

Stree Swabhiman

June 22, 2019

Stree Swabhiman initiative is striving to create a sustainable model for providing affordable and accessible sanitary products close to the homes of adolescent women and girls in rural areas.

It is an initiative implemented by Common Services Centres under **Ministry of Electronics and Information Technology (MEITY)**.

The initiative is driven by awareness and personalized outreach by **women entrepreneurs** who produces and market sanitary napkins themselves.

The initiative aspires to play its part in reducing gender divide in access to development opportunities for women and girls which sadly affects access to education, health and workforce participation.