

SVY Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
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Topic: Project Period Poverty (P3)

Audience: Unilever's Board of Directors

Sustainable Development Goal

SDG #5: Achieve gender equality and empower all women and girls

SDG #6: Ensure availability and sustainable management of water and sanitation for all

Executive Summary

Period poverty is a widespread global health and development challenge. India, which is home to approximately 355 million menstruating women, is significantly impacted, with many women and girls lacking access to affordable menstrual products, adequate sanitation, and basic education about menstruation. As a result, they often rely on unsafe alternatives (like cloth) that may not be properly sanitized, increasing their risk of infection and health complications. The consequences extend far beyond physical health: stigma and lack of resources cause many girls to miss school, reduce their confidence, and limit participation in social and economic life. With only 13% of girls in India aware of menstruation before their first period and 60% missing school during monthly menstruation, period poverty reinforces cycles of gender inequality, reduced education, and economic disadvantage.

Project Period Poverty proposes a scalable solution supported by Unilever that expands access to safe menstrual products while addressing the education needs and stigma surrounding menstruation. The initiative would leverage Unilever's menstrual product brand Seventh Generation and partner with established NGOs in India to distribute affordable sanitary pads and deliver community-based menstrual health education. Pads would be sold at a controlled price point to ensure accessibility for low-income households, while educational programs would provide workshops, informational materials, and public awareness campaigns for both girls and boys. Through these channels, Project Period Poverty aims to improve gender equality while demonstrating how corporate distribution networks can be used to drive meaningful social impact.