

## Success Story of Menstrual Hygiene Scheme (Kathua district, Jammu & Kashmir)

**Hiranagar** is a town in Kathua district in the state of Jammu and Kashmir, having diverse terrain. Rajkumai, the ASHA worker of village Thakurpura, Banoti Block, Kathua district received sanitary napkins in mid-2012, and she says there is no looking back since... “since the State sent us Freeday, the girls of my village have been very happy. We had never thought that the Government could be so understanding to girl issues and especially, one which is so personal to all!”

Ritu, a resident of the village say that “such a *sasta* napkin from Government, only Rs. 6/- for a pack, has made me approach my parents for purchasing Freedays. This is unlike my using cloth earlier as my parents did not support the idea of buying the expensive sanitary napkins from the market.”



Rajkumai says “all my stock is over so quickly, and I feel so proud of working for the Government where I can help so many adolescent girls, who have no better options for affording expensive market products.”

“It is amazing that 43 of the 55 young girls in my village now come to me with their personal problems, and I know exactly when they would need the sanitary napkin packs. I also visit the schools

regularly so that the packs are readily available with the girls.”

Nisha, another adolescent girl of the village says that “going to school has become so much more convenient since I have started taking Freedays from ASHA didi. The napkins are soft and comfortable and so easy to use.”

Dolly, yet another adolescent of the village says “a thank you to the brilliant programme by the Government”.

####