Feminine Hygiene in Rural Tamil Nadu, India: A Basic Right. Period.
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Problems and Impacts:
- Almost all rural girls cannot afford or obtain sanitary napkins.
- 68.5% use newspaper, soil, sand, or rags as menstrual absorbents.
- 77% hide wet absorbents from men due to cultural stigma.
- 64.1% suffer from UTIs and vaginal infections.
- 77.3% burn and bury their used rags in landfills.
- 85% believe menstruation is impure.

Current Solution: EcoFemme’s Reusable Pads
- Organic Cotton Layer
- Polyurethane Lining

Cost: ₹ in
Environment: Cotton is biodegradable; all parts are reusable.
Health: Users prefer not to dry it in sunlight due to stigma around pads.

Our Solution: Falalin Bamboo Reusable Pads
- Falalin Liner
- Bamboo Fleece

Cost: ₹
Environment: All parts are biodegradable; falalin is reusable.
Health: Falalin lining can be dried in sunlight as red color hides blood.

Implementation and Assessment:
1. Contact EcoFemme, an existing pad distributor, for collaboration purposes.
2. Use the Auroville Bamboo Centre and EcoFemme sites in Auroville, Tamil Nadu to construct pads.
3. Distribute pads to schools during Pad for Pad, an Eco Femme information session.
4. Return to school in three months to collect surveys and redistribute falalin pads.