

eco ♻️ femme

PADS FOR SISTERS

Affordable access to cloth pads for all!

#ClothPadRevolution

April 2024

WHAT IS IT?

Pads for Sisters is an Eco Femme not for profit program created to make cloth pads accessible to economically disadvantaged women (over 19 years old) who would not otherwise be able to afford or access the pads at commercial pricing.



All in One



Foldable Model



Travel Pouch



Make-your-own
Cloth Pad



Night Pad

Cloth pads are:

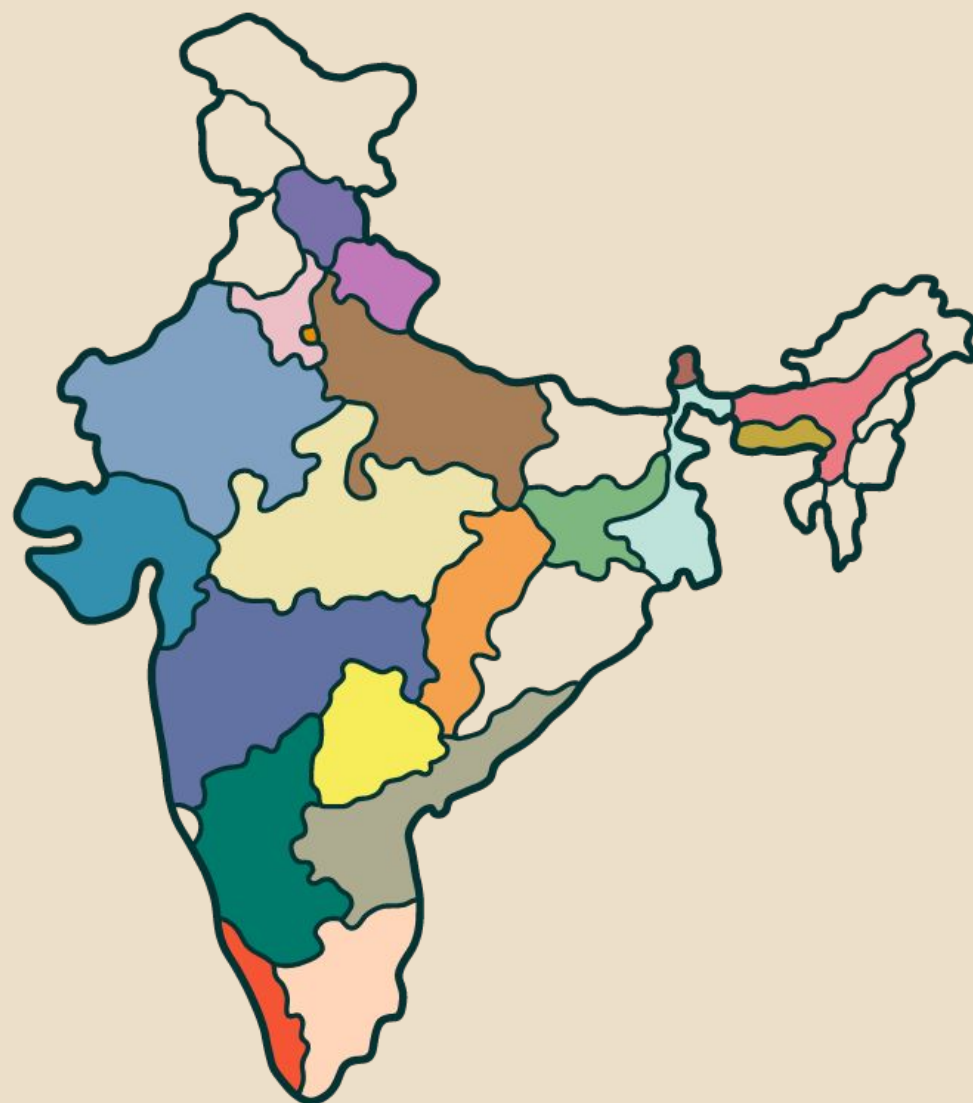
- ☺ Made from organic cotton,
- ☺ Contain a leak proof layer and snaps,
- ☺ Stitched by rural women collectives ensuring them a living wage.

They have been extensively tested with rural women and have found widespread acceptance across different geographies.

HOW DOES IT WORK?

Pads are offered:

- At cost price to organisations and individuals who wish to sponsor/gift pads to economically disadvantaged women.
- At a subsidised rate (Rs.60 - 100) for women to purchase for their own use.



Andhra Pradesh
Rural Development Trust
Care to Action
Vijayavahini Charitable Foundation

Uttar Pradesh
Jagriti NGO

Tamil Nadu/Pondicherry/Auroville
Bhumi NGO,
Hand in Hand,
Four Kites,
CMC Vellore,
Menstru Health Pvt Ltd.
NCC Pondicherry
Auroville Bioregion

Maharashtra
Badlaav Social Reform Foundation,
Yahamogi Farmers Producer Company
Yardi
Collectives for Integrated Livelihood
Initiatives (CInI) - TATA Trust

West Bengal
Udayani Social Action Forum

Karnataka
Saahas NGO
Project Tarang
Manipal university

Sikkim
Sangkit Lepcha

Madhya Pradesh
Saahas NGO

Telangana
Saahas NGO

Haryana
Saahas NGO

Rajasthan
Project RISHI

New Delhi
Laal Project
The Red Padding Project

Kerala
Maanushi Foundation

Gujarat
Coastal Salinity Prevention Cell -TATA Trust
Collectives for Integrated Livelihood
Initiatives (CInI) - TATA Trust
Sarhak Sakhi Mandal

Chhattisgarh
Prachodan Development Services

Uttarakhand
Mussoorie Gram Vikas Samiti

Himachal Pradesh
Srot

Jharkhand
Collectives for Integrated Livelihood
Initiatives (CInI) - TATA Trust

Assam
Centre For Micro Finance And
Livelihood - TATA Trust

Meghalaya
Faith Foundation

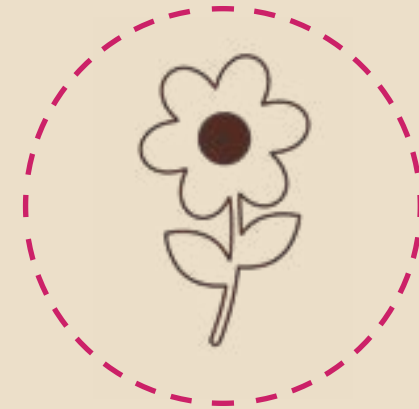
MENSTRUAL HEALTH EDUCATION

Pads are typically offered along with a menstrual health awareness session that covers the following topics:

- 1** Female Anatomy, menstruation and menstrual cycle



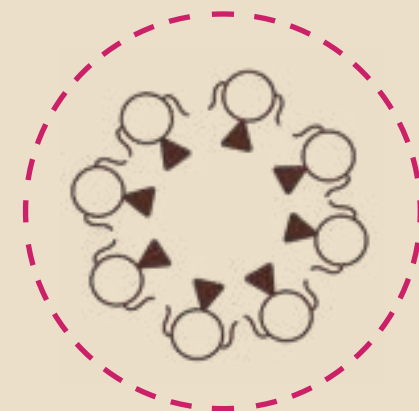
- 2** Taking care of ourselves during menstruation: Hygiene, Nutrition, Exercise and natural remedies



- 3** Menstrual product analysis engage informed choice to



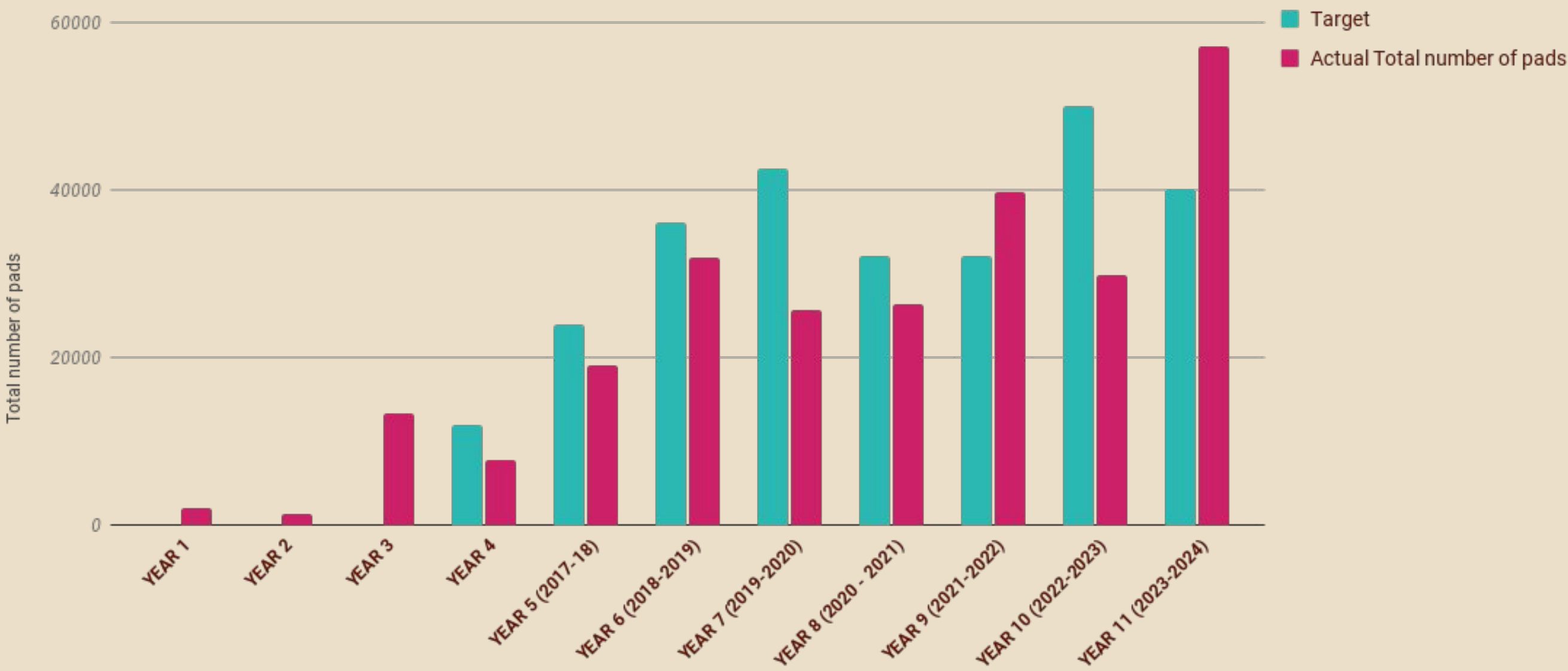
- 4** Safe space for speaking about menstruation



PROGRESS TO DATE : 1

Between launching the program in 2013 and March 2024 Eco Femme has provided over 166,000 pads to low income beneficiaries.

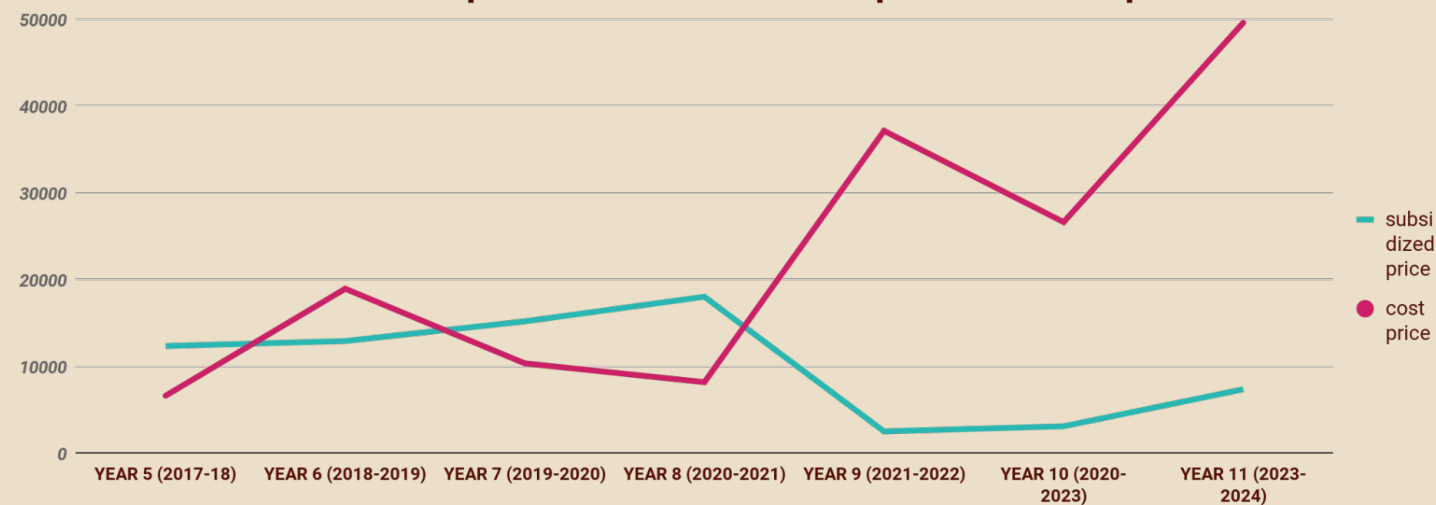
Total number of pads given out until March 2024



PROGRESS TO DATE : 2

Number of pads sold at subsidised price and cost price

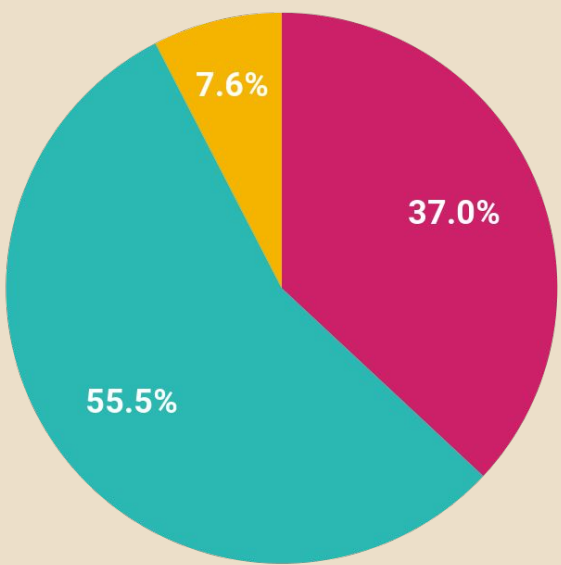
Numbers of pads sold at subsidized price and cost price



Average model repartition 2013-2024

Average model repartition 2013-2024

- All in one model
- Foldable pad model
- Travel Pouch

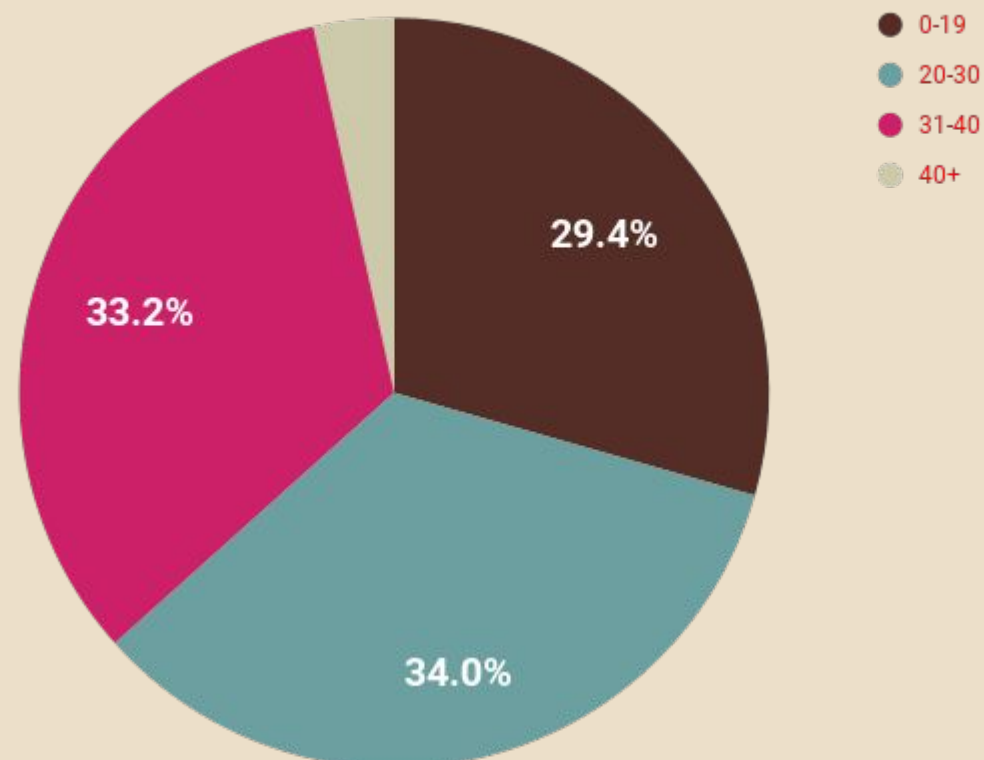


IMPACT

Are cloth pads a viable menstrual absorbent for women and girls from low income backgrounds?

Sample: The following data is compiled from 4 different product user studies collected from 374 women and adolescents across 6 different locations (Sikkim, Tripura, Nagaland, Hyderabad (Telangana), Tirupur (TN), Lucknow (UP)). All the respondents had received the pads at least 3 months prior to data collection.

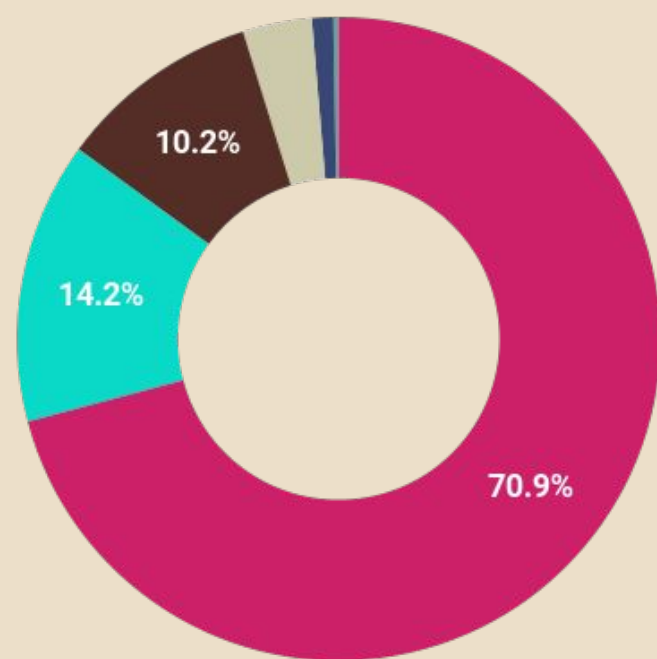
Age split of participants was as follows



PRODUCT PREFERENCE

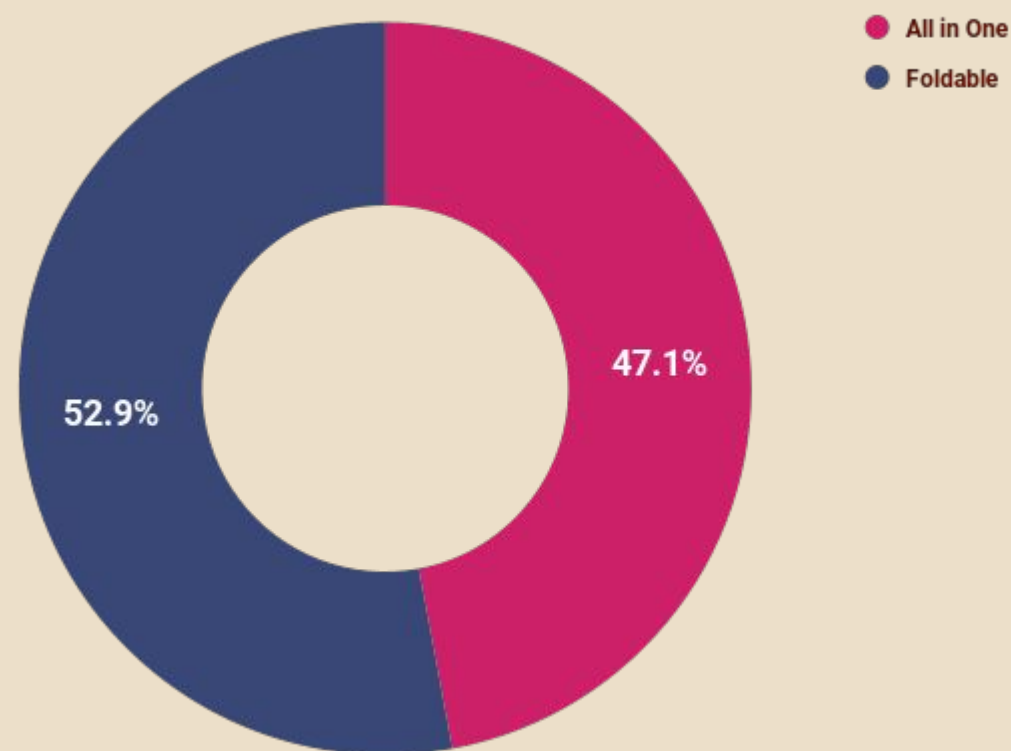
The following graphs show

What product(s) they used last month:
indicates what a typical pattern of
product use is, now they have the
cloth pads for at least 3 months.



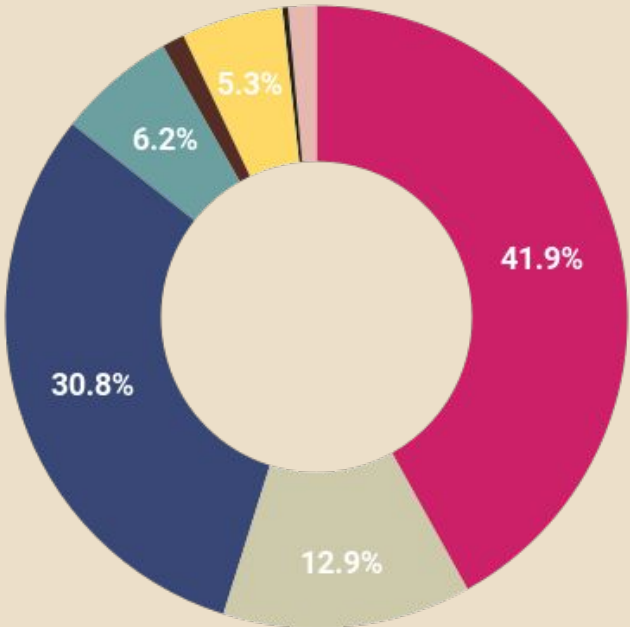
● Eco Femme pads only ● Disposable sanitary napkins ● Combination of EF pads and disposable ● Cloth
● Other* (included irregular periods, pregnancy and using a menstrual cup) ● Combination of cloth and EF pads

Pad model preference: 2 different cloth
pad models - Foldable and All In One have
typically been tried by all women in a user
study. This graph shows the preferred
model



HEALTH

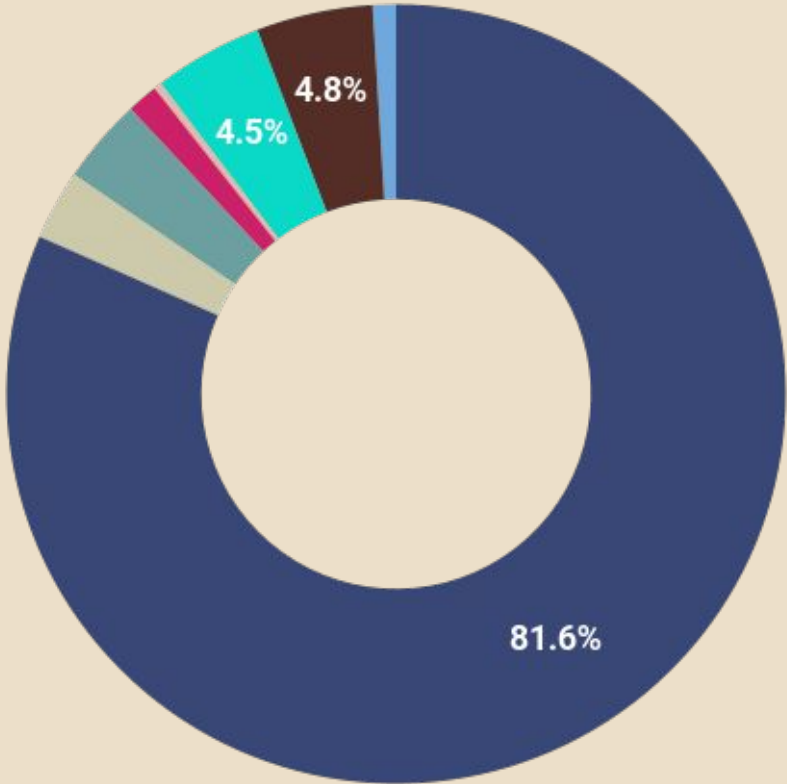
The following graph shows the kind of menstruation related symptoms women reported prior to starting to use cloth pads



● No symptoms ● Abdominal pain without diarrhoea or menses ● Vaginal rash or itchiness
● Abnormal vaginal discharge ● Genital ulcers or sores ● No answer ● Don't know ● Other

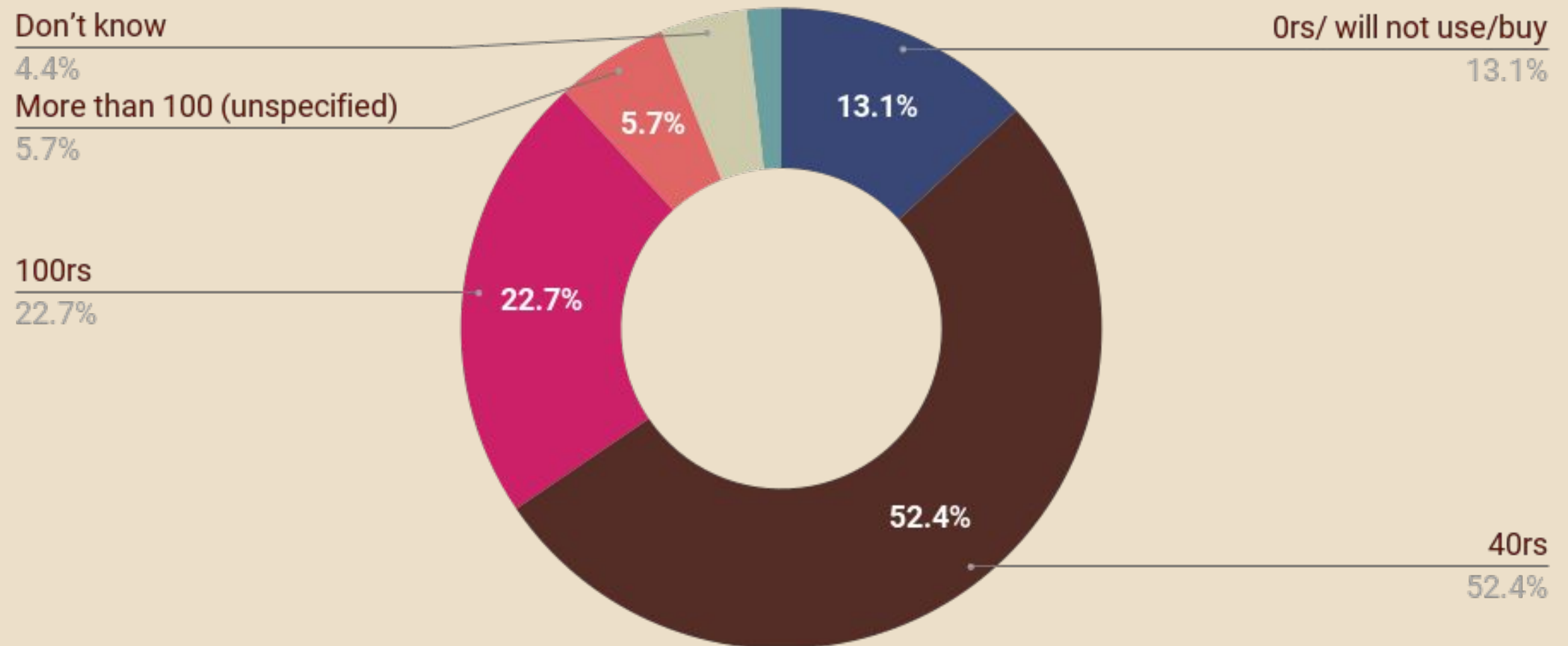
After using the cloth pads, 30% more women overall saw a REDUCTION in rashes and allergic reactions as compared to disposable sanitary napkins.

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● Genital ulcers or sores
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● Don't know
● Other



WILLINGNESS TO PAY

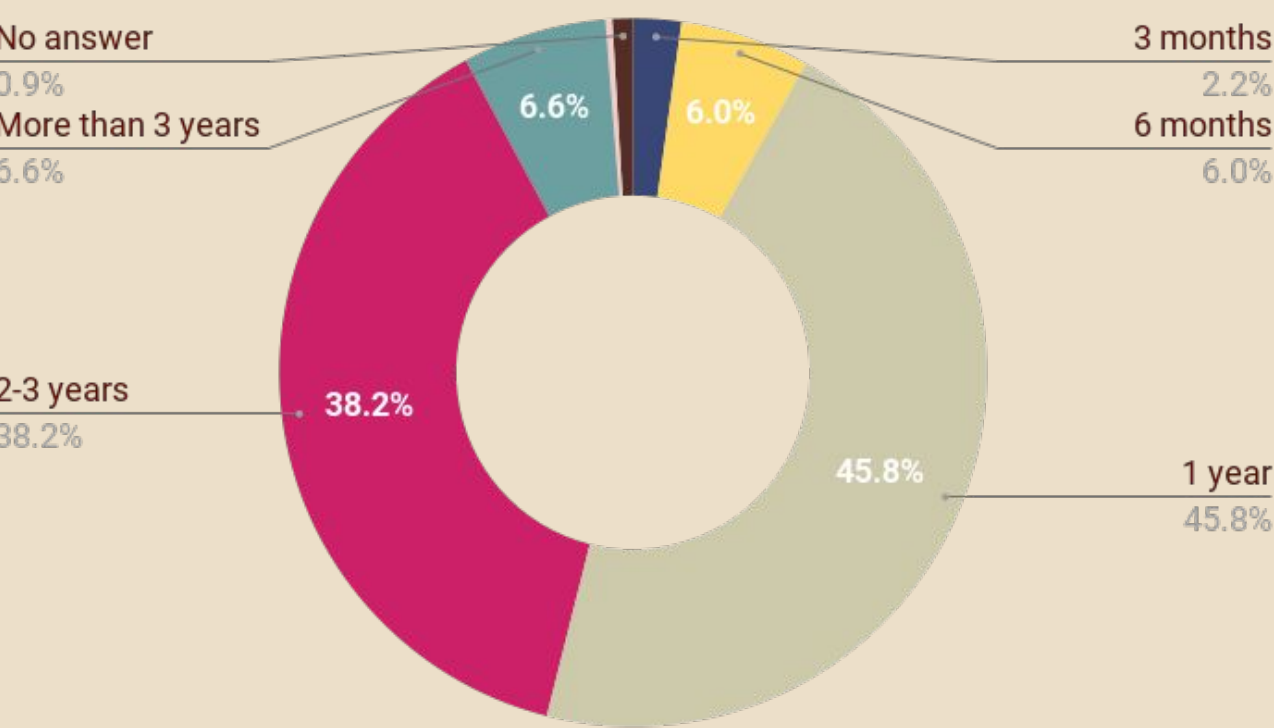
A common assumption is that women won't pay because cloth pads are too expensive. This question probed willingness to pay and again we were surprised to see that when they have had a positive user experience, they are willing to pay a subsidised rate.



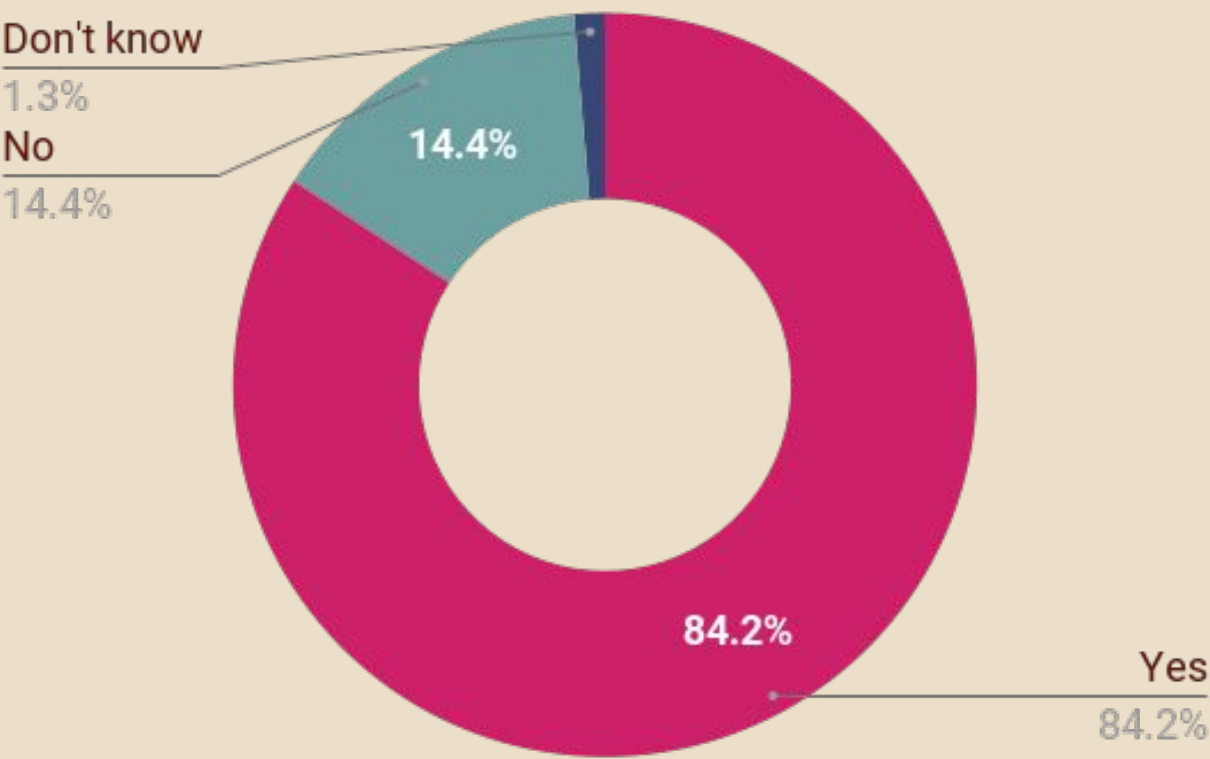
PERCEPTIONS ABOUT FUTURE USE

The following graphs reveal women's perceptions about:

How long they believe they can use cloth pads before replacement.

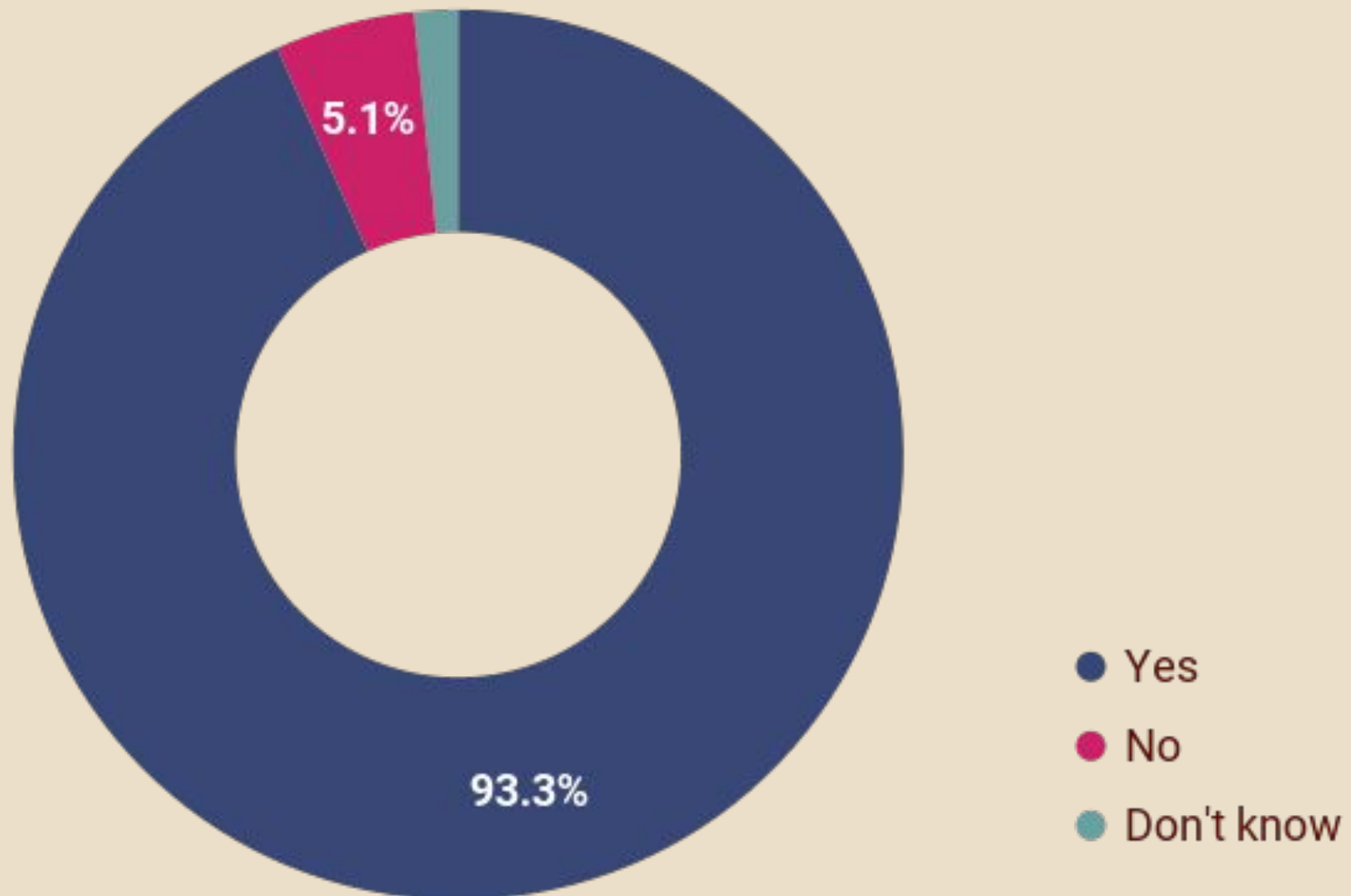


Intentions for future use



PERCEPTIONS ABOUT FUTURE USE

Willingness to recommend the cloth pad to others



CONCLUSIONS

Are cloth pads a viable menstrual absorbent for women and girls?

- ☺ The answer to this question is a resounding YES!

Is protecting the environment the only reason to switch to a reusable menstrual product?

- ☺ There are in fact many compelling reasons beyond not burdening the earth, to make the switch.

Feedback from women from low income backgrounds who live in many different parts of India provides evidence that cloth pads:

- ☺ Perform well compared with disposable sanitary napkins and are easy enough to maintain.
- ☺ Potentially result in beneficial health outcomes
- ☺ Are attractive for purchase to women when offered at an affordable rate!



TARGETS 2024-2025

Subsidized pads / year	Cost price pads / year	Total pads for 2024-2025
3600	32,400	36,000

Eco Femme, Auroshilpam, Auroville
605101, Tamil Nadu, India

TO KNOW MORE, EMAIL OR CALL US AT

✉ padsforsisters@ecofemme.org

☎ +91 9487179556

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ecofemme.org