

## Kimberly-Clark and UNICEF partner to advance menstrual and maternal health in India

13 March 2026 | News

**Joint initiative aims to improve health, dignity, and well-being of 2.88 million adolescent girls, women and infants**



Kimberly-Clark India and UNICEF India have announced a strategic collaboration to strengthen menstrual and maternal health services across India (in states such as Bihar, Uttar Pradesh, Maharashtra, Madhya Pradesh, Jharkhand, West Bengal, Chhattisgarh, Odisha, Gujarat).

In alignment with Kimberly-Clark's vision of delivering *Better Care for a Better World*, the partnership will expand access to essential health services while empowering women and girls through improved knowledge on menstrual and maternal health, strengthened community engagement, and enhanced health systems.

This joint initiative aims to improve health, dignity, and well-being of 2.88 million adolescent girls, women and infants, while engaging an additional 2.87 million community members through education and behavior-change initiatives focused on menstrual health, maternal care, and early childhood well-being.

Through this collaboration, Kimberly-Clark and UNICEF will support strengthening national and state health systems, improve adolescent-friendly services, and build greater awareness that will help girls and mothers make informed decisions about their health and wellbeing. This initiative will take India closer to its public health and gender equality goals by advancing sustainable and inclusive community impact.