



**A
PROJECT PROPOSAL ON**

“DiViNiTi Social - Female Hygiene - Free distribution of Sanitary Pads- Project Execution Details by Mahakal Maharaj Bikaner Sewa Mandir Trust”

By:

MAHAKAL MAHARAJ BIKANER SEWA MANDIR

Registered Office:

A-107 F/F, PLOT NO-9, VIKASH TOWER COMMUNITY CENTRE VIKASH PURI,
NEW DELHI-110018

Office:

1234, SECTOR-5, VASUNDHARA
GHAZIABAD – UP – 201012

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



Brief Introduction:

Diviniti - Name of our initiatives under our Trust (NGO) Mahakal Maharaj Bikaner Sewa Mandir; A Name, we have kept for our Vision; To open Old Age homes, Orphanages, Social reforms and awareness, healthcare along with Play School in every city of India; marriage of poor girls, skilling/Upskilling of Indian Youth, Sanity and A way to Moksha for us and others who help building this in this ERA; A completely non- profitable rather charitable trust.

- *D is for desire, your thoughts do aspire.*
- *I is for inclusive, never leaving others out*
- *V is for vision, few can share.*
- *I is for intellect, your high capacity for knowledge*
- *N is for name, a pleasant one indeed.*
- *I is for impartial, a great arbiter*
- *T is for tender, loving nature.*
- *I is for innovator, always improving*

Diviniti contains many fine qualities: musical and artistic ability, good business judgment, and a sense of responsibility for the welfare of others.

More information is available on <http://thediviniti.com>

Follow our initiative at:

- 1) Facebook book page at <https://www.facebook.com/TheDiviniti>
- 2) Instagram page at <Http://Instagram.com/thediviniti>
- 3) Twitter handler at <Http://twitter.com/tdiviniti>
- 4) LinkedIn page at <https://www.linkedin.com/company/thediviniti>

MahhaGuru Gauravv Mittal

Chairman – Managing Trustee

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



Vision Statement:

"To create Old age homes, Orphanages, bring Social reforms and awareness, providing best of breed of free healthcare services, awareness programs, help in marriage of poor girls, skilling/Up-skilling of Indian Youth along with setting up Play School in every city of India that provides best-of-breed of education combined with Vedic sciences and ancient Indian values, leveraging technology, delivered by best-in-class people by year 2030."

Mission Statement:

"We strive to create atleast 10 Old age homes, Orphanages, Educate 5K kids, Making 100 L people aware on social reforms, Mission Green & healthcare through various campaigns in next 24 months and enabling them in auto-pilot mode with a team of compassionate people of 100K volunteers across India supporting above programs".

Our Values:

- 1) We believe that GOD has given everyone an opportunity to serve human kind.*
- 2) We believe nothing is constant; we did not bring anything and neither shall take anything with us. Materialistic things die but impact of good karma remains in the form of name/fame.*
- 3) We believe that as part of moral and social values, we should be giving back to society whatever we have earned.*
- 4) We respect every human and believe being rich or poor/ Healthy or ill is just results of good or bad karma of previous and current life and promote spirituality.*
- 5) We believe in ancient science and believe only the Vedic India sciences /Values have answer to every aspect of human life and hence the same should be inculcated in toddlers.*

The values that drive us:

- 1) **Leadership by Example:** A commitment to set standards and be an exemplar for own teams and others.*
- 2) **Integrity and Transparency:** A commitment to be ethical, sincere and open in our dealings.*
- 3) **Fairness:** A commitment to be objective and transaction-oriented, thereby earning trust and respect.*
- 4) **Pursuit of Excellence:** A commitment to strive relentlessly, to constantly improve ourselves, our teams, our services to society so as to become the best.*

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



Problem Statement:

Menstrual Hygiene, Management, and Waste Disposal: Practices and Challenges Faced by Girls/Women in India



Millions of women in India and in many other parts of the world still struggle for basic clothes to cover their body. For them this struggle becomes bigger as they also struggle for a basic piece of cloth for their menstruation every month in an environment of strong silence and shame around this issue. In such a scenario they end up using rags, ash, newspapers, jute bags, used pads, sand in dire compulsion or worse they using NOTHING. This all pervasive taboo around this basic need is present in the cities and villages of India which prevents women from even voicing their menstrual challenges.

India is gradually opening up to talk about menstruation, thanks to various awareness campaigns to shatter the taboo and stigma attached with periods and even Bollywood joining forces with films like Padman to highlight the need for menstrual hygiene.

DiViNiTi under its Social and Healthcare programs has been working on this issue for some time, focused on evolving a comprehensive solution around what we call the three A's (Awareness, Access and Affordability), with a larger focus on creating a space for women to talk about their menstrual challenges and treat it as a normal. That is why our work around this issue is not just about providing pads or a product, but to trigger a mass scale dialogue in the society and make it a normal issue.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



The clean cloth 'iPads' we make from surplus cotton cloth from the cities act as a talking point with women in villages and slums about related health and hygiene issues and breaking the silence and shame around it by creating a safe space for women to share their challenges and restrictions and make it normal.

'iPads': Need of the hour:

The below story from India is insightful about their menstrual awareness and health issues. The story is from Ambapada village of Banswara district in Rajasthan. Rough roads connecting to the nearest market are 10 kms away for any woman who wants to buy a sanitary cloth/pad. The land here is fertile but the farmers have to depend on rain for farming. Life overall is tough as many people survive as daily wages laborers struggling on a day to day basis. Like many other villages of India there is little awareness among men and women about menstrual health and hygiene, in a culture of shame and silence and taboos. When some NGO team reached this area and started a dialogue with the women of the area about this basic, there were hardly any women or adolescent girl who spoke up in our Break the Silence Meeting. On a specific question to the 14 year-old Kanchan about her menstrual practices, the conversation started as she spoke up. With some hesitation Kanchan (name changed) shared how she had no idea what menstruation was when she first menstruated. She shared that she was very scared but her mother just gave her a piece of saree and never explained the reason for menstruation. Kanchan shared that she uses whatever cloth is available to her at home; blouse piece to trouser etc. for this purpose. She also shared the many taboos and don'ts she faces during those five days like not being allowed to enter the kitchen or not allowed to touch anybody, forbidden from going to temple. Even going to school is not allowed during menstruation. All these restrictions make her very angry but her mother has only one response "This is how women are supposed to live their lives. When NGO team started implementing menstrual hygiene related awareness in Kanchan's village under our Not Just A Piece of Cloth (NJPC) initiative, she and other adolescent girls and women of her village learnt about many critical things about menstruation like hygiene practices around using cloth pad and disposal of used sanitary cloth etc. The Break the silence meetings with the girls and women of the community provide a much needed space, where they can talk openly, discuss and unlearn the culture of shame and their menstrual challenges.

Summary:

Under the Micro project of 12 months, sanitary napkins pads are to be distributed to 12,000 poor girls and women during their menstruation Days for hygiene so that these poor girls and women may protect themselves from unhygienic situation and diseases and this will help them to live free and safe during the menstruation. Along with this we shall also be providing jobs to atleast 20+ aanganbadi female and making this project in self sustainable mode within 12 months.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



Challenge:

The basic hygienic facilities as sanitary napkins pads are not accessible to 88% women out of 355 million women in India. India has a share of 27% deaths in total deaths from Cervical cancer in the world for which one of the main causes is unhygienic conditions during menstruation. 23 percent school going girls become school drop-out and numerous women take leave from their work (labor, job) during the menstruation.

Solution:

Sanitary napkins pads are to be distributed to 1,00,000 Poor girls and women to provide the sanitation safely during the menstruation Days and they are to be aware of medical harms of using cloth, cotton and other measures. In addition to this, they are to be trained to be aware of sanitation forever.

Long-Term Impact

12,000 Tribal girls and women and over 1.5 million girls/women belonging to mediocre/low earning families will live a better & dignified life by using re-usable sanitary napkins pads during menstruation Days and the matter of school drop-outs will reduce; same time it will also help more than 1 million females to have access to low cost bio-degradable herbal sanitary pads with in a span of 24 months from launch in market.

Abstract

Menstruation and menstrual practices still face many social, cultural, and religious restrictions which are a big barrier in the path of menstrual hygiene management. In many parts of the country especially in rural areas girls are not prepared and aware about menstruation so they face many difficulties and challenges at home, schools, and work places. While reviewing literature, we found that little, in-accurate or incomplete knowledge about menstruation is a great hindrance in the path of personal and menstrual hygiene management. Girls and women have very less or no knowledge about reproductive tract infections caused due to ignorance of personal hygiene during menstruation time. In rural areas, women do not have access to sanitary products or they know very little about the types and method of using them or are unable to afford such products due to high cost. So, they mostly rely on reusable cloth pads which they wash and use again. Needs and requirements of the adolescent girls and women are ignored despite the fact that there are major developments in the area of water and sanitation. Women manage menstruation differently when they are at home or outside; at homes, they dispose of menstrual products in domestic wastes and in public toilets and they flush them in the toilets without knowing the consequences of choking. So, there should be a need to educate and make them aware about the environmental pollution and health hazards associated with them. Implementation of modern techniques like incineration can help to reduce the waste. Also, awareness should be created to emphasize the use of reusable sanitary products or the natural sanitary products made from materials like banana fibre, bamboo fibre, sea sponges, water hyacinth, and so on.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



1. Introduction

According to World Health Organization, a person aged 10–19 years is considered as an adolescent. The transition period between the childhood and adulthood is called adolescence which is marked with the growth and development of the child. During this period, physical, psychological, and biological development of the child occurs. It is recognized as a special period in a girl's life cycle which requires special attention. Menarche is an important biological milestone in a woman's life as it marks the onset of the reproductive phase of her life. The average age at menarche is mostly consistent across the populations that is, between 12 and 13 years of age. Unfortunately, due to lack of knowledge on menstruation preparedness and management or due to shyness and embarrassment the situation becomes worse for girls. Menstruation is a natural process but it is still a taboo in Indian society as it is considered unclean and dirty.

Menstruation wastes are the wastes that are generated by a female in her reproductive years. These wastes are produced during menstruation commonly known as menses, periods, or monthly bleeding cycle. The menstrual cycle has three phases, that is, follicular phase (proliferative), ovulation phase, and luteal phase (secretory). Menstruation is regulated by hormones; in this process, endometrium, lining of uterus, gradually thickens and sheds off and causes bleeding that normally last for 3–5 days and occasionally up to 7 days. Menstruation sheds two-thirds of the endometrial lining. In addition to blood, menstrual fluid contains mucus and vaginal secretions. The menstrual flow varies from female to female and may be more or less at the beginning of menses or may change throughout the cycle. The color of the menstrual fluid varies between red, bright red, and dark brown to black. Menstrual fluid may or may not have unpleasant odor especially when it comes in contact with air. Menstrual flow or duration also changes before menopause or during gynecological cancers. Under conditions of hormonal imbalance, fibroids, polyps, and endometriosis menstrual flow increase and excessive loss of blood through menstruation can lead to anemia.

Women have developed their own personal strategies to handle this period of time. Globally, these strategies vary greatly due to the personal preferences, availability of resources, economic status, cultural traditions and beliefs, education status, and knowledge about menstruation. Practices related to menstruation hygiene are of major concern as it has a health impact; if neglected, it leads to toxic shock syndrome, reproductive tract infections (RTI), and other vaginal diseases. Poor genital hygiene negatively affects adolescents' health. Most girls are unaware and unprepared for menarche as they are not informed or ill-informed about menstruation. The main objective of this review was to summarize the concern and possible methods of menstrual waste management in low-income countries. The review article was aimed at understanding the menstrual practices, product design, demands, and disposal strategies. It includes both a summary of the existing menstrual hygiene needs and management and also an analysis of the current knowledge in the fields of public health, water and sanitation, and solid waste management.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



2. Cultural Beliefs and Restrictions during Menstruation

Menstrual hygiene practices were affected by cultural norms, parental influence, personal preferences, economic status, and socioeconomic pressures. Menstrual beliefs refer to misconceptions and attitudes towards menstruation within a given culture or religion. Menstrual beliefs, knowledge, and practices were all interrelated to the menstrual hygiene management. By reviewing literature and articles published in journals and reports available on the Internet we found many cultural and religious beliefs followed by people regarding menstruation. These norms were the barriers in the path of good menstrual hygiene practices. Many women experiencing restrictions on cooking, work activities, sexual intercourse, bathing, worshipping, and eating certain foods. These restrictions were due to the overall perception of the people regarding menstruation as they consider it dirty and polluting.

In some parts of the country there were restrictions on bathing and a taboo against burial of bloodied menstrual cloth. Cloths should first be washed and then buried or reused. Washing and drying thought to be done secretly or in a hidden corner so that it cannot be seen by others. It was also believed that menstrual fluids may be misused for black magic, so women should wash the wrapper/cloth wore during menses only at night when others were asleep. Menstrual flow was seen as dirty, polluting, and shameful, so women hide menstrual cloths for fear of being cursed. In similar findings, it was believed that menstrual waste was linked to witchcraft and danger, so it must be buried unless witches go after human blood and find the menstrual wrapper/cloth and destroy the women by causing infertility. From all these beliefs, it was clear that education plays a key role in menstruation hygiene management. By educating both men and women regarding menstruation, we can overcome these false beliefs and taboos. Due to cultural expectations and restrictions many girls were not adequately informed about the realities of menstruation. As a result, they feel subnormal, diseased, or traumatized. Unprepared girls were frightened, confused, and feel embarrassed by menarche likely to develop negative attitudes towards menstruation. Even touching of menstruating women was considered toxic, they were prohibited from cooking and from taking certain foods like pickle. These prohibitions are more in the rural areas than in the urban areas. They were also not allowed to participate in religious activities or to contact religious articles. Menstruating girls are also not allowed to bath and wash hair, as it is believed to impede blood flow.

3. Types of Absorbents Used during Menstruation

The preference of sanitary protection material is based on personal choice, cultural acceptability, economic status, and availability in local market. Along with basic sanitation facilities, one should be also provided with soap and menstrual absorbents to manage menstruation hygiene. The choice of absorbents varies among rural and urban women and girls. In rural areas, the most preferred absorbents are reusable cloth pads and in urban areas women prefer to use commercial sanitary pads. Chlorine-bleached Kraft or sulphate pulp is used by manufacturers to produce fluff pulp as absorbent used to make disposable sanitary products. Nowadays, many deodorized and non-deodorized sanitary products are available in the market made of synthetic fibre rayon. These deodorized products contain chemicals like organochlorines which have antibacterial activity.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



Due to their chemical composition, these products when buried in the soil they kill the soils microflora and delay the process of decomposition.

Types of sanitary products used by women during menstruation are

- (a) Reusable cloth pads
- (b) Commercial sanitary pads;
- (c) Tampons
- (d) Pads made from banana fibre
- (e) Sea sponges used as sanitary material
- (f) Pads made up of water hyacinth
- (g) Menstrual cup
- (h) Pads made from wool
- (i) Reusable tampons

Different menstrual products used by women/girls are discussed below.



3.1. Reusable and Washable Cloth Pads

They may be sustainable sanitary option but must be hygienically washed and dried in the sunlight. The sun's heat is a natural sterilizer and drying the cloths/cloth pads under it sterilizes them for future use. These cloth pads are reusable so they are cost-effective, easily available, and ecofriendly. They also need to be stored in a clean dry place for reuse to avoid contamination.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



3.2. Commercial Sanitary Pads

They are easily available at many stores, chemist shops, or online. They are expensive, compared to cloth pads, nonerasable, and not very environment-friendly. The cotton used in their making is not 100% natural and may contain pesticides.

3.3. Tampons

They are the type of absorbent that provides internal protection. They are kind of plugging of soft material (cotton) which is inserted into the vagina to absorb the menstrual flow before it leaves the body. They are expensive, not easily degradable in nature and, hence, not very environmental friendly. Nowadays, sea sponge tampons are available in the market, which are a natural alternative to synthetic tampons.

3.4. Reusable Tampons

These are washable tampons made up of natural materials like bamboo, wool, cotton, or hemp. They are also knitted or crocheted using the natural absorbent material like cotton or wool. They are inserted into the vagina to absorb menstrual flow same as the disposable tampons.

3.5. Menstrual Cups

They may be a new technology for poor women and girls and an alternative to sanitary pads and tampons. They are like cups made of medical grade silicone rubber which makes the cup easy to fold and get inserted into the vagina to collect menstrual blood. They can be worn up to 6–12 hours depending upon the amount of menstrual flow, so it needs to be removed and emptied less frequently. They are reusable and environment-friendly. It offers sustainable, practical, and cost-effective alternative where sanitation conditions are not good.

3.6. Bamboo Fibre Pads

Instead of wood pulp, bamboo pulp is used as an absorbing material in these sanitary pads. It has more absorbing capacity and is safer to use. They are affordable, easily decomposed, and environment-friendly pads which also possess antibacterial properties. This provides infection and irritation-free menstruation. Also, bamboo charcoal pads are available in the market with advantage that blood stains are not clearly visible and are also reusable in nature.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



3.7. Banana Fibre Pads

Nowadays, low-cost sanitary pads for rural women made from waste banana tree fibre were sold under trade name “Saathi” in India. They are environment-friendly and decompose within six months after use. Besides these products, women in the remote rural areas also use natural materials like cow dung, leaves, and mud.

3.8. Water Hyacinth Pads

Menstrual pads manufactured using water hyacinth is sold under trade name “Jani.” They are cost-effective, easily biodegradable, and ecofriendly in nature.

4. Menstrual Waste Disposal Techniques Used by Women

Appropriate disposal of used menstrual material is still lacking in many countries of the world. Most of the countries have developed techniques to manage their fecal and urinary wastes but, because of lack of menstrual management practices in the world, most of the women dispose of their sanitary pads or other menstrual articles into domestic solid wastes or garbage bins that ultimately become a part of solid wastes. Toilet facilities in India lack bins for the disposal of sanitary pads and hand washing facilities for menstruating women to handle menstrual hygiene. In urban areas, where modern disposable menstrual products are used they dispose of them by flushing in toilets and throwing in dustbins or through solid waste management, but, in rural areas, there are many options for disposing menstrual waste such as by burying, burning, and throwing in garbage or in pit latrines. In rural areas, mostly women use reusable and non-commercial sanitary materials like reusable pads or cloths. Thus, they generate lesser amount of menstrual waste as compared to women in urban areas who rely on commercial disposable pads. The menstrual material was disposed of according to the type of product used, cultural beliefs, and location of disposal. In slum areas, women dispose their menstrual waste into pit latrines as burning and burial were difficult due to limited privacy space. The reason behind that is it was seen by men or used in witchcraft.

In schools, due to lack of sanitary facilities, girls throw their pads in toilets. In some cases, girls threw away their used menstrual clothes without washing them. Also, many were reported being absent from school due to lack of disposal system, broken lock/doors of toilets, lack of water tap, bucket, and poor water supply. In some schools, incinerators or “feminine hygiene bins” are used for disposing menstrual waste material but due to shyness or fear of being seen by others they refrained from using it. The behavior of women regarding disposal is different when being at home and away from home. At home, they dispose the waste by wrapping and throwing in the dustbin along with other domestic waste. As mentioned above, the disposing habits change according to the place. In public places, prior to having knowledge about the consequences of flushing the pads, they flush them in the toilets or wrap and throw them in the dustbins. Where dustbins are not placed, they leave the soiled pads wrapped or unwrapped in the toilet corners. This makes the toilets dirty, breeding place for flies and mosquitoes, and also unhygienic for other toilet users and cleaners. In

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



many cities, the persons who manage the public toilets always complain of blockage of sewage system because of flushing of sanitary pads or rags in the toilet.

5. Consequences of Menstrual Waste Disposal

As sanitation systems were designed with urine and feces in mind, they are unable to cope with the menstrual absorption materials. These absorption materials clog the sewer pipelines as they are unable to pass through and cause the system backflow. Materials like tampons, cotton wool, toilet paper, and other organic materials used for menstrual management might be decomposed in pit latrines/landfills except the plastic inlay of the commercial sanitary pads. Sanitary napkins might decompose over a period of about one year except its plastic lining in on-site sanitation.

In rural areas, pit latrines once full they were covered with soil and new pit was dug but due to space limitations this was not practiced in urban areas. It was reported that some women and girls wrap their used menstrual cloths and packs in polythene bags before disposing in pit latrines which prevents them from decomposition. Nowadays, mostly women/girls prefer commercial sanitary pads and tampons which are made up of super absorptive materials like poly acrylate. These pads and tampons when flushed in the toilets they get saturated with liquid and swell up, thus resulting in sewage backflow, a serious health hazard. The adhesive wings and the perforated plastic layers in the commercial sanitary napkins are not easily biodegradable. The sewage blockages were mostly due to accumulation of excessive quantity of solid waste or sand which results in hardening of the sludge in the pits. Blockage of sewage system is a global problem and major contributing factor is flushing of menstrual products in toilets. Deodorized sanitary products used by women/girls contain chemicals used in bleaching such as organochlorines which when buried in the soil disturb the soil microflora and decomposition takes time.

People living alongside river banks throw menstrual waste into water bodies which contaminate them. These materials soaked with blood were breeding places for germs and pathogenic microbes. Sanitary products soaked with blood of an infected women/girl may contain hepatitis and HIV viruses which retain their infectivity in soil and live up to six months in soil. The clogged drainage with napkins has to be unblocked and cleaned manually by conservancy workers with their bare hands without proper protection and tools. This exposes the workers to harmful chemicals and pathogens. Incineration is a better technique to dispose of menstrual waste but burning of pads releases harmful gasses that effects health and environment. Burning of inorganic material at low temperature releases dioxins which are toxic and carcinogenic in nature.

6. Role of Men/Boys towards Menstrual Hygiene Management

One of the main reasons why menstruation is a taboo and menstruation hygiene is neglected is gender inequality. Unequal rights given to men and women result in women's voices being ignored within households and communities and in development programmes. Due to cultural norms and stigmas, menstruating women are not allowed to use water and sanitation facilities and, in some cases, even excluded

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



from home as menstruation is considered impure. Therefore, comprehensive programmes that engage both men and women should be organized related to menstrual hygiene.

Men can support and influence women and girls in managing menstruation in households, schools, work, and community through many roles as husbands, fathers, brothers, students, teachers, colleagues, leaders, and policymakers. By reviewing literature, it was found that at household level men do not support women regarding menstruation hygiene and never have they discussed menstrual issues with their wives and daughters. As they are decision-makers at household level, in many cases they do not give money to buy menstrual products such as commercial sanitary pads, tampons, and menstrual cups as they consider it money wastage. So women have to rely on cheap reusable cloth pads which they have to wash, dry, and use again. In other cases, due to low family income, men hesitate to give money for such costly products. So, in both cases, women have to compromise with their menstrual needs and personal hygiene.

Decisions related to constructing toilets in houses are also taken by male members. So it is a big barrier in menstrual hygiene as women find it difficult in cleaning and changing menstrual materials in privacy. Women and girls who have toilets at home feel shy and embarrassed as the drain that leads out is not covered and there is a chance of seeing blood flowing in drain by others. In some reports, it was found that parents did not allow boys to discuss such topic as they were not important for their future, so the boys received information about menstruation from friends and Internet which is inaccurate and incomplete. In some places, like in Nepal, menstruating women have to live separately in a “chhaupadi” during menstruation outside the house. This cultural norm is supported by both men and women making it difficult to survive for a menstruating women/girl during winters. They also have to face many challenges living in chhaupadi’s such as getting bitten by snakes, fires, and rapes.

Most men do not know about the menstruation and physiological changes in women during menstruation and menstrual cycle, so it is difficult to change their perception regarding menstruation and menstrual hygiene. Due to unwillingness, myths, prejudices, and misconceptions, it is difficult to talk about menstruation with men and boys. But by engaging them into group discussions and regular community meetings, we can change their perception and make them aware about their role regarding menstrual hygiene management. In India, a man named “Arunachalam Muruganantham” known as “India’s Menstrual Man” develops an inexpensive and environment-friendly machine which produces semibiodegradable sanitary pads. Men can help women and girls by constructing toilets, incinerators, and latrines with chutes at homes and schools and at community level. At household level, they help by providing toilet facilities with privacy, water, and soap and by giving them money for menstrual products. As the decision-making power is in men’s hand, making household budgeting for sanitary materials supports and empowers women by allowing them to move freely with lower risk of stains. Men who are in politics support menstrual hygiene management by making girls/women friendly policies, by providing sanitary materials free of cost or at affordable prices, by providing water and sanitation in their areas, and by conducting seminars and workshops in rural areas.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



7. Role of Teachers in Creating Awareness regarding Menstruation and Menstrual Waste Management

In schools, teachers can make the school environment girl/women friendly to manage menstruation with dignity. Sex education in schools helps adolescents to discover their sexual identity, to protect themselves from sexual abuse, unwanted pregnancies, and sexually transmitted diseases, and to know physiological changes occurring in the body and how to take care of personal hygiene [39]. In most of the cases, teacher's attitude is not good and supportive towards menstruating girls in schools. Different views of parents, teachers, and society affect sex education being taught in schools and colleges. Cultural, religious, and social barriers also create hindrance in the path of sex education.

Our education sector plays an important role in child's growth and development by allowing them to respond to changes and challenges they are facing in day-to-day life. But many times it avoids issues related to the menstruation and menstrual hygiene management by considering it one's personal matter and should be discussed within the house. Menstruation is a silent issue in girl's life which is further affected by teacher's attitude, school environment, and infrastructure. Because of this, many girls remain absent from schools during this time. Sex education is often neglected from the school curriculum which negatively impacts the student's life. They get information about puberty, sexual intercourse, menstruation, and other physiological changes in one's body from books, friends, and Internet which may be incomplete or inaccurate. Due to lack of knowledge and social interaction, teasing and taunting with hurtful nicknames are common in schools. This makes it difficult for a girl student to survive in this environment, so they remain absent from school.

In many schools, both male and female teachers are not ready to discuss menstruation and menstrual hygiene management with students. The female teachers are also not available in many schools. Teachers often skip such topics in books as they do not want any open discussion in the class or to escape from the questions asked by students. Teachers also feel shy and embarrassed to discuss such topics in class due to language barrier. In most schools, English is not a compulsory subject so teachers have to discuss them in local language and using vernacular words in front of students is an embarrassing thing. Due to unsupportive environment in the schools, it was also found that some girls hesitate to stand to answer teacher's questions in fear of leakage or smell and also hesitate to write on blackboard in fear of any menstrual accident and blood stains on clothes seeing by others. In some reported cases, parents do not allow girls to go to schools upon reaching puberty in fear of sexual harassment by boys and male teachers in schools.

To overcome these issues, male teachers and employees in the schools and institutes should be well educated and confident regarding menstruation and menstrual hygiene management so that they support girls/women by providing safe environment and privacy. A committee of teachers including both male and females should be made in the schools to collect funds for providing sanitary napkins, soaps, water, and toilet facilities in schools so that girls manage their menstruation with ease and safety. Committee should also provide dustbins for menstrual waste disposal. Separate toilets for girls and boys with proper doors and locks should be built in the schools. Teachers should educate girls about menstrual health management and its link

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



to their health. They should also make girl students aware of how to dispose of used menstrual products at home and in schools and about the consequences of throwing them in open or flushing them in toilets. Open discussions on puberty, sex education, menstruation, and so forth should be organized by schools in every class to make students aware. This will solve their unsolved queries by providing them correct knowledge, promote social interaction, and also develop a trust relationship with fellow friends and teachers. School-level health policies should be made by school management committee to promote and educate students regarding health and safety, to ensure adequate water and sanitation facilities, and to protect girl students and staff from bullying and sexual harassment.

Some Case Studies

Case1. Recently in a school in Tamil Nadu, a 12-year-old school girl of 7th class committed suicide after menstrual shaming. According to her mother, her periods started during a class where she was given a duster cloth to be used as a pad. Then reportedly, she was forced to leave the classroom when her clothes got stained by blood. The next day she did not bear the humiliation and committed suicide due to harassing and torturing by the teacher in the class as written in the suicide note (source: <http://www.bbc.com/news/world-asia-india-41107982>).

Case2. Around 70 girls of the Kasturba School hostel were ordered to remove their clothes by the hostel warden to check for menstrual blood after she found blood stains in the washroom. This shameful act happened in Muzaffarnagar (UP) in March 2017 (source: <https://timesofindia.indiatimes.com/city/lucknow/girl-students-told-to-strip-to-check-for-menstrual-blood-up-government-orders-probe/articleshow/57940071.cms>).

8. Strategies for the Management of Menstrual Waste

- (1) Disposal of menstrual waste is of major concern as it affects health and environment. There is a need for effective menstrual materials which needs less and cost-effective management.
- (2) Companies dealing with manufacturing of sanitary pads or other articles should disclose the information on the pads regarding the chemical composition of the pads so that appropriate technologies could be used for their disposal and treatment.
- (3) Environment-friendly chemicals should be used by manufacturers of sanitary products to stop soil and water pollution and to fasten the decomposition process.
- (4) Guidance regarding menstrual management to adolescent girls and women is a much-needed step. Menstrual hygiene management should be an integral part of education curriculum.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



- (5) Distribution of menstrual products should be free of cost in schools and educational institutes. Recently, instead of subsidizing the menstrual pads, Indian government has imposed 12% GST on them which is not very women friendly
- (6) The toilets must be designed and built to be girl/women friendly. In Kerala, some schools have installed sanitary napkin vending machines in toilets which are semiautomatic and operate by inserting a coin in it. It contains 30–50 sanitary napkins to meet the emergency needs of the girls/women in schools.
- (7) There should be a separate collection system for the menstrual wastes without affecting the privacy and dignity of women. Specific sanitary dispensers to collect menstrual waste should be installed.
- (8) There should be sufficient space for washing, cleaning private parts and hands and for changing or dealing with stained clothes. To fulfil these requirements, there must be water availability, toilet paper, dustbin, and a sink to wash menstrual products.
- (9) Dustbins should be covered by lid and emptied from time to time to keep the toilets clean from flies, mosquitoes and bad odor.
- (10) Covered containers and dustbins have advantage of hiding the waste being seen by others. They are installed in a place that offers privacy.
- (11) Gloves and proper safety tools should be provided to the cleaners so that they are not exposed to pathogenic organisms and harmful gasses.
- (12) Government should introduce new rules for the safe disposal and treatment of menstrual wastes as they have made for solid or biomedical wastes. Appropriate policy and legal framework is necessary for the management of menstrual wastes.
- (13) Government and non-government organizations should come forward for making the people aware of management of menstrual wastes. Government should give the funds to the Municipal Corporation or NGOs for the construction of women friendly toilets.
- (14) Health implications of menstrual wastes should be properly investigated. Financial support should be given to the institutions to carry out the research in the management of menstrual wastes.
- (15) Scientific research should be encouraged for the most suitable techniques of disposal of sanitary pads or other menstrual products.
- (16) Allocation of budget in schools to support menstrual hygiene management studies should be conducted.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



(17) Collaborative efforts (trash bins) should be made.

(18) Incinerators are a better option for disposal but should be operated in a controlled environment so that harmful gasses emitted will not harm larger area.

9. Better Ways/Ideas of Disposing Menstrual Wastes

9.1. Incinerators

If incinerators are used according to ecofriendly guidelines, they create less pollution. They should be operated at certain specific temperature around 800°C so that they emit less harmful gasses. They should be installed in schools, institutions, and slum areas and at community level.

9.2. Latrines with Chutes

These are special kind of toilets in which a shoulder level Chute was made in the usual deep pit. A chemical agent was added to the pit five times in a month to enhance the decomposition process of used napkins.

9.3. Reusable Cloth Pads

Using these reusable cloth pads is a better option as they have less chemical and plastic content. So they are easily decomposable as compared to other commercial products.

9.4. Biodegradable Products

Commercial sanitary product manufacturing companies must manufacture products having lesser chemical and plastic content. Pads made from bamboo fibre, banana fibre, water hyacinth, and sea sponges should be encouraged.

9.5. Clay or Cemented Incinerators

Clay and cement incinerators used in Gujrat villages by “Vatsalya Foundation” are a welcomed step in menstrual hygiene management. A lady named “Swati” designed this incinerator and named it “Ashudhinashak” which burns many sanitary napkins at a time without creating any smoke. This ecofriendly and cheap innovation is appreciated by rural women who found difficulty in disposing them.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



9.6. Better Disposal Techniques

Special covered bins should be installed to handle menstrual waste. Disposal bags should be provided by manufacturing companies with color indication for disposing these products. These bags should be freely distributed among schools and institutions. Menstrual waste should not be disposed of along with domestic waste. Pads should be properly wrapped in newspaper and then thrown in the dustbins. By this it should also be safe for rag pickers as it does not expose them to any disease-causing pathogens.

10. Conclusions

Menstrual hygiene should be promoted by implementing a course on menstruation and menstrual hygiene management. Teachers should be educated and trained to impart knowledge about menstruation and menstrual hygiene management among students. Social and electronic media also play an important role to make the girls and women aware about the latest menstrual products, different manufacturers, government policies, and so forth. Subsidies should be given on menstrual products so that every girl/women can afford them easily. Non-government organizations should come forward to educate rural people about menstruation, menstrual hygiene management, importance of toilets at homes, hand washing, diseases related to reproductive tract due to poor hygiene, and so forth. Emphases should be given on the use of reusable sanitary or cloth pads to overcome the problem of disposal. Girls and women should be aware of the consequences of disposing used menstrual products in open or flushing them in toilets. Dustbins with proper lids should be placed in the toilets. If possible, incinerators should be installed at homes, schools, and community levels. This study reveals that lack of privacy is a major concern both in household and in schools. Also, ignorance, misconceptions, unsafe practices, and illiteracy of the mother and child regarding menstruation are the root causes of many problems. So, there is a big need to encourage adolescents at school levels to practice safe and hygienic behaviors.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



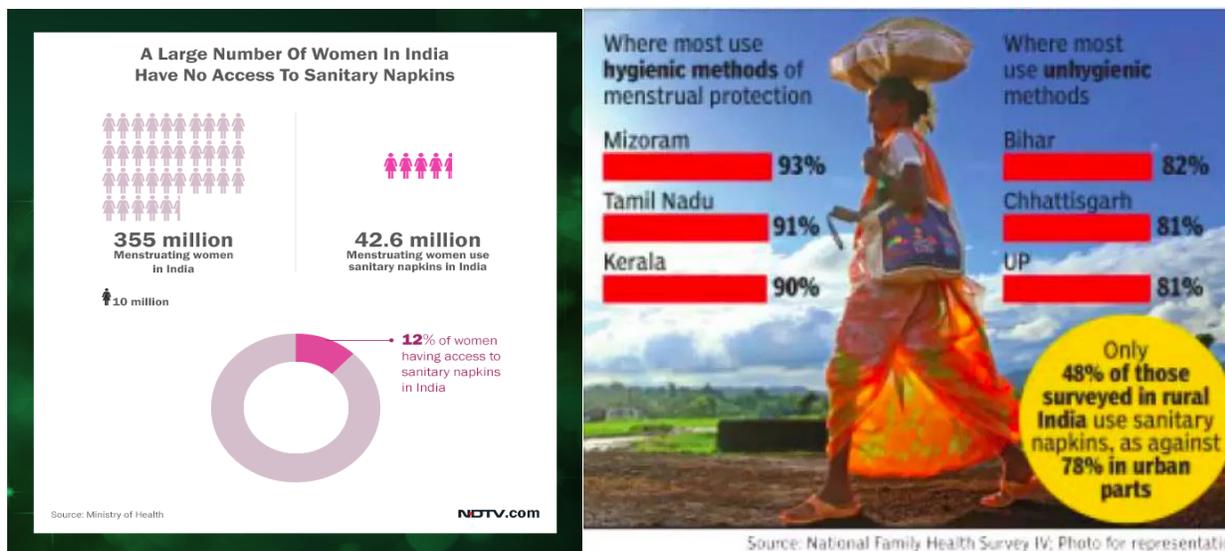
PROJECT AT A GLANCE: Our Proposal

Proposed Project Title	DiViniTi Health
Proposed Project Thematic Area	Social & Healthcare
Proposed Project Budget (₹ crores)	1 Cr
Proposed Project Duration (months)	12
Proposed Project Status	Fresh
Proposed Project Location	Uttar Pradesh & Bihar

The latest report on by National Family Health Survey 2015-2016 estimates that of the 336 million menstruating women in India about 121 million (roughly 36 percent) women are using sanitary napkins, locally or commercially produced.

ONLY 48% WOMEN USE HYGINIC PRODUCTS IN RURAL INDIA DURING MENSTRUATION AS COMPARED TO 78% IN URBAN INDIA.

If a state wise comparison is done, we find that few states are in alarming zone which is shown in Bihar, Chhattisgarh, UP topping the list.



We often hear that unhygienic period health and disposal practices can have major consequences on the health of women, but what exactly is at risk here? Every person – male or female should be aware of the diseases that could be caused if a woman does not have access to menstrual hygiene products. The issue can increase a woman's chances of contracting cervical cancer, Reproductive Tract Infections, Hepatitis B infection, various types of yeast infections and Urinary Tract Infection, to name a few.

Mahakal Maharaj Bikaner Sewa Mandir

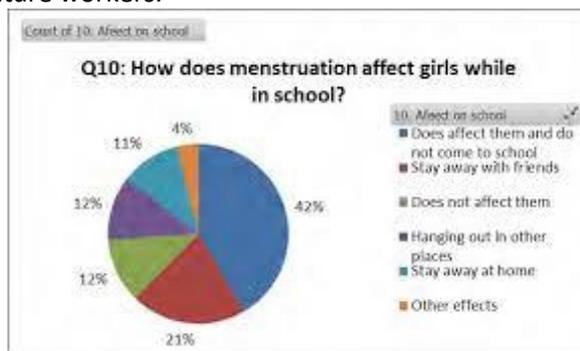
Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



A Mumbai-based philanthropy foundation and the Bank of America highlights another key aspect ignored when it comes to sanitation. According to the report, *Dignity for Her*, “Girls tend to miss school six days a month on an average due to the inability to manage their periods at school. This eventually contributes to almost 23 per cent girls dropping out of school on reaching puberty, which critically undermines their potential as individuals and future workers.”



Snap Shot:

What does this project intend to do?	Why does it intend to do so?	Where – which Geographical area Will it cover? State, Districts, Number of Villages.	How – Key words indicating strategies/ activities	With whom? Who are the Target beneficiaries?
To create sanitary pad manufacturing unit which will give earning opportunity to women along with free panty and reusable sanitary pads to tribal /village females and low-cost herbal biodegradable sanitary health product to low-income group women too.	The female sanitation is basis of healthy population of our 50% of population of our country which should be utmost priority.	This project in its first phase will cover free distribution of reusable pads and panty in poor villages of UP and low-cost herbal biodegradable sanitary pads in areas of UP, Bihar and Chhattisgarh in phase wise manner.	Collaboration Volunteers Creating Awareness Procuring data of area and Supply Survey	In association With State Government, NGO working on female sanitation projects. Target Beneficiaries are the lowest strata people who are unable to get access to hygienic products for themselves.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



Logical Framework Analysis (LFA):

	Description	Indicators	Source of verification	Assumptions
Overall objective / Goal	An effort to tackle the safe periods to women in our society by everyone's cooperation	No. of areas covered for distribution of sanitary pads and panties.	Surveys	Availability of survey resources
Project purpose	Increase involvement of public in tackling the issue. Creating awareness about the issue and need of hygienic approach.	Increase in accessibility of sanitary pads	Surveys	Availability of survey Resources
Results	More women using the sanitary pads hence lower health hazards	Overall better life with basic amenity and low mortality rate	Surveys	Availability of survey resources
Activities	Organizing awareness drives in slums, distribution of sanitary pads and health camps to make them aware of health hazard and how to avoid it. Nukkad natak at public places to approach more and more people.	Number of Operational manufacturing unit and distribution points over a time period.	Surveys	Availability of survey resources

a) Inclusiveness:

How does the proposed project promote a culture of inclusiveness irrespective of social (physical, literacy level, gender, ability, religious cultural barriers, etc.) and economical (land ownership, income levels, access to services that enhance economic opportunities, etc.) factors?

By interacting with more people and including them in raising awareness around the topic and getting safe hygiene products readily available.

b) Risk Analysis:

An overview of potential challenges and limitations related to the proposed project. What could be the potential risks that may impact outcome of the project and what is the risk mitigation strategy? It should also provide proposed approach and actions identified by the organization to overcome the limitations and address the challenges, if they were to arise.

The possible challenges may be in form a) Taboo associated b) Distribution chain

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



c) Sustainability and Exit Strategy

Brief narration of approach for self-sustainability of the project post withdrawal of support:

Awareness campaign is created to make people informed about importance coming together to provide dignity of life to every woman and also share from our share to less privileged. For approach on self-sustainability of the project, refer to working model on page 23 of this proposal.

Reason why our Project Should Be Shortlisted Grant?

This is one of its kind initiatives which need immediate intervention and attention from public as well as society. Periods and taboo associated have created health hazards since ages and now we need to take women of our country onto a better path.

PROPOSED DURATION

The duration of the proposed project shall be next 12 months post grant.

GRANT REQUESTED

The grant requested for the project is approximately Twenty crore rupees for the first phase (Rs.2000 Lacs/-).

Details of the bank account for Indian donation:

Account Name: Mahakal Maharaj Bikaner Sewa Mandir

Bank name: HDFC Bank Ltd

Account number: 50200037505802

IFSC/RTGS code: HDFC0000728

Bank Branch: B-51&60 sector 50, Noida

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



Working Model with Required Funding:

A. Making of Reusable Sanitary pads for Tribal /BPL women.

1. Making of 4,000 Reusable sanitary pads per month for free distribution to 1000 tribal / BPL women/month. Pack of 4 pads shall suffice for 24 months.



2. Making of 4,000 panties per month for free distribution to 1000 tribal / BPL women/month. Requirement of a pack of 4 panties per female with pack of 4 sanitary pads which shall for 24 months.



Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



- Cost of both pack of 4 pads and 4 panties (Inclusive of raw material clothes, filling material, thread, tic button, delivery and packing pack etc.): **INR: 400/set**
- Total number of females getting benefitted in one year: **12000**
- Females staff needed to make the 360-reusable pad per day (considering 25 working days): **3**
- Females staff needed to make the 360 panties pad per day (considering 25 working days): **3**
- One-time Initial machine to stitch with set of scissors, tape etc. setup cost: **INR 50,000/machine; INR 3L for 6 machines.**
- One time infrastructure setup cost: **INR 100,000**
- Salary expense /month: **INR 72,000**
- Office expense (rent/tea/food /electricity etc.)/month: **INR 75,000**
- Distribution cost required for Volunteer (To go to villages, create Chau pals and educate and distribute the free reusable pads) expenses for travel and other expenses: **INR 12,000/Volunteer/month; 2 volunteers required; cost: INR 24,000/month**
- Media and Nukkad Natak. Play etc. cost: **INR 20,000/month**

• Funds required for 1 year:	INR
400*12,000+300,000+100,000+75000*12+24,000*12+72,000*12+20,000*12=	INR 75L.
• Total jobs generated:	9-10

B. Making of low-cost Herbal Biodegradable odorless sanitary pads for everyone.

100% cotton

Herbal **NavGrah** Sanitary Pads

BIODEGRADABLE PRODUCT

Product By: **MahaGuru**

India's first 3-in-1 sanitary napkin with herbal, organic and anion-powered as well as medicinal properties. They are dioxin-free and bio-decomposable within one year. Its pack of ten contains three sizes to cover the flow of entire cycle.

NavGrah Feminine Herbal Hygienic Sanitary Pads helps:

- ✓ Reducing Hormonal imbalances & boosts immunity
- ✓ Eliminating bacteria
- ✓ Eradicating odor
- ✓ Reducing stress & fatigue
- ✓ Treating inflammation

How Vivation Works

The negative ions i.e. Anions from the strip move up the world through the vagina, improving blood circulation. This facilitates smooth discharge of blood clots in the vagina and repairing of the womb. Improvements can be expected in 3-5 days along with reduced inflammation.

The Power of Anions

Anions are negative ions that have huge positive benefits for human health. Anions are a natural phenomenon in the form of molecules in the air. Anions are nature's gifts and the secret behind why we feel rejuvenated and energized while in such environs.

Anions & the Human Body

Anion in the air is like vitamins in food. These negative anions add the following values to our body - The Nervous system: energizes the entire body, improves sleep quality, eases pain and tension, increases the number of white and red blood cells, haemoglobin.

Brand Owned And Marketed By
MGN Private Limited
B-10, Bajaj Bhawan,
3rd Floor, Sector-3,
Noida-201301 (UP)
www.sparkleedrink.com
customercare@sparkleedrink.com
Customer Care: 91-9643819899

ISCAI
Lic No. 10018051002526

0 7 5 5 8 5 0 1 8 8 5 5 8 2

Max Retail Price:
(Incl. of all taxes)
Batch No.
Pkt On

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



- Cost of manufacturing of 50,000 Packs/month (2000 packs per day, each pack comprising of 7 herbal, biodegradable odorless pads inclusive of all raw material; initial with 1 machine 1 shift production; 25 working days) = INR 20/pack = $20 \times 50,000 =$ **INR 10,00,000**
- Females staff needed to make the 2000 packs (7000 pads) per day: **2**
- Females staff required for packing: **4**
- One-time Initial machine setup cost: **10,00,000**
- One time infrastructure setup cost: **2,00,000**
- Salary expense for production and packing staff/month: **60,000**
- One time cost for making the cylinder for printing the wrapper: **72,000**
- Expense of sales person salary: **15,000**
- Office expense (rent/tea/food etc.). **50,000**

- **Funds required for 1 year:** $INR 10,00,000 \times 12 + 10,00,000 + 2,00,000 + 60,000 \times 12 + 72,000 + 15,000 \times 12 =$ **INR 120+10+2+7.2+0.72+1.8+6=Approx. 1.5 Cr.**
- **Total jobs generated: 8-9**

c. Net Funding requirement for Whole project for a year

- MRP of **Herbal Biodegradable odorless sanitary pad pack: INR 35**
- Ex. Factory Sale Price Tentative Sales price per pack: **INR 26 (ex. Factory)**; transportation cost shall be taken additionally from distributor.
- Sales revenue for 1 shift production of $50,000 \times 12$ -month pads packs = $INR 50,000 \times 12 \times 28 =$ 1,68,00,000
- Cost of production for 2 shifts = $1.5Cr + 1.3Cr =$ INR 2.8Cr
- Sales revenue for 2 shift production of $100,000 \times 12$ -month pads packs = $INR 100,000 \times 12 \times 28 =$ 3,36,00,000
- Surplus per shift= INR 18L/shift
- Surplus in 2 shifts= INR 56L

Breakeven point for project shall come after sales of 6 months with approx. 1,00,000 packs sale of biodegradable pads.

Funds required before reaching to breakeven point: Approx. INR 75,00,000 (Seventy-Five Lacs only)

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



PROJECT IMPLEMENTATION & MANAGEMENT PLAN

A. INCEPTION PERIOD ACTIVITIES

The 1 month of the project shall be the inception period during which the following activities shall be conducted.

Activities

1) Recruitment of project implementation team

The Project Manager will onboard the community mobilizers shall be recruited in the first two month of the project.

2) Setting up the command center

We shall be using our Vasundhara School, Ghaziabad facility second floor as command center for this project while there will be many satellite offices shall be opened in each district in span of the project to take the benefits of centralized yet distributed control mechanism.

3) Baseline Study

Baseline data shall be collected to provide a historical point of reference to inform programme planning, such as target setting and monitor and evaluate change. The methodology for the proposed study shall involve an in-depth primary survey as well as a secondary survey. The Project Manager and the community mobilizers shall visit the project area and interact with the community to conduct the primary survey through structured questionnaire, personal interviews, meetings, qualitative information and observations. The secondary survey shall involve the collection of data and information from credible sources like published literature, reports, write-ups, Census reports and the basic statistics available with the government offices.

B. COMMUNITY MOBILIZATION

Community mobilization drive shall be conducted by the Project Manager to create awareness among the community, particularly among the parent community, about the project aims, benefits, activities and the facilities to be provided through the intervention. Community mobilization shall be an ongoing activity throughout the entire project duration.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



Activities

1) Rally/TV/print ad:

Rally is a very effective means of drawing the attention and communicating a message to the public. Multiple rallies shall be conducted to portray the need of tree plantation and its direct and indirect benefits in human life.

2) Home visits/Door to door campaign

The community mobilizers shall make home visits and conduct door to door campaigning to spread awareness about the proposed intervention.

3) Stakeholder Engagement

The primary stakeholders of the project shall be the people living in UP and nearby vicinity areas. Remaining will be the secondary stakeholders of the proposed intervention. Tertiary stakeholders shall comprise local leaders, influential members of the community, social activists and organizations working in the field of environment and healthcare reforms.

a) Focus Group Discussions (FGDs)

The Project Manager shall conduct four focus group discussions with all the stakeholders of the project. Small informal groups shall be formed and participants shall be selected to represent a specific category of project stakeholders.

b) Development and dissemination of IEC materials

Low-cost creative Information, Education and Communication (IEC) materials such as Whatsapp, SMS, pamphlets, leaflets, posters and other social media shall be developed and disseminated so as to generate awareness among various stakeholders.

c) Information dissemination workshop

A workshop involving all the stakeholders shall be conducted at the end of the project. Officials from the Environment/ social and healthcare department, beneficiaries and other stakeholders shall be present in the workshop where the outcome of the project along with supporting documents shall be presented to all the stakeholders.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



C. ACTIVITY SCHEDULE

Sl. No.	Activity	M 1-3	M 3-12
1	Project Implementation		
a	Project Inception		
	Selection of human resources required for project		
	Setting Up of infrastructure		
	Baseline study		
b	Community Mobilization and coordination with district administration.		
c	Capacity Building & Training		
	Training sessions		
	Forward Linkages		
2	Reporting & Documentation		
3	Monitoring & Evaluation		

PROJECT IMPLEMENTATION TEAM

Project Manager- A Project Manager from existing team (who is Masters in Environmental/ Social Work/Sociology or someone with relevant experience) shall be engaged who shall head the project and shall be responsible for overall project management, implementation and monitoring. She shall conduct baseline study, focus group discussions (FGDs), advocacy along with community mobilizer.

Community Mobilizer-District wise community mobilizers shall be hired from the community in the initial 2 months of the project and trained intensively by the Project Manager on the mobilization activities.

MONITORING & EVALUATION

Periodic monitoring reports with relevant photo and video documentation shall be submitted by the Project Manager highlighting the progress of project, lessons learned and the corrective measures needed to address problems, if any. Project monitoring system shall include maintenance of an MIS by the Project Manager comprising detailed logs of FGDs, meetings, trainings, time dedicated to the activities, tests, feedback on performance, registers for recording the attendance of the learners and the teachers, problems faced by the learners. Individual progress reports of the learners shall be maintained and updated every month for progress monitoring. End of each campaign session reports shall be prepared by the Project Manager. The Project Manager shall maintain record of the expenses for all the project activities and utilization of the total fund volume.

On-site observations of the campaigns shall be made by the volunteers.

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>



In addition to these internal monitoring processes, donor agency (UP Govt), external experts or an external agency shall evaluate effectiveness, outcomes and sustainability of the project. An end line study of the same baseline conditions (indicators) shall be conducted at the end of the project for reliable comparison of the changes brought about through the implementation of the project. The evaluation approach should be participative in nature, including to the extent possible, stakeholder perspectives.

SUSTAINABILITY

Project Sustainability

After the completion of the project, the centers and the resources shall be used to continue the project with support from the stakeholders and financial grants from other sources.

Another strategy for making the project sustainable shall be to make the process participatory to strengthen the community's sense of project ownership. This shall make it more likely that the programme would be continued in the future and it therefore shall promote project sustainability. By fostering participatory approaches and strengthening the capacity of the stakeholders to plan and manage future actions, can help ensure that interventions have a lasting impact on the vulnerable community.

Social Sustainability

The organization shall play a pivotal role in promoting the results of the project and advocacy vis a vis the target community with an aim to promote sustainable attitudinal change among the community members in terms of enrollment and retention. A well-educated future generation shall lead to socio-economic sustainability of the vulnerable community in the long run.

Sustainability Component- Global Perspective

Viewing from a macro perspective, the project is aligned with Goal 4 of the Sustainable Development Goals (SDGs) i.e. - Ensuring inclusive and equitable quality education and promote lifelong learning opportunities.

**THANKS.
WE LOOK FORWARD TO YOUR SUPPORT.**

Mahakal Maharaj Bikaner Sewa Mandir

Regd. Office: A-107, F/F, Plot NO-9, Vikash Tower Community Centre, Vikash Puri, New Delhi-110018

Corp. office: Plot number -1234, Sector-5, Vasundhara, Ghaziabad, UP-201012

Website: <http://TheDiviniti.com>