

The Hidden Crisis of Menstrual Waste: Why Safe Disposal Matters More Than Ever

Over the past decade, India has taken important strides in improving menstrual hygiene. Thanks to government initiatives, grassroots movements, and social enterprises, more women and girls—especially in schools, urban slums, and rural communities—now have access to sanitary products. The stigma around periods is gradually being challenged, and conversations are finally moving into the open. But while access is improving, there's a critical part of the menstrual health conversation we often ignore: what happens after a sanitary pad is used? With over 336 million menstruating women and girls in India, the country generates an estimated 12.3 billion used pads every year. And most of these products are not biodegradable.

What's Really in a Sanitary Pad?

The majority of disposable pads are made from:

- Polyethylene plastic layers
- Superabsorbent polymers (SAPs)
- Fragrance chemicals and adhesives

Each pad can take anywhere from 500 to 800 years to decompose. That means every pad ever used could still be sitting in a landfill, leaching toxins into the earth—or worse, polluting water sources and open land.



A Sustainable Solution: Zeropad

At Ecosense Appliances Pvt Ltd, we believe menstrual dignity includes safe, sustainable disposal—for everyone, everywhere. That's why we developed Zeropad, a clean and compact menstrual waste incinerator designed to:

- Ensure hygienic disposal of used pads
- Prevent environmental damage and reduce landfill waste
- Eliminate the health risks linked to open burning and improper dumping
- Support to the public health and for dignity in schools, workplaces, and communities.

We invite:

- Schools to create safer sanitation environments
- NGOs to raise awareness in local communities
- Corporates to support menstrual health through CSR
- Local governments to integrate Zeropad into public sanitation systems

Together, we can make menstrual waste management a key pillar of Swachh Bharat (Clean India) and contribute to Sustainable Development Goals like good health, gender equality, and environmental protection.

Dispose with Dignity. Protect the Planet. Choose Zeropad.

The Harsh reality of Disposal in India

India currently lacks a consistent, large-scale system for managing menstrual waste. The disposal methods used today are not just inadequate—they're dangerous

- In cities, used pads are thrown out with everyday trash and dumped into landfills, where they sit for centuries.
- In rural areas, disposal often means burying, burning in the open, or flushing pads down toilets—all of which carry serious health and environmental consequences.
- In public spaces, women are often left with no choice but to wrap used pads in paper or plastic and dispose of them discreetly—anywhere they can.
- This patchy, informal disposal system creates cascading problems for people and the planet alike.



#Zeropad #MenstrualWaste #SanitaryPadDisposal #EnvironmentMatters #MenstrualHygieneIndia
#SwachhBharat #SustainableSanitation #WomenHealth #PeriodPositivity #SDG12

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