

# A review on menstrual health and hygiene products among rural India

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**Abstract**— menstrual health and hygiene is challenging issue today. Poor menstrual hygiene has been not enough recognized problem. This review paper explores the research articles related to menstrual health and hygiene scope and opportunities for hygiene products and awareness about menstruation among the rural India. It also examine the cross sectional study of menstrual hygiene and usage of sanitary napkins. The objective of this review paper is to find out the attitude and practice of menstrual hygiene also examines the challenges related to hygiene products. Market opportunities and challenges are also determined in this review paper. This paper is also highlights the truth behind non usage of sanitary napkins. This tells entrepreneurial opportunities in the hygiene products manufacturing sector.

**Index Terms**— Menstrual health, hygiene products, awareness, rural India, market opportunities

## I. INTRODUCTION

Poor menstrual hygiene in developing countries has been not enough recognized problem. Approximately 50% of world's population knows from their own experience how important good menstrual hygiene is to be able to function optimally during menstruation period. The increased burden of reproductive tract infection among women due to poor menstrual hygiene remains a concern on public health agenda.<sup>[1]</sup> Menstruation is the rhythmical series of changes in the female reproductive organs occurring for about 28 days throughout the reproductive life of women from puberty to menopause except during times of pregnancy.<sup>[2]</sup> Menstrual hygiene is the personal hygiene explored during menstruation including bathing and showering and usage of sanitary products.<sup>[3]</sup>

Thus, menstruation is a major part of life for millions of young girls and women worldwide. However the needs and challenges faced by many rural women as they struggle to manage their menstrual hygiene are largely ignored.<sup>[4]</sup> This situation persists despite new developments in hygiene and sanitation sector in recent years. With the above background, this study was undertaken. "Sanitary Protection: Every Woman's Health Right", a research by AC Nielsen determines that out of India's female population (355 million), only 12 % use sanitary napkins.<sup>[5]</sup>

## II. OBJECTIVE

To determine practice of menstrual hygiene among rural India. Also to explore different challenges related to menstrual health and market opportunities of menstrual hygiene products. This review paper is also kind efforts to highlight the truth about non usage of sanitary napkins.

## III. THE BODY OF PAPER

In the first place article named a cross sectional examination on mindfulness about menstrual cleanliness among provincial ladies distributed in Stanley Medical Journal vol 2 issues 2 April-June 2015. The creator of this examination paper is et al P. Seenivasan. The Cross sectional investigation was done in the town of Alama-dhi which is the field hone region of Stanley Medical College and healing facility. Moral endorsement was acquired from the Institution Ethics Committee. The investigation was embraced for a time of five months from July-November 2013. The investigation populace comprised of provincial ladies matured 15-45 yrs of Alamadhi town. Test estimate is taken to be 250 subjects. Methodical inspecting strategy was taken after. Ladies the individuals who have accomplished menopause and those ladies the individuals who are not willing to take an interest in the examination were reject from the investigation. Educated assent was acquired from the participants and an organized survey to discover the influence of instruction on spongy utilize, impact of broad communications on permeable utilize, odds of getting recolored on utilizing different retentive, impact of permeable on urinary tract disease, genital wash, hand wash conclusion about menstrual cleanliness, technique for transfer of sponges and so forth was regulated by the specialists. The mindfulness level of the subject was additionally surveyed and she was instructed concerning the unfriendly impacts of her propensity after the investigation. In our examination we found that the utilization of clean napkins among provincial ladies was 57.6% and 42.4% utilize material. 78.8% of ladies knew that it is a physiological procedure. 88.4% of ladies have general menstrual cycle. 12.4% of ladies have menorrhagia. 15.2% ladies experienced urinary tract contamination. 37.20% experience the ill effects of white release. 52.80% experience the ill effects of lower stomach torment. 72.8% of ladies have isolate lavatories at home. 91.2 % of ladies have the propensity for washing privates. 86.3 % of ladies have the propensity for appropriate transfer. 56.40% of ladies are confined from performing pooja amid monthly cycle. 40.60% of ladies maintain a strategic distance from particular sustenance things amid monthly cycle. In this investigation, among those ladies who utilized garments, 61.3% utilizations pick cremation as their technique for transfer and among the individuals who utilized napkins

57.6% picked transfer in receptacle. 67.90% have the propensity for REUSABLE OF MATERIAL. From the investigation, we see 61.3% of proficient ladies utilize clean napkins as spongy while just 45.8% of ignorant ladies utilize napkins and among the ladies who utilize sterile napkin as permeable 67% had presentation to TV promotions about sterile napkins; this demonstrates there is a significant impact of instruction and media on retentive use. Just 22.4% of ladies who utilize sterile napkins experienced recoloring, and just 20.1% of those ladies who utilize clean napkins as permeable are at the danger of creating rash. There is a huge expanded shot of getting recolored and getting a rash among the individuals who utilized material.

Second research paper on degree and open doors for menstrual wellbeing and cleanliness items distributed in International diary of sociologies. A creator of this exploration paper is Vishakha Goyal. In this exploration article writer gives Marketing open doors for menstrual items in India: i. Expanding the shopper Base: if the item is made by small scale endeavors there will be colossal increment in the accessibility of the item, henceforth buyer base will be upgraded to build the market estimate in India. ii. Cost lessening: Wealth Index Quintiles mirror that 47% of female uses sterile napkin while just 5% among poor wage family. Subsequently this ought to be considered as would be expected product so we can accept that there is high connection cost and amount requested. With the above instance of creation there is extent of high decrease in costs that will unquestionably support up the amount requested of the item, which will give high positive externalities on ladies menstrual wellbeing. iii. Absence of institutionalization: based on the District Level Household and Facility Survey (DLHS-3) 2007-08, there is gigantic variety in the use of privately arranged Napkins. The northern states like Chandigarh,

Uttar Pradesh and Himachal Pradesh demonstrate high uses. While the states which have more created advertise like, Haryana and Chhattisgarh privately arranged Napkins are not extremely famous. The likely purpose behind this high error could be accessibility and simple access of item. iv. Less mindfulness and poor accessibility of the product: Besides every one of the endeavors in various government approaches and programs, the accessibility of the items is restricted to specific created markets and restorative focuses; another capable factor toward this path is low mindfulness among ladies about the item. Still the ladies consider menstrual cleanliness item as extravagance item, thus there is prompt need to make ladies mindful. It is vital to spread this mindfulness that these well established routine with regards to utilizing materials and privately arranged napkins among ladies increment the danger of spreading of conceptive tract diseases among ladies. v. Openings at Village level through Public Private Partnership: organizations like Azadi gathering or Jayshree Industry of Mahalaxmi SHGs can be teamed up with the plans like NREGA to make business openings at town level and this could likewise expand the mindfulness at grass root level. If a little inventive advance can bring such a significant number of positive changes in the market of menstrual cleanliness items through PPP show (Tiruvidthai Akshaya self improvement gathering), at that point at the large scale level these can comprehend the intense obstacles like accessibility, mindfulness, cost adequacy and ladies joblessness.

#### IV. CONCLUSION

This investigation demonstrates that however the mindfulness is great; the act of menstrual cleanliness still has much degree for improvement. This should be possible by, Promotion of crusades that make mindfulness about menstrual cleanliness in provincial territories. Training about significance of utilizing clean napkins among school young ladies. Simple availability of provincial ladies to napkin vending machines. Exhibiting provincial ladies on legitimate utilization and transfer of clean napkin. Arrangement of clean restroom offices for ladies in their working spots. Instructing ladies about medical issue that occurs as an outcome of utilizing material as absorbent.

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