



## Janaushadhi Kendra is Redefining Menstrual Hygiene from Affordability to Empowerment

*When a ₹1 Pad Becomes a Symbol of Confidence and Change*

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Access to safe and affordable menstrual hygiene products is not just a health issue, but a matter of **dignity**. Under the Government of India's flagship initiative, **Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)**, sanitary pads are available at just **₹1 per pad (₹10–12 per pack)** through Pradhan Mantri Jan Aushadhi Kendras across the country. For many women and adolescent girls, this **Small Pink Packet** represents freedom from hesitation, financial burden, and unsafe, cumbersome alternatives. What was once a monthly compromise has now become an affordable and accessible choice.



### 'A Small Pink Packet, A Big Change'



At first glance, they are just simple pink packets on the shelves of Janaushadhi Kendras. But for many women, it represents **affordability, dignity, and comfort**. For women who once had to think twice before purchasing a pack priced at ₹60–70, finding one for ₹10–12 feels almost unbelievable.

### 'No Period Breaks from School'

Fourteen-year-old Chandni shares that she and many other girls in her class regularly use these pads. *"They are very affordable and comfortable,"* she says with confidence. For school-going girls like Chandni, **access to**



**low-cost sanitary pads means fewer worries during periods, fewer absences from school, and greater confidence in the classroom.** What was once an uncomfortable topic is now an open conversation among her friends.

Memi, a teacher at a private school, first visited the **Janaushadhi Kendra** to purchase medicines. One day, her eyes fell on a pink packet displayed at the counter. ***'When the shopkeeper told me it costs only ₹12, I was shocked,'*** she recalls. She decided to try it - and has continued using it ever since. Earlier, she would spend ₹40-50 for a



single packet. Now, **she not only buys for herself but has also encouraged women** in her neighborhood and school to change their menstrual habits. This is an example of how awareness can transform individuals into changemakers within their communities.

### ***'Breaking the Cycle of Compromise'***



Jyoti explains that earlier, due to high prices, many women hesitated before buying sanitary pads or resorted to using cloth.

*"When we found out that a pad costs only ₹1, everything became much easier,"* she says. *"Now, for just ₹10, we have a safe and comfortable option."*

For countless women, this scheme has reduced financial stress and improved menstrual hygiene practices. The availability of affordable sanitary pads has helped replace hesitation with confidence and compromise with comfort.

### ***'A Step Toward Dignity and Health'***

This initiative is not merely about affordability; it is about accessibility, awareness, and dignity. By ensuring that quality sanitary pads are available at just ₹1 per pad, the government has taken a meaningful step toward supporting women's health, especially in low- and middle-income groups.

For Chandni, Memi, Jyoti, and many others, this is more than a scheme; it is empowerment in everyday life. Ensuring easy access to menstrual health services at affordable prices for women is one of the many benefits of PMBJP. Till 30.11.2025, over **100 crore** Jan Aushadhi Suvidha Sanitary Pads have been sold through these Kendras. Out of this, over **22.50 crore** Jan Aushadhi Suvidha Sanitary Pads have been sold in the FY 2025-26 till 30.11.2025.

## **References**

Ministry of Chemicals and Fertilizers

**PIB Research**