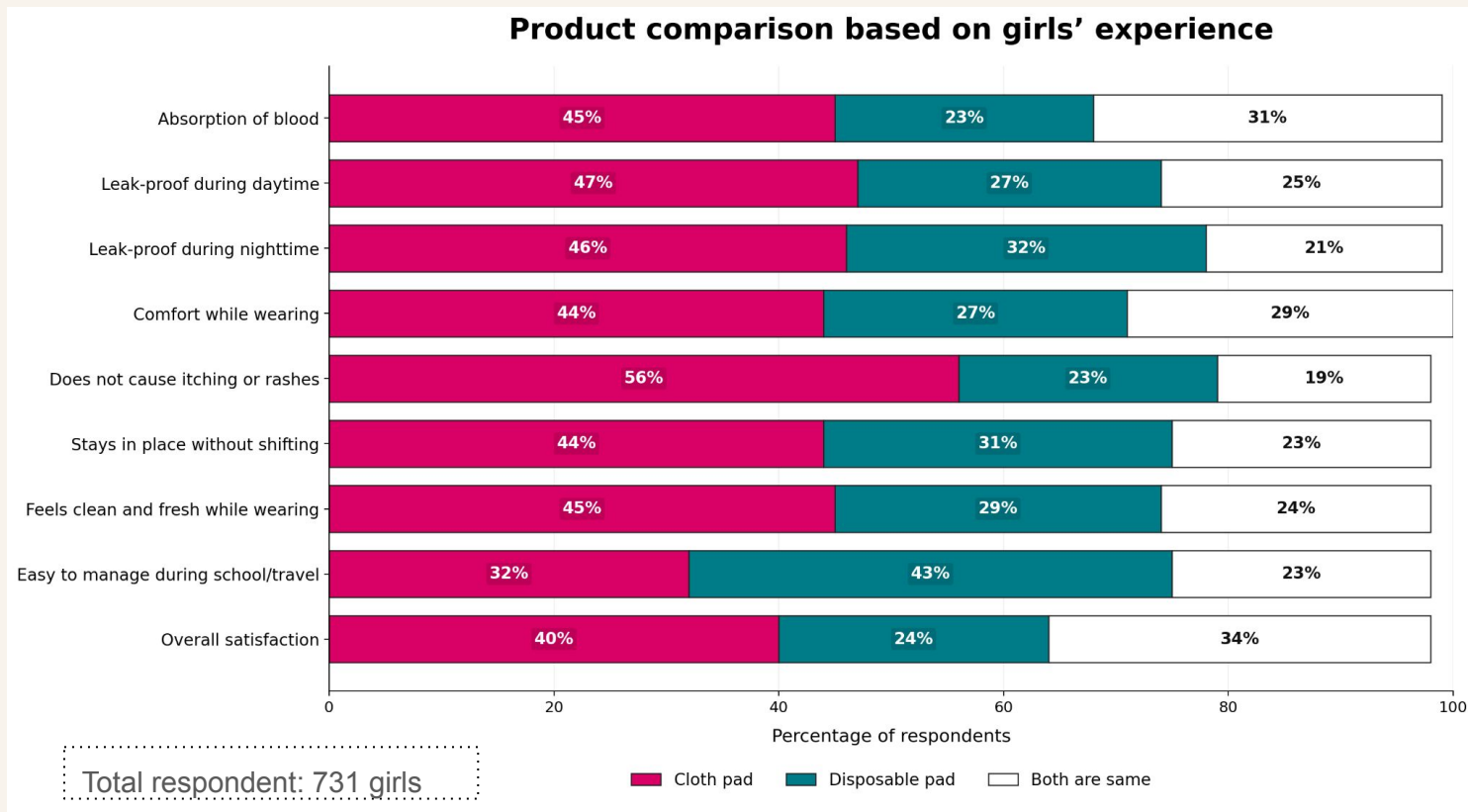
Total respondent: 731 girls

2: Cloth Pad Performance Parameters

Rating based on the experience of the cloth pad



3. Cloth Pad and Disposable pad comparison



4.Cloth Pad Care Post Use



77.8%
wash cloth
pads with
normal
water

44.7% use
soap or
washing
powder

81.5% dry
cloth pads
in the sun

78% store
cloth pads
in the Eco
Femme
pouch

52.1% use
cloth pads
mainly at
home

38.9% use
cloth pads
both at
home and
school

Total respondent: 731 girls

Pad care practices are mostly positive. Most girls wash their pads with normal water, dry them in the sun, and store them in the Eco Femme pouch. However, some girls still dry pads in hidden places or bathrooms, and many use cloth pads mainly at home. This shows the need for continued support on drying, storage, and using cloth pads confidently outside the home through continuous conversation.

5. Knowledge, Confidence & Behaviour shift

Only 9% still miss school, showing that continued support is needed for girls facing pain, leakage concerns, school facility challenges, or family restrictions.



69%
now feel
comfortable
or confident
about their
period

71% valued
the full
education
session

91%
attend school
more
regularly
during
periods

Total respondent: 731 girls

Knowledge, Confidence & Behaviour shift



91%
Are open to ask
question
related to
period

49%
ask their
mother or
sister
questions

41%
share
correct
information

40%
track their
period
regularly

Total respondent: 731 girls

6. Impression on the Cloth Pad



54%
girls reported
health
improvements
such as fewer
rashes or less
discomfort

88%
girls
mentioned
they would
recommend
cloth pads to
others

93%
girls
reported as
open to
continuing
cloth pads

69%
girls reported
people around them
became positively
supportive after they
started using cloth
pads or talking
openly about
menstruation.

Total respondent: 731 girls

Chapter 6

Pads for Sisters (P4S):

P4S is our subsidized, not-for-profit initiative that makes healthy, dignified, and sustainable cloth pads affordable for low-income adult women.

Empowering Mothers to Support Girls

Mothers are the primary source of information and the ultimate decision-makers for young girls, yet they often pass down generational taboos and misinformation.

By educating mothers through our Pads for Sisters (P4S) programme, we change the mindset of the decision-maker to create a practical, supportive system at home.



Testimonials

Before the session, I used to think that period blood was unhygienic and bad to touch. But now, I understand why, how, and where the blood comes from. It is not what I thought before.”

- **Harini**

“I used to be really shy to talk about periods before attending this session, but not anymore. I never used to open up about periods, not even to my friends. But now, I’ve realised that I don’t need to hide it and can speak openly.”

- **Agasthiya**

“No more rashes and burning sensation around my private parts — that is what I like most about cloth pads.”

- **Navanisha**

“I took the pads home, showed them to my mom, and shared everything I had learned. My mom asked if she could try the cloth pad. I said yes, and now she has also switched to cloth pads. Cloth pads have become a favourite for both of us.”

-**Abitha**

Earlier, my mom used to restrict me from touching certain things and doing some activities during my period because of myths. After Akka’s session, I calmly explained everything I had learned. Slowly, my mom started to understand and changed.”

-**Kavi Bharathi**

Chapter 7

Boys outreach: New Programme for 2026-2027

The Challenge Addressed

- Girls faced intense anxiety carrying cloth pad kits.
- Fear of peer teasing created classroom barriers.
- Cultural silence compromised girls' menstrual dignity.

Pilot Achievements

- **82 adolescent boys successfully engaged and educated.**
- Replaced myths and stigma with informed empathy .
- Demonstrated that educating boys eliminates peer bullying.

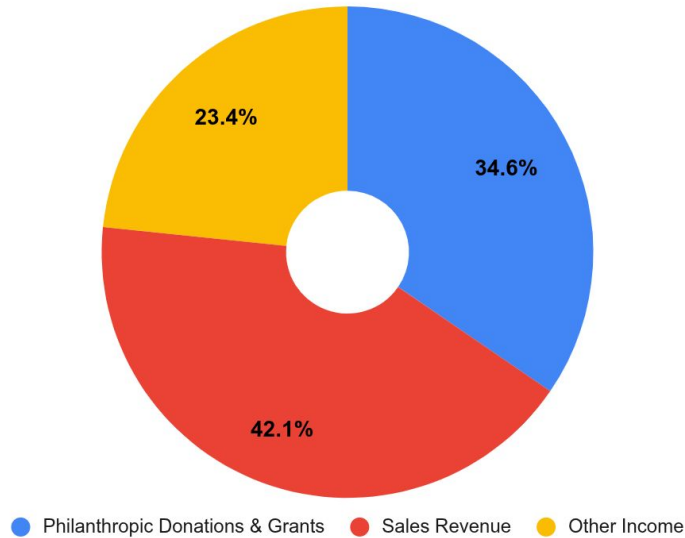
The Proven Impact

- Created a safe, supportive school ecosystem.
- Transformed male peers into active classroom allies.
- Enabled girls to manage periods with greater confidence

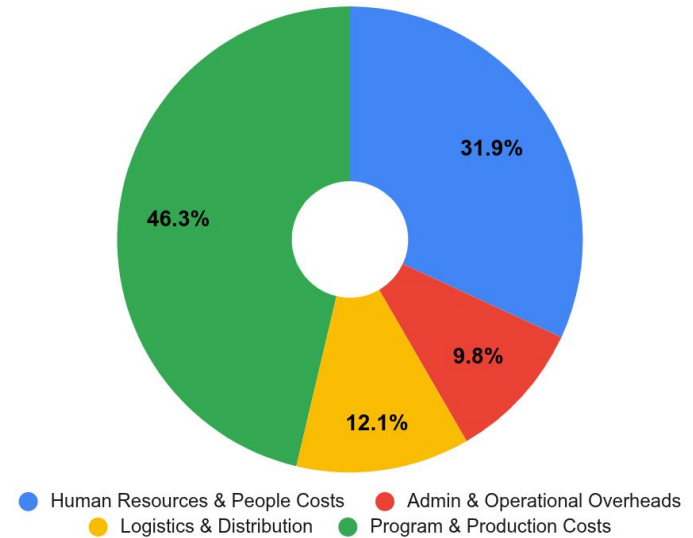


Programme's Finance

P4P Revenue



P4P Expenses



Our P4P Active Partners

Over the past year, Eco Femme has cultivated powerful alliances with dedicated, like-minded organizations to dismantle long-standing menstrual taboos. By joining forces, we have successfully expanded access to sustainable products, broken the silence around reproductive health, and driven deep community engagement.



Our Non Profit Team



Kathy



Valli



Kalvi



Harshini



Magesh



Sai



Tom



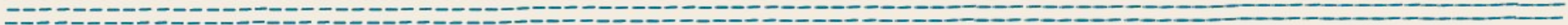
Vedika

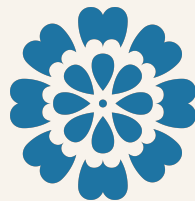


Swathi



Savithri





eco ♻️ femme

Thank you for your interest

Contact Us: info@ecofemme.org | **Phone:** 9487179556 | www.ecofemme.org