



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 31.01.2026, 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 31.01.2026.

References

Ministry of Chemicals and Fertilizers

PIB Research