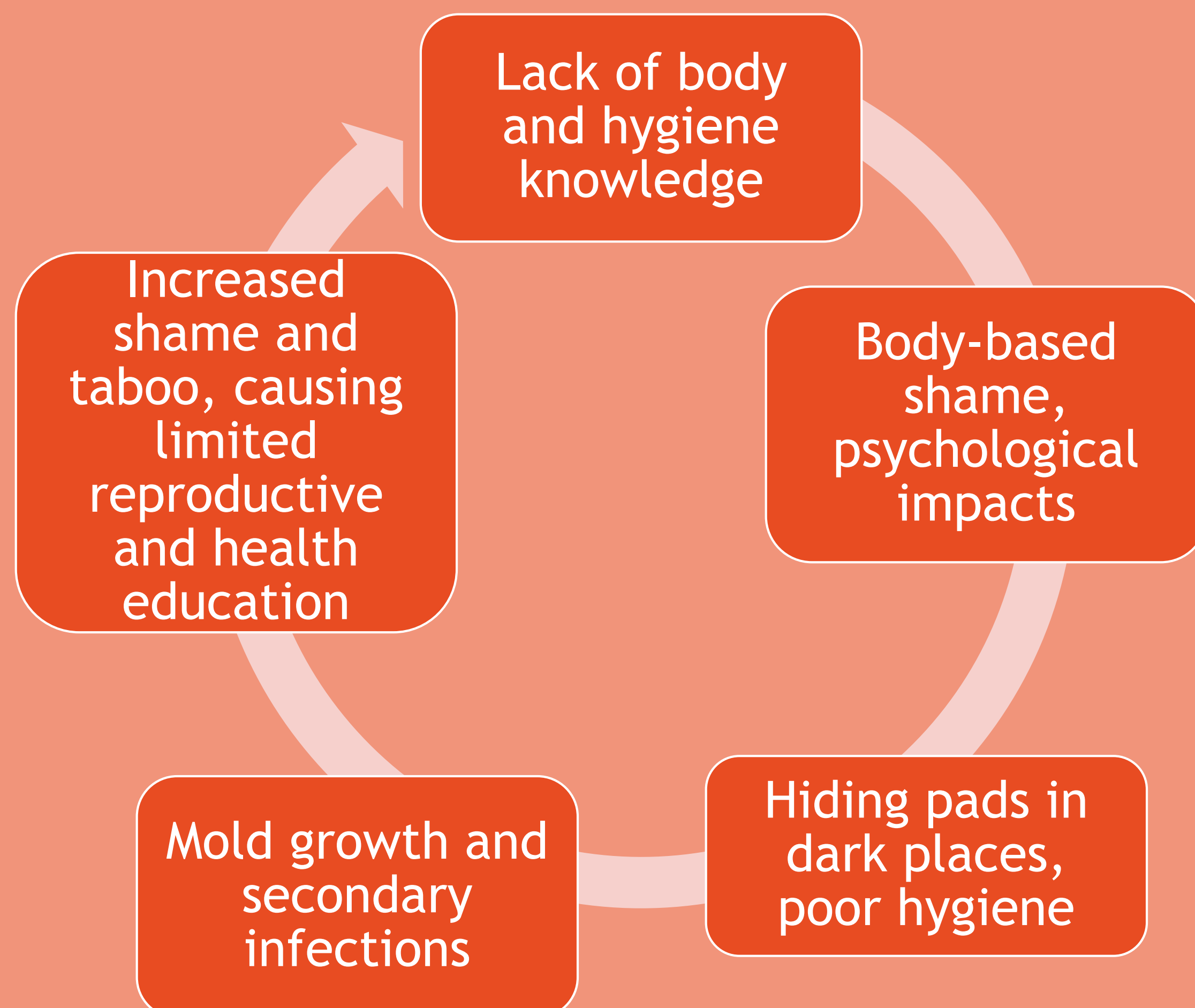


The Issue

2/3 women in Tamil Nadu, India consider menstruation to be “abnormal.”

At least 23% drop out of school because they do not have the education and resources to take care of themselves during menstruation

Cycle of Shame and Education Access



Woman washing a menstrual cloth, used internally

Existing Solutions

EcoFemme: Classroom education about menstruation, distributes reusable pads
Indian government: subsidies for disposable pads



Garbage and pollution in an Indian street. Disposable pads contribute to pollution.

Solving the Problem

Mold and bacteria resistant

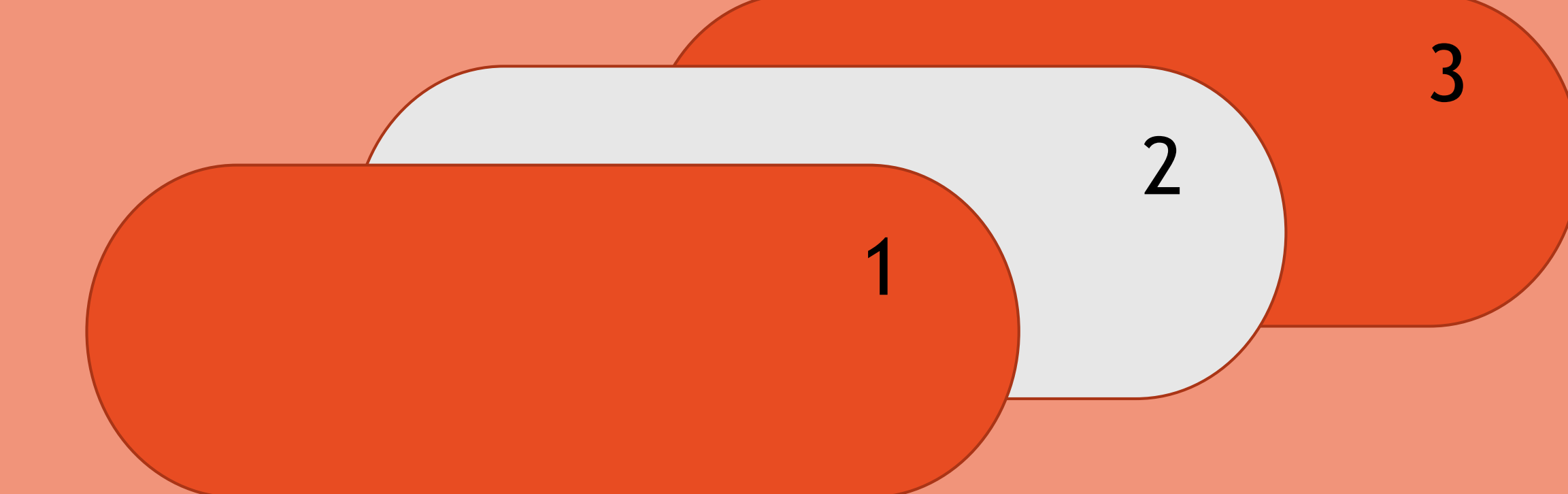


Includes body and hygiene education



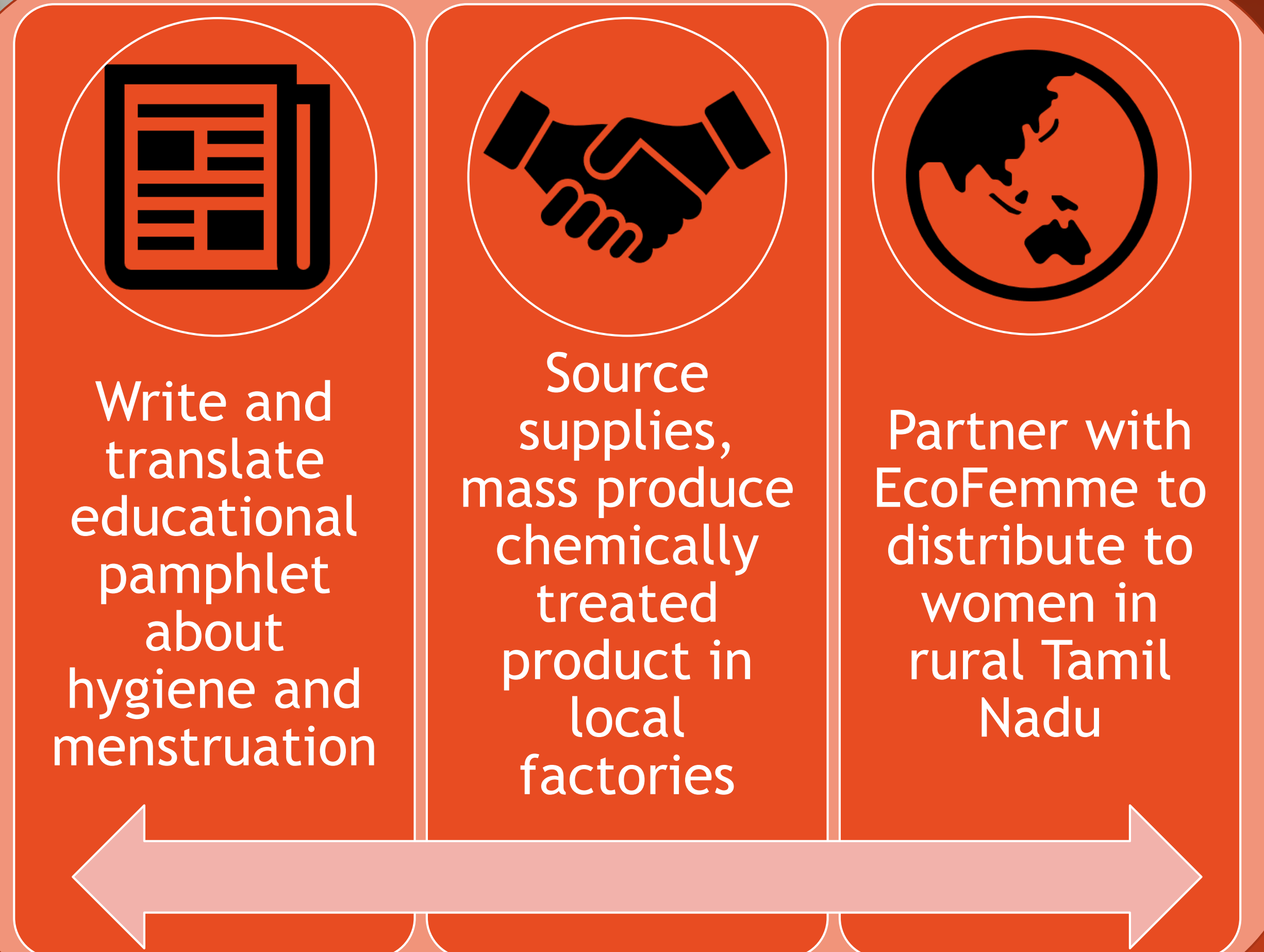
A class organized by EcoFemme

Sanitary Pad Design



Layer 1: Soft organic cotton, dyed red or black
 Layer 2: Antimicrobial treated layered cotton
 Layer 3: Leak proof polyurethane

Implementation



Sources

Tamil Nadu Industrial Guidance & Export Promotion Bureau. (2009). Textiles.
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 Thank you to EcoFemme, Dare Women’s Foundation, Microban and Professors Stoddard and Rao for their help and contributions