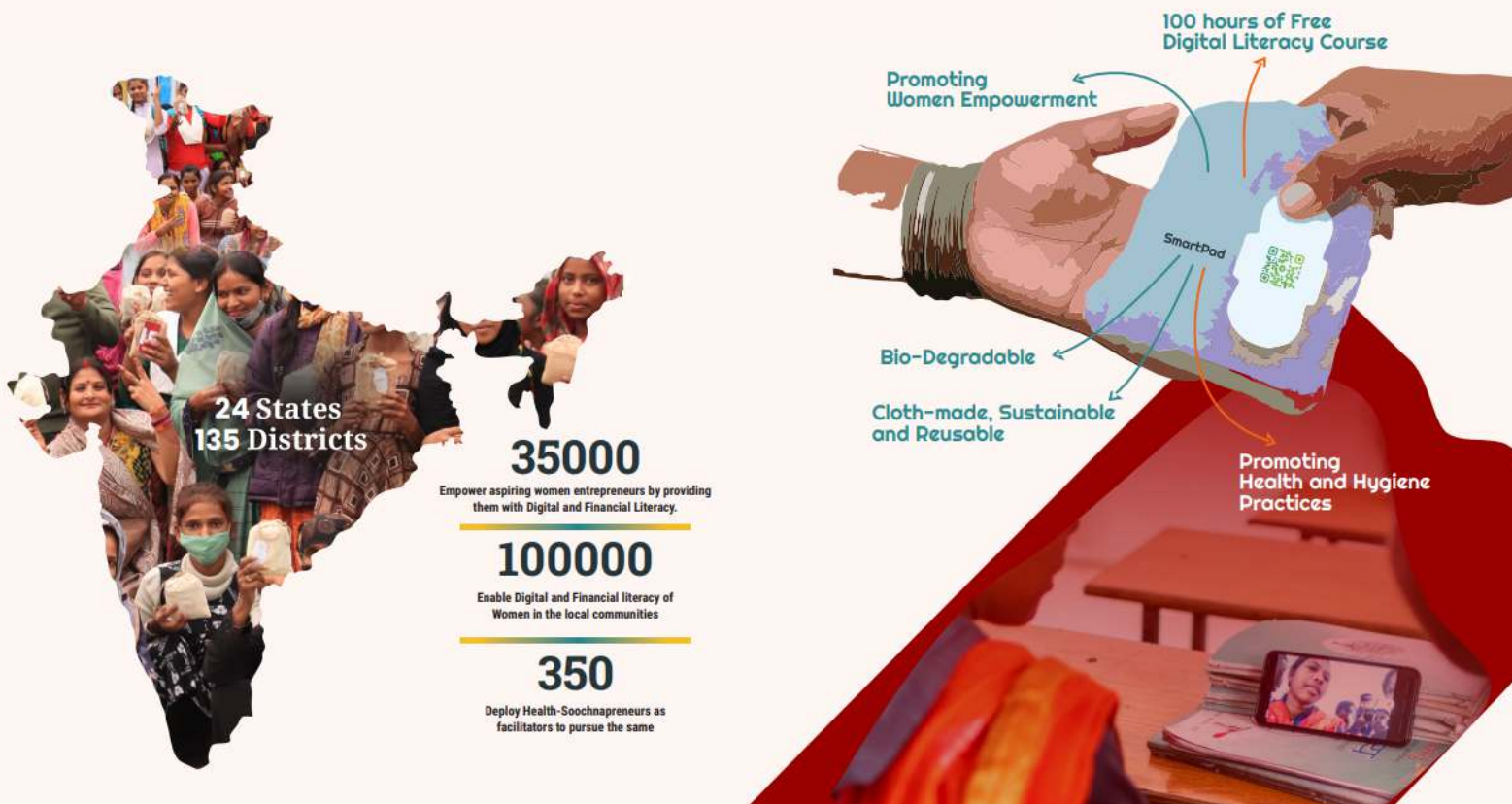


Digital Didi

Stemming from the urgent need to destigmatize menstruation, DEF launched the 'Digital Didi' programme to create awareness among adolescent girls and women in rural and semi-urban India about misconceptions and misinformation surrounding menstruation, and to communicate authentic information, facilitate access to sustainable menstrual products and better health infrastructure.

This programme also envisages to facilitate an understanding of menstrual health alongside producing a reusable 'SmartPad' to meet their sanitary needs. This SmartPad is a unique innovation where the HealthPreneurs not only get access to the sanitary pads, but also a **100-hour digital literacy course** through scanning a **unique QR code** present on the pads. This enables their digital literacy skills and ensures the inclusion of rural women in the digital economy.



The program will be implemented in **24 states** and **135 districts** of India, impacting **350 villages** with awareness drives on menstrual health and hygiene and training **35,000 women and adolescent girls** in digital literacy through the self-learning LMS Chatbot. 350 women from these villages will be trained and capacitated as entrepreneurs, enabling them to overcome gender-based barriers and facilitating their sustainability and economic independence.

This model enables women in a holistic way where community women, who are generally invisibilised and sidelined when it comes to healthcare access or information around health schemes and facilities, will become HealthPreneurs to facilitate access to healthcare for other women in their communities.

For more information please visit:

digitaldidi.org