

**PROMOTION OF WOMEN HYGIENE & SANITATION PRACTICES  
AMONG THE GIRLS STUDENTS AND ADOLESCENTS IN AND AROUND KANPUR  
UNDER CSR INITIATIVE OF ALIMCO**



## **IMPACT ASSESSMENT**



**IMPLEMENTED BY HLL LIFECARE LIMITED**



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## **BACKGROUND**

School absenteeism due to menstrual problems has been reported previously among adolescent. Menstrual management in school is a matter of concern. It is particularly important, when designing sanitation facilities in school such as toilets that do not accommodate menstrual management and that are unsafe to use, increase absenteeism among adolescent school girls (a first step toward dropping out of school). It is known fact that inadequate sanitation facilities at school also result in poor menstrual hygiene.

India claims the lowest usage of feminine hygiene products in the world. In India, only 6% — around 30 million women — use some sort of hygienic sanitary napkin during their monthly menstruation. Compare this to the 96% rate seen in developed countries, like the United States and UK, India's statistic is pitiful.

Educating Menstrual Hygiene alone may not be sufficient to induce behavior change in our community. It has to be complemented with facilities such as providing each & every women right from the age of adolescence. The idea should be implemented at the place where they spend their maximum time in like schools/colleges, offices and hostels, with sustained supply of safe and hygienic sanitary napkins during their entire period of daily routine. This has to be supplied in a manner that is affordable, accessible, and unobtrusive and at the same time innovative.

From a very practical perspective, girls who lack adequate sanitary materials may miss school each month during their period. If girls attend schools where the availability of Sanitary Napkin pads is uncertain, they may be unable to remain comfortably in class during their menstrual cycle. The absence of clean and private sanitation facilities that allow for menstrual hygiene may discourage girls from attending school when they menstruate. Nearly 4 out of 10 school-age Indian girls do not attend school during menstruation or drop out at puberty because of the lack of Sanitary Napkin Pads in schools.

Where girls are able or determined to attend school throughout menstruation, insufficient facilities and sanitary protection may nevertheless create discomfort in the classroom and an inability to participate. For example, menstruating girls may hesitate to go up to the front of the class to write on the board, or to stand up as is often required for answering teachers' questions, due to fear of having an 'accident' and staining their uniforms.

## INTRODUCTION:

Under the Corporate Social Responsibility, ALIMCO has taken one initiative to promote the women hygiene and sanitation practices among the girls students of Naramau block of Kanpur District. Selected schools and colleges were identified and based on the number of beneficiaries, Sanitary Napkin Pads were distributed.

**The details of beneficiaries are as under:**

Distribution Plan - Sanitary Napkin Pads - ALIMCO					
SN No	School/College	Place	No of Girls	Number of Pads	No of Box
1	Kumari Udyan Inter College	Ashok Nagar	100	1200	100
2	BPMG Inter College	Mandhana	954	8586	40
3	Bhagwanti Edu B. Ed College	Mandhana	250	3000	60
4	Jawahar Lal Inter College	Kalyanpur	400	3600	70
5	Kanpur University	Kanpur City	3000	36000	500
6	Heritage International School -	Naramau	100	1200	11
7	Shatrughan Inter College -	Kalyanpur	400	4800	44
8	Jugal Devi Saraswati Vidya Mandir	Deen Dayal Nagar	50	600	50
9	AITH Kanpur	Kanpur City	50	600	50
	Total		5304		925

## TECHNICAL SPECIFICATION OF HAPPY DAYS SANITARY NAPKIN

1. Happy Days Regular 3s		
SNO	Parameter	Specification
1	MRP (in Rs.)	10
2	Pads Per SKU	3
3	Raw material	100% imported virgin pulp
4	Facility certification	ISO 9001:2008
5	Product certification	BIS approved
6	Pad Length	235+/- 5 mm
7	Pad Width	150 mm
8	Core Length	210 mm
9	Core width (Centre)	65 mm
10	Pad Thickness	7-9 mm
11	Pad Weight	7-9 gm
2	PH Value	6 ~ 8.5
13	Absolute Volume	50 ml. Min
14	Pads in each pouch	3
15	Pack specification	40 Gsm, laminated oblique poly bag
16	Pack Colour	4 colour
17	Pads per Master carton (MC)	108
18	MC Specification	7Ply, 150 GSM, Virgin Craft paper
21	Bursting strength of MC	<15kg/cm
22	MC Dimension in mm	445 x 445 x230
23	MC Weight Kg	4.5



## **IMPACT OF THE PROJECT:**

Under this project, approx 5304 girls get benefitted. They were getting 3 packets ( 12 pads) per month for next 4 months. The availability and accessibility of Sanitary Napkin Pads has become easier for girls. Under this project, girls have built up the practice of using napkin pads on regular basis.

## **CONCLUSION & RECOMMENDATIONS:**

43.2% of girls students who attained menarche used to remain absent from school during menstruation. School absenteeism was found to be statistically significant with socio economic status, material used during menstruation, menstrual disorders and type of abdominal pain. However, it was not found statistically significant with type of family. Study finding revealed that menstruation related absenteeism is likely to be combination of various factors like type of reason for being remain absent during menstruation was common toilet entrance area for girls and boys, non-availability of sanitary napkin pads in schools and colleges, hesitation in asking pads from teaching staff,etc.

Thus, it is recommended that early reproductive health education and adequate school sanitation facilities should be implemented in order to achieve better reproductive health. Hence, the distribution of Sanitary Napkin Pads should be done each and every school and college.

## ANNEXURE

### PICTURES OF HEALTH CHECK UP CAMP AT RATANPUR



**THANK YOU**