

PROJECT PROPOSAL

TITLE: The Sanitary Pad Project: Ensuring
there are no barriers to girls'
education in Ghana

TO: **GOVERNMENT OF GHANA**

FROM: Ricks and Rocks Eco Limited



RICKS & ROCKS
E C O L I M I T E D

PROJECT PROPOSAL

THE SANITARY PAD PROJECT: ENSURING THERE ARE NO BARRIERS GIRLS' EDUCATION IN GHANA

Project Overview

PROJECT NAME	THE SANITARY PAD PROJECT: Ensuring there are no barriers to girls' education in Ghana.
Project Sector	Reproductive health - menstrual hygiene management (MHM)
Project Area	Junior High and Senior High Schools, Ghana
Main Objectives: <ul style="list-style-type: none">To increase the access of teenage girls to sexual and reproductive health products to ensure their retention in school, enhance their academic performance and as well transition to higher levels of learning.To provide all school girls with sanitary pads so as to minimize absenteeism and put them at par with their male colleagues. It is estimated that girls from poor families miss 20% of school days in each year due to lack of sanitary pads	

ITEM	COMMENTS
Phase one project duration	One (1) year
Project target	<ul style="list-style-type: none">Over 1,000,000 adolescents of school going age in Junior and Senior High Schools.
Project cost	Two million US dollars (\$1,967,200)

EXECUTIVE SUMMARY

Ricks and Rocks Eco Limited is a new sanitary pad contracting firm in Ghana. We produce high quality products suited for the Ghanaian markets. The company serves a wide range of customers from individual clients to institutions including private, public and NGOs.

Ricks and Rocks Eco Limited's mission is to produce Eco Friendly sanitary products to help tackle Menstrual Hygiene Management.

COMPANY DESCRIPTION

Incorporated in 2020, Ricks and Rocks Eco limited is fully a Ghanaian owned company that is into general imports of goods and production, sales and distribution of sanitary products. It is privately owned and headquartered in Ghana.

Our principal business is production, sales and distribution of Sanitary pads for the Ghanaian market.

Our commitment to partnering with individuals and organizations to achieve their goals, spurs us to strive for excellence always to provide quality eco-friendly products.

We look forward to the opportunity to delight you a lasting partnership guaranteed to help you achieve your goal.

Vision

The company envisions to be a leading trusted name in production and distribution of eco-friendly sanitary products in Ghana.

Mission

To provide eco-friendly sanitary products to help tackle Menstrual Hygiene Management.

Core Values

The company's success is hinged on the right combination of the following values:

Excellence:

We strive for and demand nothing but the very best in all our deliverables to customers.

Transparency:

We believe a problem shared is a problem half solved, and as such we are open and honest with all dealings both internally and externally.

Integrity:

Our team understands the essence of integrity and demands the absolute highest standards of ethical and professional conduct from the entire team.

Innovation:

We appreciate that to achieve new results we need to be dynamic and adapt to change, as such we are always continually exploring new ways to innovate, delivering better value for you.

Commitment to People:

Our people are our greatest asset; Ricks and Rocks Eco limited team is composed of best in market talent across diverse industries with a combined experience of 20 years and a shared vision and collective commitment to success.



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PROBLEM STATEMENT:

Access to sanitary towels is a big challenge for many girls who come from poor families in Ghana with UNESCO estimating that around half of all school-age girls do not have access to sanitary pads. Indeed the 2016 UNESCO report estimates that one in 10 girls in Sub-Saharan Africa is absent from school during their menstrual cycle.

This prevents girls from participating and attending school because they feel ashamed or “unclean”. There are many instances where girls drop out of school once they start their periods. Staying at home and being out of education leaves them even more vulnerable to violations of their rights such as child marriage. Menstruation is linked to girls’ dignity and has a tremendous impact on their access to education and performance in school as girls will often miss days when they are menstruating.

The culture of silence around menstruation leads to the menstruation being viewed as a weakness and stigma for women and girls. The subject is hardly ever discussed freely in families, schools or the public.

It has been previously reported from various marginalized regions and rural areas in Ghana that school girls have been using unhygienic materials such as torn pieces of cloth, matters sponge, animal skin, old rags and leaves as a means to manage their menstrual flow. Use of unhygienic materials can lead to; leakage, infections, psychological discomfort which may culminate to poor performance and stigmatization. The inaccessibility of menstrual products resulted in embarrassment, anxiety and shame when girls and women stained their clothes. Schoolgirls described menstruation as a time of anxiety and discomfort especially at school, leading to low concentration in class.

Female students face great challenges in terms of hygiene and sanitation. posed by the inability to afford sanitary towels as well as cultural taboos around menstruation. As a result, many girls miss on average four days of school every month which is over a month in a year, meaning they fail. For girls who are menstruating, these problems compound the difficulties behind in class and sometimes even drop out of school altogether. This is an added challenge to the already existing problems that lead to the high dropout rate of female students in primary and secondary schools.

The main problems faced by women and girls are:

- The expense of commercial sanitary pads;
- Absenteeism where girls stay at home rather than attending school when menstruating;
- Leakage from poor-quality protection materials;
- Limited education about the facts of menstruation;
- Limited access to counseling and guidance;

- Fear caused by cultural myths;
- Embarrassment and low self esteem

THE PROPOSED SOLUTION

The government is committed to providing educational needs to every child in the country. It is also in line with Ghana's commitment to the UN Sustainable Development Goals (SDGs), particularly Goal 4 which states that all boys and girls should be able to have quality education.

The government is committed to promoting gender equality and empowerment of women and girls.

However, despite the provision of Free Basic Education, many girls continue to miss out on education due to absenteeism that is related to reproductive health issues as they are forced to stay away from school when they are not facilitated to manage their menstruation. Studies have shown that girls from poor families miss 20% of school days in a year due to lack of sanitary towels.

Safe menstrual hygiene management has been advocated for under various sustainable development goals (SDGs). In particular, proper menstrual hygiene management is a major component in SDG 3, 4 and 5.

To address this challenge, Ricks and Rocks would supply Government with 2million pieces of sanitary pads. A bag of sanitary pad would contain 16 sanitary pads and 4 panty liners making it 20 pieces in a bag.

The 2 million sanitary pads would be made available for all female students in junior high schools and senior high schools Nationwide

Project Goal:

To help reduce and possibly end period poverty in Ghana especially among students in rural areas

Project Objectives:

- To break the silence on menstruation by sensitizing the beneficiaries and other stakeholders on menstruation and debunking the taboos, myths and misconceptions associated with menstruation by the end of the project
- To increase the proportion of young girls who are engaging in sustainable, environmental friendly and proper menstruation hygiene management through the use of safe, hygienic and disposable sanitary pads by the end of the project

- To improve access to r sanitary pads
- To improve rates of readmission and retention of adolescents of school going age in selected schools

Expected results

- Restored dignity of menstruating girls through the increased access to sanitary pads and information on proper MHM by at least 100,000 girls in the target areas
- Reduction of absenteeism and school dropout rates associated with lack of menstrual hygiene management facilities in the target areas by at least one half
- Increased readmission and school retention of adolescent girls of school going age
- A decreased vulnerability of girls to exchange in transactional sex for pads, improved esteem among menstruating girls and increased participation by adolescent girls in school activities

THE PROJECT COST OR BUDGET

NO.	ITEM/ACTIVITY	COST
1.	2 million pieces of Sanitary pads	USD 1,667,200
2.	Shipping & Transportation cost	USD 100,000
3.	Clearing cost	USD 100,000
4.	Other expenses	USD 100,000
	TOTAL	USD 1967200

CONCLUSION

The Sanitary pad Project presents an immediate solution to several challenges facing menstruating girls in our various schools across the Nation especially Schools in the rural areas in Ghana. From the use of unsanitary materials to the rise in school absenteeism rates especially within the rural setting, the Sanitary pad Project presents a sustainable solution.