

FLOW PADS

*AN EFFORT TO
ERADICATE PERIOD
POVERTY, PROMOTE
SUSTAINABLE
MENSTRUAL HYGIENE
AND EMPOWER WOMEN.*

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FLOW.



FLOWPADS

Established by the Sanshil Foundation in 2020, FLOW Pads is a non-profit initiative aimed at eradicating period poverty in rural India. The hope is for every young menstruating individual to feel empowered and confident during their periods - so they can reach their full potential.

The Covid-19 pandemic in 2020 worsened the financial condition of the rural menstruating population, making it harder for them to afford any sanitary products. This led to individuals often reverting to unsanitary and unhygienic practices of using old cloth/ash/rags and more.

That is when the idea of FLOW Pads was born, an initiative that provides rural communities in need with reusable pads free of cost, while also educating them on menstrual health and hygiene.

In the process, we have employed women from a village in Haryana who stitch our pads.



WHY REUSABLE PADS?

As disposable pads are costly, rural menstruators often use old cloth, or hay, ash, or sand wrapped in a rag. This leaves them at-risk for Cervical Cancer, Reproductive Tract Infection, and Hepatitis B infection. Menstruators may also suffer from low self-esteem and confidence, leading to them missing out on their education.

Reusable pads are a healthy and hygienic solution to this problem. They last upto 2 years and are comfortable, leak proof and skin-friendly.

INSTRUCTIONS



अंडरवियर में कपड़े के पैड को अंदर की तरफ ऊपर की ओर रखें

Place the cloth pad in the underwear inner side facing upward.



पैड के पंखों को नीचे की तरफ मोड़ें

Fold the wings of the pad downwards.



पैड को सुरक्षित करने के लिए पंखों पर बटन दबाएँ

Press the button on the wings to secure the pad in place.



उपयोग किए गए कपड़े के पैड को लगभग 30 मिनट के लिए ठंडे पानी में भिगोएँ

Soak the used cloth pad in cold water for around 30 minutes.



साबुन से साफ़ करे और अच्छे से धोए

wash with soap and rinse it until clean.



कपड़े के पैड को धूप में सुखाएं

Dry the cloth pad in direct sunlight



SUSTAINIBILITY- A GROWING CONCERN

At Flow Pads, we aim to reduce the waste produced via disposable sanitary pads by distributing durable cloth pads composed of 100% organic cotton.

These pads last upto 2 years.

FLOW's reusable cotton pads have a huge positive impact on the environment. According to Times of India, a single menstruator can generate upto 125 kilograms of non-biodegradable waste during their menstrual years, which takes upto 500-800 years to decompose.

Flow Pads can replace 500 sanitary pads per menstruator from being disposed in a landfill!



OUR PRODUCT

FLOW Pads are made from 100% organic cotton. They are leak proof (containing a water proof layer) and are both hygienic and healthy. They last for up to 2 years and are comfortable and skin friendly. FLOW Pads also prevent foul smell, are cost effective and are easy to wash.

To wash

Soak the pad in cold water for atleast half hour, then wash/scrub with some soap - dry directly in sunlight. After a lot of research and feedback - the pads have been designed to look like handkerchiefs from the back while drying.

To wear the pad

Place the cloth pad inside the underwear inner side facing upwards, fold the wings downwards and then clip the buttons together to secure.



WORKING MODEL

PROJECT FLOW HAS THE FOLLOWING FOUR-FOLD APPROACH

1

Generating Awareness

Conducting awareness workshops to educate women about menstrual hygiene.



2

Generating Employment

Providing employment to the women who produce the pads and sell them to us.



3

Distribution

Distributing the pads to young girls and women as a safe and pocket-friendly option.



4

Reducing Waste in the Long Run

Reusable pads can be used for over 2 years whereas disposable pads are one time use only.



OUR IMPACT



Women Empowerment

12 women have been employed and earn their livelihood through FLOW Pads



Pads Distributed

18000+ reusable pads have been distributed to menstruators of rural India



Regions Covered

22+ rural villages have been visited by FLOW Pads



Volunteers Affiliated

FLOW Pads has
30+ volunteers Pan-India

PARTNERSHIP OPPORTUNITIES

Partner up with us to share your invaluable knowledge and expertise while simultaneously increasing our cumulative social impact.

MEDIA PARTNERSHIPS

Collaborate with us to spread awareness about sustainable menstrual hygiene

DISTRIBUTION PARTNERSHIPS

Participate and help make cloth pads accessible to women across the country.

FUNDRAISING PARTNERSHIPS

Join forces with us to provide a dignified livelihood to rural women.

AND MUCH MORE

We are open to more flexible partnerships. Reach out to us at info@projectflow.in to know more.



Come join us. Let us reimagine a better world. Together.