

# Spot On!

Improving Menstrual Health and  
Hygiene in India

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Priyanka was playing in the backyard of her house when she got her first period. Horrified at the sight of the blood, she ran to her mother. Pulling her outside the house, her mother gave her some hay to absorb the blood and told her that she would have to spend the next five days in the shed where the family buffaloes lived.





## Why it Matters?

Keeping girls in school, thus delaying early marriage and pregnancy has the potential to add **\$100B to India's GDP** over their lifetime.

Tackling the menstrual health and hygiene issue generates a **triple return on investment** with improved outcomes in education, health and environment.

The **high priority** assigned by the new government to **sanitation for women** makes this a priority sector for investment.





## Background

Master's Research at Nalanda University, 2017-19

– 350 rural households and 15 government schools in Bihar

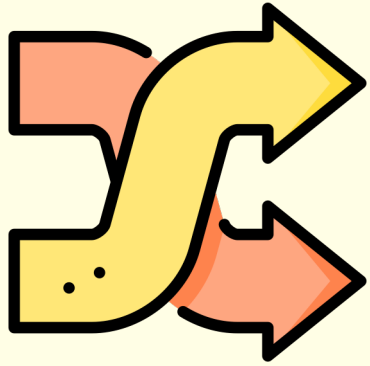


Gandhi Fellowship, 2019 – Present

– Working with tribal community called '*Van Baoria*' in Jhunjhunu district of Rajasthan for the past 1.5 years on the MHM which due to CoVID-19 has become worse.







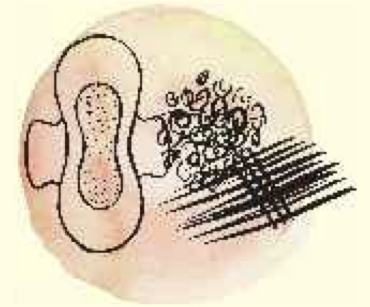
## The 3 Main Issues

**88%** of menstruating women use alternatives such as old fabric, rags, sand, ash, wood shavings, newspapers and hay

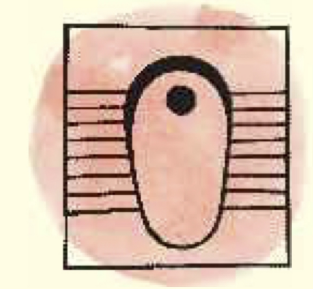
In the absence of household toilet, **66%** of women manage their menstruation in the open

**70%** of mothers consider menstruation dirty

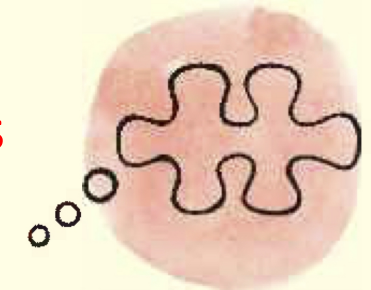
1. materials



2. facilities



3. awareness





# 1.

## Supporting Self-Help Groups (SHGs)/Entrepreneurs

**WHAT:** Helping existing SHGs to form sanitary napkin production micro-units by providing them with technologically innovative machines, along with raw materials, maintenance services and access to finance and subsidies.

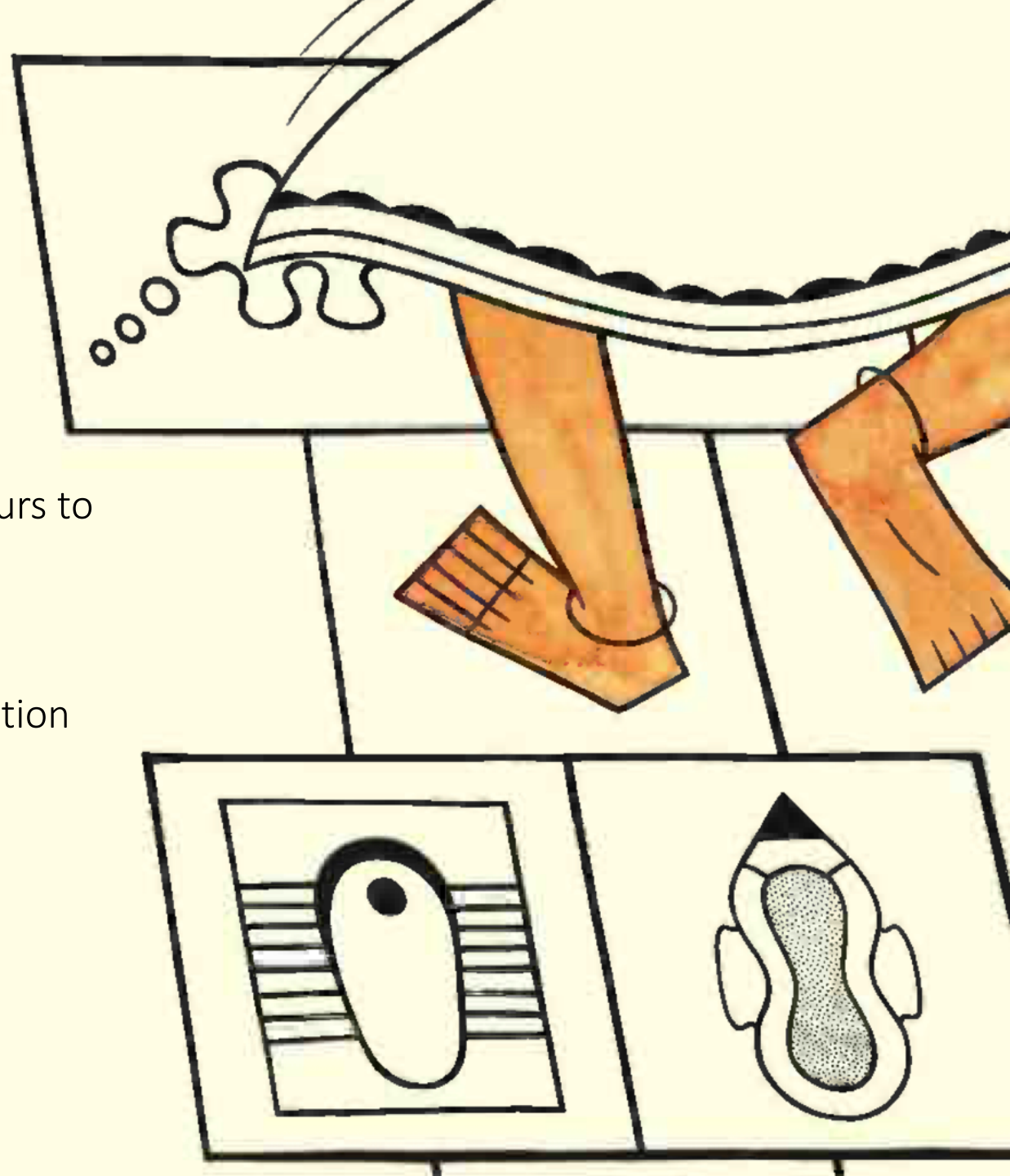
**WHY:** **a)** Providing livelihood  
**b)** Skill building  
**c)** Ensuring the quality of sanitary napkins

# 2.

## Establishing Supply Points

**WHAT:** Developing a group of village level entrepreneurs to form the distribution channel for sanitary napkins at a retail level.

**WHY:** a) Effective salesperson: Marketing and Negotiation  
b) Access and distribution of sanitary napkins



# 3.

## Creating Awareness

**WHAT:** Conducting sessions on MHM best practices for women and adolescent girls in their communities.

**WHY:** a) Breaking myths, taboo and social stigma  
b) Stimulating demand for sanitary napkins





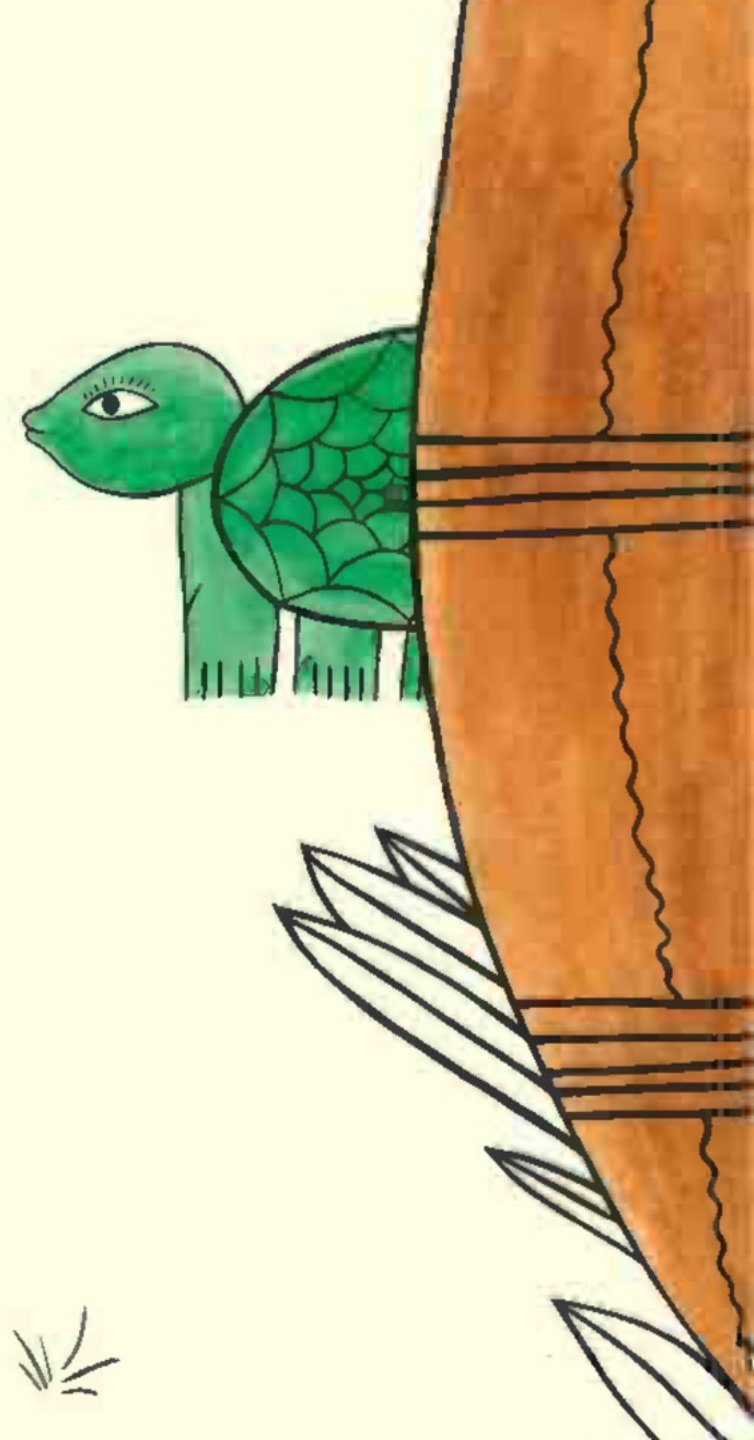
# Spot On!

Holistic solution for solving period poverty

1. Manufacturing
2. Distribution Chain
3. Community sensitization

## Sustainability and Scalability

1. We are involving and skilling members from the community only.
2. Leveraging already present governmental system and policies at Panchayat/Community level.



# Working Team



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