



A Menstrual

Management Program & Sanitary Napkins



Idhu Namma Avadi



Kanmani Sanitary Napkin Program

Idhu Namma Avadi (INA) has developed an unsurpassed best Menstrual Hygiene program that tackles all issues surrounding menstrual health, and supports the development of the communities we serve. Our Kanmani Sanitary Napkin program is designed and developed by SHG women for women. The program improves menstrual health awareness and use of menstrual products in rural areas. Through its integrated approach, the program improves the health of the beneficiaries, as well as their lives, economic opportunities, dignity, and access to education. The program is designed to be financially sustainable and socially acceptable for local communities. Kanmani pads are 85% biodegradable by weight, and we also teach communities proper waste management practices.



Kanmani Production

We have established production unit at the campus of Nazareth College of Arts and Science targeted and supply sanitary napkin across the state. Our production unit produce over 1000 quality pads per day we have recruited women from the community and the entire unit is managed by one of the SHGs of INA.

Kanmani Distribution

Our SHG Women reachout to various Institutions/Corporates to promote our brand. A dedicated team of student volunteers doing awareness of menstrual hygiene to the school girl children. The revenue recieved from Institutions/Corporates help an member of SHG to have better livelihood.



PRODUCT INFORMATION

NO
LEAKAGE
DISCOMFORT
RASHES



STANDARD
QUALITY
As per IS 5405 (1980)

The stigmas surrounding menstruation prevent women from talking about their health, protecting their health, and living their daily lives. These stigmas do immeasurable damage to the dignity and confidence of young girls. Menstrual health management is not just a women's issue. It is critical to the education and productivity of the entire nation.

71%

OF GIRLS IN INDIA REPORT HAVING
NO KNOWLEDGE OF MENSTRUATION
BEFORE THEIR FIRST PERIOD

23
MILLION

GIRLS IN RURAL INDIA QUIT SCHOOL
ONCE THEY GET THEIR PERIOD.

28%

OF THOSE WHO STAY ENROLLED SKIP SCHOOL
DURING THEIR PERIOD. THAT'S
~5 DAYS PER MONTH OF MISSED SCHOOL.

70%

OF GIRLS AND WOMEN IN INDIA LACK ACCESS
TO ADEQUATE SANITATION FACILITIES OUTSIDE
OF THE HOME



Source: https://menstrualhygieneday.org/wp-content/uploads/2016/04/FSG-Menstrual-Health-Landscape_India.pdf

Key Domains Affected by Lack of Menstrual Health Management



ECONOMIC



EDUCATION



EMPOWERMENT



PHYSICAL HEALTH



MENTAL HEALTH

Reason for not following hygiene menstrual practice

1. Lack of awareness
2. Lack of availability, accessibility and affordability of hygiene menstrual products
3. Shame associated in buying hygiene menstrual product from the male shop keepers.

HOW CAN YOU JOIN US?



PARTNER
WITH US



DONATE
FOR CAUSE



PURCHASE
FROM US

Our Commitment to SDGs



For Volunteering/Orders/CSR

+91 89395 94777



info@idhunammaavadi.com

www.idhunammaavadi.com



Idhu Namma Avadi Trust

(Reg. under Section 12A(a) IT Act 1961)
Nazareth College Campus,
Kovilpathagai Main Road.
Avadi, Chennai 600 062.

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