

Action Research Proposal

Name of social enterprise: Banapads

Mission: Manufacturing affordable, eco-friendly sanitary pads to keep girls in school and create local jobs.

Webpage: <http://www.banapads.org>

GSBI (2012) business plan presentation (scroll to 2012, then scroll right): <https://www.youtube.com/channel/UCVai5yYHaGrdID1zAGJgenA>

Headquarters: Mpigi, Uganda

Location(s) of research: Uganda, Tanzania, Burundi

Winner, Outstanding Social Entrepreneur Award of 2014, at the African Leadership Network <http://www.africanleadershipnetwork.com/congratulations-africa-awards-entrepreneurship-winners/>

See portfolio from 2014 fellows' work

The challenge: provide the social impact reporting and business development tools to help Banapads scale up its service to girls and women in East Africa.

Action research products needed:

1. Social documentation, beneficiary profiles, promotional materials, photography, website, blogs and videography
2. Market assessment, marketing campaign planning, and business plan development for BanaPads Uganda, BanaPads Tanzania
3. Mobile app and IT systems development

Student skills needed: social impact evaluation; social documentation; photography; social media work; market analysis; business plan development; computer application development.

Keywords: social impact evaluation; documentation of impact; market analysis in emerging economies;