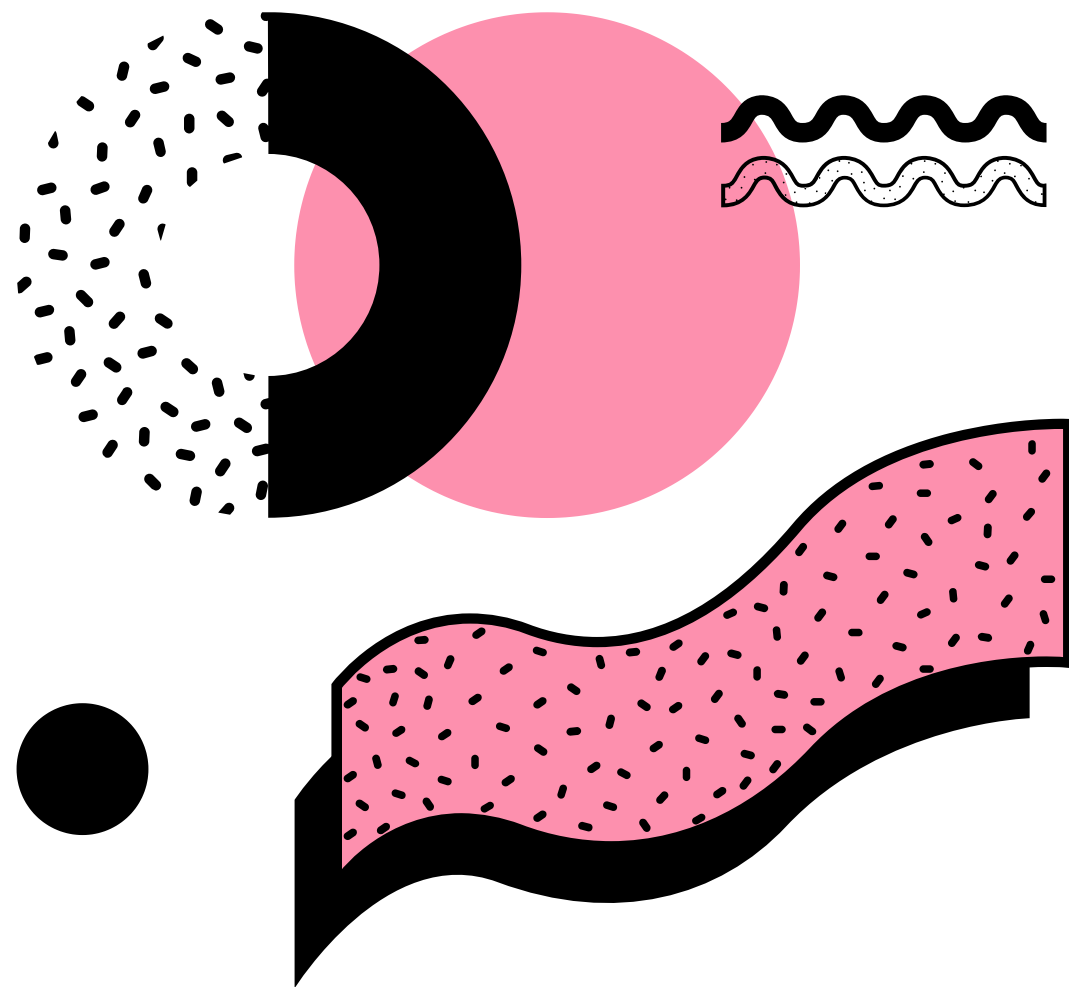


HER HYGIENE

A comprehensive technological solution to all things period.



1

Problem Statement:

AS119 - Disruptive Innovation for Women Empowerment

2

Team Name

Team Rocket

3

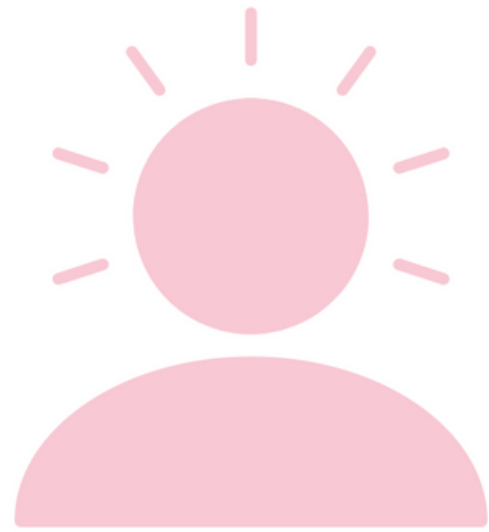
Team Members

Abhishek Chopra(Leader), Aashna, Ridam, Kanishk, Akash and Vishesh

4

College

Netaji Subhas University of Technology



Problem #1

Awareness- A general lack of awareness surrounding menstrual hygiene products and the stigma associated with periods



Problem #2

Affordability- Menstrual Hygiene Products are still not affordable to women belonging to lower income stratas

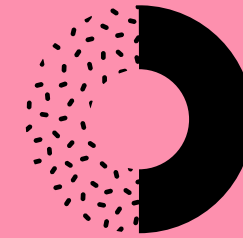


Problem #3

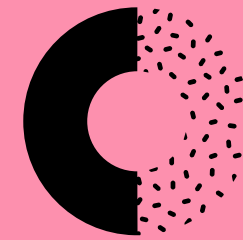
Accessibility- Safe and clean menstrual products are still not available in many areas. Moreover, even in urban areas they are not easily accessible to working women in emergency situations.

THE PRODUCT

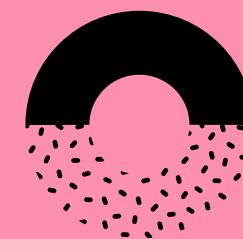
Her Hygiene is a **Progressive Web App** aims to be a one stop solution to a women's menstrual health and hopes to empower those caught in the poorest strata at the same time.



PAD SOS



PERIOD TRACKER

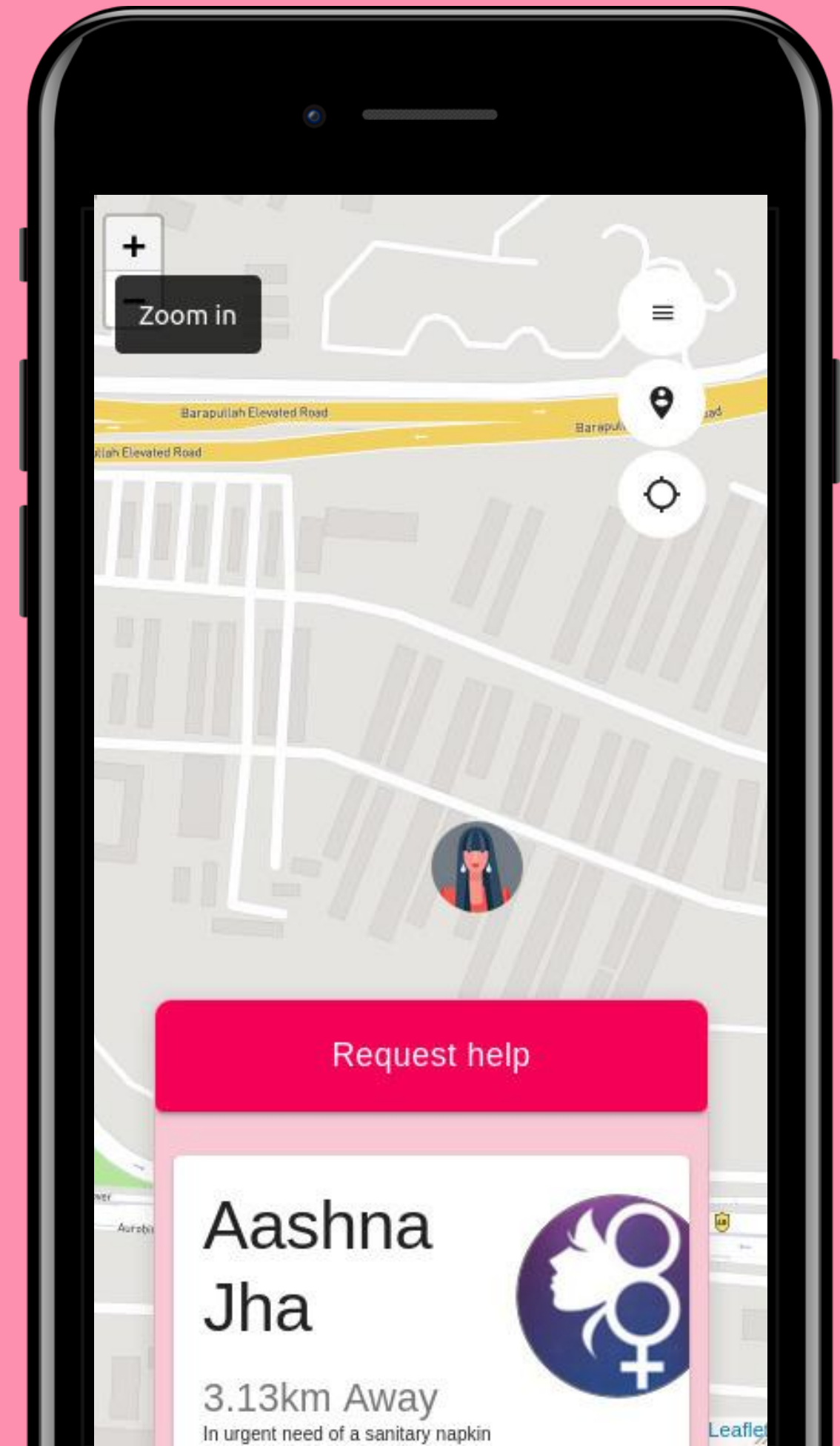


OPPORTUNITY
PORTAL

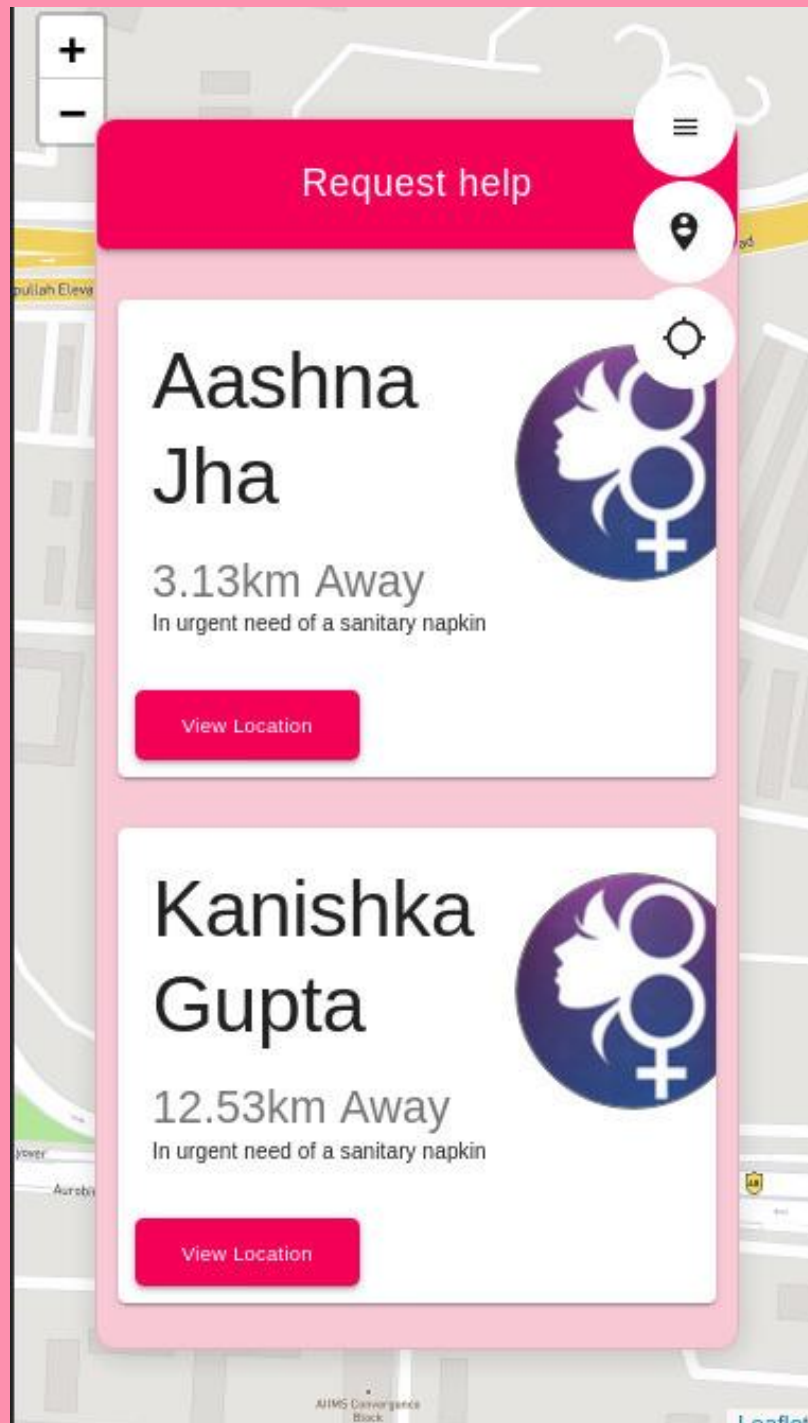
PAD SOS



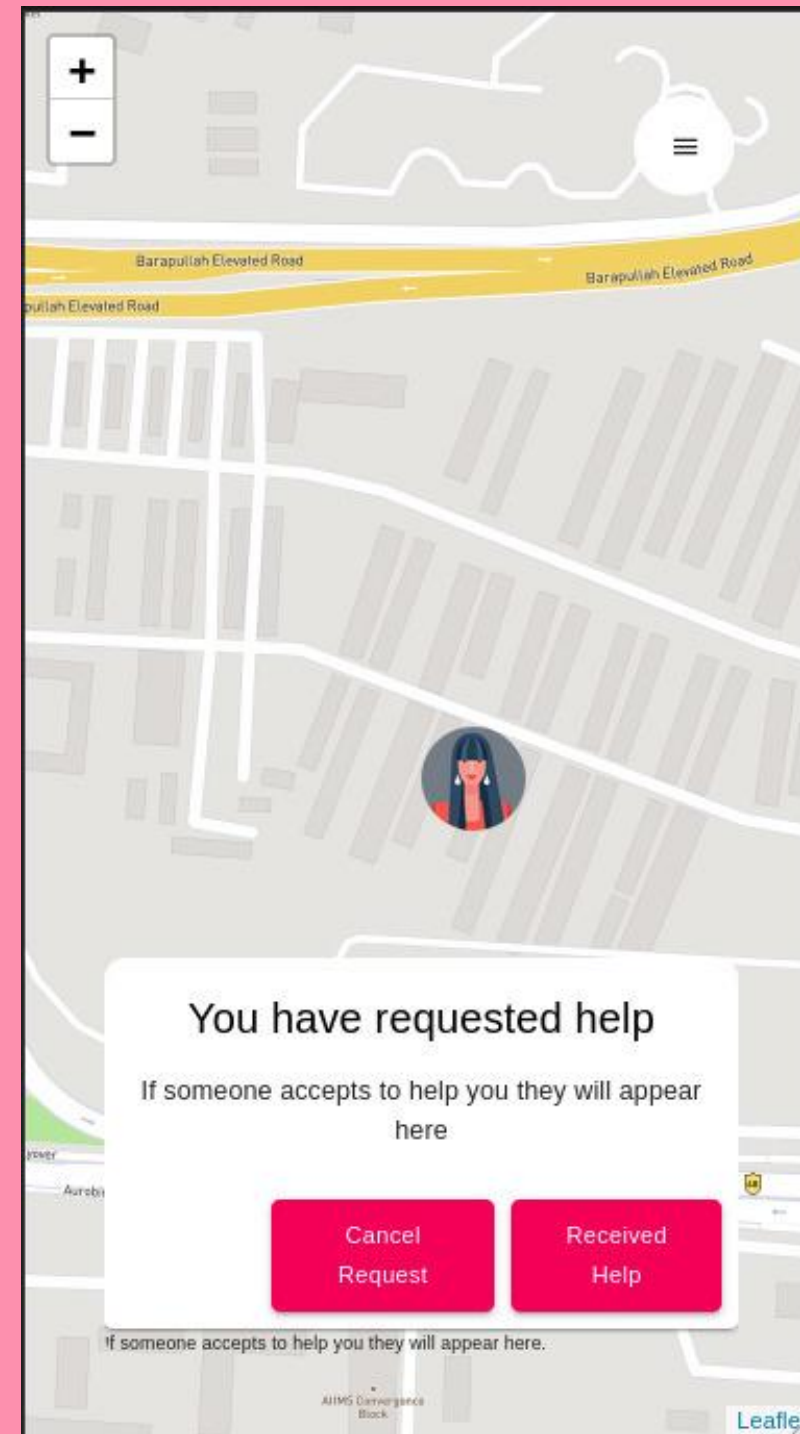
Many a times one may find oneself in a precarious situation during their cycle where they need a pad and don't have one on hand. PAD SOS connects women in an emergency situation to other women nearby, maybe in the same college or office building itself, with the click of a button.



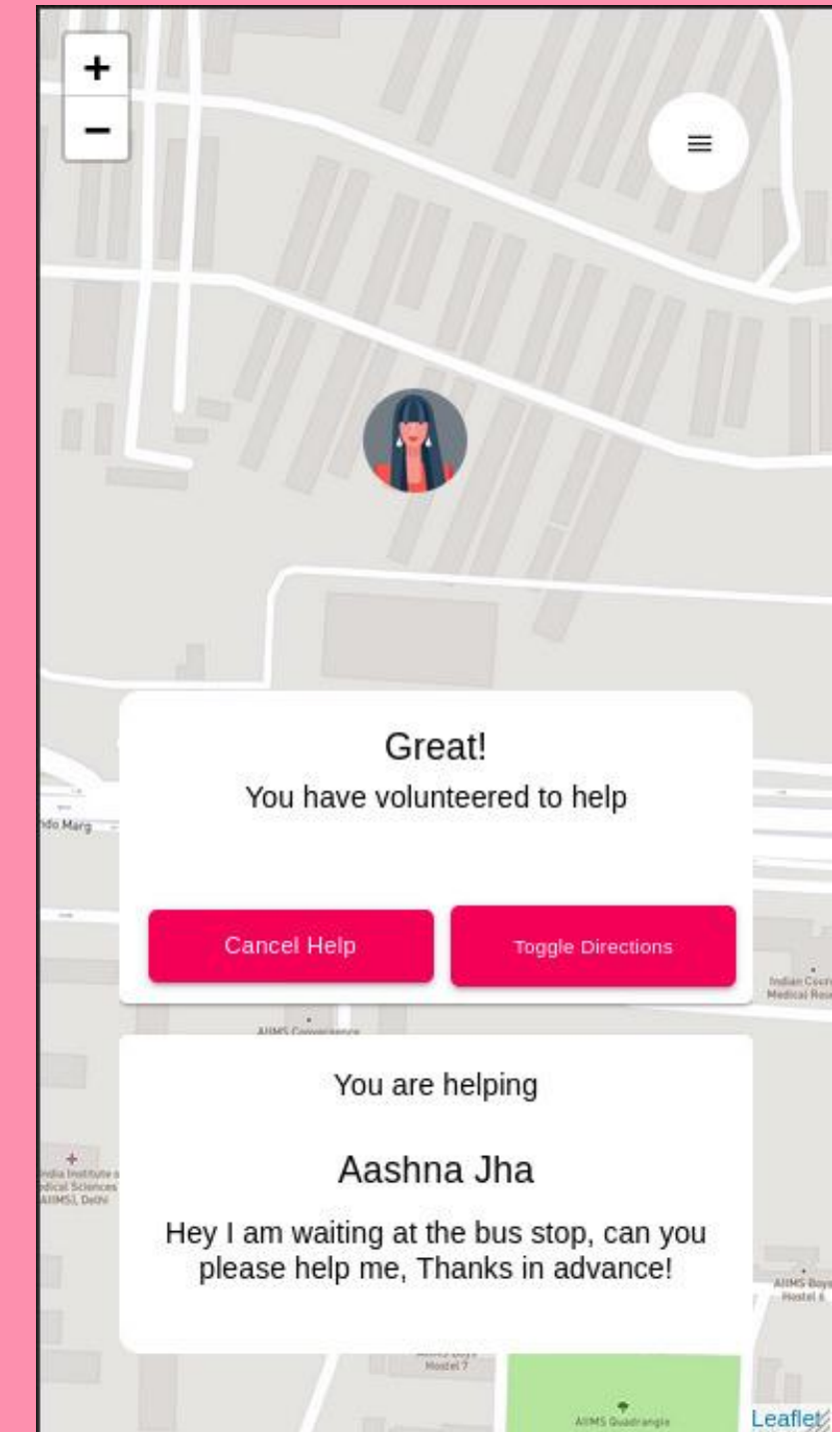
PAD SOS: User Journey



Request
Help



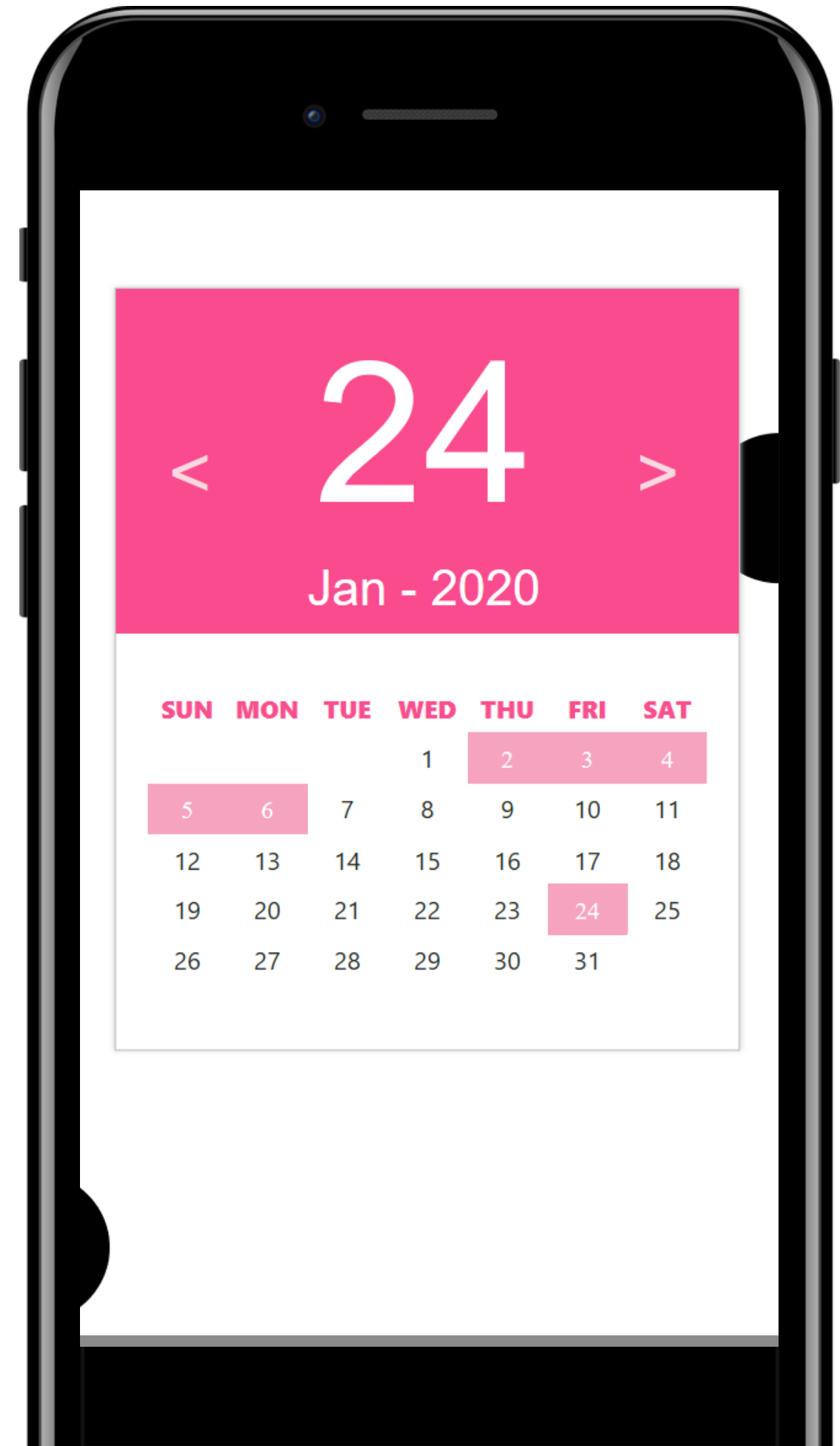
Request
Accepted



PERIOD TRACKER



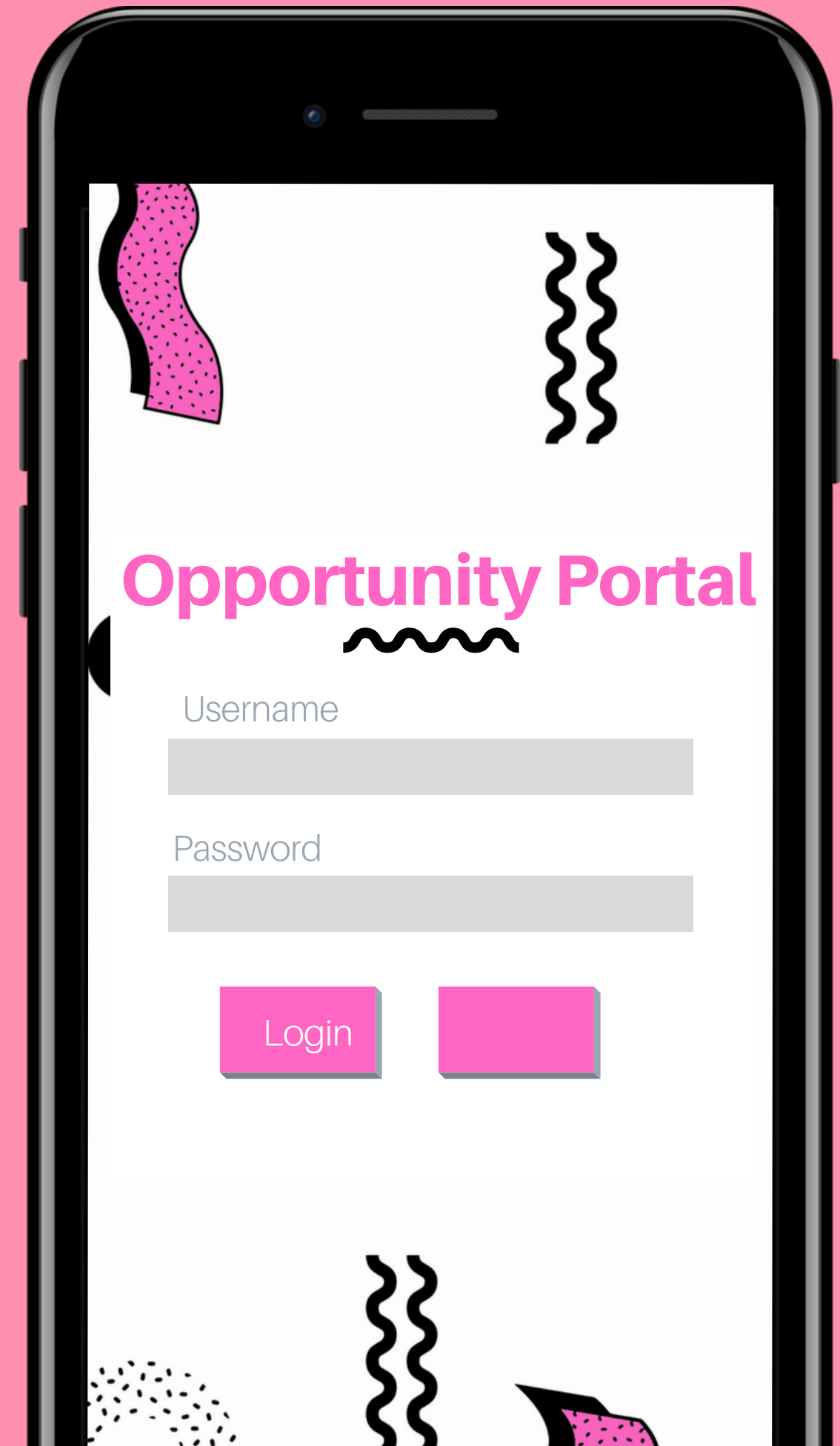
We contacted researchers in the field of menstrual health and have built a period tracker under their guidance using machine learning models based on their research data and **our own surveys**, it tracks your cycles and accurately predicts the dates of your Menstrual Cycle!



Opportunity Portal



Her Hygiene wants to empower women from the lower social strata through job creation and establish a connection between rural women, manufacturers, government and NGO's to add to our agenda of making menstrual health services available for all women.



Changes and Improvements



Day 1

- Establishing a clear path of secure access to certain parts of the application, through Face Recognition and access tokens.

Day 2

- Enabled offline map caching so that the local stores such as pharmacies and chemists are always visible to the user, even in the absence of connectivity.
- Added a suggested tips section to address the scenario that the user is in an area with no nearby pharmacies and volunteers
- Implementation of Awareness portal in order to spread awareness and reduce the stigma surrounding the topic.

Day 3

- Implementation of Period Tracker portion of the application.
- Integration of Opportunity Portal allowing for inclusion and betterment of micro-enterprises, NGOs and individuals seeking opportunities.
- Integration of all individual components into a holistic platform for menstruation related issues.

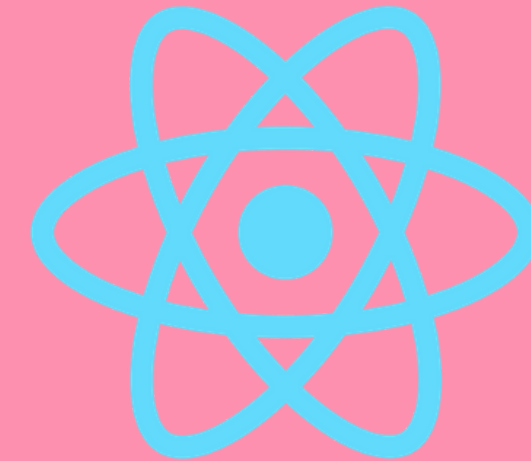
Firebase



MapBox



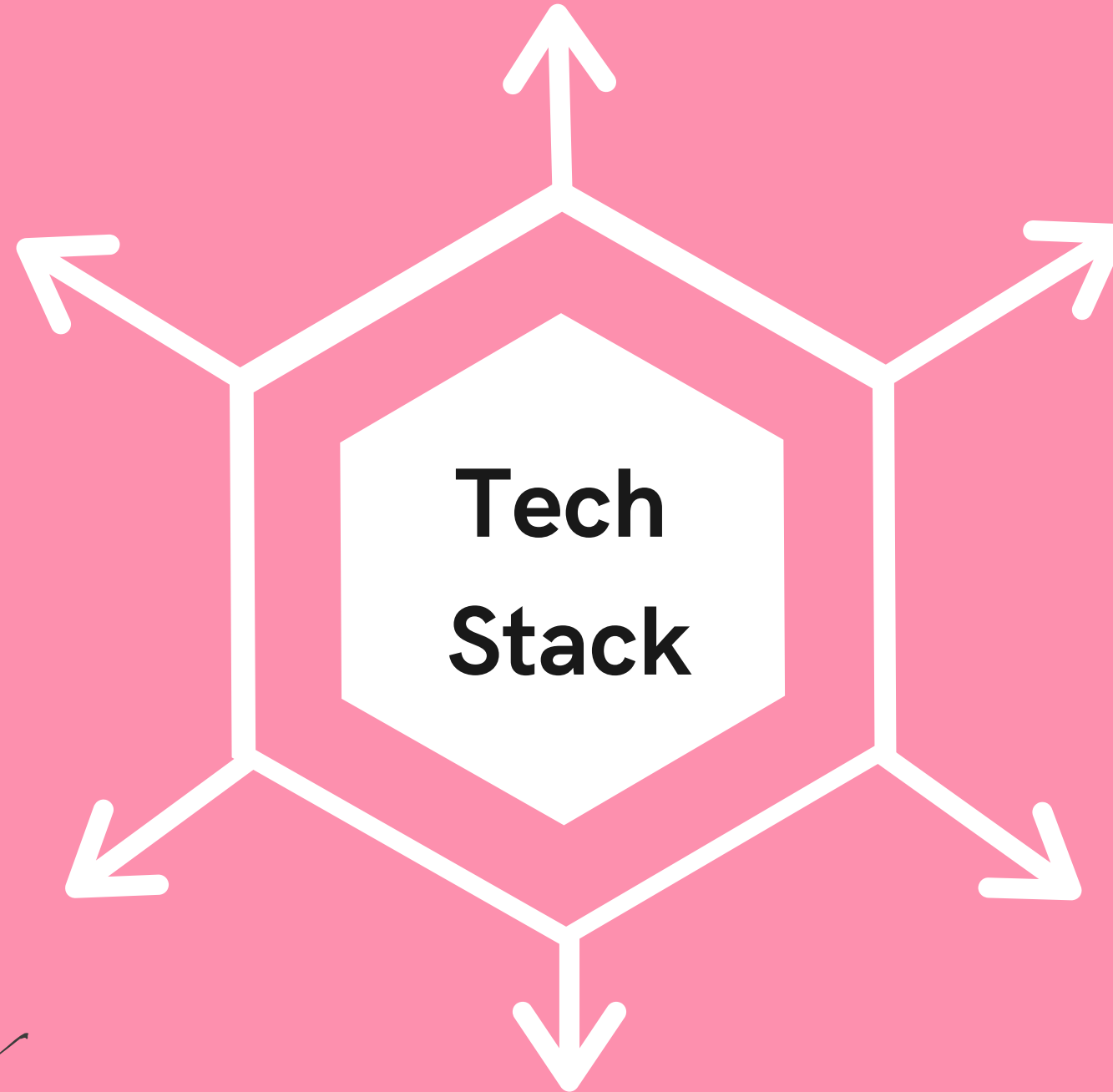
Reactjs



Leaflet



**Tech
Stack**



K Keras



JavaScript

Finances and Business Model

We aim at building a self sustaining business model which will work without external donations or funding.

Currently our app mostly runs on open source components with no operation cost

As we scale up there will be some operation cost in terms of a DBMS system(firebase), but we believe our revenue model will counter act the same

Ad Revenue: Her Hygiene will have access to women of all strata and domain thus making it a perfect area for advertising female products. We also provide a good PR and CSR opportunity for companies.



Providing ad spaces options to sponsoring brands in our PAD SOS map, clicking on the location of which the user will get access to it's business description and directions.



Addition ad revenue opportunity provided by firebase analytics which will proportionately sustain database costs as our user base expands

Thank You!

A Presentation By



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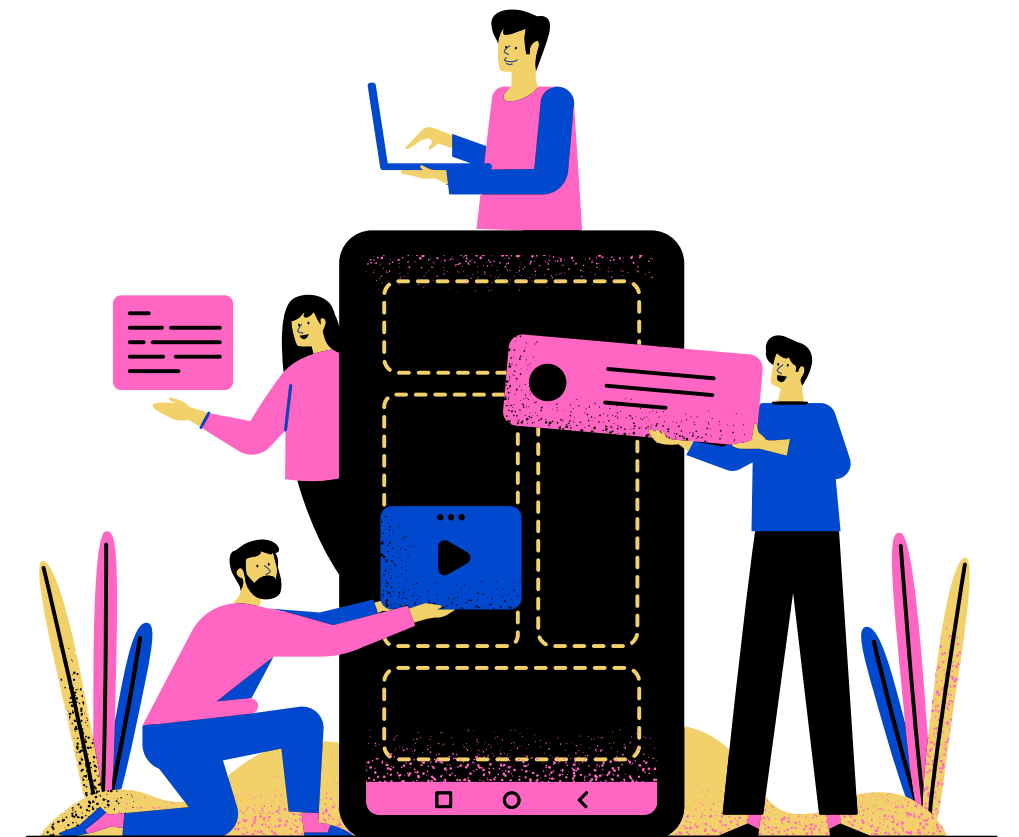
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HERHYGIENE