
PROJECT TITLE: ENVIRONMENTAL HYGIENE AND SANITATION PROGRAMME

NAME OF AGENCY: SAHYOG CARE FOR YOU

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INTRODUCTION:

It is well known to everyone that people are suffering from many diseases mainly due to the unhygienic living atmosphere and living status. So, to reduce the spreading of such diseases among the people the foremost steps should be establishing a clean, hygienic living environment and status. Generally people in cities are suffering from different diseases mostly from unhygienic living atmosphere like-poisonous gaseous atmosphere, dusty or un-cleaned air, improper and un-cleaned drainage system etc. Etc. In urban slum areas the living atmosphere is unhealthy due to the lack of awareness/adequate knowledge's among the people their living statuses have not been seen at all hygienic. It is often found that the people living special lying very backward areas are suffering from different diseases due to their ignorance on self-cleanliness. Another important factor is that the women and girls generally do not maintain cleanliness during menstruation period. As a result they become the host of many infectious diseases. This is due to the lack of awareness among the men deal so due to the economic inability for adopting better precautions like-use of good sanitary napkins during menstruation period. Usually different varieties of sanitary napkins are found available in the market. But there is that these napkins are not affordable for poor women and girls of slums. Thus, if the use of hygienic sanitary napkins could be initiated among the women and girls at low cost then growth of different diseases could be arrested or minimize to a large extent among them.

Sahyog care for you targeted different slum areas of **5 states i.e. Rajasthan, Punjab, Haryana, Uttar Pradesh and Maharashtra** where the women and girls are mostly found suffering from different diseases than the men. So, the organization desire to work on arresting the growth of different diseases caused from unhygienic menstruation period among girls and women.

BACKGROUND

The different programmes supported by our different donors reached out to around 30,000 women from the period April 2011-March 2017. The project helped the women to not only upgrade their skills, but also enabled them to move towards economic self-reliance, as majority of them have started using the learned skills to earn either by starting self-employment or getting wage employment. During the project, they were also oriented about issues of women welfare, rights, health and hygiene thus, the project directed efforts to focus on holistic development of the beneficiaries aiming towards their social as well as economic self-reliance.

However, there is still a lot that needs to be accomplished based on the lessons learnt in the **5 year**.

PROJECT SUMMARY

The project seeks to promote around **1, 00,000** women in different jhuggies clusters and rural areas of 5 states, i.e. Rajasthan, Punjab, Haryana, Uttar Pradesh and Maharashtra. by educating them and bringing awareness amongst them on sanitation and hygiene. This programme is for the female living in below poverty line and EWS in all 5 states. **Menstruation and menstrual practices** are clouded by taboos and social cultural restrictions for women as well as adolescent girls. For young girls limited access to safe sanitary product and facilities is believed to be one of the main reasons for constrained school attendance, high dropout rates and ill health due to infection.

We aim at manufacturing of **low cost sanitary napkins made by self-help groups from cotton waste and rags** in different areas of 5 states i.e. Rajasthan, Punjab, Haryana, Uttar Pradesh and Maharashtra. For their livelihood, technical support, coordinator and instructor would be there for the guidance. These sanitary napkins prepared at low cost would be sold in the same area for **self-sustenance** after six months. For the first 6 months it will be free of cost campaign. **1 center will be** set up the machinery for its production.

Proceeding to setup of 1 centre:

1st Step: We will educate women through Women Literacy Centres in each state.

2nd Step: After three months we will select some women who will be energetic and interested in the project participation long term actively.

3rd Step: After selecting women we will trained them about the procedures of manufacturing unit of sanitary napkins and marketing.

4th Step: We will establish 1 centre to plant manufacturing unit, computers & vocational courses, and for sanitary napkin store purpose.



The project would operate with an objective of instilling positive aspirations amongst the women and girls and motivate them towards a better future. Besides follow up of the women for successful livelihood after completing courses would be a very vital part of the project. Education of environmental sanitation hygiene would incorporate many aspects in their lives. Total sanitation campaign and awareness had done in jhuggies, rural areas and government schools.

OBJECTIVE TO BE ACHIEVED

- Section of the society to be benefited from the project
- To empower the women and educate them on sanitation hygiene help them and their family.
- To become self-reliant and make women self-dependant by making these sanitary napkins.

We aim to make them aware of their health issues. This awareness will install self confidence in them so that they may not be easily be fooled by others and be in pressure of using waste or used cloth. To make masses aware of the benefits of sanitary hygiene and benefits of their health from these napkins and to make them independent for earning.

OBJECTIVES:

- To popularize and sensitize the use of sanitary napkins among the women and girls of slum areas and there by rescuing them from venereal diseases.
- To establish and start preparation of cost effective/low cost sanitary napkins in scientific way for better health and hygiene among women and girls of slums.
- To engage SHG groups in production and marketing.
- To provide and supplied quality based sanitary napkins to women and girls income operatively low price than the napkins prevalent in the present day markets.

APPROXIMATE NO. OF BENEFICIARIES

Project Proposed into 5 states i.e. Rajasthan, Punjab, Haryana, Uttar Pradesh and Maharashtra.

Our target group is the 1,00,000 jhuggies cluster, railway line, slum areas and below poverty line areas and migrated people in every state. The location of the project is an area where the majority of people are illiterate. Their financial dependence on the men has led to their inability to have said. The area has a very high rate of illiteracy especially amongst its women.

ACTION PLAN

Door to door survey by the centre in charges and the collected data. SHG will be developed and vocational training will be given to these women for making sanitary napkins and distributed among them. We aim to literate /train (awareness) at least one woman in a family-rightly said: educate a woman, educate a family. These women will be first counselled and motivated so that they can value the importance of being literate. Our coordinator will spread awareness amongst the masses of this jhuggies & rural cluster about menstrual cycle and how to take precautions.

- Health and sanitation:**

Throughout history, directly or indirectly, women have been told that having periods is shameful and burden for them. Even today most of the societies carry this understanding of menstrual cycle and accordingly they practice certain activities, which are not acceptable in so called civilised world. For instance, women do not enter temples or carry out auspicious activities during their menstrual periods. Since menstruation is looked down upon, women also tend to neglect the importance of proper menstrual management. In studies it has been found that only 12% of India's 355 million menstruating women use sanitary napkins and rest i.e. 88% women follow unhealthy practices.

A closer look at the traditional practices adopted by women and girls in India throws light on a shocking scenario. Women commonly use all kinds of clothes (rags, rejected cloth) as a sanitary napkin in rural & slums in India and this figure is sometimes over 88%. This is due to unawareness of menstrual management and costly available options in the market (70% Indian families cannot afford costly napkin pads). Often women in slums dry their napkins behind the doors and remove it (even if it is wet) before the male members come and use it again with dirt & moisture, that leads to vaginal infections, skin irritations and other sexual diseases.

In case of adolescent girls the situation is worst in backward areas. In studies it has been also found that 70% women are more prone to reproductive tract infection (RTI) among the 88% who practice traditional methods of menstrual management. The government of India (GOI)

has taken an initiative in the year 2010 to provide sanitary napkins to disadvantaged communities at cheaper rates with budgetary allocation of INR 150 crore; the scheme envisages supplying a pack of six sanitary napkins (SNS) to below poverty line (BPL) adolescent girls at a nominal cost of INR. 1 per pack. Girls in the above poverty line (APL) category will be charged INR. 5 per pack of sanitary napkins. However, this project is limited to certain districts in certain parts of the country.

Therefore, there is immediate need to provide sanitary napkin pads to the other parts of the country too through innovative models & also linking Govt. schemes to benefit women in remote areas.

- **Vocational and Income generation activity:**

This project is a unique combination of education and awareness building coupled with providing heap choices and options to adolescent girls. The project believes that when health education is combined with the availability of an option or product, it will ensure greater behaviour change and actual utilization of a clean, safe product (in this case sanitary napkin).

Education and awareness is necessary but not sufficient and simply selling sanitary napkins is also not enough. Thus, a combination of behaviour change education along with the promotion of a cheap, safe product is a combination approach that will work best. Therefore this project has two objectives:

One is to make adolescent girls aware and educated about the importance of menstrual hygiene and management in certain selected districts of area chosen, Two is to ensure that a program to build and operate ‘sanitary napkin making machines’ in the same districts as above is also put in place.

The sanitary Napkin making machines will be operated through women self-help groups in the region. This will provide ample opportunity for the local women to generate income by making sanitary napkins. Thus, this program not only educates women about the importance of menstrual and reproductive health but also provides a platform to generate employment.

This project is innovative in its approach because it looks at technological innovation as a development process. Here a technology is available for the need of poor women. This not only materialises the cause of income generation, but also look in to the health and sanitation issues of larger masses.

This project will have 2 key stakeholders; funding agency (Corporate PSU), & Sahyog (Local women group/ SHGs). Here funding agency would support the project financially, and Sahyog will support all other SHGs, contribution for the machineries & will ensure mobilisation of SHG members & SAHYOG Innovations would be technological/operational/marketing backbone for the units and SHG would be the manage the unit after a certain period for its self-sustainability.

Sahyog care will be working for overall management of the product and provide end to end solutions.

SHG will look after day to day operations & local sales. SAHYOG will continuously motivate SHG members, and create an enabling environment in the community& facilitate local sales. In future Sahyog will facilitate the other SHGs in setting up unit; procuring machine & raw materials; training workforce & sales force, on-going project management and facilitate marketing activities & bulk sales.

- **Marketing Strategy:**

The existing Industry manufacturer reaches the final consumer through a long chain and involving many stakeholders which creates several problems. They are not efficient in the awareness part of the consumer in the urban slums/rural areas.

Supply Chain:

Findings from Market research:

Awareness: Consumers (mainly women, girls are partially aware) in villages are mostly unaware about the benefits of using sanitary napkins and side effects of using old cloths/other un-hygienic things. Therefore, awareness generation, and creating an enabling environment in the community is critical.

Distribution chain: Mainly napkins were sold in shops operated by men, so women/girls feel shy to buy it from shop. Thus, having a distribution chain consisting of women will help the process of acceptance and use of sanitary napkins.

Price: The prices of existing napkins are Whisper- 26-95(8), Stayfree-24-50(8), Kotex- 22-30(6-8), Shapers-24-55(6-8) are still high for village women. The sanitary napkin manufactured in this project will be priced much lower reducing the financial barrier to adoption Approx. Rs 8-11/ per pack of 8 pieces after discussing with the SHGs.

Proposed model: We will sell our napkins directly to the consumers through SHGs, women, NGOs who are already connected to the consumers in various ways and all SHG members are themselves consumers. We will do continuous awareness programs involving community stakeholders, SHGs, NGOs, and local Doctors as well as local leaders. Here we are shortening the supply chain, reducing the cost and Low Cost Sanitary Napkin Solution solving other existing problems too. We have planned to start a subscription model for sales of Sanitary Napkins. Subscribers will have to enrol (they will be given a card or Reg. No.) By paying a token amount and they can collect napkins in pieces according to their requirement from appointed SHG member or NGO and pay the money end of the month or in instalments.

Brand: All units wherever we work will be under single brand name “care for you” along with Infosys to facilitate trust, quality & awareness. We will follow standardised process in all units including single raw material source.

Time-line:

It will take around 6-7 months to create a sustainable unit.

Project Implementation Plan:



Work Breakdown:

1. Machine & Raw Material Procurement:

- Machines & appropriate materials supply in time
- Facilitating the transportation of machine & raw materials to the units
- Keeping quality check for all raw materials

2. Market Sensitisation:

- Conducting a situation analysis with respect to menstrual management in selected areas
- Identifying primary and secondary audiences
- Designing messages and materials and pre-testing them with audiences
- Developing appropriate materials and methods to reach primary and secondary audiences
- Holding meetings with different stakeholder groups - local doctors, SHGs, ANMs, ASHAs among others.
- Using various tools for educating of the community such as videos, pamphlets etc.
- Emphasizing on health risks of using old and traditional methods of menstrual hygiene.
- Providing instructions on product usage and disposal, its health benefits.
- Clarifying queries related to menstrual health.
- Telling audiences about this sanitary napkin making units and the availability of a new, cheap, safe product in their own communities

3. Setting up new production units:

- Set up Machinery in the production unit space

4. Training Workers:

- 4 days training of unit workers using training materials & involving SAHYOG's SHG local team.
- All basic skills (operations of machines, maintaining hygiene, quality, packaging, bookkeeping etc.) will be taught through in-hand practical training.
- Maintenance training will be given 1-2 members to rectify any kind of problems in machines/parts
- Marketing & Sales training will be given to associated SHG members.
- Quality standards (BIS) information sharing & periodic tests of napkins.

- Facilitating exposure visits from other areas will also be facilitated.
- Motivating workers and SHG groups; Reward & Recognition Systems Low Cost Sanitary Napkin Solution
- Provide Management and technical assistance to under-performing units

5. Project Management/general overall consulting

- Quality assurance of product
- Management/Operation Strategy
- Any Extra training on-going basis on need based.

Role of SHG/Women Group:

1. Maintenance & Day-to-day operations:

- All day to day operations will be workers responsibility under SHG
- Basic maintenance of machines for smooth working of unit
- Maintaining all record of production & sales of napkins day to day basis

2 Quality parameters:

- Maintaining the quality standards at per BIS (Govt.) guidelines

3. Raw Material procurement:

- Federation/SHG has to estimate requirement & pass information to us for any raw materials in advance for timely delivery.

4. Accounting & profit sharing (end of the year)

- Keeping all records of expenses & sales margins.
- Pay back loans among themselves in scheduled timings (if any).
- Way to share profits among SHGs members end of the year.

Role of organization (Sahyog Care for You):

1 Selecting place for unit/ women

- Support in selection of rented place for the production unit
- Support in selection of women's for the unit
- Motivating women for working in the unit

2. Market Sensitization:

- Arranging meetings along with doctors, SHGs, ANMs, ASHAs and CRPs (Community Resource Persons).

3 Creation of sales network:

- Support in sales members in different SHGs or any women sales person for sales network.
- Supplying final products to the sales persons.
- Maintaining appropriate sales record Low Cost Sanitary Napkin Solution

4 Other Supports:

- Providing financial support and guidance toward the project.
- Periodic meetings with Sahyog's for making them understand the business environment and operational aspects; setting up unit, raw material & training.
- Appoint one Woman who will monitor activities of the unit monthly basis.

5. Project outcome/Deliverables:

The Sanitary Napkin Unit will be established/ Sustained as a commercially viable unit after the agreed timeline of 1 year.

After training all women will be able to operate the machines (pulveriser, core forming, sealing, gumming & sterilising); 2-3 educated women will be able to solve basic level machine problems; all women will be able to do packaging and ensure quality & hygiene aspects of the napkins; 1-2 of them will be able do basic book-keeping/accounting and some SHG members will be trained to do sales in local areas.

Marketing linkages will be made to sale sanitary napkins through various channels.

Sustainability of the project:

After setting up of the unit the production will continue. In the first year the produces will be marketed through Sahyog's SHG groups in different slums areas of all 5 States. Whatever return comes in term of money will again be utilized in production purposes and management of the projects in the second year. Gradually after these continued year when the production will increase and popularity, demand of the products could be established among the people then more returns will come and project will start running on self- effort.



Logical Frame Analysis:

Activities	Output	Outcome	Impact
Selection of women from WLCs in each states for all 5 states	Women groups will be formed in all 5 states with approx 1500 women in total.	Women will educate toward elementary education and social issues as well.	Women will aware themselves and ready to face challenges in society.
Selection and training of 25 women on procedures of manufacturing unit of sanitary napkins and marketing.	125 women from all states will be trained in different aspects of entrepreneurship.	Women will trained and aware about the different aspects of entrepreneurship.	All selected women will ready as entrepreneur and to take care the entrepreneurship in market.
Establish 1 centre in each state to plant manufacturing unit, computers & vocational courses, and for sanitary napkin store purpose.	This will be a point place for the manufacturing unit, meetings, learning and training centre.	The manufacturing and marketing process will take place from this centre. This will create options to increase livelihoods.	Their living standard will increase.

BENEFITS TO INFOSYS AS A PATRON

All packs of sanitary napkins product will have “**INFOSYS** Logos and name” on their rappers.

In production & distribution centres will have a board saying “CSR project of **INFOSYS**”, along with **INFOSYS** logo.”

Representatives from “**INFOSYS**” will be requested to participate in all CSR activities so that they also get sensitized.

The branding opportunity for “**INFOSYS**” will be at different levels and it will also reach the segment of the society which is untouched. Constant visibility and press coverage for the work being done for the community will help people to identify with “**INFOSYS**” at all levels.

Media coverage will be organized to get coverage of all the CSR activities done by the organization.

The objective of the CSR project is to support communities and also establish brand “**INFOSYS**” as a socially responsible and caring organization, and that is why the slogan “*Healthy India Promoted by INFOSYS*”.



BUDGET BREAK UP OF RECURRING COST				
S.NO	PARTICULARS	Details	AMOUNT/Centre	AMOUNT For all 5 centres
1	PROGRAM MANAGER INR 25000*12	One Manager for overall program	3,00,000.00	3,00,000.00
2	BUILDING/ RENTED PLACE 1 CENTRE *RS 18000/MONTH*12 MONTHS	5 Centres, each centre for each state	2,16,000.00	10,80,000.00
3	TECHNICAL TRAINER 1*20000*12= 2,40,000*5	5 Trainer for 5 states	8,16,000.00	40,80,000.00
	FIELD COORDINATOR 1*15000*12= 1,80,000*5	5 Coordinators for 5 states		
	SALES COORDINATOR 1*15000*12= 1,80,000*5	5 sales Coordinator for 5 states		
	MOBILIZER 1*10000*12 = 1,20,000*5	5 Mobilizes for 5 states		
	GUARD 1*8000*12 = 96,000*5	5 guards for 5 states		
4	Storage and distribution cost	For all 5 states	2,00,000.00	10,00,000.00
5	POWER /ELECTRICITY (10000*1 centre*12 months*5)	For all 5 states	1,20,000.00	6,00,000.00
6	RAW MATERIAL 100000*6*5	For all 5 states	6,00,000.00	30,00,000.00
7	Meeting with Doctors, SHGs, NGOs, PSUs, local Govt Bodies	For all 5 states	2,00,000.00	10,00,000.00
8	EXPENSES ON REFRESHMENTS TO GIRLS AND WOMEN	For all 5 states	35,000.00	1,75,000.00
9	HONORARIUM TO DOCTORS- 1 DOCTORS,1 SIS/1 LAB ASSTT.-BLOOD SCREENING,EYE CAMP, DENTAL CAMP, PNDT, AIDS AWARENESS	For all 5 states	1,25,000.00	6,25,000.00
10	POSTAGE/REPORTING/PRINTING/ NEWSPAPER	For all 5 states	80,000.00	4,00,000.00
11	INTERNET & COMMUNICATION COST 3000*12	For all 5 states	36,000.00	1,80,000.00



12	TRAVELLING EXPENSE (COORDINATORS/MOBILIZERS/MANAGER) 15000*12	For all 5 states	1,80,000.00	9,00,000.00
	TOTAL RECURRING COST OF PROJECT (a)		29,08,000.00	1,33,40,000.00

BUDGET BREAK UP OF NON-RECURRING COST

S.NO	PARTICULARS	Details	AMOUNT/Centre	AMOUNT For all 5 centres
1	Furniture for office (Table, Chair, Almirah)	For all 5 states	1,00,000.00	5,00,000.00
2	Gloves, Mask Head Cap	For all 5 states	25,000.00	1,25,000.00
3	1 Machinery for Sanitary Napkins, weighing machine, working table, Plastic trays etc	For all 5 states	5,60,000.00	28,00,000.00
4	Disposal Machine 4 qty	For all 5 states	1,50,000.00	7,50,000.00
5	Dari1*3*2000	For all 5 states	6,000.00	30,000.00
6	Fans 1*3*2500	For all 5 states	4,500.00	22,500.00
7	Water Cooler/Glasses	For all 5 states	8,000.00	40,000.00
8	1 Desktop Computer	For all 5 states	28,000.00	1,40,000.00
9	Installation of Cameras 3*10000	For all 5 states	30,000.00	1,50,000.00
	TOTAL NON-RECURRING COST OF PROJECT (b)		9,11,500.00	45,57,500.00
	Total (a)+(b)		38,19,500.00	1,78,97,500.00
	ADMINISTRATION COST 7.5%			13,42,312.50



			2,86,462.50	
	Grand Total		41,05,962.50	1,92,39,812.50

Total Budget for all 5 Centres INR 1,92,39,812 (One Crore Ninety Two Lakhs, Thirty Nine Thousand Eight Hundred Twelve Only)

Sahyog care for you believe that the true well-being for any class of the society shows its true colours when we empower them better and brighter future, and majorly happens through education. We intend to be an efficient and trusted partner at grassroots with direct access to beneficiaries is one of the most important components of successful CSR programs where corporate intend to educate people for a better livelihood.