Strengthening Women Tailors for Enhancing Menstrual Health and Hygiene Services

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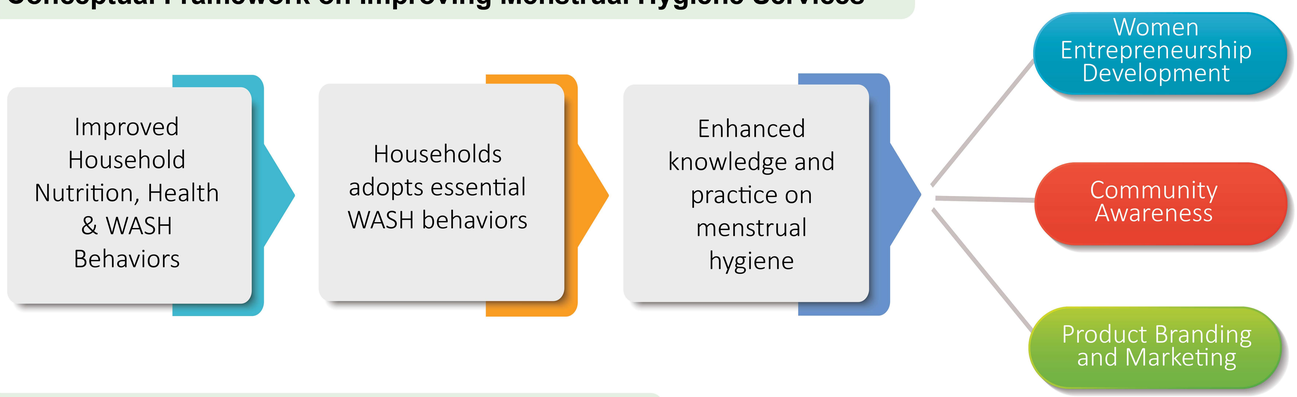
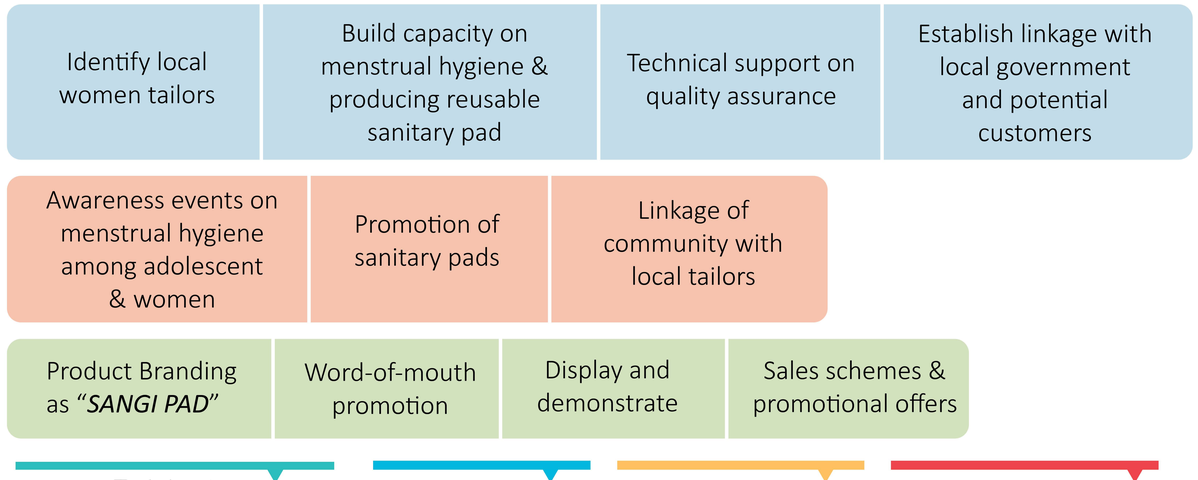
Conceptual Framework on Improving Menstrual Hygiene Services





Problems and Issues addressed by the Program

- Only 67.5% women use cloth during menstruation and only 15% use sanitary pad
- Only 50% women are aware on importance of changing sanitary pad every 6-8 hours
- Sanitary pads are not readily available in the remote village

Opportunities:

- More than 70% women are willing to buy sanitary pad, if locally availablet.
- Willingness to pay averages 55 Nepali rupees.

Program Objectives:

To empowering local women tailors to produce and market sanitary pads, thereby increasing accessibility and promoting menstrual health and hygiene

"Usually men's contribution are seen ahead in the community. But, working for Sangi pad production, I feel proud that I am also helping female community members for their safe menstrual hygiene in affordable way. Being a woman and a mother of a daughter, I clearly understand the importance of hygiene in menstruation. I am determined to continue making of Sangi pad in the future as well", Suna Devi Bohara, 21, Bajhang, Nepal

Results

- More than 1000 local women tailors were empowered on producing the reusable sanitary pads.
- The tailors were supported on branding, social marketing of the sanitary pads.
- Public awareness events were organized that stimulated demand and connected women and adolescents to the tailors.
- The tailors were able to sell sanitary pads averaging NRs. 50-80

Conclusion

- There is willingness and capacity to pay for essential WASH commodities even in the remote villages.
- Effective market-based approach can improve access to affordable WASH products in the remote village for supporting enhancing the WASH behaviors.
- There is a huge potential to private sector engagement but need adequate time & resources to identify the areas of collaboration with mutual benefit and sustaining WASH services.

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