

Meri Body
www.meribody.com
info@meribody.com

Issues surrounding illiteracy on female cycle

Lack of basic knowledge about the menstrual cycle is a huge problem for women in India. It's a land of 1.3 billion people, half of them being under the age of 25 years. Misconceptions unfortunately exist so women think they are fertile during the menstruation days. Using contraception is uncommon hence this leads to a high rate of unintended pregnancies and abortions. (National estimate of 15.6 million abortions in 2015).

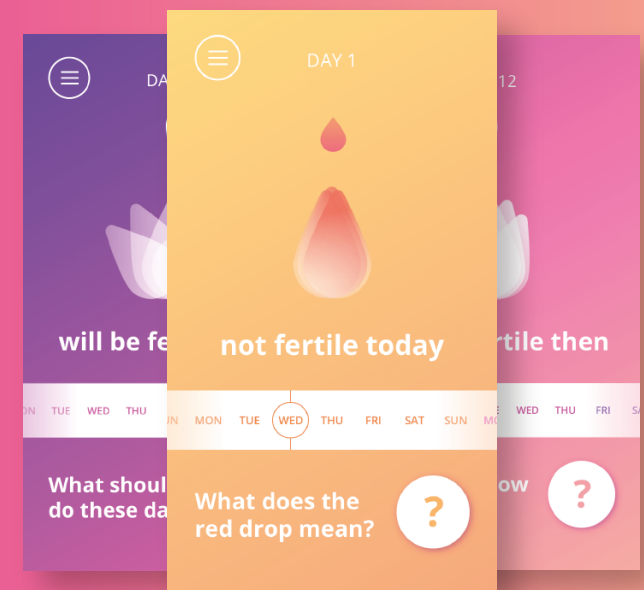
The taboo on this topic leads young girls to fear that they are dying when they start bleeding. Each month turns into an embarrassment and results in young girls missing days of school and work.

Feasible solution

A solution we found is an **e-health product to educate women**. The aim is to target millions of young women between 15-25 years. In the land of Bollywood movies, applying animation videos through smartphones would be a simple solution for women who may also be illiterate.

E-health app

The Meri Body app with animation videos and multilingual voiceovers introduces the various phases of the monthly cycle including a calendar that can be adjusted by each individual. The characters focus on topics such as periods, contraception, fertility, family planning, sexuality and reproduction. The functionality guides the women to recognize the days when they are fertile, how and when to use contraception and educate them on reproduction issues.



meribody.com

Development and implementation

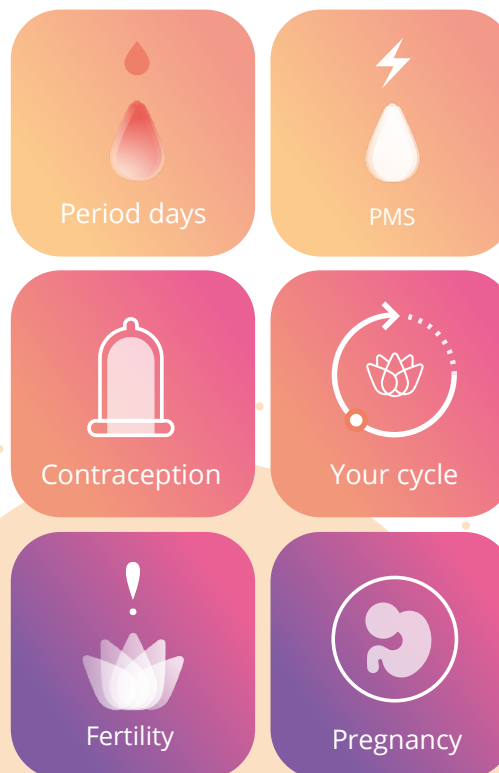
- The IT team and graphic designers are developing the application and animation videos
- Meri Body will partner with India's extensive network of social enterprises – especially those involved in women's health and sanitary pad program
- The app will be implemented through local centres
- Gynaecologists will evaluate the data collected and share their expertise to improve healthcare on a large scale.



“ If you educate a man, you educate an individual.
But if you educate a woman,
you educate a Nation. ”

Funding and Investments

- Funding is essentially needed to build the mobile application and carry out validation research and to collect an extensive amount of data
- Investment in roadshows and education programs across the sub-continent of India will be mandatory to reach the target group and create a huge impact



Impact

- Making a body literacy tool available to millions of women with a lack of resources in India and immensely improving the livelihoods of these young women and their families
- Creating a data warehouse to improve healthcare in India

Meet the Change Makers



Namita Krul-Taneja
Founder Meri Body

Imke Grens (Project Manager Meri Body)

Jelke Schippers (IT Team)

Darta Liepkalne (UX Designer)

Patrick Krul (Strategic Partner)