

---

SEWA INTERNATIONAL

# SHE Menstrual hygiene report - 2018 - 2021



- ✓ **Access to menstrual hygiene products**
- ✓ **Menstrual Hygiene awareness sessions**
- ✓ **Menstrual products manufactured by local women.**

*SHE - Sanitation , Hygiene and Empowering  
the Girl child*

---

[www.toilets-sewausa.org](http://www.toilets-sewausa.org)

---

**"71% of adolescent girls in India are unaware of menstruation until they get it themselves."**



## Our Story

*According to one study, only 36% of India's 355 million menstruating women use sanitary napkins, while the rest use old rags or unhygienic & other life-threatening materials to manage their flow.*

Sewa International's SHE team has been researching better & hygienic products for menstrual hygiene which would also be eco-friendly. Our answer is reusable cloth sanitary napkins. Cloth napkins are made by local women from a lower economic background, they can be washed and reused for up to 2 years.

**Key observations that made us create this program module -**

1. Girls dropping out of school upon puberty due to lack of sanitation facilities.
2. Missing classes for extended period on monthly basis.
3. Lack of awareness about menstruation.
4. Social taboo confining young girls and women.
5. Unhygienic menstrual products used that were leading to various women related issues.

(Unhygienic period and disposal practices can have major consequence on the health of women including increased chances of contracting cervical cancer and reproductive tract Infections.)



## Key focus areas..

- 1. Educate girls on women's health and hygiene.*
- 2. Create awareness on menstrual hygiene - we have worked with doctors & gynecologists and have come up with a short video & Collaterals that we play to the beneficiaries at schools and communities to explain biological changes that happen to a girl upon puberty.*
- 3. We ensure beneficiaries interact with our volunteers/gynecologist to answer all their fears and queries about puberty, menstrual hygiene and menstruation.*
- 4. Talk about the various myths in the society so that girls face puberty with a positive mindset.*
- 5. Distribute reusable cloth sanitary napkins, This is washable, reusable up to 2 years . Features of cloth napkins- eco friendly, safe, reusable & washable*



---

# Menstrual Hygiene Awareness Camps

## Karnataka ,Uttar Pradesh & Uttarakhand





# Menstrual Hygiene Awareness





---

# Menstrual Products Distribution -

[CLICK HERE TO VIEW MENSTRUAL AWARENESS TESTIMONIAL VIDEO](#)



---

2018-2021 - We have distributed 10,000+ menstrual products across Uttarakhand, Uttar Pradesh & Karnataka



- \$5 for a girl can help her have hassle-free and healthy menstruating days for three years.

**Donate now!**

Donation Link: <https://sewausa.org/Support-Menstrual-Hygiene-Program-in-India>