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सत्यमेव जयते



By Speed post

भारत सरकार

स्वास्थ्य एवं परिवार कल्याण मंत्रालय
निर्माण भवन, नई दिल्ली - 110011

Government of India

Ministry of Health & Family Welfare
Nirman Bhavan, New Delhi-110011

D.O. No. M/12015/103/2010-MCH

Date: 4th March 2016

Dear Mission Director

As you are aware, henceforth procurement of sanitary napkins under Menstrual Hygiene Scheme will be done at the State level through the process of competitive bidding.

2. States/UTs may project their fund requirement for procurement of sanitary napkins in State PIP. Expanding the Scheme beyond currently implementing Districts, procurement may be restricted to cover 25% of rural adolescent girls across all the Districts of the State in the initial phase. Depending on the uptake of Scheme, increased coverage may be considered in the subsequent years.

3. As per the decision taken by GOI, the upper limit to support sanitary napkin procurement with NHM funds will be limited to Rs. 12 for a pack of six napkins inclusive of all taxes, transportation costs etc.

4. Accordingly, the State where the scheme is already being implemented, PIP allocation will be Rs. 8 for a pack of six napkins, while the funds available with the State as sale proceeds of the sanitary napkins from previous years will be utilized by the State for provision of additional Rs. 4 per pack. Any additional cost beyond Rs. 12 for a pack of six napkins will have to be supported from State funds.

5. The States proposing fund requirement for procurement of sanitary napkins for the first time in their State PIP will be supported with Rs. 12 per pack of six napkins for the first year of the proposal only and thereafter, from the next year onwards above mentioned guidelines will become applicable.

6. As per the existing guidelines of the Menstrual Hygiene Scheme, sanitary napkins will continue to be sold to adolescent girls @ Rs. 6 per pack of six napkins with sale proceeds being deposited in State Health Society Account.

States are requested to propose budget for procurement of sanitary napkins in their PIP 2016-17 accordingly.

Warm regards

Yours sincerely

RKC

Dr. Rakesh Kumar

To,

Mission Directors

All States/UTs

Copy to: State Nodal Officers (RKS)

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Scheme for Promotion of Menstrual Hygiene among Adolescent Girls in Rural India

The Ministry of Health and Family Welfare launched Scheme for Promotion of Menstrual Hygiene among adolescent girls in the age group of 10-19 years in rural areas as part of the Adolescent Reproductive Sexual Health (ARSH) in RCH II, with specific reference to ensuring health for adolescent girls.

Objectives of the scheme:

- To increase awareness among adolescent girls on Menstrual Hygiene
- To increase access to and use of high quality sanitary napkins to adolescent girls in rural areas.
- To ensure safe disposal of Sanitary Napkins in an environmentally friendly manner.

Initially the scheme was implemented in 112 selected districts in 17 States wherein a pack of 6 sanitary napkins were provided to adolescent girls in rural areas under the NHM's brand 'Freedays'. The napkins were sold to the adolescents girls at Rs. 6 for a pack of 6 napkins in the village by the Accredited Social Health Activist (ASHA).

As per the MSG decision in 2012, the scheme was to be extended in all districts by making provision in State PIP through NHM fund. In 2014-15 and 2015-16 only few States proposed budget for decentralised procurement of sanitary napkins. From 2016-17, the States have been requested to roll out scheme in all districts and propose budget for the same in their State Programme Implementation Plan (PIP). The States may start with covering 25% of rural adolescent girls in all districts of the State in the initial phase. Later on depending on the uptake sanitary napkins, the State may consider increasing the beneficiary population in subsequent years.

Funding pattern under NHM :

- Upper limit to support sanitary napkin procurement with NHM funds will be limited to Rs.12 for a pack of six napkins inclusive of all taxes and transportation cost etc. Any additional cost beyond Rs. 12 for a pack of six napkins will have to be supported from state funds.
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- The states where scheme is already being implemented, the NHM funding through State PIP will continue to remain same @ Rs. 8 per pack for a pack of 6 napkins and the remaining amount of Rs. 4/- per pack will be utilized from the funds recouped so far and already available in the State Health Society Account.
- The States proposing fund requirement for procurement of sanitary napkins for the first time in their PIP will be supported with Rs. 12 per pack of six napkins for the first year of the proposal only and thereafter, from the next year the State will be allocated Rs. 8 per pack of six napkins and funds recouped from the sale proceeds of previous years will be used to fill in the gap of Rs. 4 per pack.

Procurement:

The decentralised procurement of sanitary napkins by the States will be done through competitive bidding process. SHGs may also participate in this competitive bidding process..

Frame work for Implementation:

The broad framework for implementation of MHS in the State will be

- The napkins to be sold to adolescents girls at the rate of Rs 6 for a pack of six sanitary napkins by Accredited Social Health Activists (ASHAs) through door to door sale and also utilizing the platforms of school and Anganwadi Centres..
- Out of the sale proceeds, the ASHA gets an incentive amount of Re. 1 per pack, besides getting a free pack of sanitary napkins per month.
- The funds recouped after the sale proceeds may be utilised -
 - i. Payment for transportation of sanitary napkins by ASHA from facility to village and rental costs for storage of sanitary napkins, if any
 - ii. Payment of Rs. 50 as incentive to ASHA for conducting monthly meeting on health issues with adolescent girls.
- The balance fund is to be recouped to the State Health Society Account to be utilized for procurement in the following year.