

BRAC Sanitary Napkin and Delivery Kit

A BRAC Social Enterprise

Helping rural women overcome health barriers

BRAC Sanitary Napkin and Delivery Kits (SNDK) enterprise was established in 1999 as a response to the public health needs of schoolgirls and poor women in rural areas. BRAC's education programme identified that young girls were skipping school during menstruation due to inadequate hygiene facilities. The girls were also too embarrassed to ask male members of the family to buy sanitary napkins.

Most of the commercially sold sanitary pads are relatively costly and women in the rural areas are not accustomed to using them.

The solution was to introduce affordable, biodegradable sanitary napkins, allowing for more hygienic practices. It also increased mobility for women, allowing them to move beyond the house and attend work and school regularly. BRAC's health volunteers sell these sanitary napkins and essential delivery kits at the peoples' doorsteps, promoting hygienic practices amongst poor girls and women.



Product of BRAC Sanitary Napkin and Delivery Kit

Photo credit: BRAC

BRAC Sanitary Napkin and Delivery Kits today

Today, the SNDK enterprise is an important component of BRAC's objective of providing a total solution for personal hygiene to women of poor households across the country. The enterprise has also built a distribution and sales network that provides income generating opportunities to around 100,000 health volunteers drawn from the root levels, while delivering hygienic, low-cost products.

At a glance

Yearly Production:

1.8 million napkin packets,
0.5 million delivery kits

Production Centres:

5 (Nilphamari, Baniachong, Manikgonj, Kurigram, Gopalganj)

Workers at production centres:

286 (284 female, 2 male)

Total Health Volunteers:

approximately **100,000**