



CHHORI CONCEPT
Business Plan
Childreach Nepal
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1.0 Organization Profile:

Childreach Nepal is registered as a local non-governmental organisation in Nepal and is also part of global network of Childreach International, United Kingdom (UK). Childreach Nepal believes that every child in Nepal should have the opportunity to reach their full potential in life. It believes that children, parents and communities hold the best solutions to bring positive change. Our aim is to improve the access to education, health care and protection to children in Nepal by working in partnership with local communities, civil society and the government.

Childreach Nepal has been consistently working in Nepal since 2009 in the districts of Bhaktapur, Dolakha, Kalikot, Kaski, Kavrepalchok, Solukhumbu, Nuwakot, Sindhupalchok in partnership with local communities and the Government of Nepal to unlock children's Potential.

Childreach Nepal strongly believes that all children in Nepal should have access to education, healthcare, protection and most importantly an opportunity for meaningful participation. It uses holistic development approaches where children are not objects but active agents of their own development. It also acknowledges the role of the community in learning and development of children. Childreach Nepal strives to create schools as centres for children and community development. For implementing this approach the strategies it has adopted are safeguarding child protection, knowledge creation and sharing best practice models and adding value to government policies and initiatives. It is envisioned that through these means Childreach Nepal will be able to bring about the changes in the lives of children and community in its target areas.

2.0 Background and Market Situation:

“Chhori”: An empowering journey towards embracing womanhood

Menstruation is a phenomenon unique to the females. The onset of menstruation is one of the most important changes occurring among girls during the adolescent years of 11-15 years of age. Adolescent girls constitute a vulnerable group, as menstruation and menstrual practices are still a taboo subject in Nepal and most part of south Asia, as it is regarded as something unclean or impure. In addition, the widespread reaction to menstruation is the socio-cultural restrictions, resulting in adolescent girls and women remaining ignorant of the scientific facts and hygienic health practices.

The manner in which a girl learns about menstruation and its associated changes has an impact on her response to the event of menarche. Although menstruation is a natural process, it is linked with several societal misconceptions and practices, which results in girls and women being ostracized in rural Nepal. This results in many girls and women in rural communities in Nepal still practicing unhygienic ways of managing menstruation to escape the existing stigma and

discrimination such as social degradation, lack of self-esteem, malpractices of gender inequality, lack of health and sanitary care to name a few. Adolescent girls, the most vulnerable to these existing societal, UNICEF estimates that 1 in 10 girls skip school 4-5 days a month when menstruating, or drop out completely, because of the social stigma attached to menstruation. They are ashamed and end up falling behind in school which, becomes one of the major factors of dropping out of school. The school drop out of adolescent girls in rural Nepal has become one of the major reasons of girl trafficking.

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3.0 Project Mission and Vision:

One of the important mission and vision covered by Childreach Nepal under its strategy of safeguarding child protection is to support in keeping girls safe in school. This project will aim in Raising awareness on reproductive health and launch of school enterprise scheme for adolescent girls. Besides making adolescent girls aware, this project specifically focuses on the production of low-cost bio-degradable sanitary pads. This training programme will focus on developing skills, while additionally providing the local community with low cost sanitary pads, the revenue of which will be reinvested back into the business. The making and distribution of sanitary pads to girls will not only improve health and well-being by ensuring they do not resort to unhygienic materials, but aims to increase attendance and reducing drop out of girls due to existing social stigma and embarrassment.

4.0 Project Activities:

i. EDUCATION ON MENSTRUAL HYGIENE

“Chhori Concept” is meant to empower adolescent girls and women by communicating the message of menstruation being a natural process and importance of managing proper hygiene to prevent adverse health issues. This will support adolescent girls and women in rising from the stigma of menstruation being an embarrassment or shameful practice. Becoming aware through information and knowledge to handle menstruation will support in girls not missing school or dropping out.

ii. ACCESS TO LOW COST SANITARY NAPKINS AND ECONOMIC EMPOWERMENT FOR WOMEN

The low cost sanitary pad machines will not only support adolescent girls and women obtain access to low cost sanitary pads, but will also result in their economic empowerment through social entrepreneurship.

iii. ENTREPRENEURIAL AND MANAGEMENT EDUCATION TO CHILDREN

Through the manufacture and sale of the pads, children are exposed to management techniques in practice. The pads will be sold in the schools, communities and other VDCs.

The project will shine light to children keen on taking management studies as a career or practice basic management activities in their daily activities. Children will learn through the manufacture and sale of the pads management aspects such as Finance, Marketing and Operations.

iv. SCHOOL ENTERPRISE

Public/community schools in Nepal do not receive adequate funding to meet all its expenses. Though there are organizations who support these schools, this source of funding may not be sustainable. Due to the lack of funds the children and the teachers are unable to gain access to several facilities and resources that are necessary for ensuring quality education, including IT and science education. Profits generated will be utilised by the school towards procuring and securing better resources for Children and Teachers ensuring a better-quality of education.

Therefore, the main components of Chhori Concept namely, raising menstrual health awareness in conjunction with the low cost sanitary pad machines, envisions to support in reducing the stigma and discrimination attached to girls, women and menstruation in the rural communities of Nepal, encourage entrepreneurial training to women and children and also to create a sustainable model where the schools can generate income for further development.

5.0 Project Details and Implementation plan:

Childreach Nepal identified an innovative product from Coimbatore India that aids in manufacturing the sanitary pads at a low cost. Mr. Muruganantham created the world's first low-cost machine to produce sanitary towels. He re-engineered a sanitary machine, and it won the award for the best innovation for the betterment of society from the Indian Institute of Technology, Chennai. Currently more than 1300 machines made by his start-up company, Jayaashree Industries, are installed across 27 states in India and seven other countries.

The technology used is simple, non-chemical and environmental friendly. In fact, the machine uses purely mechanical processes such as grinding and de-fibration, pressing and sealing to convert the raw material high-quality pine wood pulp into a napkin. (Ref Annexure for Machine Picture)

Childreach Nepal aims to bring the equipment to Nepal and use Mr. Arunachalam's innovation in aiding women and children access to low cost sanitary pads.

The implementation and setup will roll out in 2 Phases.

Phase 1: First phase involves the purchase and installation of the equipment and the immediate training and awareness of not just the equipment but also the importance of menstrual hygiene by Childreach Nepal.

Phase 2: Daily operations and production. Childreach Nepal will also have a workshop on marketing and costing of the product for effective school enterprise.

Table 1: Project Implementation timeline

Project Implementation Plan		Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17
Phase 1	Equipment Delivery in schools							
	Equipment Installation							
	Equipment Operations Workshop							
	Awareness Workshops							
Phase 2	Daily Operations							
	Monitoring and Evaluation							
	Costing and Finance workshop							
	Marketing Workshop							

5.1 Machine Details and functions

Machine Parts

Table 2: Machine Details

S.No	Description	Unit
1	De-fiberation Machine	1
2	Soft touch sealing Machine	2
3	Belt napkin Making Machine Length sealing.	1
4	Belt napkin making machine side sealing	1
5	Pneumatic core forming machine	1
6	Pneumatic Core Dies	2
7	U V Treat Unit	1

Wood fiber (raw material) is defibrated, core formed and sealed with soft touch sensitive heat control, giving the final shape of the napkins. The machine requires single phase electricity for 1HP drive, can be accommodated in a space of 3.5 meters X 3.5 meters and will produce 2 napkins per minute.

Raw Materials

The main New Materials used for Sanitary Napkin manufacturing and their quantity per day are:

Table 3: Raw materials - 1 day production

S.No	Description	Units
1	Wood Pulp	12.8 Kgs
	Thermo Bonded Non- Woven Fabric	400 Mts
3	Poly Ethylene Film	700 Grams
4	Release Paper	1.5 kgs
5	Glue	1.5 Kgs

Total Napkins Production Details Per Day (Minimum)

Per Day Production - 1,600 Napkins
/ 8 Napkins per Packet - 200 Packets

6 Semi Skilled women - 8hr shift

6.0 Marketing Strategy:

Childreach Nepal will help promote the pads through its various Partners, Communities, Partner Schools and Children.

Teachers will play an important role in educating parents and children on the Chhori product after the initial product awareness training from Childreach Nepal. Students will reach out to their communities to raise and promote the products awareness and importance through school activities and community engagement. As a first step marketing plan the first 3 days' production lot "600 Packets / 4800 pads" be distributed at cost by the school to girls and other community members enabling product launch and market awareness. The initial brand awareness campaign will cover the host schools and communities and will slowly branch out to other VDCs.

Table 4: Marketing Strategy

Marketing plan	Q 1 2017	Q 2 2017	Q 3 2017	Q 4 2017
Schools				
Local Communities				
Other VDCs				

7.0 Financial Plan

Childreach Nepal will aid in the initial financial plan to implement the Chhori project. The financial plan will reflect the implementation plan and the cost of raw materials per day.

7.1 Installation and Operations

Equipment Purchase Cost

		Exchange Rate (1 \$)	0.76	Pound	
		Exchange Rate (1 £)	141	NPR	
Items and Specification	Unit	Rate USD	Total USD	Total GBP	Total NPR
De-fiberation Machine	1	650	650	494	69654
Soft touch and belt length sealing Machine	1	750	750	570	80370
Pneumatic core forming machine	1	1650	1650	1254	176814
Pneumatic Core Dies	5	130	650	494	69654
U V Treat Unit	1	375	375	285	40185
Total for Machine for 1 school			4075	3097	436677
Total for Machine for 10 Schools			40750	30970	4366770

Material Cost – 1 Day production (estimated)

Items and Specification	Unit	Rate USD	Total USD	Total GBP	Total NPR
Wood Pulp	15 Kg	1	15	11.4	1607.4
Non Woven Fabric	500 Mts	17.5	17.5	13.3	1875.3
P E Film	1 Kg	6	6	4.56	642.96
Glue	2	3	6	4.56	642.96
Release paper	4	25 Reams	100	76	10716
Total Raw materials for 1 day			144.5	109.82	15484.62
Total Raw materials for 1 month (24 days)			3468	2635.68	371630.88

1 Packet / 8 Pads	NPR
a. Raw Material per Napkin Packet	25
b. Wastage	1
Total	26

Transportation and Packing Charges

Items and Specification	Total USD	Total GBP	Total NPR
Packing Charges	725	551	77691
Coimbatore to Kathmandu Shipping	1150	874	123234

Kathmandu to School Shipping	400	304	42864
Total Shipping	2275	1729	243789

7.2 Training Workshops

Training Charges

Items and Specification	Unit	Rate USD	Total USD	Total GBP	Total NPR
Awareness Workshop	6 Months	135	810	615.6	86799.6
Maintenance Cost			540	410.4	57866.4
Marketing Training			15738	11960.88	1686484.08
Financial Incentive for mothers and girls			15738	11960.88	1686484.08
Total Training costs			32826	24947.76	3517634.16

Monthly Charges

Items and Specification	Total NPR
Electricity	3000
Administrative Expense	2500
Total Training costs	5500

Annexure



Figure 1: Equipment Picture