

Menstruation is  
not a problem,  
poor menstrual  
hygiene is

#MenstrualHygieneDay



# ***MENSTRUAL HYGIENE***

**FINAL STATEMENT - LACK OF EDUCATION ON  
MENSTRUAL HYGIENE**

**SDG(Sustainable Development Goals):**

**Goal 3 Good health and well-being**

**Goal 4 Quality Education**

**Goal 5 Gender Equality**

# Primary Research

## Questions we asked to the young girls during her primary research

- How did you feel during your first period?
- Were you aware about menstruation before your first period?
- What are the myths you followed?
- How was the treatment in home?

# User wants and needs

**Say** : Leela said that she was tensed.

**Do's** : She just did as her parents told to do.

**Think** : She thought it is mandatory to follow some myths

**Feel** : She felt herself as dirt.

- Needs ::** Proper awareness
- Wants ::** She want to be hygiene with the proper usage of menstrual products.
- Insights ::** Teaching about menstruation has become a problem

## JOURNEY MAP

**PERSON** : Leela , a 8<sup>th</sup> class student studying in government high school.

**SCENARIO**: Leela is not aware of what's happening insider her body and was treated differently during her first menses.

<b>Padma , a teacher in the same government school.</b>	<b>Response – She was atleast not ready to talk regarding menstruation.</b>
<b>Nirmala , a colleague of padma teacher.</b> .	<b>They follow some myths which were taught from her ancesstors.</b>

## **What we came to know here is**

- ❖ Teaching about menstruation have become a problem.
- ❖ Students are not being aware about menstruation.
- ❖ They are not even allowed to speak openly in classes with friends or teachers.
- ❖ Girls don't know how to maintain proper hygiene during their periods and intake of food.

## Tried to analyze the problem

- ✓ **Why** – They don't know how to be hygiene during menses.
- ✓ **Why** - They feel to use cloth rather using sanitary pads during her periods.
- ✓ **Why** - They are not able to afford them.
- ✓ **Why** - They are not aware about menstrual products.

**Root cause : Poverty**

# Secondary Research

## Menstrual Health and Hygiene

Menstrual Health and Hygiene (MMH) is essential to the well-being and empowerment of women and adolescent girls . On the given day, more than 300 million women worldwide are menstruating. In total , an estimated 500 million lack access to menstrual products and adequate facilities for menstrual hygiene environment.

- A meta analysis on the status of menstrual hygiene among adolescent girls in india found that a quarter of the girls did not attend school during menstruation because of the lack of adequate toilets (VAN EIJK ET AL.2016).
- A report by Dasra suggests that nearly 23 million girls drop out of school annually due to lack of proper menstrual hygiene management facilities.





# REASONS

Menstruation makes the need for safe water, sanitation and hygiene, especially, important for women. In such conditions, access to safe water, sanitation and hygiene can be a matter of life and death.

- In low-income countries , half of the schools lack adequate water, sanitation and hygiene services crucial to enable girls and female teachers to manage menstruation (UNICEF 2015).
- In South Sudan, 57 percent of surveyed adolescent girls reported staying home during menstruation because of lack of private changing rooms in school (TAMIRU ET AL. 2018).
- Many girls in slum areas use cloth during their menstruation which causes urine infections as they don't have enough knowledge about menstrual hygiene
- Many studies argue that inadequate sanitary facilities affect girls' experience during their menstruation (or) even the drop out.



## Low Awareness On Menstruation Is Widespread In India

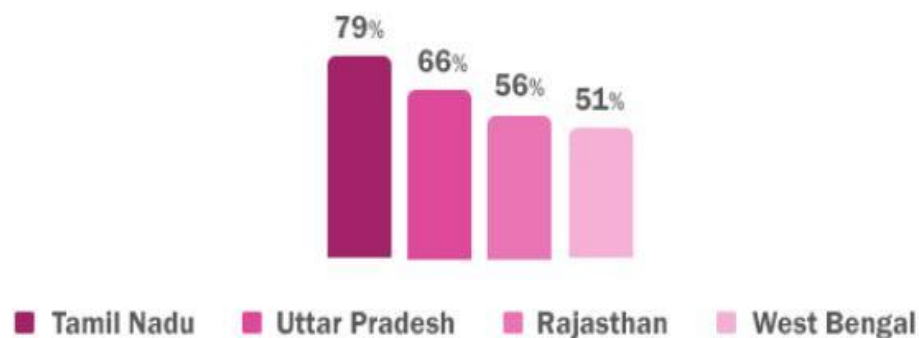


**70%**  
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Consider Menstruation As Dirty



**71%**  
Adolescent Girls Remained  
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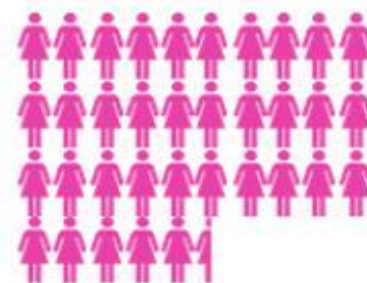
### Percentage of girls remaining unaware of menstrual hygiene practices in Indian states (2014)



Source- Spot On! a 2014 report by the NGO Dasra,  
UNICEF's 2014 report on Menstrual Hygiene in India

**NDTV.com**

## Menstruation Taboos In India Forces Girls To Drop Out Of School



**355 million**  
Menstruating women  
in India

10 million



**23 million**  
Women dropping out of school  
annually due to lack of  
menstrual hygiene management

### Reasons For Early School Dropouts



Source- Spot On! a 2014 report by the NGO Dasra

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# Why is this happening?



We often hear that unhygienic period health and disposal practices can have major consequences on the health of women, but what exactly is at risk here? Every person – male or female should be aware of the diseases that could be caused if a woman does not have access to menstrual hygiene products. The issue can increase a woman's chances of contracting cervical cancer, Reproductive Tract Infections, Hepatitis B infection, various types of yeast infections and Urinary Tract Infection, to name a few

## MENSTRUATION COMPLICATIONS



**70%** of white women and **80%** of African-American women will develop uterine fibroids.

### *Endometriosis*

affects  
**1 in 10**  
women between  
the ages of  
**15 to 49**

**About 5% of women**  
experience PMDD

**+ 10 million**  
American women  
have menorrhagia

Sources:  
American College of Obstetricians and Gynecologists  
National Institutes of Health  
Centers for Disease Control and Prevention  
WomensHealth.gov

**healthline**

- According to Census 2011 population data, about 336 million girls and women in India are of reproductive age and menstruate for 2-7 days, every month, and yet the topic of menstruation is expected to be a hush affair and kept under wraps of the 'black plastic bags', which is given to most of us each time we buy sanitary napkins.
- National Family Health Survey 2015-2016 estimates that of the 336 million menstruating women in India about 121 million (roughly 36 percent) women are using sanitary napkins, locally or commercially produced.
- A sanitary pad intervention in Ghana found that after six months of free sanitary pad provision and puberty education programming , girls missed significantly less school(MONTGOMERY ET AL.2012).

**TO EFFECTIVELY MANAGE THEIR MENSTRUATION , GIRLS AND WOMEN REQUIRE ACCESS TO WATER, SANITATION AND HYGIENE (WASH) FACILITIES, AFFORDABLE AND APPROPRIATE MENSTRUAL HYGIENE MATERIALS AND A SUPPORTIVE ENVIRONMENT WHERE THEY CAN MANAGE MENSTRUATION WITHOUT EMBARRASSMENT.**





**Disposable sanitary product Contribute to large amounts of global waste.**

- Every year an average woman trashes about 150 kilograms of nonbiodegradable waste.
- In India alone, roughly 121 million women and girls use 8 disposable and non-compostable pads every month generating 1.021 billion pad waste monthly 12.3 billion pads waste annually, and 113,000 metric tons of annual menstrual waste (BOHR AND PONKSHE 2018;PATH 2017).

## MENSTRUATION COST



Each year in the United States, people spend upward of  
**\$2 billion**  
on menstrual products.



In their lifetime, the average menstruating person uses almost  
**17,000**  
tampons or pads.



Source: Rewire News

**healthline**

# Journey of Menstrual Hygiene Management in India

## Late eighties and through the nineties

- ✓ Silence around menstruation
- ✓ Limited access to health facilities
- ✓ Choices in menstrual products was limited
- ✓ Not on government agenda

## From 2000 to 2005

- ✓ MHM issues started getting attention
- ✓ NGO initiated campaigns on creating awareness around menstruation
- ✓ Development of training and learning materials around menstruation
- ✓ International agencies started focusing on this subject

## From 2005 to 2010

- ✓ Turning point for MHM with increased focus and interventions
- ✓ Launch of National Rural Health mission
- ✓ ASHAs made responsible for MHM
- ✓ Variety of reusable products designed
- ✓ Self made groups started manufacturing napkins
- ✓ Low cost disposable sanitary products became available
- ✓ Advertisements popularized disposable pads

## From 2010 to present

- ✓ NGOs implementing awareness and training programs
- ✓ Installation of pad making units in few states in India
- ✓ Government initiatives like Nirmal Bharat Yatra
- ✓ Prioritization of Sanitary Napkins under RMNCH+A through RKSK program
- ✓ Sanitary napkins vending machines and incinerators behind promoted under Samagra Shiksha Abhiyan
- ✓ Guidelines issued by MOHFW in 2011 followed by states
- ✓ Guidelines issued by MDWS

# STAKEHOLDERS

**GOVERNMENT OFFICIALS**

**UNITED NATION AGENCIES**

**PRODUCT MANUFACTURERS**

**NON GOVERNMENTAL ORGANIZATIONS**

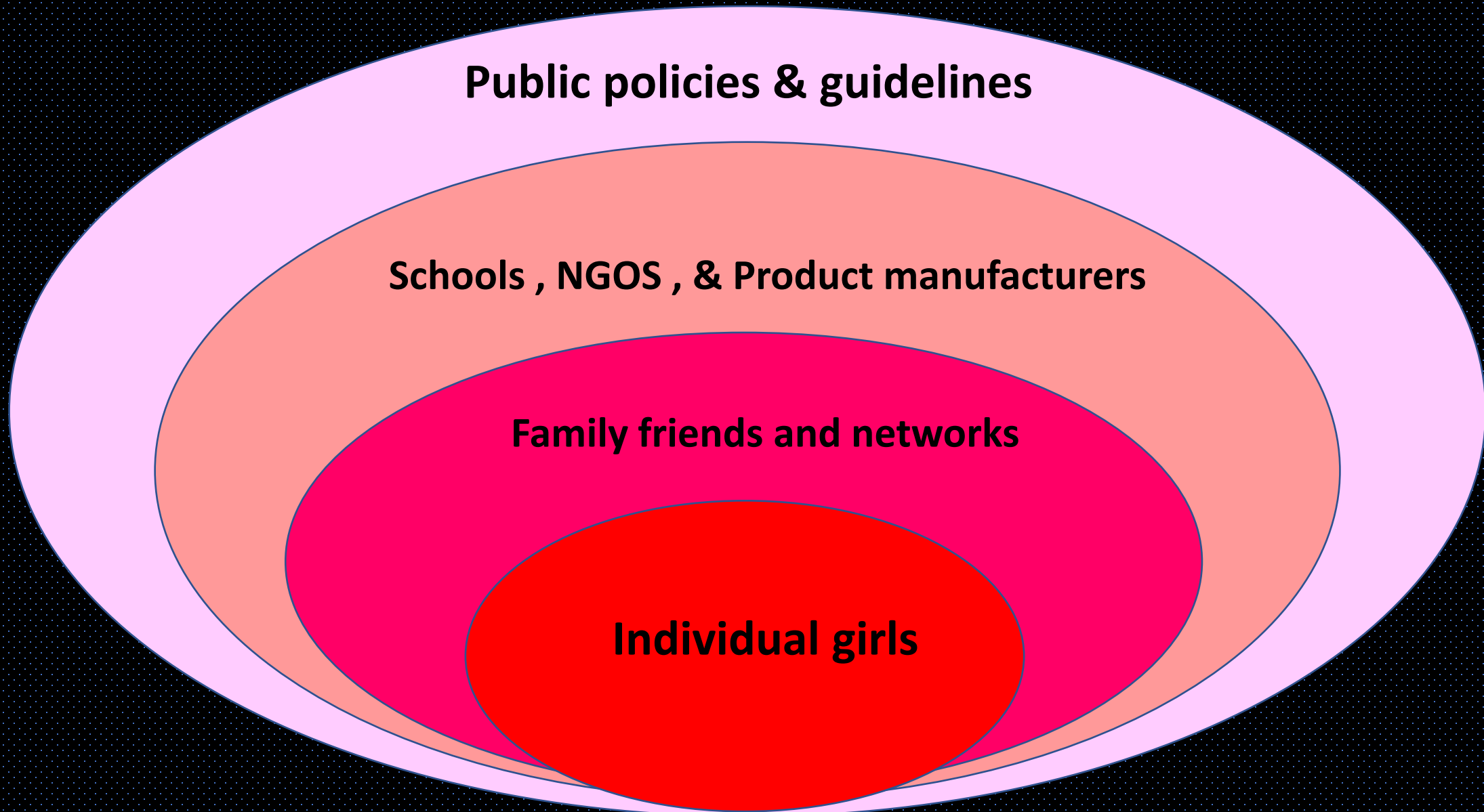
**RESEARCHERS**



- The decisions and efforts made by these groups are believed to have a greater societal impact



# ***STAKEHOLDERS INVOLVED IN THE PROBLEM***



# Statistics

## Low Awareness On Menstruation Is Widespread In India

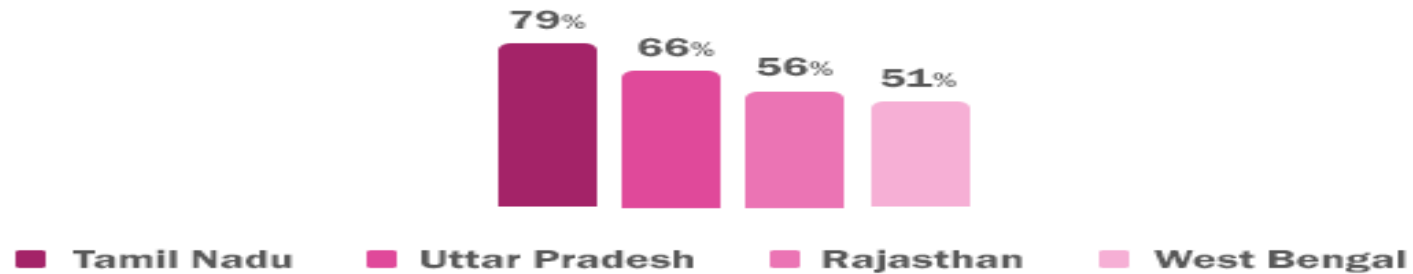


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### Reasons For Early School Dropouts



**Lack Of  
Sanitary Napkins**



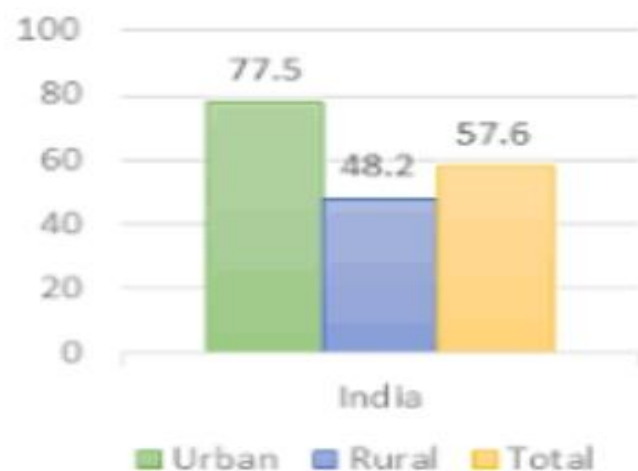
**Lack Of  
Functional Toilets**



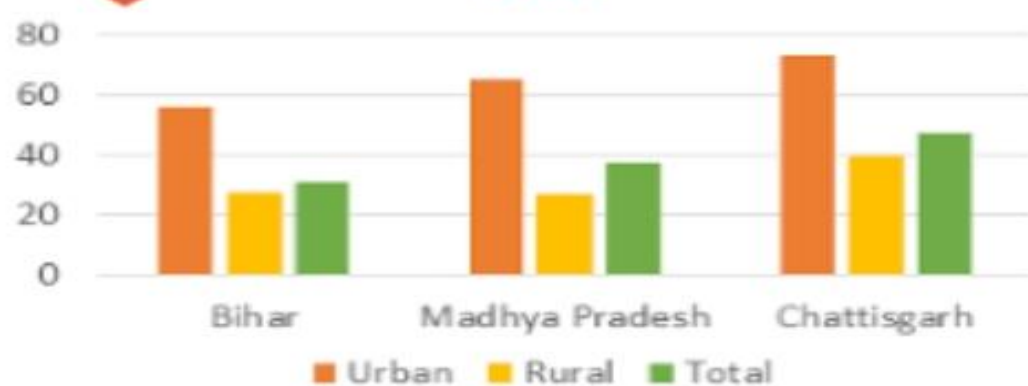
**Low Awareness  
On Menstruation**

# Access to Disposable Sanitary Napkin has increased!

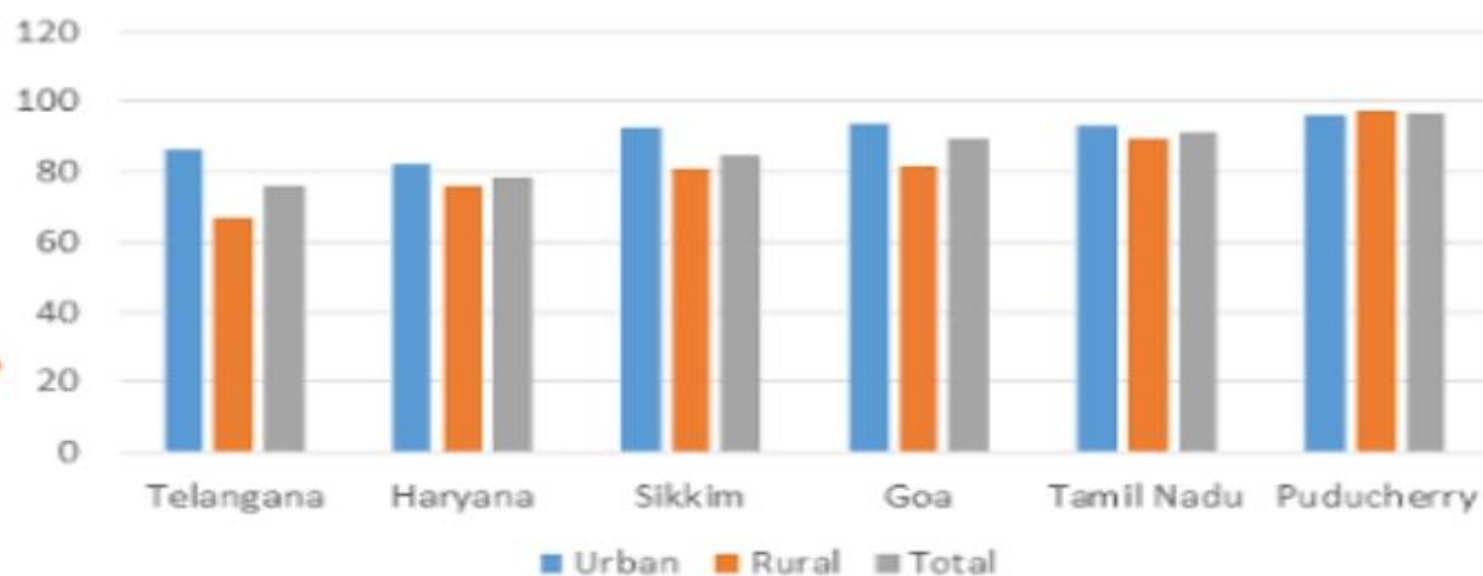
Almost **58%** of women in India use either locally prepared napkins, sanitary napkins or tampons

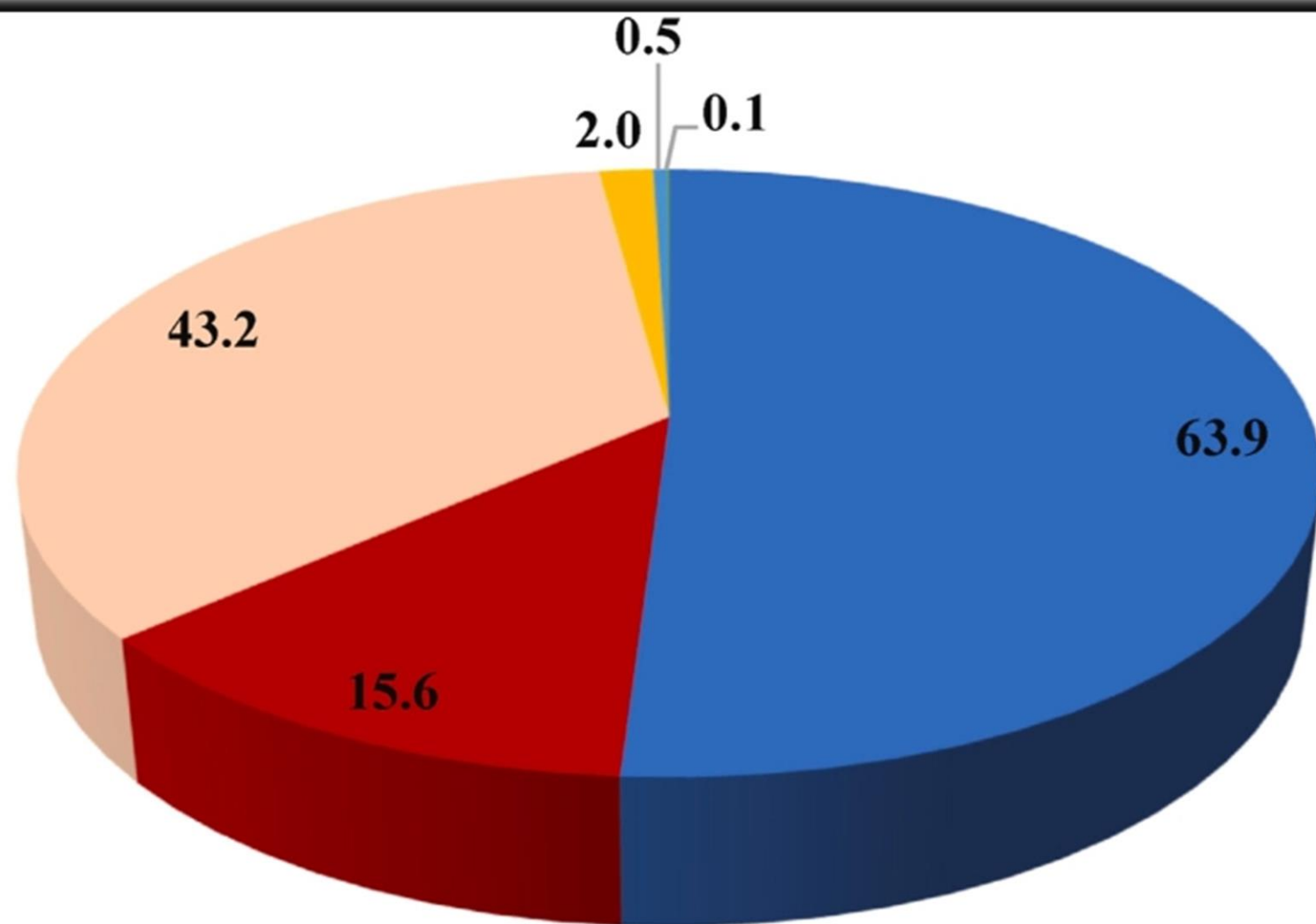


Even in low access states, usage is more than **55%** in urban areas



States where usage is more than **80%** in urban areas and **65%** in rural





■ Cloth ■ Locally prepared napkin ■ Sanitary napkin ■ Tampons ■ Nothing ■ Others



# Newspaper Articles



EDUCATION | INDIA

## India: Menstruation taboos are forcing girls out of school

Social exclusion and a lack of education on menstrual hygiene are forcing many girls in **India** to drop out of school early or be ostracized for the duration of **their menstrual cycle every month**.

This practice continues to be observed in huge pockets of India's rural hinterland where a **lack of awareness and knowledge regarding menstrual hygiene** is prevalent among school-aged girls.

### Millions denied proper education

A recent study by the **UN's child protection agency, UNICEF**, stated that 71% of adolescent girls in India remain unaware of menstruation until they get their first period. When they do so, many drop out of school.

Another report by the NGO Dasra, which was published in 2019, pointed out that 23 million girls drop out of school annually due to a lack of proper menstrual hygiene management facilities, which include the availability of sanitary pads and information about menstruation.



"Practically no information is available to young girls before their first period," Vandana Prasad, a community pediatrician and public health professional, told DW.

"We have heard young girls and women recall how they were so worried that they had contracted some life-threatening illness the first time they ever had a period. The information they do receive is generally from peers and is often incomplete and incorrect," she said.

Having worked on reproductive health issues with women and girls in tribal and rural areas for over two decades now, Prasad said menstruation is a major public health issue causing immense struggles and difficulties on many levels.

"Social taboos still abound and girls face various forms of discrimination during their periods such as denial of certain foods, denial of physical access to spaces like kitchens and temples and on rare occasions even have to stay in some outhouses a couple of days," Prasad added.

## A GROWING NIGHTMARE

**12.3 billion**

sanitary pads disposed of every year in India alone, which is equivalent to 1,13,000 tonnes of waste



Each pad contains plastic that is equivalent to around **4 plastic bags**

Most inorganic sanitary pads contain SAP, VOCs, phthalates, and other harmful compounds, which can cause conditions ranging from nausea and fatigue to cancer



**80%** of women in urban India use inorganic disposable sanitary pads

**Sanitary napkins add to plastic waste**

**84%** of waste workers in Delhi find sanitary waste in regular household waste

Of these, **70%** waste workers in Delhi always find menstrual waste mixed with household waste

In Delhi, sanitary waste is **100%** non-segregated at the municipal or landfill level

Only **11%** waste workers in Delhi wear proper PPE before handling menstrual waste

### HEALTHY OPTIONS

- Cloth pads are biodegradable and reusable
- A period underwear is eco-friendly and lasts five-six years
- A menstrual cup lasts 10 years
- Organic pads made up of bamboo and banana fibres decompose easily

## INDIAN SCHOOLS LACK PERIOD INFRA

Over 51% of 7,000 respondents of Everteen's 5th annual survey on menstrual hygiene feel Indian schools do not have a proper system to prepare girls for onset of periods



**59%** feel schools lack adequate facilities for girls to change and dispose of sanitary pads

**95%** of the survey's 7,000 participants said that schools should have awareness programmes to prepare girls on the subject





**MENSTRUAL  
HYGIENE DAY  
MAY 28**

🕒 THIS STORY IS FROM May 28, 2022

## **Menstrual Hygiene Day 2022: Normalizing menstruation in India**

The unsanitary use of menstrual products increases the susceptibility of young girls and women to fungal, urinary, and reproductive-tract infections, impacting their overall health and well-being. It is therefore imperative that girls and young women have access to accurate scientific information and hygienic practices of menstruation. This includes but is not limited to understanding how periods work, when to expect them, how to manage them, hygienic solutions, where to access them and methods of disposal.

For many of us urban women, menstruation is associated with routine discomfiture, which we learn to manage as we transition from adolescence to adulthood. Our access to sanitary napkins and awareness of hygienic menstrual practices ensures that our monthly cycle has little impact on our personal and professional lives. However, not every girl or woman in our country is as blessed. Around 23 million girls in India drop out of school every year due to a lack of menstrual hygiene management (MHM) facilities, which include access to sanitary napkins, awareness of menstruation and access to clean toilets with running water and disposal facilities.

### **how parents should handle it**

Building clean toilets with uninterrupted water supply in rural schools, ensuring the availability and accessibility of sanitary napkins and imposing mandatory menstrual health classes for both boys and girls can create an enabling environment for girls and prevent them from potentially dropping out of school. We must also ensure that all women have access to quality sanitary pads or other hygienic methods of protection, even in emergency



Young girls are not aware of menstrual hygiene in government schools - WHY

Because teacher's , parent's won't tend to teach regarding menstruation - WHY

Because menstruation in our society is considered as a taboo - WHY

Because of the believes followed by them

Because of the customs followed by our ancestors - WHY

Lack of education and poor access to menstrual products - WHY

Girls were restricted to come out of the house and study

How might we educate young girls and boys about menstruation involving menstrual hygiene?????

**Education**  
about  
menstruation  
**changes**  
**everything.**

**HOW SHOULD  
YOU DISPOSE  
YOUR SANITARY  
NAPKIN?**

CURRENT GUIDELINES AND CHALLENGES

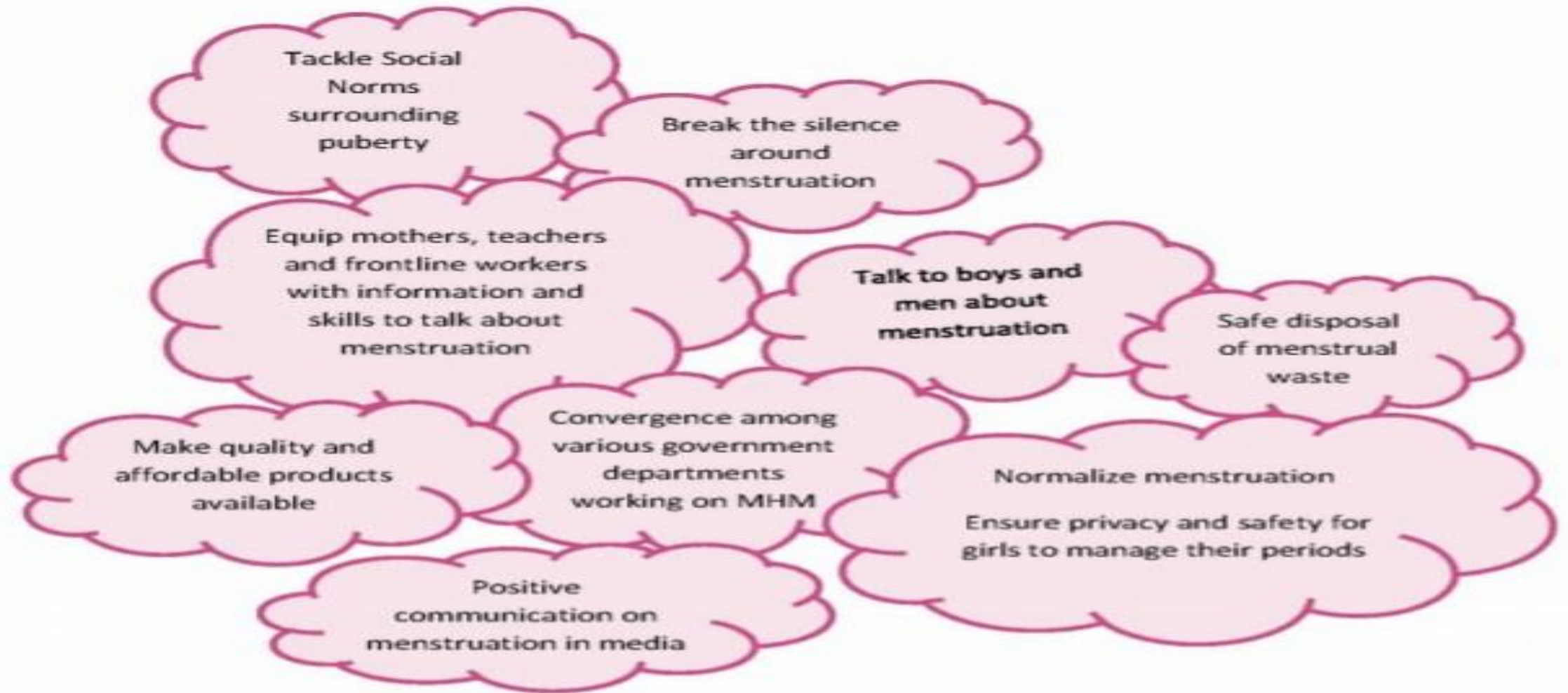
© laura breiling



**Why Is Menstrual  
Education So  
IMPORTANT**



# Brainstorm Ideas



## **CASE STUDY : WHY EXISTING SOLUTIONS FAILED TO WORK**

**EVEN WHEN THE GOVERNMENT IS PROVIDING QUALITY SANITARY NAPKINS WITHIN THE SCHOOLS , IT FAILED TO WORK DUE TO LACK OF ADEQUATE WATER AND UNHYGIENIC TOILETS AND NO PROPER AWARENESS ABOUT SAFE DISPOSAL , MENSTRUAL HYGIENE PRACTISES ARE NOT BEING FOLLOWED AND NO PROPER USAGE OF MENSTRUAL PRODUCTS BECAUSE THERE IS NO ONE TO EDUCATE THE STUDENTS REGARDING MENSTRUATION SINCE IT IS CONSIDERED AS A TABOO AMONG THE RURAL AREAS**



# FINAL PROBLEM SOLUTION



Spreading awareness  
through campaigns in  
government schools

# FINAL IDEAS

1. WHAT IF WE PROVIDE THEM SANITARY NAPKINS WHICH ARE REUSABLE?
2. WHAT IF WE PROVIDE THEM COMIC BOOKS IN WHICH THE MENSTRUAL HYGIENE IS CLEARLY EXPLAINED WITH SOME ANIMATIONS AND CARTOONS?
3. WHAT IF WE HAVE PROVIDED THE GOVERNMENT SCHOOLS DISPOSAL BINS?

## PROTOTYPING OF OUR FINAL SOLUTION

**ORGANIZATION OF SESSIONS ON AWARENESS ABOUT MENSTRUAL HYGIENE THROUGH ANIMATIONS TO THE YOUNG GIRLS AND BOYS OF GOVERNMENT SCHOOLS IN RURAL AREAS**

**HOW WILL YOU TAKE YOUR PROJECT TO THE NEXT LEVEL??**

**BY PUBLISHING COMIC BOOKS TO THE STUDENTS WHERE CARTOON CHARACTERS WILL EXPLAINS ABOUT DIFFERENT PHASES OF MENSTRUATION AND USE OF SAFE SANITARY NAPKINS AND SAFE DISPOSAL **OR** PROVIDING DISPOSAL BINS OR REUSABLE SANITARY NAPKINS THROUGH VENDING MACHINES**

# WORK LOG

STUDENT NAME	WORK DONE
ANJUM	SECONDARY RESEARCH
BHAVYA G S	CASE STUDY
SREEKANTH REDDY	STATISTICS
BHANU TEJA	NEWS PAPER ARTICLES
UDAY KIRAN	5 WHY'S, HOW MIGHT WE'S
KARTHIK REDDY	STAKEHOLDER MAP