

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

UNSTARRED QUESTION NO:1300
ANSWERED ON:17.08.2012
SANITARY NAPKINS SCHEME
Gandhi Smt. Maneka Sanjay;Pathak Shri Harin

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether the Government has launched a scheme to increase access to and use of high quality sanitary napkins for adolescent girls and women in economically backward rural and urban areas in order to promote hygiene;
- (b) if so, the details thereof;
- (c) the source of supply of sanitary napkins; and
- (d) the number of districts being covered under the scheme in the first phase, State/UT-wise?

Answer

MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI SUDIP BANDYOPADHYAY)

(a) Yes. The Scheme for Promotion of Menstrual Hygiene has been launched as a Central Scheme in November 2011 in 152 districts, on pilot basis, for better health and hygiene for adolescent girls (aged 10 to 19 years) in rural areas.

(b) The scheme aims at ensuring that adolescent girls in the target group have adequate knowledge and information about menstrual hygiene and the use of sanitary napkins, that high quality safe products are made available to them and that environmentally safe disposal mechanisms are readily accessible. The scheme has been launched as part of the Adolescent Reproductive and Sexual Health (ARSH) component under RCH II.

In the first phase, the scheme is expected to cover approximately 25% of the country's adolescent girl population (aged 10 to 19 years), i.e., 1.5 crore girls in 152 districts across 20 States. Out of these, supply of sanitary napkins in 107 districts was envisaged initially in a Central supply mode, wherein sanitary napkins were to be supplied by the Government of India. The supply of sanitary napkins in the remaining 45 districts was envisaged in a Self Help Group (SHG) mode, wherein SHGs were to manufacture the sanitary napkins that are to be sold to adolescent girls. Procurement of sanitary napkins, whether through Central supply by the Government of India, or through SHGs, has to be done at a fixed price of Rs. 7.50/- per pack of six sanitary napkins. The sanitary napkins are provided under NRHM's brand, 'Freedays'. These napkins are being sold to adolescents girls at the rate of Rs. 6 per pack of six napkins by Accredited Social Health Activists (ASHAs). From out of the sale proceeds, the ASHA gets an incentive amount of Re. 1 per pack, besides getting a free pack of sanitary napkins per month and the balance Rs 5 is to be deposited in the State/district treasury. The scheme has taken off in 107 districts in the 17 States that are being supplied sanitary napkins through Central procurement.

(c) Supply of sanitary napkins in 107 districts initially is being done in a Central supply mode, wherein sanitary napkins are being supplied by the Government of India. The supply of sanitary napkins in the remaining 45 districts is to be done through Self Help Groups (SHG), wherein SHGs are to manufacture the sanitary napkins that are to be sold to adolescent girls.

(d) Information is annexed.