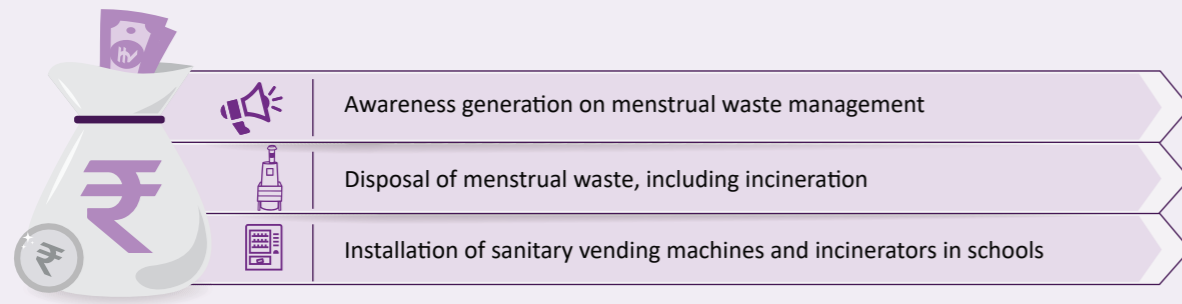


Opportunity for Funding Menstrual Hygiene Goals in India



SBM Grameen Phase 2 has earmarked funding for IEC purposes, which is being used to generate awareness about menstrual hygiene management. This funding is being used to support MHM communication and capacity building activities at the state, district, gram panchayat and village level.

Disposal of menstrual waste including incineration, etc. is supported at the gram panchayat level using 15th Finance Commission tied grants on sanitation.

Funding is also available under the Department of School Education and Literacy, Ministry of Education for the purchase of sanitary vending machines and incinerators for schools.

REMEMBER

- Many sanitary pads are manufactured using materials such as super-absorbent polymers (SAP), plastic, glue, etc., which may take up to 500 to 800 years to decompose.
- SAPs allow sanitary pads to absorb and retain 30 or more times their weight in fluid, causing blockages in sanitation systems. SAPs do not allow the, otherwise compostable, absorbent core to degrade either.
- Solid Waste Management Rules (SWM) 2016 consider menstrual waste as sanitary waste under solid waste. Rules specify responsibilities of users, gram panchayats and manufacturers.
- Steps for safe menstrual waste management: Segregation – Collection – Transportation – Treatment.



Menstruation is a natural, normal biological process experienced by adolescent girls and women. Menstrual health is a state of complete physical, mental, and social well-being.

India has been a global leader for action on menstrual hygiene since 2014, with strong Government leadership, and diverse actions by civil society, the private sector, manufacturers, and entrepreneurs.

The launch of Swachh Bharat Mission (SBM) in October 2014 was a turning point for the sanitation and hygiene landscape in India, including for menstrual hygiene management. State Governments showcased innovative and promising models to improve MHM; sharing of simple and effective solutions that were instrumental to build and sustain improvements for girls and women in India.



Creating a safe and enabling environment for women and girls to practice menstrual hygiene management

Menstrual Hygiene Management under Phase 2 of the Swachh Bharat Mission – Grameen

With the completion of phase 1 of the Swachh Bharat Mission – Grameen (SBM-G) in October 2019, phase 2 of the Mission has been launched and is currently being implemented with the objective of achieving 'ODF Plus' status for villages, i.e., that all villages sustain the gains made under phase 1 of the Mission and ensure effective solid and liquid waste management, which includes menstrual waste management.

Menstrual hygiene management (MHM) is being addressed by the SBM-G on two fronts:

1. Information, education and communication (IEC) for menstrual hygiene education and awareness. This includes information around safe menstrual hygiene products; and
2. Menstrual waste management with safe disposal facilities.



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA
सत्यमेव जयते

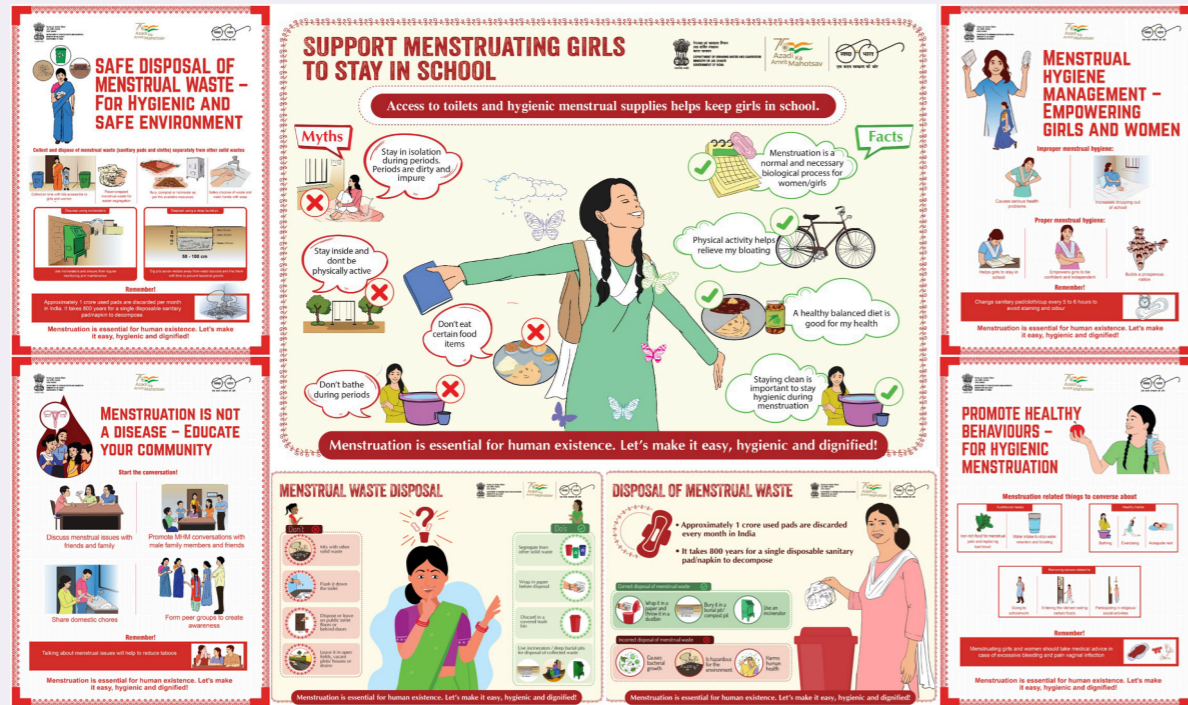
FOR MORE INFORMATION, CONTACT:

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Information, Education and Communication (IEC) for MHM

All villages are being supported to undertake IEC interventions related to MHM to bring about behaviour change. Culturally sensitive and gender-sensitive interventions are being promoted so that women and children are able to realize the benefits of safe MHM. Campaigns are being supported to make adolescent girls and women aware of ways to reduce and manage menstrual waste using appropriate products and technical option. With support from UNICEF, a package of readily available posters and wall paintings has already been developed for use by States and districts.

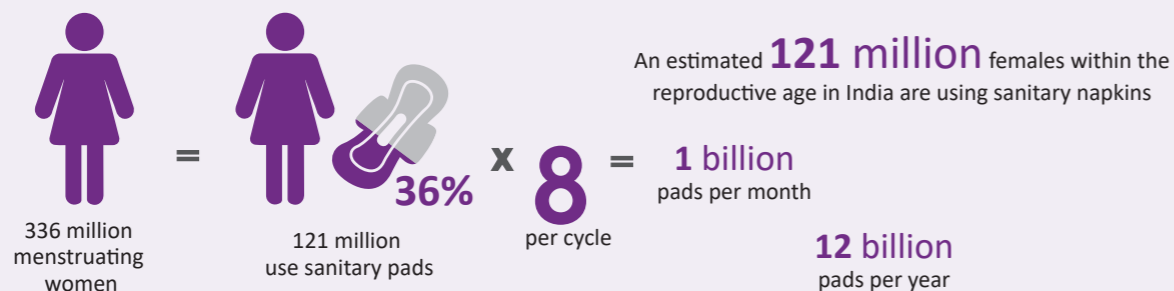


IEC Materials on Menstrual Hygiene Management and Disposal

Menstrual Waste Management

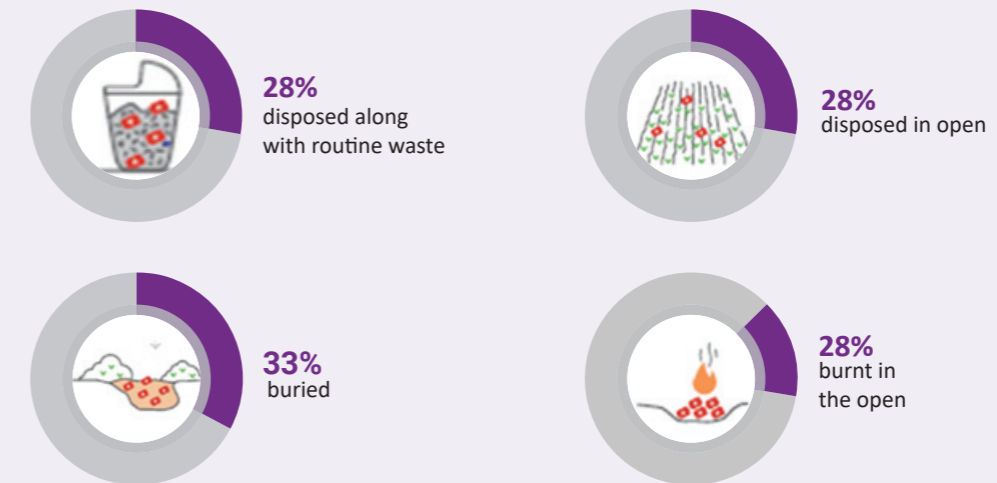
SBM-G has been supporting villages to undertake safe disposal and effective management of menstrual waste, as part of overall solid waste management in rural areas.

An increasing number of women and girls in India are using disposable sanitary napkins. The focus is to create awareness amongst them and arrangements so that such pads are safely disposed and their disposal causes no adverse impact on environment.



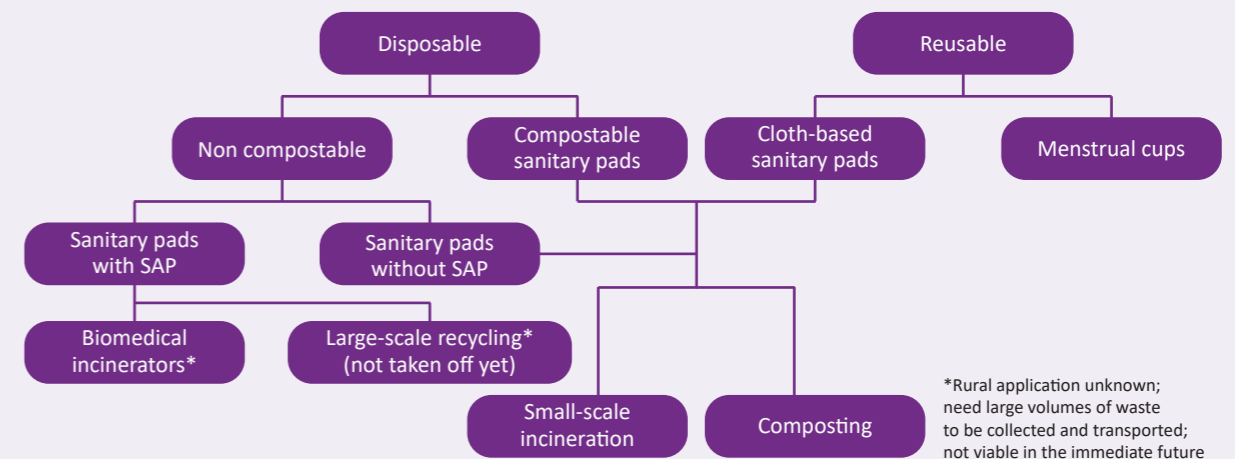
Source: WaterAid India and the Menstrual Hygiene Alliance of India (2018)

Where are the 12 Billion Pads being Disposed?



Informed Product Choice for Appropriate Menstrual Waste Management

Waste management solutions according to type of products being used or promoted¹



Under the SBM – Grameen Phase-2, the preferred waste management solutions applicable for rural India are small scale incinerators and deep burial and composting.

In case of **small-scale incinerators**, it is required that all incinerators be used as per the norms of Central or State Pollution Control Boards.

For compostable sanitary pads only (e.g., made of natural fibers), **deep burial pits** are advisable (1xbxd-0.5m x 0.5m x 10m or even better 1.0m x1.0m x1.0m) as it is easy to operate and maintain and affordable. The pit should ideally be 5–7 meters away from the drinking water source.

¹ Ministry of Jal Shakti (2018). https://jalshakti-ddws.gov.in/sites/default/files/MGISC_Menstrual_Waste_Management_WASH_Network.pdf, and van Eijk et al (2016). Menstrual hygiene management among adolescent girls in India: a systemic review and meta-analysis