



A UNICHARM INDIA

Initiative on

Menstrual Hygiene

Bringing Empowerment to Women

Facilitated by



GlobalHunt
FOUNDATION™
Creating Sustainable Solutions

About Unicharm India Limited

Unicharm India was established in 2008 as an extended arm of the Japanese based Unicharm Corporation that has extended its sale and services through baby and child care products, feminine care products, health care products, cosmetic products, household products, pet care products, industrial materials and food-packaging materials. Unicharm India Limited has launched products primarily in child healthcare with MamyPoko Pants, MamyPoko Baby Wipes and in feminine health care through its brand Sofy.

About GlobalHunt Foundation (GHF)

GlobalHunt Foundation is a Research, Advisory and a Consulting organization, it is registered as a Section 25 company under the Indian Companies Act. 1956. As a Signatory to the United Nations Global Compact, the foundation operates on a partnership for all principles and aims to offer conglomerate of services towards fostering social responsible practices of leading corporates and diverse multi stakeholders on the lines of sustainable development framework.

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*When from my cheek I lift my veil,
The roses turn with envy pale,
And from their pierced hearts, rich with pain,
Send forth their fragrance like a wail.*

*Or if perchance one perfumed tress
Be lowered to the wind's caress,
The honeyed hyacinths complain,
And languish in a sweet distress.*

*And, when I pause, still groves among,
(Such loveliness is mine) a throng
Of nightingales awake and strain
Their souls into a quivering song.*

The Song Of Princess Zeb-Un-Nissa In Praise Of Her Own Beauty by Late. Shree Sarojini Naidu



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Foreword



Mr. Yukihiro Kimura
Managing Director
- Unicharm India

*I am pleased to assert that Unicharm Corporation has always believed in the philosophy of **Nola Dola** for carrying out its diverse programmatic interventions that also connotes our social and responsible business operations globally. As our Asian counterpart, India with its diverse terrain, culture and population in contemporary times is facing challenges with respect to environmental catastrophes, women's health that have escalated with time mainly due to the existence of traditional notions and cultural taboos. As a UNGC signatory, the company has committed itself to carry forward the universally ten accepted principles especially in the areas of human rights and environment. Women empowerment has been a crucial facet to the Unicharm social sustainability initiatives, our company has been fostering the UN Millennium Goals within our diverse global operations such as India, with prime emphasis Goals 3 and 5 pertaining to promote gender equality, maternal health in order to achieve the true essence of women empowerment that have been amiss for centuries. As we are now advancing to the post 2015 world WASH – water, sanitation and hygiene has emerged as a pivotal concern. This is especially with respect to clean sanitation, hygiene awareness and its implementation as a practice among women and children. It is in this respect, that I also believe that menstrual hygiene and its management has also occupied an austere issue for the complete fulfillment of women's health and empowerment. Through our Indian operations in form Unicharm India Pvt Ltd, we have conducted awareness programmes related to Menstrual Hygiene especially for the rural sections of populations. The main objective of these programmes are to impart education and disseminate factual awareness on puberty issues, advent of first menstruation, bursting myths and cultural taboos, encouraging girls to share their experiences and answering their queries and related concerns. One of the key imperatives of the programme is to achieve clean menstrual hygiene related to the use of hygienic sanitary products and its safe waste disposal. It gives me immense pleasure that one such large scale program on the theme of generating awareness on Menstrual Hygiene was conducted to mark the **Women Empowerment Day**, on 8th March 2014. The programme included more than 900 beneficiaries comprising of young adolescent school going girls and the rural women of Machhgar Village situated nearby the capital city of New Delhi. In our endeavors, we have always believed in promoting gender equality through our programmes, initiatives that are centered around health and well being of girl child and women especially those situated at the bottom of pyramid.*

Executive Summary



Ms. Tanu Goel
Director
GlobalHunt Foundation

The GlobalHunt Foundation as an esteemed signatory to the United Nations Global Compact (UNGC) in its efforts has always ensured to instill the Ten Universal Accepted Principles of the UNGC in all its diverse programs, activities, and policies. The Foundation views Women Empowerment as an extension towards the fulfillment of Principles 1 & 2 under the defined areas of Human Rights. The Foundation as a knowledge catalyst operates on a “partnership for all” principle where by it has successfully mobilized corporates to collaborate closely with other civil society organizations towards promotion of programs that bear the spirit of community self awareness, empowerment and inclusiveness. The engagement of Unicharm India Pvt. Ltd. in supporting the Women Empowerment program has also been formulated on the above lines, the program organized on the occasion of Women Empowerment Day signified the serious commitment of business to implement gender equality principles. The issue of Menstrual Hygiene is a rising concern, as without providence of basic facilities such as water, sanitation, lavatories, the ultimate objectives of women health, empowerment, equal access and opportunities will remain a utopia for the globalised world. In order to address the growing concern related to women’s health and menstrual hygiene the Foundation believes to foster partnerships among diverse stakeholders towards providing opportunities, equality, addressing crucial issues of the post 2015 sustainable agenda constituting health, water, sanitation and hygiene especially for the most vulnerable sections of the population comprising of women and young girls. The report conceived by GlobalHunt Foundation is an extension to the outreach programme, as it also entails research, issues and concerns that are imperative to any community for consultation and advocacy. I strongly believe that the present engagement formed towards the enhancement of access and awareness related to women’s sanitation is very close to both Unicharm India Pvt Limited and the GlobalHunt Foundation. In the coming time, I am confident that this significant partnership will be extremely useful to further escalate the Women centric WASH agenda through the generous support of Unicharm in diverse regions within the vulnerable sections of population across India.

Menstrual Hygiene: *Achieving the Right To Dignity & Respect*

Water, Sanitation and Hygiene have emerged as imperative concern areas especially in the Post 2015 Sustainable World. The area of WASH is viewed in a dichotomous relation with human rights and women empowerment, the lack or no access to basic sanitation, amenities in many countries of the world by large sections of population is viewed as a grave violation of human rights and the right to live with respect and dignity¹. On observing the fulfillment of the MDGs it has been well recognized now that the

world will miss this MDG target of improved sanitation, as around 2.4 billion people in the post 2015 world will lack access to improved sanitation. One of the crucial concerns over the severity of the above factual analysis is that women, young girls constitute one of the most affected sections that face the highest implication with respect to unsafe sanitation and complete unawareness on hygiene issues within the population world wide. Moreover, sanitation has now encompassed the issues of women

health especially pertaining to menstrual hygiene, awareness, waste disposal of sanitary napkins or no utilization of safe methods during menstruation has gained utmost importance within the overall achievability of the SDG target for the world. The lack of safe sanitation has one of the most adverse affects on the lives of women comprising the urban and rural communities, it is viewed as one of the grave gender inequalities that is being faced at present in the globalised world.

Menstruation - A Global Challenge²

- Globally, approx. **52% of the female population** is of reproductive age.
- **300 million women and girls** will be menstruating.
- A total of **3,500 days of their lives** will be spent bleeding.
- Every month, **an average of 2-7 days** most women and girls menstruate.
- More than **300 million women and girls lack access** to safe menstrual hygiene products³.

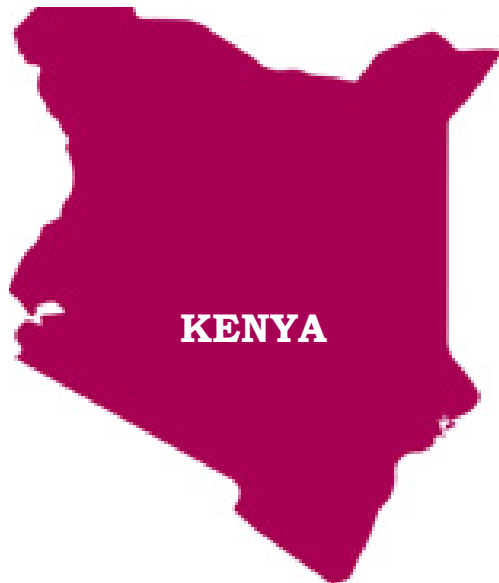


1. Global Thematic Consultation on Water and the Post-2015 Development Framework .WATER IN THE POST-2015 DEVELOPMENT AGENDA. March 2013. <http://www.beyond2015.org/sites/default/files/Position%20paper%20Water.pdf> (Accessed April, 2013).
2. Girls Globe. Breaking the Silence on Menstruation and Hygiene for Adolescent Girls, March 07,2014. <http://girlsglobe.org/2014/03/07/breaking-the-silence-on-menstruation-and-hygiene-for-adolescent-girls/> (Accessed March 2014).
3. Water Supply and Sanitation Collaborative Council. "Celebrating Womanhood: Menstrual Hygiene Management Break the Silence".



Global Menstrual Scenario

*Girls and women who use unhygienic methods are **70%** more likely to contract reproductive tract infections, compared to women who use sanitary towels.*



Women on their periods are not even considered fit to enter into a goats den or walk near livestock, and are not allowed to eat their meat or drink their milk.



89% of girls and women are prevented from activities such as preparing food, travelling, and attending school.



80% of menstruating girls and women use old cloth
73% of women miss work unpaid for an average of six days per month.



BURKINA FASO

Sanitary protection materials are carefully hidden for fear that other women may use them in black magic to cause infertility.



NIGERIA

Women maintain separate quarters during her cycle. Unsustainable disposal of pads or do not wash old cloths as they fear and worry to witchcraft attacks.



BOLIVIA

Menstrual blood as an extension of themselves, which effects the manner in which girls dispose of their sanitary materials. They bury used menstrual pads, which is unhygienic.



IRAN

48% of girls believe menstruation is a disease.



The Indian Scenario

An underlying silence, stigma, hesitation and taboo exists world over with respect to menstruation. Women and especially young girls face the burden of this unspoken issue to the core which has been a result of lack of awareness, knowledge and sensitization of the issues pertaining to their body, menstrual hygiene, management, puberty and maternal health.

A Prolonged Silence

In India, menstruation is considered as a social-cultural taboo which is being universally observed among the diverse sub cultures, religions, states residing in the country. These taboos have resulted in widespread myths, health concerns, restricted mobility, and has also led towards curbing of freedom and empowerment of the women. One of the most vulnerable groups comprising the above are young adolescent girls in India, many who have just reached puberty and have their first periods at an average age of 14 years. Due to embarrassment, shame, hesitation the young girls are susceptible to serious health hazards. They are exposed to unhygienic methods and unsanitary materials such as the use of dirty

rags, dried leaves, newspapers, ash to prevent the flow of menstrual blood. The taboo of menstruation and the associated stigma that has been attached to it has resulted poor menstrual hygiene in India where as per the WHO statistics it has accounted to 27% of world's cervical cancer deaths- the incidence rate almost twice to the global average rate⁴. The social stigma is coupled with lack or no access to basic amenities, clean toilets, waste disposal mechanism, lack of communication from teachers, families to orient and aid young girls about the changes that advent in their body, the result - a huge drop out rate is observed in India from school.

Despite the social discomfort that the young girls in their menstrual days might face from their male classmates, it is in fact the absence of clean, safe and secure facilities that are primarily responsible for many of them dropping out of school. It has been estimated by UNICEF that in India adolescent school going girls within the age of 11 to 12-years-old, mostly experiencing first time puberty or menses drop out from schools, as in India 66 % of girls' schools do not have functioning girls' toilets. In addition to an absent health infrastructure, in India menstruation has been associated with varied social, religious and cultural restrictions. The effect of an absent health support system conjoined with cultural and social myths attached to menstruation denies a woman her other basic right such as of education, health, movement, and the right to live.

Menstrual Restrictions on Women in India

Menstruation in societies world over has been viewed as a universal taboo for societies all over the world. The sociological research also revealed that societies distinguished between “purity” and “pollution” as discussed by the famous sociologist Louis Dumont in *Homo Hierarchicus* (1966) described the established rules of distinctions between holiness (purity) and uncleanness, pollution or taboo. Moreover the social norms, rules and regulations which were required by men and especially women to follow in the society and culture were often categorized within the notions of sacred and profane as highlighted by James Frazer in *Golden Bough* (1890). The traditional societies therefore devised ways of clearly demarcating, ordering and controlling sources of pollution, with the overall goal to protect their social and cosmological orders⁵ In a similar spirit, famous anthropologist Mary Douglas in her study *Purity and Danger : An Analysis of Concepts of Pollution and Taboo* (1966) explained that the concepts of purity and pollution were clear demarcates of the

primitive and complex civilizations. Pollution included notions of uncleanness, bodily excretions, fluids, remainders and hence menstruation, blood flowing was viewed universally as the most symbolic representation of the manner in which societies perceive dirt, unhygiene, uncleanness. Therefore, societies directed their every day life and established cultural connotations to menstruation as being ‘impure’. Eventually the rites de passage of a woman requires her to follow and observe diverse practices, regulations related to menstrual pollution with an aim towards reducing risk and danger. However, over the time as societies have moved from simple to complex cultures the confusions and the prescribed rules between holiness and pollution has led to anomalous consequences in form of myths, superstitions, taboos and stigma that has raised dire implications for women.

70% of all reproductive diseases in India are caused by poor menstrual hygiene & affects maternal mortality.

“

- 23 % of girls in India leave school when they start menstruating.
- Only 12% Menstruating Women use sanitary napkins.

- WSSC, 2013

You always have a girl in white jeans, jumping over a wall, They never talk about hygiene.

-Arunachalam Muruganantham India's Sanitary Pad Revolutionary⁶

India experience a drop out rate of More than 40% after finishing year 5.

- UNICEF

”

4. Bloomberg. No Menstrual Hygiene For Indian Women Holds Economy Back. July, 25,103. Accessed March 2014, <http://www.bloomberg.com/news/2013-07-24/no-menstrual-hygiene-for-indian-women-holds-economy-back.htm>.
5. Pollution and purity (Anthropology). Accessed March 2014, <http://what-when-how.com>.
6. BBC World New. “The Indian sanitary pad revolutionary”. 4th March, 2014. Accessed March 2014 , <http://www.bbc.com/news/magazine-26260978>

Suppressed Voices

Delhi

132 public toilets for women, only 8% the number of the 1,534 for men Delhi Capital of India.

Rajasthan

"I got my menses when I was thirteen and till that very time, I had no information about what Menstrual cycle was. My grandmother makes me sleep separately and does not even let me enter the house kitchen."

-Deepali, Udaipur

Tamil Naidu

"There was no privacy to change when required and I was hesitant to seek permission to go home. The agonizing pain, cramps and shame almost forced me to stay away from school."

-Asha, Tamil Naidu

88% of women in India resort to using ashes, newspapers, dried leaves and husk sand to aid absorption.

Jharkhand

"During my period, there was a lot of blood and I was feeling dizzy. I used to face a lot of problems to keep clean."

-Rina Kachhap, Jharkhand
(dropped out of school at age of 13.)

West Bengal

"I preferred to stay at home rather than going to school during those days of menstruation because there was no availability of cloth and running water in the toilet. We faced so much trouble during those days."

-Ambika Khatua, Medinipur

77% of women in India use an old cloth which is often reused

Cultural Connotations & Menstruation in India

No Bath During Menstruation

Taking a bath during menstruation increases the flow of menstrual blood. Warm baths are harmful to the body as it is containing negative energy. Bathing during this period increases intricacies during pregnancy.

Food Avoidance

The body emits some specific smell or ray hence restrictions on intake of pickles, curd, tamarind and other sour foods due to fear of smelly periods. Touching homemade vinegar or ghee during menstruation turns it bad if menstruating women touch preserved food it will turn bad.

Prohibited to enter Religious Places

Women not allowed touch idols, or enter religious places or to perform prayer. They must sit in separate areas during religious festivals/weddings and sprinkle tulsi water or cow urine in the house to "make it pure again"

Designated Separate Spaces

Women in their menses are kept separate from their household, not allowed to perform domestic duties, restricted from touching anything communal for fear of contamination.

Taboo in Rural India

Adolescent girls consider menstruation as a sin or curse from God.

Barred from Kitchen

Women are restricted to enter the kitchen or to cook food during menstruation. Menstruating girls do not touch new grocery items because those items are part of the kitchen, and new things are not touched during menses.

Muslim Women

Restricted from offering 'namaz' (prayer) or even do not go to the "Mazaar (shrine)", are not allowed to touch the Quran, and must take a holy bath on the seventh day to purify their body. In Muslim families, each time the girl goes to toilet during menstruation, she has to wash her hand with mud then only she becomes "paak" (pure). This is one of the mechanisms to gain holiness.

Restrictions on Domestic Duties

Women are not forbidden from looking into the mirror, wearing new clothes, applying kajal, not attending the guests during menstruation.

Among Tribal of India

Lohra tribes among the Scheduled Tribes, it is an age-old belief that mothers do not communicate about menses to their daughters. Among Sarna tribe and in many other tribal groups, girls do not participate in plantation work, touching or watering plants during menses.

Source:

Aunna Wilson, "Bleeding in Silence: Exploring the (Lack of) Informal Education Systems Regarding Menstruation in India", WOM 420 Final Paper
Bhatt, R, and M Bhatt. "Perceptions of Indian Women Regarding Menstruation." International Journal of Gynecology & Obstetrics, October 2004: 164-7
Government of India and UNICEF India. "Sharing Simple Facts: Useful Information About Menstrual Hygiene and Health." informational pamphlet, Delhi, 2008, 1-38.
New York Times. "The Taboo of Menstruation", 28 December 2012., Accessed January, 2014. http://www.nytimes.com/2012/12/29/opinion/the-taboo-of-menstruation.html?_r=0

Menstruation: *Myths and Misconceptions*

The effect of the cultural practices associated with menstruation have been primarily responsible for it to be considered as an unnatural and unwelcomed phenomenon by the women and especially adolescent girls in India. The characterization of rituals associated with purity and pollution have in fact resulted in terming an Indian girl as impure during the advent of menstruation. The rites and practices with time have now been transcended as taboos, and have borne serious repercussions as it has resulted in private or no open communication on the issue which has increased the lack of knowledge and superstitions, myths that have been imbibed in among the urban and most significantly to those sections of populations residing in slums, rural and far flung areas of India.

Moreover, the effects of these social taboos, myths have deeply impacted on the health and lives of numerous adolescent girls in India and made them vulnerable to RIT, impacted their lifestyles, psychological and social self and identity of a woman. The informal, domestic knowledge too has been accumulated widespread and has made the rural women, girls as the immediate target group who are at the receiving end of the menstrual taboo. The immediate target group who are at the receiving end of the menstrual superstitions and misconceptions have for long been inculcated within the women and girls in India as a result of the age old cultural practices and religious observances⁷.

Myth#1

When the girl attains menarche, she has to cut a piece of thread of her height, which her mother throws on the roof. It is believed that this reduces the duration of menstruation (from 5 days to 3 days), and the girl feels comfortable.

Myth#2

Girls also reported of tying a piece of black thread on their feet (just as an anklet) to reduce pain.

Myth #3

If a pitcher is touched during menstruation, it will develop a hole in it. It is also believed that if a girl who has attained menarche mops the floor in circular motion, 212 times then it will reduce her abdominal pain.

Hazardous Effects on Women Health⁸

The implications of these rigid myths, superstitions have bereaved young girls from the fundamental right to education at a significant stage of their lives but due to lack of education within their respective families, mothers and teacher they are compelled to leave one of the most important social institutions of our society – schools. This denial has led to serious consequences and huge hindrance to their overall health, growth and development of girls and women. The serious health issues related to practicing poor menstrual hygiene and management have been outlined below:

Health Concerns

Reproductive Tract Infections (RITs)
Anemia
Itching, cuts on thigh, Rash,
Psychological confusion, anxiety
Pre Menstrual Syndrome

Prime Reasons

Use of dirty old cloth , unsanitary materials, sharing cloth
Iron deficiency leading to dizziness, fatigue, weakness etc.
Unsafe waste disposal and storage
Silence , no communication and awareness
Emotional distress, fear, due to lack of privacy

Sanitary Pad Revolution in India

Sanitary Pads - A 3a Approach



Sanitary Pad Industry

Sales of sanitary protection products in India reached \$236 million last year and will swell to \$442 million by 2017.

-Euromonitor International.

There is a strong need and responsibility of diverse multi stakeholders to now collaborate and break the myths, fears and apprehensions associated with Menstruation that have been practiced for centuries in both urban and rural India. Implementation of WASH can only be successful when safe menstrual hygiene will be achieved in the country. This is possible only through the utilization of methodologies, resources associated towards safe sanitation practices, menstrual hygiene and management. One of the most significant goals to achieve the above goal is to build programme related to menstrual hygiene that is affordable, reachable and scalable.

The use of hygienic safe sanitary products will only be possible when their availability will exist in even the remote parts of the country. At present there are many villages in India where the vendors do not keep sanitary pads, due to economic non viability, and lack of education on the ways to use them by the consumers who are women and girls. The low accessibility of the pads among adolescent girls and women especially residing villages have many problems such as irregular supply, the sub-optimal quality of the pads, and non-availability of appropriate means of disposal. As a result unsafe, unsanitary and cheap options are used by adolescent girls and women towards the usage of old cloths made from their mothers' petticoats, bed sheets, or pants, which were washed and re-used. The success of any adolescent girl or women menstrual health related programme will depend on primarily the following mechanism as illustrated in the figure

7. Kamaljit K., Balwinder Arora, Gurmeet Kahlon Singh, N.S. Neki ".Social Beliefs and Practices associated with Menstrual Hygiene among Adolescent Girls of Amritsar, Punjab, India". JIMSA April-June 2012 Vol. 25 No. 2, pp -69 .

8. Sarah House, Thérèse Mahon and Sue Cavill . "Menstrual hygiene Matters: A resource for improving menstrual hygiene around the world.", 2012, Water Aid.

Advent of Unicharm Corporation

UNICHARM CORPORATION is a Japan-based company, headquartered in Tokyo and is mainly engaged in the manufacture and sale of baby care products, feminine care products and pet care products. The Company operates in three business segments. The Personal Care segment provides baby care related products, such as paper diapers; feminine care related products, such as sanitary items, as well as healthcare related products, including incontinence articles for adults and powder puffs. Other segments include pet food products, pet toiletry products. As of March 31, 2012, the Company owned 40 consolidated subsidiaries and two associated companies¹⁰.

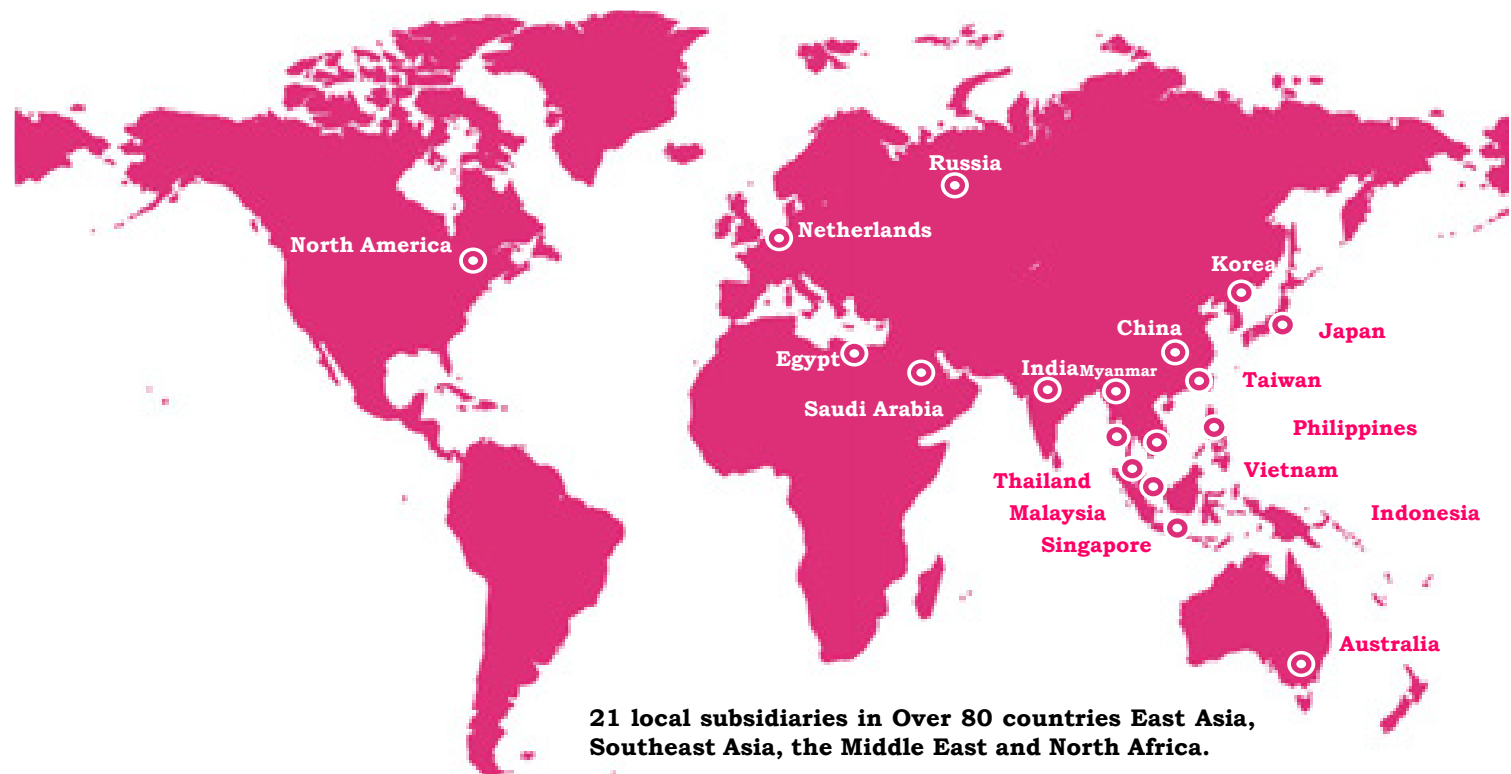
World's most innovative companies 2013¹¹

14.	UNICHARM
30.	PROCTER & GAMBLE
63	UNILEVER NV

COUNTRIES UNICHARM FEMININE CARE

China	•
Taiwan	•
Korea	•
Thailand	•
Indonesia	•
Malaysia	•
Singapore	•
Vietnam	•
The Philippines	•
Saudi Arabia	•
India	•

Global Presence



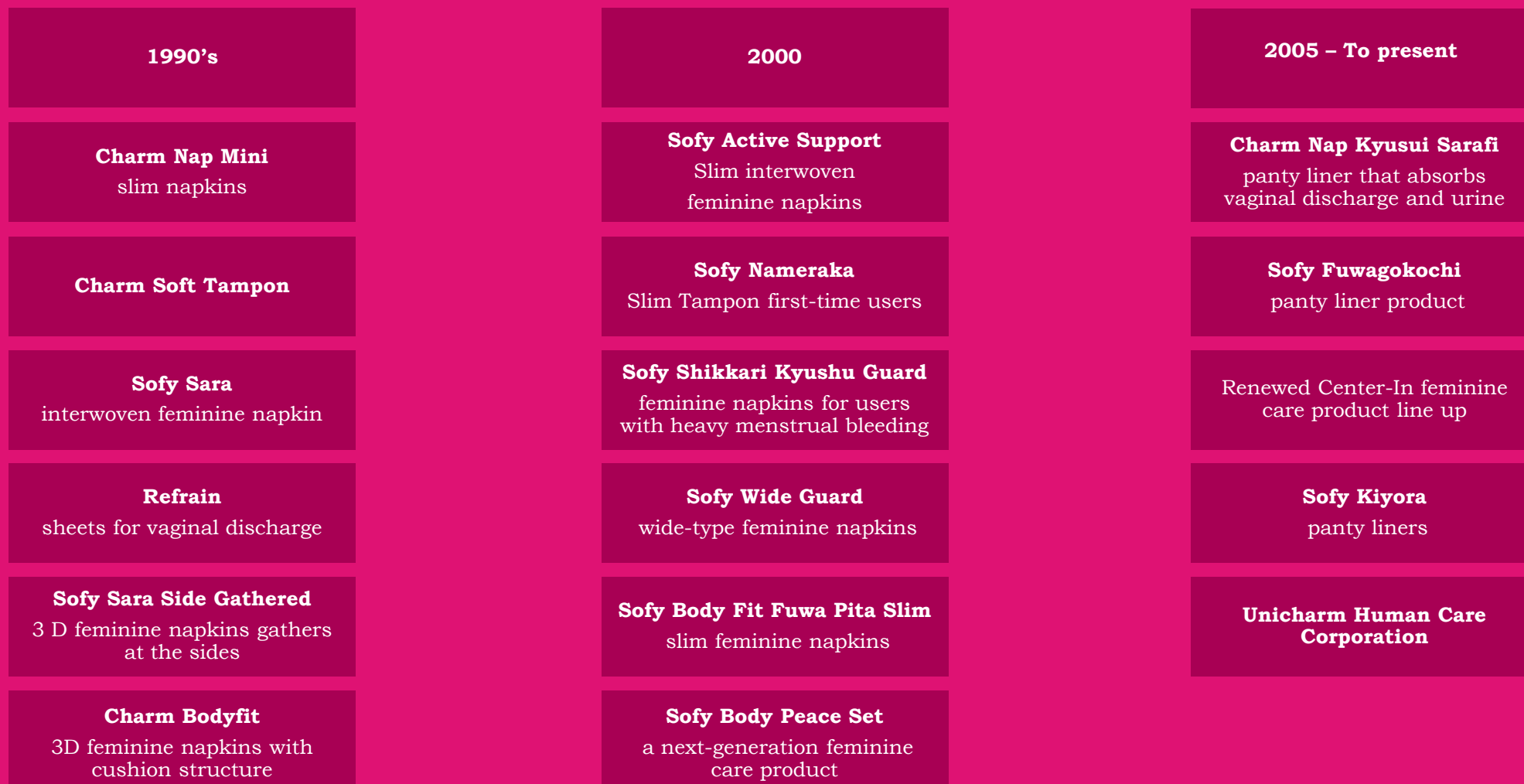
10. Source : Official Website Unicharm

11. Forbes. The World Most Innovative Companies. Accessed, April, 2014 <http://www.forbes.com/companies/unicharm/>, <http://www.forbes.com/innovative-companies/list/>

"Transforming Discomfort to Comfort"

UNICHARM CORP *FEMINIE PRODUCT CARE TIMELINE*

In the year 1961, Unicharm Corporation was established by Keiichiro Takahara who also served as the Director and Founder of the company.



NOLA & DOLA: *Necessity of Life with Activities, Dreams of Life with Activities*



"I believe that we still have a lot of place to contribute to Indian consumers and Indian society with our philosophy of Unicharm Group. We would like to be the necessary company for our consumers and all business partners by realizing modern and hygiene lifestyle of consumers across India. I commit to all consumers to continue to serve new experiences and excitement by our products and services".

-Mr. Yukihiro Kimura
Managing Director, Unicharm India

UNICHARM INDIA PVT INDIA LTD.

With the philosophy creating social enterprises that entails a sense of responsible business, UNICHARM Corporation extended its activities in South Asia to the Indian sub continent in the year 2008. The UNICHARM INDIA PVT LIMITED was set up in the city of Gurgaon, Delhi NCR Region. Since its inception the company has directed its efforts in the domain of fostering safe, comfortable, and affordable women and child care products.



Mamypoko Pants



Sofy Sanitary Napkins



Unicharm India Product Range

UNICHARM FEMININE CARE PRODCUTS

Feminine Care Business

We offer the Sofy sanitary products as a global brand primarily in East Asia and Southeast Asia (excluding some regions). We also provide high-performance night time napkins and panty liners and receive a high level of support from many women throughout Asia.

3 Way leakage Control system

- **MULTI LEAK CONTROL LINES** prevent flow from reaching the edges.
- **SHAPE MAINTENANCE SYSTEM** helps keep the napkin in shape to prevent leakage.
- **SIDEWALLS** prevent side leakage.
- **Prevent side leakage**
- Give extra protection from side leakage and keep wings clean, for longer hours
- **Super Absorbent Core with Gel**
- Absorbs heavy flow and locks wetness in.

Benefits & Special Features

- Cotton Wrap well suitable for Indian climate especially during hot, humid conditions.
- Cotton surface makes the skin itch free as compared to plastic.
- Capsule shaped thick portion absorbs heavy flow excellently.
- Double Absorbent Core fits the female body.
- Fills the gap between our thighs and the vagina prevents leakage.
- Closed Packing used for later disposal.



SOFY BODY FIT



SOFY SIDE WALLS

About the Women Empowerment Programme

Machhgar Village, NCR

On **8th March** the satellite village of Delhi became vibrant with the participation of around 1000 women and girls



Messages of women empowerment were spread through songs and street play



*Unicharm India &
GlobalHunt Foundation
sensitized women on
menstrual hygiene*





“True empowerment is only achieved when a woman leads a healthy life. Therefore it is very essential to discuss those health concerns of women that are not being publicly addressed at large scale. One of them is menstrual hygiene as most of the girls don’t go to schools during the time they receive their monthly cycle. Also the lack of knowledge and shyness towards discussing the issue prevents them to adopt healthy and hygienic practices of using and disposing sanitary products. Hence, they rely on traditional practices of using cotton cloth and other materials. Therefore the first steps of empowerment entails breaking your silence.”

**-Ms. Radhika Ralhan, Manager Corporate Sustainability,
GlobalHunt Foundation**



“Rural villages are devoid of several services and products that are available to their city counterparts. The purpose behind the free distribution of the sanitary product is not just to offer one time service but to create a value of the product within the desired community. The usage of the sanitary napkins can only be introduced when the product suffice the requirements of women. Therefore Unicharm India through its Sofy Sidewalls, a low cost sanitary napkin, wants to cater to the needs of those communities that are inaccessible from healthy and hygiene practice during menstrual cycle”.

**-Ms. Anuradha Gummaluri,
Corporate Social Responsibility, Unicharm India,**





unicharm

On The Occasion Of
International Women's Day

UNICHARM INDIA

supports

**WOMEN
EMPOWERMENT
PROGRAMME**



facilitated by



**SAHASRABUDHA
FOUNDATION**

Creating a Better World

Date: Saturday, 8th March, 2014
Venue: Machigar Gaon, Ballabgarh, Faridabad

The engagement of Unicharm India and GlobalHunt Foundation at Machhgar village was an opportunity for both the organizations to carry forward their mandate on WASH and women empowerment. The field visit and meeting with women and girls of the village provided an platform where the issues and concerns related to menstrual hygiene could be discussed and further initiatives could be formulated by Unicharm India and GlobalHunt Foundation to address the same. In the coming future the attempt of both the companies would be to cover , through their activities, more such geographies and communities that are still devoid of knowledge, hygiene practices and products & services that counter the issue of menstruation, as a social and physical hurdle for women to achieve their empowerment.

About Unicharm India Limited

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