NER – Project
North East Region

Post Trial Results
Mar 2019
Trial details:

- 150 women and adolescent girls were invited to participate in a 4 month product user trial - 50 from Sikkim, 50 from Tripura and 50 from Nagaland as part of the STINER project funded by Ministry of DoNER
- All women and girls received kits of 6 cloth pads for trial starting Sep - Oct 2018 - 3 All in One model pad + 3 Foldable model pad + 1 travel pouch each
- Post-trial feedback was collected in Jan - Feb 2019
- 2 SHG members/state were trained in research methodology and data collection using surveyCTO app.

Survey details:

- No of surveys received: 150 ; Invalid: 1 from Tripura
- 1 survey from Tripura seemed to be with a woman unrelated to the trial, she was using disposables and had not received any cloth pads
Post-trial Results - Summary of results

- 75.34% of women used EF pads for their last period, 16% used EF pads/cloth in combination with disposables
- Reporting of health symptoms indicate that there is mild improvement from pre-EF pad usage
- For preferred model, Sikkim and Tripura indicate higher preference for Foldable model, and Nagaland for All in One model - this is not indicative however as comparisons have not been made with other factors such as age, etc
- Majority of women in Sikkim and Tripura did not use pouch, 84% of women in Nagaland used it for both carrying clean and used pads.
- For willingness to pay - majority preference is Rs.80 for Sikkim, Rs.100 for Nagaland, and split between Rs.40/50 and Rs. 80 for Tripura
- 92% of women are still using EF pads, and 93% say they will continue to use in future
Age of Participants

- 31 to 40: 45.3%
- 20 to 30: 34%
- up to 19: 14.7%
- 40+: 6%
What product did you use for your last period?

- Eco Femme Pad: 75.34%
- Cloth: 1.33%
- Disposable Sanitary Napkin: 7.33%
- Combination of DSNs and cloth: 16.00%
Overall vs Sikkim
What product did you use for your last period?

- **Eco Femme Pad**: Overall 75.34%, Sikkim 61%
- **Cloth**: Overall 1.33%, Sikkim 0%
- **Disposable Sanitary Napkin**: Overall 18%, Sikkim 7.33%
- **Combination of DSNs and cloth**: Overall 16.00%, Sikkim 22%
Overall vs Nagaland
What product did you use for your last period?

- Eco Femme Pad: 75.34% (Overall), 84% (Nagaland)
- Cloth: 1.33% (Overall), 4% (Nagaland)
- Disposable Sanitary Napkin: 7.33% (Overall), 2% (Nagaland)
- Combination of DSNs and cloth: 16.00% (Overall), 10% (Nagaland)
Overall vs Tripura
What product did you use for your last period?

- Eco Femme Pad: 75.34% (All), 82% (Tripura)
- Cloth: 1.33% (All), 0% (Tripura)
- Disposable Sanitary Napkin: 7.33% (All), 2% (Tripura)
- Combination of DSNs and cloth: 16.00% (All), 16% (Tripura)
PRE-TRIAL vs POST TRIAL
What product did you use for your last period?

- Eco Femme Pad: 0% in Pre-trial, 75.34% in Post-trial
- Cloth: 33% in Pre-trial, 1.33% in Post-trial
- Disposable Sanitary Napkin: 55% in Pre-trial, 7.33% in Post-trial
- Combination of DSNs and cloth: 12% in Pre-trial, 16.00% in Post-trial
Are you satisfied with the current menstrual product you are using?

- Yes: 86%
- No: 14%
What is most important to you in choosing a menstrual hygiene product?

- Health: 48.67%
- Cleanliness: 78.00%
- Comfort: 73.33%
- Environment: 32.67%
- Ease of use: 46.67%
- Cost: 19.33%
What is most important to you in choosing a menstrual hygiene product?
What is most important to you in choosing a menstrual hygiene product?

- Health: Overall 48.67%, Nagaland 48.67%
- Cleanliness: Overall 87.80%, Nagaland 78.00%
- Comfort: Overall 73.33%, Nagaland 59.20%
- Environment: Overall 32.67%, Nagaland 81.60%
- Ease of use: Overall 46.67%, Nagaland 6.12%
- Cost: Overall 19.33%, Nagaland 2.00%
What is most important to you in choosing a menstrual hygiene product?

- Health: Overall 48.67%, Tripura 40%
- Cleanliness: Overall 52%, Tripura 52%
- Comfort: Overall 73.33%, Tripura 62%
- Environment: Overall 32.67%, Tripura 16%
- Ease of use: Overall 46.67%, Tripura 78%
- Cost: Overall 19.33%, Tripura 52%
Pre-trial vs Post trial
What is most important to you in choosing a menstrual hygiene product?
Do you feel comfortable talking about menstruation?

- Yes: 93.3%
- No: 6.67%
During the past three months, have you suffered from any of these symptoms?

- No, I did not have any of these symptoms: 79.33%
- Abdominal Pain without Diarrhoea: 1.33%
- Vaginal Rash or Itchiness: 0.67%
- Abnormal Vaginal Discharge: 0.00%
- Genital Ulcers or Sores: 0.67%
- No Answer: 9.33%
- Don't know: 8.67%
Pre trial vs Post trial

During the past three months, have you suffered from any of these symptoms?

- No, I did not have any of these symptoms: 79.33% Pre trial, 64% Post trial
- Abdominal Pain without Diarrhoea: 12% Pre trial, 1.33% Post trial
- Vaginal Rash or Itchiness: 17% Pre trial, 0.67% Post trial
- Abnormal Vaginal Discharge: 11% Pre trial, 0.00% Post trial
- Genital Ulcers or Sores: 2% Pre trial, 0.67% Post trial
- No Answer: 12% Pre trial, 9.33% Post trial
- Don't know: 1% Pre trial, 8.67% Post trial
Reported Reduction of Vaginal Rash/Itchiness - Product use comparison

- **DSN**: 56% before and 0% after trial
- **Cloth**: 36% before and 0% after trial
- **Combination**: 8% before and 13% after trial
- **EF Pad**: 0% before and 73% after trial

The chart shows a significant reduction in vaginal rash/itchiness after using the EF Pad compared to the other products.
Abdominal Pain without Diarrhoea - Pre-trial Product use

- DSN: 72.0%
- Cloth: 20.0%
- Combination: 8.0%
Reported Reduction of Abdominal Pain without Diarrhoea - Product use comparison

- Pre trial:
  - DSN: 72%
  - Cloth: 20%
  - Combination: 8%
  - EF Pad: 0%

- Post trial:
  - DSN: 6%
  - Cloth: 0%
  - Combination: 22%
  - EF Pad: 0%
Abnormal Vaginal Discharge - Pre-trial Product use

- DSN: 72.0%
- Cloth: 20.0%
- Combination: 8.0%
Reported Reduction of Abnormal Vaginal Discharge - Product use comparison
Which model of cloth pads did you prefer?

- Foldable: 60.4%
- All in One: 39.6%
Which model of cloth pads did you prefer? - Comparison with Age

![Bar chart showing preference for cloth pads by age group.](chart.png)
Which model of cloth pads did you prefer?

- **Foldable**
  - Overall: 60.40%
  - Sikkim: 66.67%

- **All in One**
  - Overall: 39.60%
  - Sikkim: 33.33%
Nagaland
Which model of cloth pads did you prefer?

- **Foldable**
  - Overall: 60.40%
  - Nagaland: 38.78%

- **All in One**
  - Overall: 39.60%
  - Nagaland: 61.22%
**Tripura**

Which model of cloth pads did you prefer?
How many monthly cycles have you used Eco Femme cloth pads for?

- One: 8.72%
- Two: 15.44%
- Three: 54.36%
- Four: 14.77%
- More than four: 6.71%
Do you still use the Eco Femme pads?

- Yes: 91.9%
- No: 7.38%
- No Answer: 0.671%
How comfortable are the Eco Femme pads?

- Comfortable: 50.3%
- Very Comfortable: 28.9%
- Uncomfortable: 8.72%
- Neither Uncomfortable nor Comfortable: 8.05%
- Very Uncomfortable: 2.68%
- Don't Know: 1.34%
How do the Eco Femme pads look after they have been used and washed?

- Okay: 67.1%
- Good: 23.5%
- Terrible: 4.03%
- Bad: 3.36%
- Excellent: 2.01%
How effective are Eco Femme pads at absorbing the flow?
How effective are the Eco Femme pads at preventing leaks?

- Never leaks: 50.3%
- Rarely leaks: 24.8%
- Sometimes leaks: 15.4%
- Often leaks: 6.04%
- Always leaks: 2.68%
- Don't know: 0.671%
How do you wash your Eco Femme pad?

- With detergent soap/powder: 75.17%
- Water: 66.44%
- With disinfectant (e.g., Dettol): 26.17%
- With scrubbing brush: 0.67%

Where do you dry your Eco Femme pad?

- In the sun (when it is not raining): 91.95%
- Inside where no one can see: 2.68%
- In the bathroom: 4.70%
- Other: 0.67%
What did you use the Eco Femme storage pouch for?

- Did not use: 54.00%
- Carry clean/unsoiled pads: 40.00%
- Carry soiled/used pads: 40.00%
- Other: 0.67%
- Don't Know: 0.67%
What did you use the Eco Femme storage pouch for?
<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soft and comfortable</td>
<td>44.30%</td>
</tr>
<tr>
<td>Healthy because it is made from natural materials</td>
<td>31.54%</td>
</tr>
<tr>
<td>No need to bury or burn</td>
<td>36.24%</td>
</tr>
<tr>
<td>Easy to wash</td>
<td>25.50%</td>
</tr>
<tr>
<td>Easy to dry</td>
<td>17.45%</td>
</tr>
<tr>
<td>Saves money over long term</td>
<td>61.74%</td>
</tr>
<tr>
<td>Does not keep shifting</td>
<td>11.41%</td>
</tr>
<tr>
<td>Leakproof</td>
<td>20.13%</td>
</tr>
<tr>
<td>Less itching</td>
<td>25.50%</td>
</tr>
<tr>
<td>Looks nice</td>
<td>14.09%</td>
</tr>
<tr>
<td>Don't know</td>
<td>2.01%</td>
</tr>
<tr>
<td>No Answer</td>
<td>2.01%</td>
</tr>
</tbody>
</table>
What do you NOT like about the Eco Femme pads?

- I have no problems with the pads: 62.42%
- Stains do not come out with washing: 24.83%
- The pad leaked: 11.41%
- The pad moves around in my underwear: 10.07%
- Does not absorb the flow properly: 5.37%
- I don't like to wash it: 24.83%
- I don't like how it looks: 0.00%
- Don't know: 12.75%
- No Answer: 0.00%
- Other: 12.08%
What do you NOT like about the Eco Femme pads?
Overall vs Nagaland

What do you NOT like about the Eco Femme pads?
Overall vs Tripura

What do you NOT like about the Eco Femme pads?
How much did you pay for your Eco Femme pads?

- They were free: 98%
- No Answer: 0.671%
- Don't Know: 1.34%
After using the Eco Femme pads, do you think you will save money?

- Yes: 95.3%
- No: 0.671%
- Don't know: 2.68%
- No Answer: 1.34%
How much did you spend on menstrual hygiene products last month? (approx)
What is the highest amount you are willing to pay for a single Eco Femme pad?

- Rs.80: 45.64%
- Rs.100: 29.52%
- Rs.120: 6.04%
- Rs.150: 0.67%
- Other: 8.72%
- Don't know: 6.71%
- No Answer: 2.68%
SIKKIM

What is the highest amount you are willing to pay for a single Eco Femme pad?
What is the highest amount you are willing to pay for a single Eco Femme pad?

- Rs.80: 38.80%
- Rs.100: 42.90%
- Rs.120: 16.33%
- Rs.150: 0.00%
- Other: 0.00%
- Don't know: 2.00%
- No Answer: 0.00%
TRIPURA

What is the highest amount you are willing to pay for a single Eco Femme pad?

In the overall Tripura survey the answers are in yellow. 27% (13 of 50) of women chose ‘other option’, the results of this option are below in blue.
How would you prefer to pay for the Eco Femme pads?

- All at once: 55.7%
- Installments: 31.5%
- Don't Know: 8.72%
- No answer: 4.03%
Will you use Eco Femme cloth pads in future?

- Yes: 92.62%
- No: 4.70%
- Don't know: 2.68%

Would you recommend Eco Femme pads to another woman or girl?

- Yes: 91.95%
- No: 7.38%
- Don't know: 0.67%
Will you use Eco Femme pads only, or Eco Femme pads in combination with other products?

- Eco Femme pads only: 77.5%
- Combination of EF pads and other products: 21.7%
- Don’t know: 0.725%
How long do you think the cloth pads can last before replacement?

- 39.9%: 2-3 years
- 42%: 1 year
- 8.7%: More than 3 years
- 5.8%: Don't Know
- 2.9%: 6 months
- 0.725%: No Answer
If you switch to using Eco Femme pads, what would be your preferred number of pads that would be enough for 1 cycle?

- 26.1% choose Four pads
- 27.5% choose Six pads
- 25.4% choose Three pads
- 9.42% choose Five pads
- 7.25% choose Two pads
- 4.35% choose More than six pads