

Awareness Program on Reusable Menstrual Products

Women Welfare Committee, IIT Bhubaneswar and Research and Entrepreneurship Park, IIT Bhubaneswar, jointly organised an Awareness Program on Reusable Menstrual Products on 13 April 2026. The chief guest and speaker of the program was Ms Payel Patel, popularly known as the pad girl of Odisha. Ms Payel Patel is the founder of Prasanta Enterprises, which stands in the forefront of menstrual hygiene in India. She has successfully organised the campaign “Chuppi Toddo” and has created the campaign ‘Mission Hygiene and Wellness’, which is a lifelong commitment to ensure menstrual product accessibility to the rural population.



The program began with a welcome address by Dr Seema Bahinipati, Associate Professor, School of Basic Sciences, IIT Bhubaneswar, and Independent Director, Research and Entrepreneurship Park, IIT Bhubaneswar. Dr Seema also shared the journey of menstrual hygiene campaigns in the IIT Bhubaneswar campus. The welcome address was followed by the talk by Ms Payel Patel. Dr. Anasuya Roychowdhury, chairperson of WWC, Dr Prama Bhattacharya, Member Secretary of WWC and Dr. Kiranmayi Landu, member of WWC attended the event with WWC students team and Research and Entrepreneurship Park members.



Payel shared her journey to become a menstrual hygiene advocate and shared her journey as an entrepreneur selling reusable menstrual products. She shared her

experience working with the rural Indian community and how they deal with menstruation and the menstrual cycle. She also shed light on some of the common misconceptions about menstruation among women. An engaging and enlightening discussion followed the talk, in which the women's fraternity of IIT Bhubaneswar shared their concerns regarding the use of reusable sanitary pads and exchanged their knowledge regarding menstrual health and hygiene.



Subsequent to the session, the guest speaker was felicitated by both the Women Welfare Committee and the Research and Entrepreneurship Park. Dr Prama Bhattacharya, Member Secretary of WWC, felicitated Ms Payal Patel on behalf of the Women Welfare Committee, while Dr Seema Bahinipati felicitated the speaker on behalf of the Research and Entrepreneurship Park. The program concluded with a vote of thanks delivered by Shabina Khatoon, Programs and Operations Head, Research and Entrepreneurship Park, IIT Bhubaneswar.

