

## How effective is Pad Man Challenge?

Posted by [Sumit](#) | February 08, 2018

Pad Man is one of the mind-opening films, starring Akshay Kumar and Sonam Kapoor is expected to release this week. PadManChallenge is again the top-running trends that are going viral on social media platforms like Instagram and Twitter.

If you are using Twitter or Instagram then you might not want to get any introduction to this challenge. Most of the superstars including Aamir Khan, Katrina Kaif, Deepika Padukone, Varun Dhawan, Alia Bhatt, Anushka Sharma, and leaders from sports Industry like PV Sindhu and Ravi Shastri are promoting this challenge holding a sanitary pad in the hand.

### **But we want to know, how effective is the Pad Man Challenge?**

Akshay Kumar twitted some stats, according to which only 18% of Indian women use sanitary pads during their menstrual cycle. Twinkle Khanna, the producer of this film want to take it to every corner of the country so that the message can reach every woman who refrains from using pads. The main aim of this movie is to create awareness about the pads and maintaining hygiene during those days.

But the things that bother us are that, how much percentage of woman in India actually access the Internet to see the Challenge? As per the report of TRAI, only 13.08% of the woman living in rural areas has an access to the Internet.

There is no denying the fact that the menstruation cycle is considered to be a taboo.

This Menstrual shame is something that we need to get rid of!!!

According to BBC reports, 70% of the reproductive disease in a woman is due to the lack of proper hygiene maintenance during the menstrual cycle.

Arunachalam Muruganantham, the actual or real-life Pad Man has come up with a machine that can make low-cost sanitary pads. Many companies offered him fat cheques to get the patent rights of the machine, but he rejected all offers and strictly said that he has invented this machine to help needy and would like to work with Self Help groups to take the low-cost sanitary pads to every corner of the country.