

Embrace Freedom

Life Cycle





"Every life traces back to a woman's cycle. Let's honour and respect the force that births us all."

FACT



No to green washing!

Periods remain a taboo topic worldwide. We shy away from toilet talk, but I've found the courage to speak out. As a jewellery consultant entrenched in the Indian export scene to the UK, I often advise companies on how to attract major British brands. Recently, one asked about winning business from a sustainability-focused UK brand. My advice: step up sustainability efforts beyond greenwashing. As a consultant, I can see beyond the fake efforts, paying a company who claim to plant trees. Reflecting on my journey, I pondered the real changes needed. As a woman, I intimately understand workplace challenges. Each month, I grapple with stress, privacy, and period worries. It led me to a critical question: how do women in India manage? Inspired by their resilience, I've launched this campaign for women. My aim is to get British and Indian brands to support me.

Thank you
Jayne Bond

PERIOD POVERTY

88% of Indian women resort to unhygienic alternatives due to cost.



663 MILLION Women live in India

23% of girls drop out of school due to menstruation.	Nearly 1 in 3 girls in South Asia lack pre-menstrual education.	In rural areas, only 12% have access to sanitary products.	Unhygienic materials are commonly used during menstruation.	Stigma leads to discrimination and exclusion.
88% of women resort to unhygienic alternatives due to cost.	Lack of hygiene leads to reproductive tract infections.	Only 58% of women use hygienic menstrual protection.	Clean water and sanitation access is limited.	Marginalized communities face compounded challenges.
Mobility restrictions are common during menstruation.	Lack of awareness perpetuates myths.	Disaster relief overlooks menstrual needs.	Inadequate waste disposal causes pollution.	Period poverty affects mental well-being.
Burden falls disproportionately on marginalized groups.	Government schemes aim to provide subsidized pads.	Economic empowerment is hindered by period poverty.	Cultural beliefs reinforce gender inequalities.	Menstrual hygiene impacts school attendance.
Community-based interventions show promise.	Sustainable solutions offer cost-effective alternatives.	Engaging men is crucial in challenging stigma.	Menstrual education should be integrated into school curricula.	NGOs and grassroots organizations play a crucial role.
	Corporate partnerships can drive meaningful change.	Period poverty intersects with other inequalities.	Multi-sectoral approach needed for menstrual equity.	

Do you know disposable sanitary towels are 90% plastic, equivalent to 4 plastic bags?

DISPOSABLE SANITARY TOWELS CONTRIBUTE TO:

- Plastic Pollution
- Landfill Accumulation
- Resource Consumption
- Water Pollution
- Carbon Footprint
- Microplastics



"The plastic content in a standard sanitary towel can be as high as the equivalent of four plastic bags, encompassing materials in packaging, backing, and adhesive strips, according to certain estimates."

MILLIONS OF TONNES OF PLASTIC WASTE

- Assume an average of 5 days of menstruation per cycle.
- An average of 13 cycles per year (28-day cycle length).
- Total reproductive years: 40 years.

Calculation:

- 5 days per cycle x 13 cycles per year = 65 days of menstruation per year
- 40 reproductive years x 65 days per year = 2600 days of menstruation over a lifetime
- Assuming an average usage of 4 sanitary towels per day:
- 2600 days of menstruation x 4 sanitary towels per day = 10,400 disposable sanitary towels used over a lifetime.

That's around 52 kilo of plastic waste per woman
POPULATION OF WOMEN IN INDIA 663 MILLION
DO THE MATHS





Ministry of Health and Family Welfare
Government of India

NATIONAL HEALTH PORTAL
Gateway to authentic health information
www.nhp.gov.in
NHP Toll-free Helpline: 1800-180-1800

Menstrual Hygiene

- Change your sanitary napkin every 4-6 hours
- Wash yourself properly
- Take a healthy diet
- Use clean undergarments & change them regularly
- Discard the sanitary napkin properly
- Do not hesitate talking about it

India introduced “Free Days” in rural villages.

**Sanitary napkins made with plastic
=
Sanitary waste**

India is going backwards, not forwards with the use a single use solution!

THE LANCET *Regional Health* Southeast Asia

Summary

The UN projects that India is now the world's most populous nation. However, with this rising population comes a significant need for safer period product disposal systems. Current practices include local incineration or burial of sanitary products, with harmful health and environmental impacts. This Viewpoint proposes a three-sphere model to develop long-term solutions for sanitary waste disposal in India, focussing on education, national organisation, and sustainability. Proposed solutions are developed and criticised with a consideration of why change has been limited thus far. A case study in Kerala is considered where all three spheres are incorporated with the help of a local non-governmental organisation, however, with limitations that could have been alleviated with national organisation. In effect, the Indian government must develop a centralised system for tackling sanitary waste disposal before a tipping point is reached.

SOLUTION

PERIOD PANTS

Reusable Leak Proof
Period Underwear lasts
for up to 3 Years



SUSTAINABLE SPOTLIGHT WILL BE ON INDIA

THE ECONOMIC TIMES | News

PM Modi proposes to host COP33 in India in 2028

SUSTAINABLE DEVELOPMENT GOALS



Synopsis

India's Prime Minister Narendra Modi has proposed hosting the 33rd Conference of the Parties of the UNFCCC (COP 33) in 2028. Speaking at COP 28 in UAE, Modi stated India's commitment to the UN Framework for Climate Change process and its 11-year ahead of time emission intensity targets.



COP28: PM Modi proposes to host COP33 in India in 2028

Prime Minister Narendra Modi on Friday said that he proposes to host the 33rd Conference of the Parties of the [UNFCCC \(COP 33\)](#) in [India](#) in the year 2028. Speaking at the opening ceremony of high-level segment at COP 28 in UAE, [PM Modi](#) expressed his desire to host the summit in India.

23%

Girls drop out of school because of their menstrual cycle

Sustainable Goals Achieved by Period Pants

SDG 1: No Poverty:
Providing sustainable period pants offers a cost-effective solution for women in poverty.

SDG 3: Good Health and Well-being:
Promotes hygienic menstrual management, reducing health risks.

SDG 4: Quality Education:
Reduces school absenteeism among girls, promoting gender equality in education.

SDG 5: Gender Equality:
Empowers women and girls, addressing a specific gender-related challenge.

SDG 6: Clean Water and Sanitation:
Reduces environmental impact of menstrual waste on water bodies and sanitation systems.

SDG 8: Decent Work and Economic Growth:
Creates opportunities for local production and economic empowerment.

SDG 10: Reduced Inequalities:
Addresses inequalities in access to menstrual hygiene products.

SDG 12: Responsible Consumption and Production:
Promotes responsible consumption by offering a reusable alternative.

SDG 13: Climate Action:
Reduces carbon footprint associated with disposable menstrual products.



What is India's CSR mandate?

The Companies Act, 2013 provides for CSR under section 135. Thus, it is mandatory for the companies covered under section 135 to comply with the CSR provisions in India. Companies are required to spend a minimum of 2% of their net profit over the preceding three years as CSR.

22 Sept 2023



**SUSTAINABLE
DEVELOPMENT
GOALS**

HOW CAN EMPLOYERS HELP?

- Support Prime Minister Modi with his sustainable pledges.
- Urge Indian companies to provide free period knickers for female staff, promoting CSR and workplace equality.
- Highlight period knickers as tools for fostering supportive, productive environments.
- Encourage support for CSR projects providing period knickers to women in need.
- Emphasize donations' impact beyond the workplace, empowering communities.
- Call on UK & European buyers to influence factories to back the campaign.
- Stress the importance of period knickers for women's mental health and productivity.
- Advocate for a workplace culture prioritizing women's health and empowerment.



GAOKARS: BEYOND PERIOD POVERTY

Gaokars "Kurma Ghar" refers to a menstrual hut where women are secluded during their periods in certain cultures like rural India due to menstrual taboos. However, this practice is controversial and criticized for its safety, hygiene, and human rights concerns, sparking efforts to abolish it and promote menstrual health and equality.

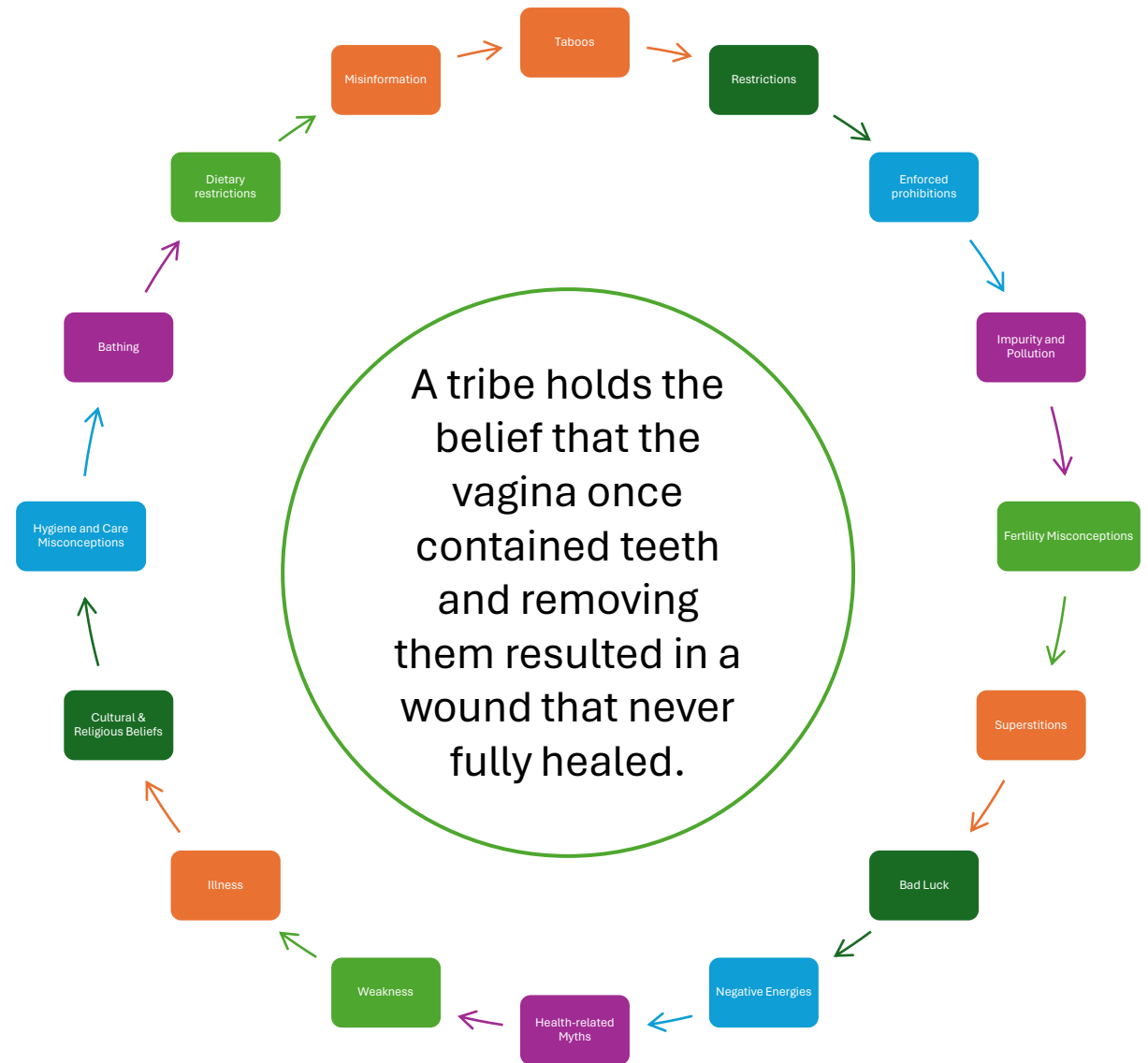


Our goal is to provide a **monthly set** of period pants to **2000** young women in the Gadchiroli region, primarily from the **Madia Gond** tribe. Each care package will include hand wash instructions and a fact sheet debunking menstrual myths. These welfare packages will be distributed by **Dr. Dilip Barsagade** of Sparsh.

sparshgadchiroli-org

MYTHS, TABOOS & BELIEFS

Lack of education leads to the perpetuation of myths through cultural norms and societal beliefs.



GIVING THE FUTURE OF CHANGE

Pants made in India for Indian Women. Reusable. Domestic delivery. Environmentally friendly. Life changing freedom. Educational. Myth busting. **EMPOWERING!**



Fabpad Teen Girls Reusable Leak Proof Highly Absorbent Period Panties/Underwear lasts for up to 3 years

★★★★★ (35)

4.8/5 4.8/5 1000+ reviews

Organic Cotton | Free Shipping | Made in India

~~₹799.00~~ ₹599.00 **25%OFF** Sale

Select Size

10-12 Years

12-14 Years

14-16 Years

16-18 Years

18-20 Years

Women's

Select Color



Black



Sky Blue



Coral Pink



Black Star Print

COST

Empowering Change:
Educate and Secure Period
Freedom for Girls, Just

£50

Per Person



TARGET

2000



WORKPLACE ENROLLMENT



Period knickers could significantly improve work life for Indian women in several ways:

- **Comfort and Convenience**
 - **Productivity**
 - **Mental well-being**
 - **Confidence**
- **Cost-effectiveness**
- **Environmental Impact**
- **Employee Well-being**
- **Reduce staff sickness**
- **CSR and Sustainability**

Overall, introducing period knickers in the workplace can lead to a win-win situation, improving the work life of Indian women while also offering benefits for the company.

We can tailor a program to align seamlessly with your company's requirements.



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