



YAK BAI YAK FOUNDATION

PROJECT: MAARE SONG

Introducing Affordable and High-Quality Female Sanitary Napkin Pad
Among the Rural and Remote Population of Tripura



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VISION

All women and girls living in remote areas of Tripura achieve improved reproductive health and education

MISSION

Provide leadership, coordination, education and campaign that result in better accessibility to affordable, hygienic and high-quality female sanitary napkin pad, among the women and girls living in remote areas of Tripura, through manufacturing, training, marketing and distribution of the product

OUR GOALS

Awareness: Share knowledge about the importance of hygienic sanitary pad to improved reproductive health and education

Ownership & Empowerment: Participate in campaign, training, manufacturing, marketing and distribution of the sanitary napkin pad

Income Generation: Provide sustainable jobs

Accessibility: Focus on the population living in the remote and inaccessible corners of the state

Affordability: Deliver low-cost and high-quality product through local manufacturing, short supply chain, elimination of middlemen and avoidance of high marketing costs

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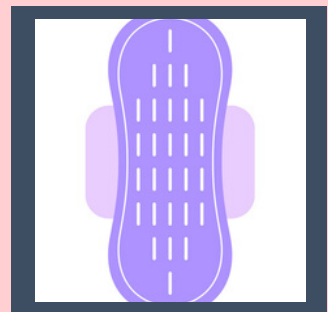
- Only 36 percent of Indian women use sanitary pads during periods
- Almost 23 million girls in India drop out of school annually, because of lack of menstrual hygiene management facilities



- Girls, who don't drop out, usually miss up to 5 days of school every month
- 70 per cent of mothers with menstruating daughters considered menstruation as dirty



- 50 percent do not know about menstruation until the first time they got their period
- Example: Percentage of girls and women unaware of menstrual hygiene practices - Tamil Nadu 79%, Uttar Pradesh 66%, Rajasthan 56%, West Bengal 51%



- Nearly 60,000 cases of cervical cancer deaths are reported every year from India, two-third of which are due to poor menstrual hygiene
- Roughly 120 million menstruating adolescents in India experience menstrual dysfunctions, affecting their normal daily chores



- Only 2 to 3 per cent women in rural India are estimated to use sanitary napkins
- Lack of access to menstrual hygiene products result in increased chances of contracting cervical cancer, Reproductive Tract Infections, Hepatitis B infection, various types of yeast infections and Urinary Tract Infection etc.

KEY FACTS: MENSTRUAL HYGIENE IN INDIA

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KEY STATISTICS: MENSTRUAL HYGIENE IN INDIA

A Large Number Of Women In India Have No Access To Sanitary Napkins

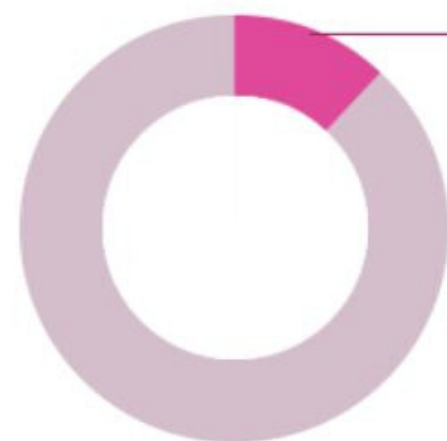


355 million
Menstruating women in India

10 million



42.6 million
Menstruating women use sanitary napkins in India



12% of women having access to sanitary napkins in India

Source: Ministry of Health

NDTV.com

Low Awareness On Menstruation Is Widespread In India

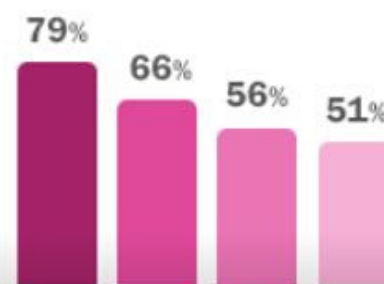


70%
Of Menstruating Mothers Consider Menstruation As Dirty



71%
Adolescent Girls Remained Unaware Of Menstruation Till Their First Period

Percentage of girls remaining unaware of menstrual hygiene practices in Indian states (2014)

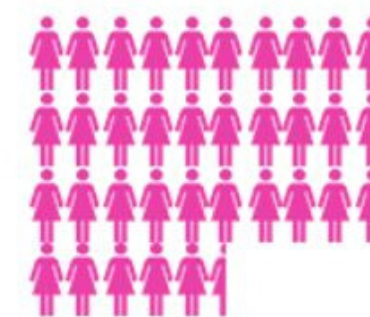


■ Tamil Nadu ■ Uttar Pradesh ■ Rajasthan ■ West Bengal

Source- Spot On! a 2014 report by the NGO Dasra, UNICEF's 2014 report on Menstrual Hygiene in India

NDTV.com

Menstruation Taboos In India Forces Girls To Drop Out Of School



355 million
Menstruating women in India

10 million



23 million
Women dropping out of school annually due to lack of menstrual hygiene management

Reasons For Early School Dropouts



Lack Of Sanitary Napkins



Lack Of Functional Toilets



Low Awareness On Menstruation

Source- Spot On! a 2014 report by the NGO Dasra

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THE PROBLEM

9 OUT OF 10
WOMEN/GIRLS IN
INDIA DO NOT USE
SANITARY PADS

70%+ OF INDIAN
WOMEN RELY ON OLD
RAGS, PLASTICS, SAND
AND ASH TO MANAGE
THEIR
MENSTRUAL CYCLE

ACCESS & DISPOSAL



Inadequate access to MHM products, sanitary facilities, clean water, along with disposal challenges

LIMITED AWARENESS



Lack of education and information on reproductive health, at home and in schools

SOCIETAL TABOO

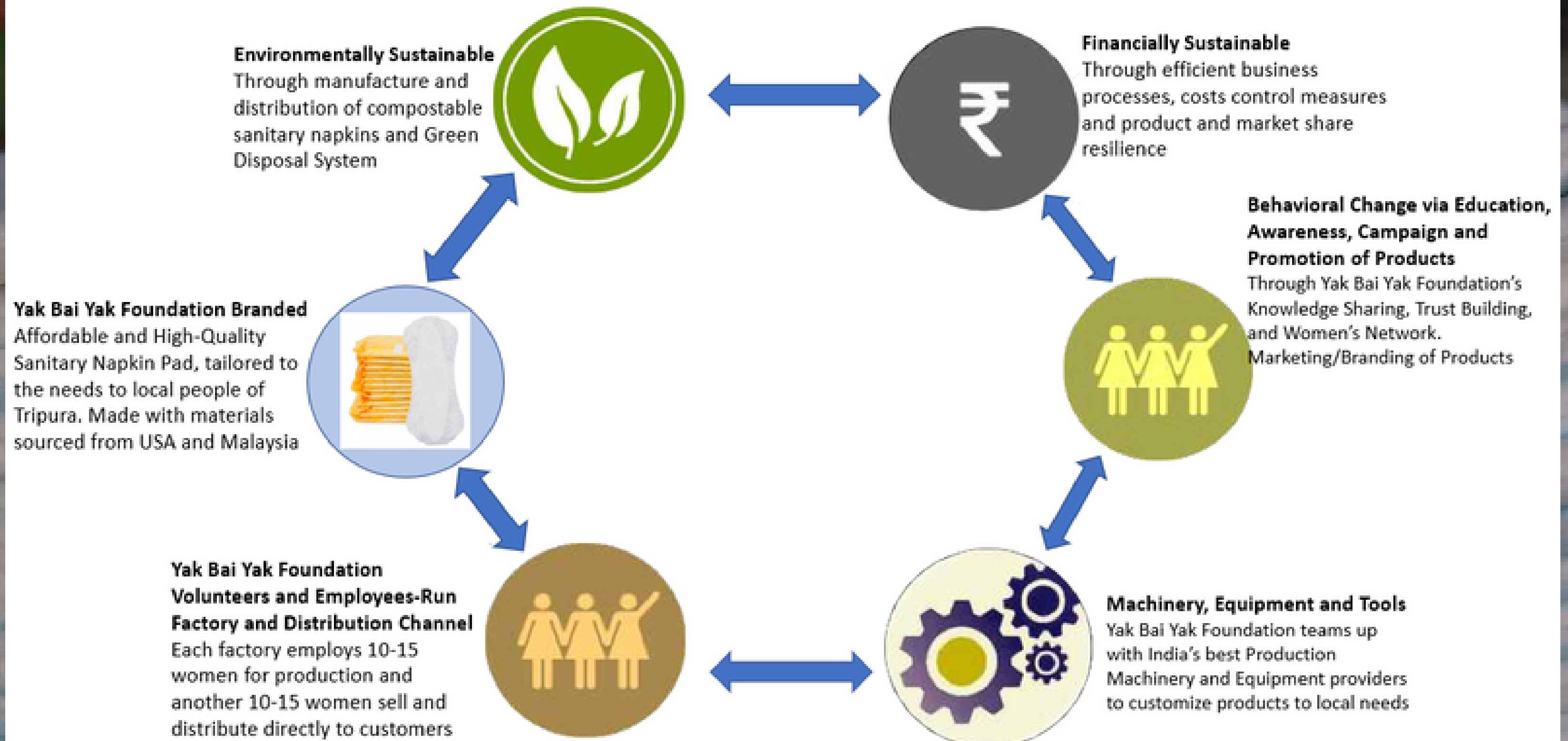


Menstruation is highly stigmatized. In many parts of India menstruating women are treated as "pollution"



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SOLUTION MODEL



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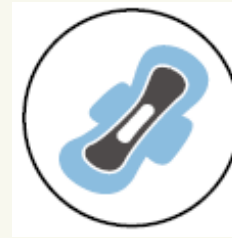
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FEATURES OF THE PRODUCTS MODEL



FEMININE HYGIENE MODEL

- Target Low Income Females
- Build Capacity of Women along Supply Chain
- Conduct Community Awareness
- Manage Sales and Installations



SANITARY PRODUCTS

- Offer Cheaper Alternatives to Existing Brands and Substitutes
- Customize Products by Size and Packaging
- Sell Disposable and Compostable



AWARENESS AND DEMAND

- Offer formal/informal education such as workshop, community meetings, health camps
- Synergize with schools and other educational institutions



FEMALE CUSTOMERS

- Sell in bulk at health camps, community meetings and educational institutions
- Provide Easy Access to Products
- Help Reduce Missed Days from Daily Chores



COMMUNITY DISTRIBUTION

- Use trusted Yak Bai Yak Women's Network and Volunteers for door-to-door to overcome taboos
- Generate Income for Poor Women



DECENTRALIZED

- Focus on production by local women
- Involve end users sometimes
- Shorten Supply Chain, Eliminate Middlemen



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PROJECT TEAM STRUCTURE: ROLES AND RESPONSIBILITIES

PROJECT MANAGER

- **Details Project Scope:** List all Project Goals, including Production Capacity, Project Location, Manpower etc.
- **Plans** Activities, Schedule and Cost Estimates (Budgeting)
- **Assign** Team Members to Activities
- **Identifies** Team Members and Builds Project Team
- **Maintains** Communication among all Stakeholders of Project
- **Procures** Machinery, Tools, Equipments
- **Completes** Installation
- **Trains** Volunteers, Employees and Other Stakeholders
- **Signs** Contracts with Vendors for Production Material Supply, Machinery Maintenance-Repair/Replacement etc.

YBY VOLUNTEERS

- Execute Project Tasks and Complete Activities Assigned
- Get Training in Machinery and Equipment for Manufacturing Sanitary Napkin Pad
- Gain and Share Knowledge about Female Hygiene Products, Benefits of Usage, Safe Disposal of Used Products
- Organize Formal/Informal Meetings such as Workshops, Community Meetings
- Educate the women and girls at Public Gatherings, such as Health Camps , about the Risks of Unsafe Sanitary Products like Dirty Cloths, Papers etc.
- Sell and Distribute Sanitary Napkin Pad by Going Door-to-Door, at Community Programs, Meetings, Workshops
- Build Trusted Network and Continue to Grow such Women-To-Women Network
- Liaison with educational institutions like Schools and Colleges to make the Products Accessible
- Gather Demand Information and Communicate it to Factory Manager Regularly



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PROJECT TEAM STRUCTURE: ROLES AND RESPONSIBILITIES

YBY FOUNDATION EMPLOYEES - SHOPFLOOR WORKERS

- Get Training on How to Operate the Production Machinery, Equipment and Tools
- Operate the Production Machinery to Manufacture Sanitary Napkin Pad
- Maintain Product Quality by following all Quality Assurance Procedures
- Conduct Quality Control Activities to Identify Quality Issues
- Analyze and Address Quality Control Issues
- Co-ordinate with YBY Foundation Volunteers to match Production with Demand
- Store Excess Finished Products Safely
- Follow All Workplace Safety Protocols and Conduct all Shop Floor Activities Safely

YBY FOUNDATION EMPLOYEE - FACTORY MANAGER

- Plan Production Weekly to Meet Demand - Actual Customer Orders and Forecasts
- Forecast Demand - Regular Communication with YBY Foundation Volunteers for better Forecasts
- Forecast and Plan Manpower Requirement to meet Production Target
- Supervise Shop Floor Operations
- Ensure Quality Assurance Procedures for the Process and Products are followed by Everyone in the Factory
- Maintain Daily Production Record Details - Purchases Made, Total Materials Used, Manpower Used, Finished Products Produced
- Count Inventory of Raw Materials, and Finished Products Daily
- Estimate Raw Materials Requirements to Meet Production Target
- Order Purchase of Raw Materials to Meet Production Target on Time
- Communicate Availability of Finished Products to YBY Volunteers Daily
- Deliver Finished Products to Volunteers and Record Details of Such Deliveries

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PROJECT TIMELINE

Week	Week of (07-Mar-2020)	Week of (14-Mar-2020)	Week of (21-Mar-2020)	Week of (28-Mar-2020)	Week of (4-Apr-2020)	Week of (11-Apr-2020)	Week of (18-Apr-2020)	Week of (25-Apr-2020)	Week of (02-May-2020)	Week of (09-May-2020)
Activity	Complete Project Proposal	15-Mar-2020 ↓								
		Project Kickoff								
		Detail Project Scope								
			Complete Project Plan							02-May-2020 ↓
					Execute Project Activities					
									Go-Live	
									Start Production	

CONTACT US



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