



REACHING HAND

Girls Glory – A Project of Reaching Hand

ABOUT US

Reaching Hand is a registered Charitable Trust started in 1996 to work with vulnerable children, marginalized women & deprived families empowering them to lead a life of hope, self-worth and dignity. It envisions an empowered future for all by acting as a catalyst for social change. Empowerment of children, women & families from weaker sections of society through quality education, health care and skill development is the key focus of Reaching Hand.

GOVERNMENT SCHOOL ADOPTION

Reaching Hand is currently partnered with 9 government schools in Bangalore; impacting 1500 children. We strive to enhance the educational experience of these students by improving the surrounding infrastructure, extra-curricular learning and teacher training. Reaching Hand aims to provide a safe working environment for the children.

THE NEED

Every girl has the right to sanitation protection. However, so many girls and women in the developing world lack the adequate solutions to sufficiently manage menstruation. In India, the unfortunate situation exists that only a very small percentage of its 355 million menstruating women have access to sanitary napkins. A shocking 88% of these women are using extremely unhygienic alternatives such as; old rags, ashes and husk sand (Sandhana, 2012). The resulting health issues of adopting such practises during menstruation include an increased chance of developing a Reproductive Tract Infection (RTI) or serious urine infections, which can be detrimental to fertility.

Accessibility and affordability of sanitary napkins are the key issues for low-income groups in India; around 70% of women in India say they cannot afford to buy for their family (Sinha, 2011) But of equal importance are those surrounding the subject of menstruation as a social and cultural taboo, which result in feelings of shame and embarrassment amongst women and especially younger girls.

As a result of poor access to adequate menstrual protection like sanitary towels and the embarrassment which is all too often associated with menstruation, the education of young girls is sadly in jeopardy. In India, around '23% of adolescent girls in the age-group 12-18 drop out of school after they begin menstruating...those who are in school absent themselves for an average of five days a month' (Infochange Women, 2012).

Interestingly, a very recent survey, published by The Times of India (2014) revealed that there are a shocking 170,525 out of school children (OOSC) in Karnataka. Of these, there are 26,135 in Bangalore alone. However, the reasoning behind OOSC has still to be researched in depth. Having said this, through partnership with government schools in Bangalore; Reaching Hand has been made aware of the disproportionately high absence of girls aged 11-18, which we believe to be largely resultant of menstruation. We have come to



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understand that the taboo nature of the subject makes research very difficult, as girls find it difficult to discuss openly.

The importance of this issue in current affairs is becoming evident, with reports of Karnataka High Court involvement; 'Ensuring all children are in schools is all the more important and it is a fundamental right' (The Times of India, 2014). Getting these girls into school is too our ultimate priority. Lack of attendance is detrimental to the learning experience and therefore the opportunity to achieve. Reaching Hand strives to change this. This is where we come encounter the initial need for this programme, which is the provision of free (via sponsorship) or very low-cost sanitary napkins to government schools in Bangalore. Delivery of such will be via a self-sustaining, non-profit business model, which will also provide much needed employment to underprivileged women. We intend this to provide a solution to menstrual health issues, low attendance and school drop-outs and the subsequent barriers to a quality education.

This being said; providing a low-cost napkin to girls in the government schools is not going to solve the menstrual health problem alone. It is imperative that we also address the issues concerned with awareness of menstruation amongst young girls. We highlight a second need, to educate girls of menstruation as a biological function and not a shameful social taboo and open communication networks. Besides this, girls must also be made aware of how to effectively use and dispose of sanitary towels to ensure hygienic practices.

Reaching Hand recognises that by increasing the completion of the full education cycle for these girls is a critical component in the wider efforts to empower them as women. And furthermore, ensure that they are aware of their rights as a female and educate them on those issues surrounding.

PROJECT NAME: Girls Glory

PROJECT BENEFICIARY: 1000 Girls aged 11-18 years (25,000 within 5 years)

PROJECT OBJECTIVE:

- 1) To improve the living standard of girls and women by providing them with quality menstrual hygiene products at affordable prices.
- 2) To improve the overall educational experience of adolescent girls by reducing the school absence and drop-out rate by providing free-of-charge napkins to schools via sponsorship.
- 3) To improve awareness of menstrual health and puberty amongst young girls aged between 11-18 years.
- 4) To empower women and girls see past the social and cultural taboos associated with menstruation and lead a life of dignity and confidence.
- 5) To create a small scale, not-for-profit sanitary napkin manufacturing business.

PROJECT APPROACH



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Phase One – Menstrual Health Sessions

As per the need, we propose to organise menstrual health education session in our adopted schools. The program will be delivered through an active network of community and corporate volunteers who give their time, skills and experiences. We believe volunteers can make a difference in the lives of adolescent girls. Thus, we shall give them the opportunity to engage with the girls of government schools to teach them about how to effectively manage puberty.

This will consist of one-hour sessions which will take place in the schools to girls of 6th Standard and above and each new year-group thereof. The structure of such sessions may be as follows; A short video, volunteers sharing own experiences, an engaging activity and an opportunity for students to ask questions. We hope that this initial phase will prepare the girls for 'Phase Two' of the programme where they will receive sanitary napkins and by which point, will have already been taught how to use them correctly.

Phase Two – Collaboration Model

Having highlighted the prominent need for sanitary napkin provision to adolescent girls in Bangalore's government schools, Reaching Hand realises the importance of getting the programme started as soon as possible. In order to do this, in the initial phase, we propose partnership with an NGO who have an established sanitary napkin manufacturing set-up already in place. We would favour an environmentally sustainable and low-cost product if possible. We shall seek local corporate companies to sponsor these sanitary napkins to be provided free-of-charge to girls in our schools. In essence, we are simply out-sourcing the production of the sanitary napkins to a partner organisation that already have the capabilities in place to do so.

Process

Stage 1: Partner with organisation

Stage 2: Seek Corporate Sponsor for napkins

Stage 3: Source sanitary napkins from partner organisation

Stage 4: Reaching Hand distribute napkins to government school(s)

Stage 5: Girls aged 11-18 are provided with free-of-charge napkins

Estimated Sponsorship Cost (Variable dependant on partner)

Rs. 600= Supply of napkins for **one girl** for one year (inc. Admin and Distribution)

1 LAKH = Supply of napkins for **160 girls** for one year



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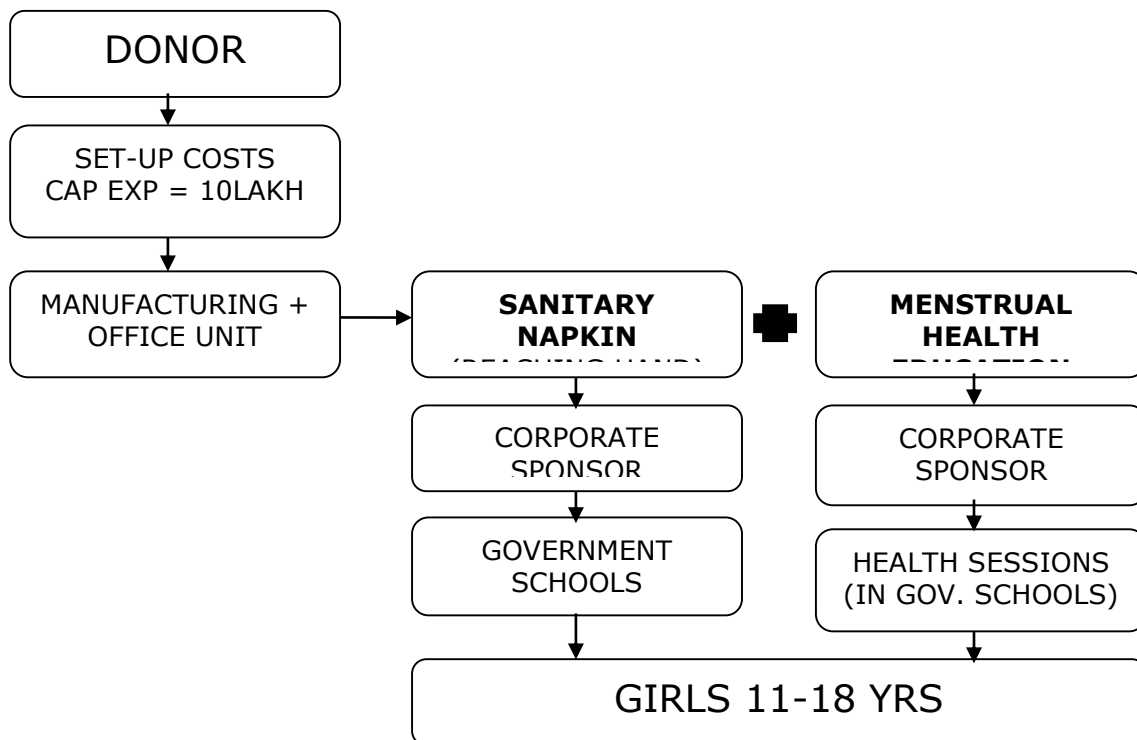
We believe this to be a reliable and effective solution, but somewhat temporary. In order to impact the lives of many more girls, Reaching Hand aims to scale-up and envisions setting up of a manufacturing unit of its own. Phase three outlines these future plans.

Phase Three – Growth Model

The proposed project envisions the setting up of a small-scale sanitary napkin manufacturing unit in the secondary phase which has the capacity to produce up to 1500 napkins per day. The set-up will provide a variety of employment positions to underprivileged women, thus benefitting them and their families also.

For the initial set-up, we shall require a donor to help us with a one-off payment which will cover all capital expenditure and also salaries for the primary year (See Budget). We shall continue to seek corporate sponsorship for the sanitary napkins that we shall produce, to provide them free-of charge to the girls in the government schools. All running costs shall be covered by the price the sponsors donate per napkin.

We shall also continue to work alongside the corporate volunteers to provide menstrual health education sessions with the girls in the schools to continue to ensure the napkins are being used correctly and disposed of properly.



Future Consideration

A possible consideration for expansion and diversity will be to offer our low-cost, biodegradable sanitary towels to the slum communities surrounding the schools; thus



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providing a low-cost solution to the mothers, sisters and friends of the girls we have impacted so far. Our key aim is still to provide

Phase 4 – Reaching Out

The final phase concentrates on growth of the programme via reaching more girls in Karnataka state. In order to achieve this, we propose partnership with a number of NGOs who currently work within the education sector and have a well-established relationship with girls in schools in new areas. We wish to reach as many girls as we can and we believe, through partnership and collaboration, we can do so most effectively.

PROJECT IMPACT

- Increases number of women and girls who can manage menstruation safely and hygienically.
- Correct use of sanitary napkins will reduce the chance of women and girls developing health problems associated with improper menstruation management.
- Reduce the number of adolescent girls who drop out of school.
- Increases the likelihood of success in future life, having completed a full education cycle.
- Restores dignity to adolescent girls and raises awareness of women's rights.
- Within 5 years of launch, we will have impacted the lives of over 25,000 girls in schools throughout Karnataka.
- The sanitary napkin business model will initially employ 5 women with much needed employment.

BENEFITS TO COMPANY

- Recognition as socially responsible company – A partner in positive social change
- Employee engagement & involvement opportunities thereby building relations
- Giving opportunity to your employees to do well and gain inner satisfaction
- Increase employee participation, retention and performance
- Enhance company's reputation, customer goodwill and loyalty
- Get 100% tax exemptions u/s 35 AC of IT Act 1962
- Potential associations with other clients from social sector
- Company's clients can visit our programme and beneficiaries
- Networking opportunity with members and supporters of Reaching Hand
- Company name and logo proudly displayed as major supporter on our website, annual reports and social media platform
- To have fun as a team & boost the morale of your employees
- Improve relationships with the communities and contribute in national growth
- Long term volunteer engagement in our program & Achieve CSR goal & clock 4 hours of your employee engagement volunteering hours



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ESTIMATED BUDGET OF THE PROJECT

<u>EXPENDITURES</u>	<u>PROPOSED BUDGET</u>	
	Local Currency (INR)	U.S. Dollars
SET-UP COSTS: Manufacturing & Office Unit		
2 Machinery Cost @ 2 lakh each	400000	6667
Rent for the building 1500 sq ft	20000	333
Manufacturing Equipment:		
1 x Cotton Crushing Machine	16500	275
2 x Cotton Die Machine @ 7000/- per piece	14000	233
3 x Pad Sealing Machine @ 7000/- per piece	21000	350
1 x Sterilizing Machine	16500	275
1 x Die Frame Cakes	3600	60
1 x Generator	44000	733
Raw Materials:	50000	833
Initial investment for raw materials for 1000 girls/50 per year		
Office Equipment:		
2 x Tables @ 3000/- per piece	6000	100
3 x Chairs @ 500/- per piece	1500	25
2 x Laptops/Desktops @ 40000/- per piece	80000	1333



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1 x Portable Desk Printer (2 in 1)	17000	283
Personnel:		
4 x Factory Workers x 8000 x 12	384000	6400
2 x Office (Admin, Marketing, Finance)	240000	4000
10000 x 2x12		
TOTAL SET-UP COST:	954100	15901

Exchange Rate: Rs. 60 = 1 US Dollar

CONCLUSION

We have identified the multiple issues which surround menstruation for adolescent girls in India and the barriers which they face to managing their menstrual health safely and efficiently. Most importantly, we have highlighted the crucial need for sanitary napkin provision in our adopted government schools in Karnataka in an effort to largely reduce the number of girls aged 11-18 who are not completing the educational cycle as a result of menstrual health issues.

We understand the importance of education as the foundation for a successful future. Our approach provides these girls with the means to achieving such a future. Additionally, with an element of health education, we seek also to empower young girls to become confident, proud and independent women. Our approach encompasses various elements, including; health education and voluntary engagement, corporate and NGO partnership alongside a sustainable business plan for the future.

Together, through strong partnership, we shall work hard towards creating the fair and bright future that these girls are so worthy of.

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