



Asani

By women. **For women.**



**A Menstrual
Equity Program &
Sanitary Napkins**



THE DESAI FOUNDATION

Mission:

To elevate the health and livelihood of under served communities, especially women and children, ensuring their holistic development. Our health, livelihood, and education projects have impacted over 2636 villages in India.

Our flagship project, the Asani Sanitary Napkin program, has reached hundreds of thousands of women and girls living in remote-rural areas in Gujarat, Maharashtra, Rajasthan, Uttar Pradesh, Odisha, Madhya Pradesh, Tamil Nadu, and Karnataka.



Our innovative methods allow us to incubate, pilot, evaluate and scale programs across different regions for an effective and powerful impact. We find the right partners on the ground to ensure that we serve communities that need our project & those communities are sustainable after our exit.



Our efforts have improved access to health services, educational programs, and livelihood opportunities in thousands of communities in India. Our growth over the last several years has resulted from our focus on developing trust, putting the people on the ground first & creating strong local leadership for all of our programs.



Empowering women has the power to not only change the economic circumstances of individual families but the entire community. Educating and providing children with the building blocks for future advancement allows a family to transcend their circumstances.

SUSTAINABLE GOALS & OUR MISSION

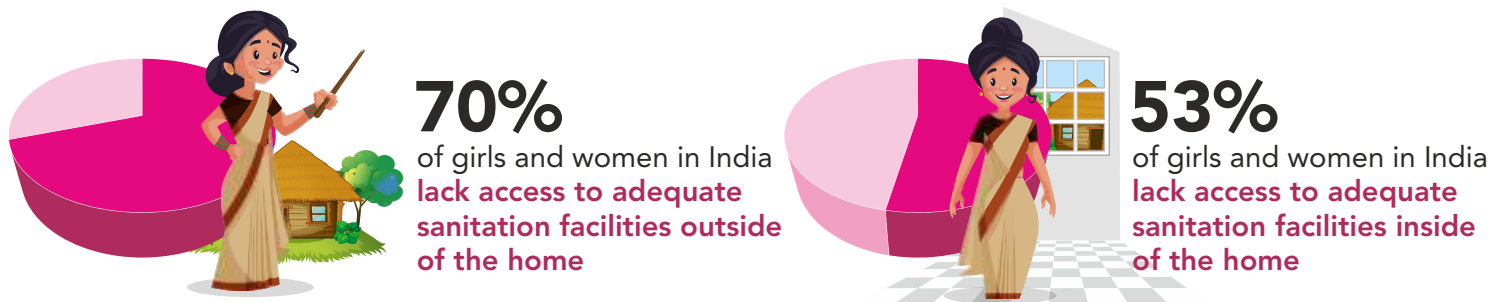
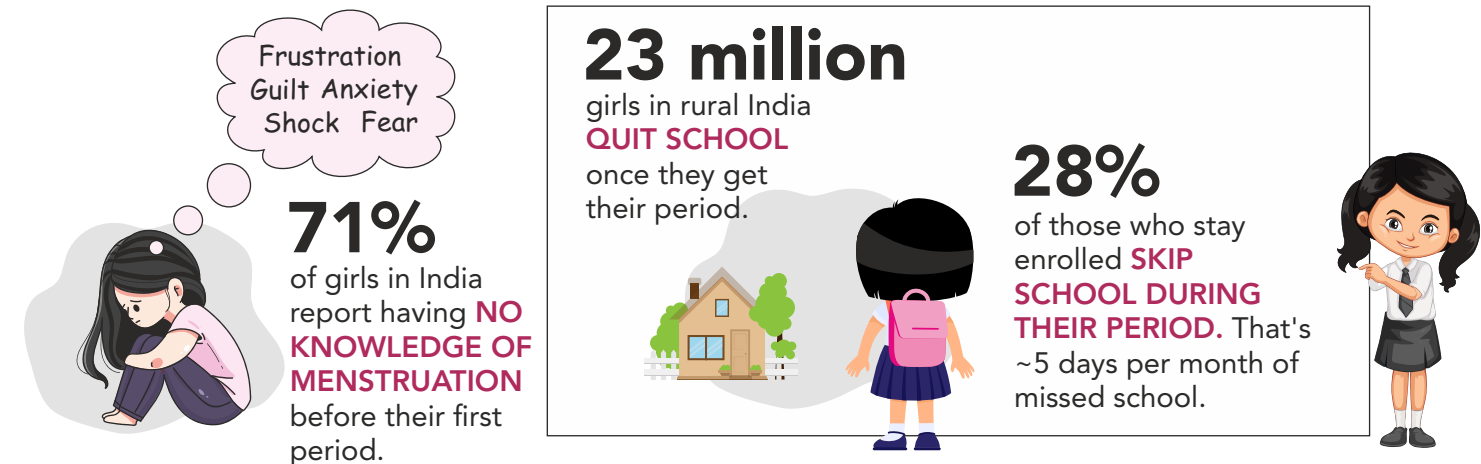
OUR PROGRAMS utilize resources in the communities we serve, ensuring long-term progress and promoting lasting local engagement. We believe both-inspiring those inside the community and helping them feel they have the power to shift their own circumstances are important aspects of successful community development.

OUR MISSION runs parallel with that of both the UN Sustainable Development Goals and the Indian government's social initiatives.



THE PROBLEM

The stigmas surrounding menstruation prevent women from talking about their health, protecting their health, and living their daily lives. These stigmas do immeasurable damage to the dignity and confidence of young girls. Menstrual health management is not just a women's issue. It is critical to the education and productivity of the entire nation.

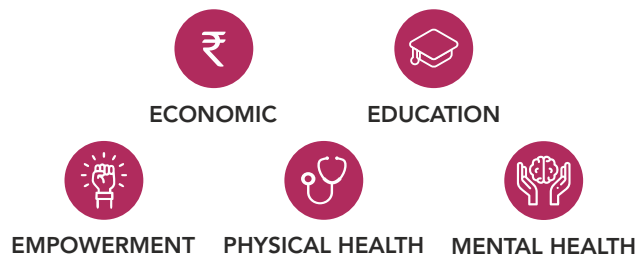


Source: FSG-Menstrual Health Landscape _India_2016

Reason for not following hygiene practice

1. Lack of awareness
2. Lack of availability, accessibility and affordability of hygiene products
3. Shame associate to purchase hygiene product from the male shop keeper

Key Domains Affected by Lack of Menstrual Health Management



THE SOLUTION

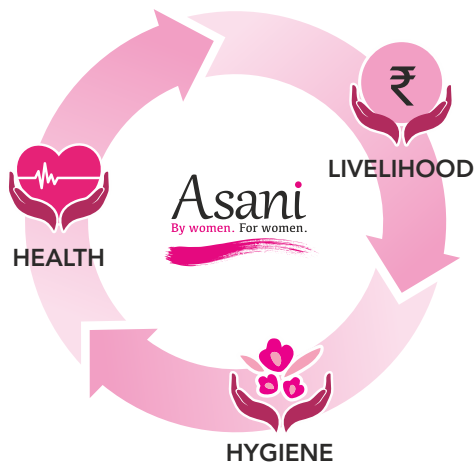
ASANI SANITARY NAPKIN PROGRAM



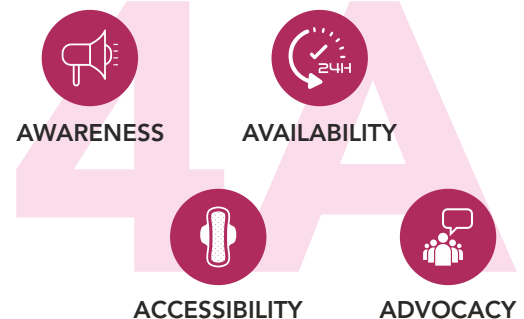
OUR INNOVATION

After years of experimentation, We have developed an unsurpassed best in class MHM program that tackles all issues surrounding menstrual health, and supports the development of the communities we serve. Our Asani Sanitary Napkin program is designed by women for women. The program improves menstrual health awareness and use of menstrual products in rural areas. Through its integrated approach, the program improves the health of the beneficiaries, as well as their lives, economic opportunities, dignity, and access to education.

- The program is designed to be financially sustainable and socially acceptable for local communities.
- Asani pads are 85% biodegradable by weight, and we also teach communities proper waste management practices.

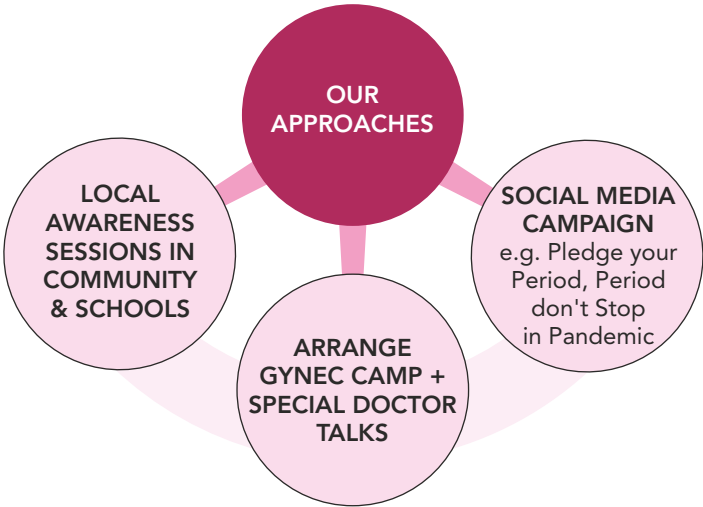


4A APPROACH



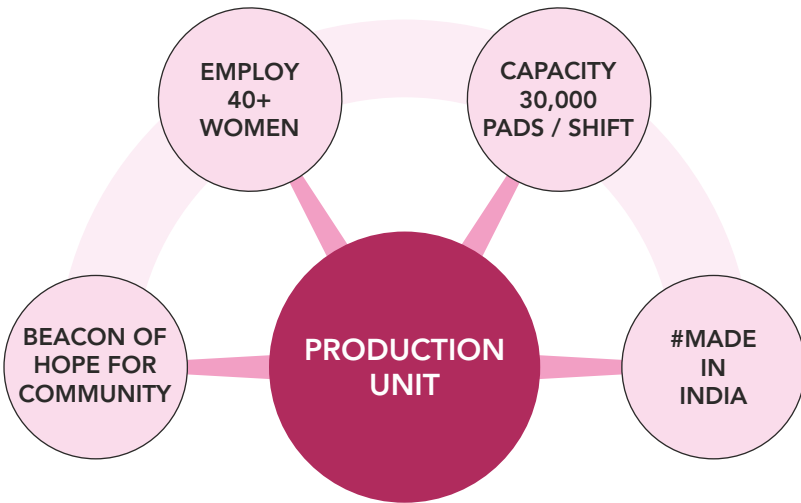
MENSTRUAL HEALTH & HYGIENE AWARENESS

We execute our awareness program to correct damaging misconceptions around menstruation and destigmatize period in the community



ASANI PRODUCTION

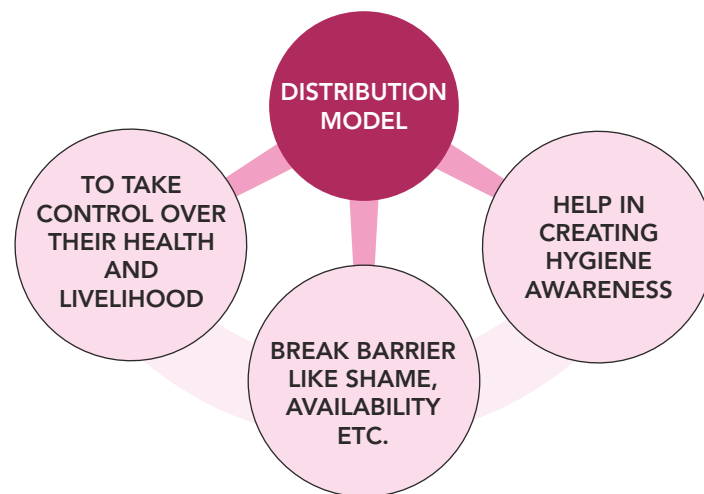
We will establish centralised production units in each targeted community and supply sanitary napkin across the state. Our production units produce over 30,000 retail quality pads per shift which are made by the women in each local community. We currently have units operating in four communities.





ASANI DISTRIBUTION

We recruit women from the community and ASHA/health workers to sell the sanitary napkins on a per-unit commission basis in their communities. The women work flexible hours, allowing them to manage their household and professional responsibilities. Our distributors earn a 15% commission per packet. We call them "Sanginis"



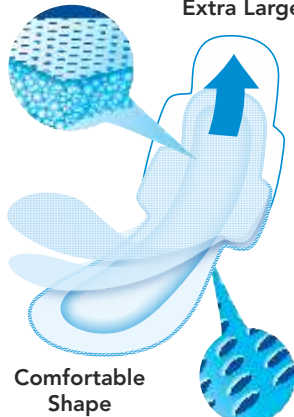
PRODUCT INFORMATION



ULTRA
THIN

Special Protection

Extra Large



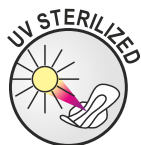
Comfortable
Shape

More
Absorbance

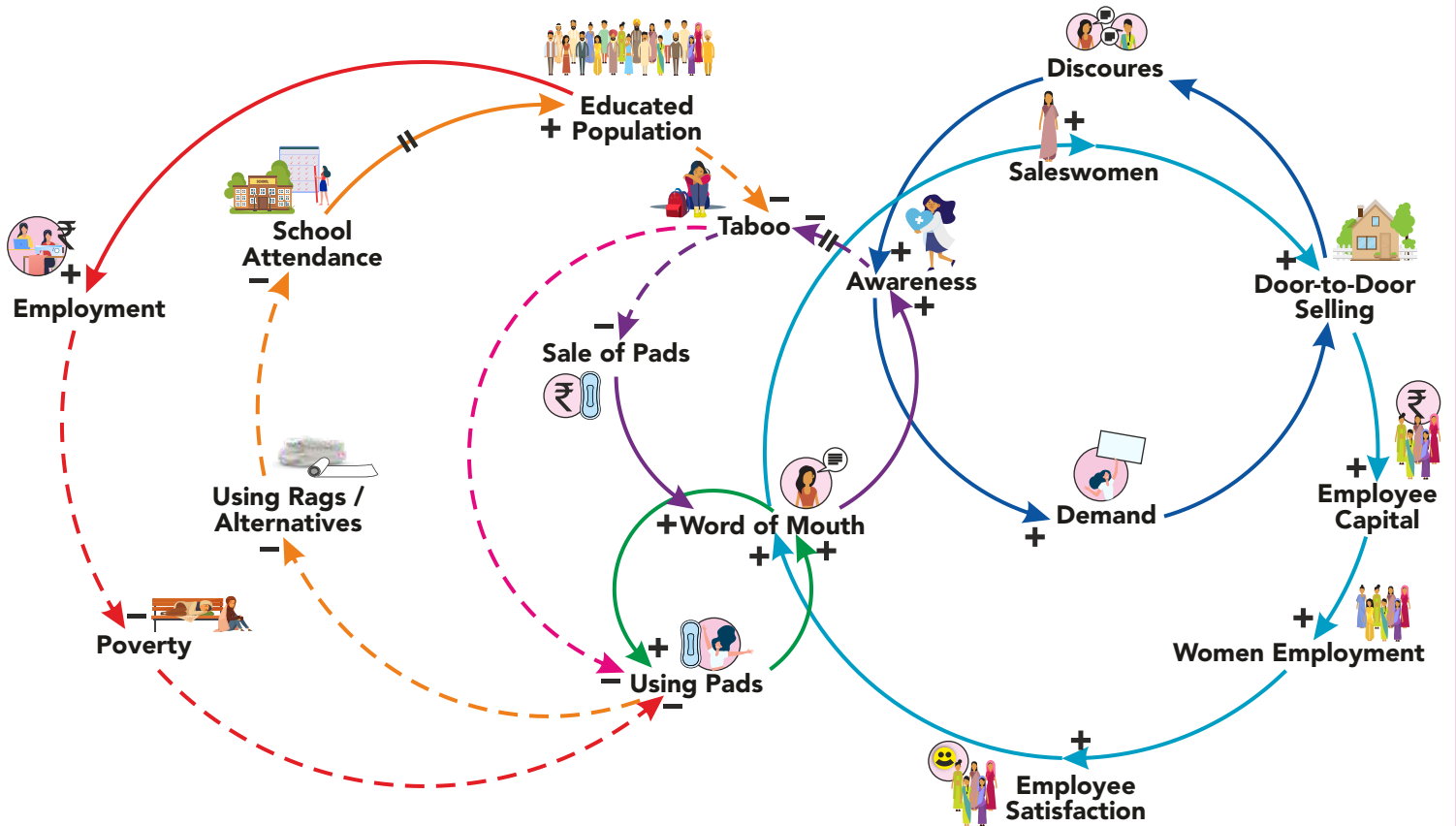
FEATURES

- With Wings
- Dry and Soft Coverings
- Larger for Prolonged Safety
- Good Absorbency with Gel Technology
- Long and Thin for Extra Comfort
- Convenient for Carrying
- In Accordance to BIS Standards

Available in 2 6 8 40 Pads Packs



SOCIO ECONOMIC IMPACT





ASANI SANITARY NAPKINS AND THE ENVIRONMENT

Our program strives to be as sustainable as possible, while also supporting the health and livelihood of the women we serve. We want to answer some of your questions about Asani & the Environment:

Are Asani Sanitary Napkins Bio-Degradable?

Yes, our pads are 85% biodegradable. Our team is always working to improve this. And as soon as the 100% biodegradable and user friendly materials are available in the market, we will use them for our Asani sanitary napkins.

Are Asani Sanitary Napkins Environmentally Sustainable?

Yes, for three clear reasons. First, 100% of the materials used to make Asani are sourced directly from India, reducing our carbon footprint. Second, they are produced locally, close to where they are being used, which further cuts down on shipping and transport. And third, we teach safe disposal practices to our customers, ensuring they understand the best way to dispose of their pads – which are 85% biodegradable.

Why not encourage the use of re-usable options?

Actually, we do. Our first concern will always be the women and girls we

serve. And we mostly work in rural communities where running clean water and soap are not freely available. In our awareness sessions we do discuss the safe and proper use of re-usable options. Most reusable products (pads, rags, cups, etc) are not properly cleaned, dried, or stored. Until everyone in India has safe, clean running water, we can't justify suggesting using only reusable pads. The disposable pads are the best way to prevent infection, disease or even infertility.

How much waste to pads make?

This data is assuming no pads are biodegradable. So it puts into context the relatively small amount of waste we are talking about here. The total menstruating population of India is 355 million. Assuming 35% of women are using Sanitary Napkins (using about 8-10 pads a month each), it would mean a roughly daily waste due to sanitary napkin will be 250 tones. The total daily plastic waste in India is around 10,000 tones. Sanitary napkin disposal waste is approx. 2.5% of the total daily plastic waste in India. We

agree that every bit counts, but for now, in our fight for women's health, we are putting a women's life at the top of the priority list.

How does this apply to rural communities?

We understand completely the waste and pollution issue in urban centers. Our work and our customers are in rural communities throughout India. These communities tend to be more environmentally minded to begin with, as most of them are farmers. They tend to keep the area cleaner, use products multiple times, and practice burning to dispose of things on a regular basis.



OUR FIGHT FOR WOMEN'S HEALTH:

- Lack of access to menstrual hygiene is one of the top ten killers of women in the world.
- Cervical Cancer is the second most common form of cancer in Indian women. Cervical Cancer has an incredibly high correlation to poor MHM practices. India accounts for nearly one-third of global cervical cancer deaths.
- Poor menstrual health and hygiene management can lead to RTI (Reproductive Tract Infection), which can lead further to infertility. The prevalence of RTI among women in the reproductive age group is reported at 9.7% in urban areas and 21% in rural areas.

We always strive to build programming that is good for our planet. And we are proud of the strides we have already made with this program. We will continue to improve our product. Our primary fight will always be to fight for the health and dignity of women and girls in rural communities.



ASANI IMPACT STORIES

Livelihood Opportunity

Sonal is a mother of 2 children. Her husband is handicapped, making her the sole provider for her family of four.

When we met Sonal, she was concerned as her job of selling sarees did not bring in consistent income. Sonal became the first woman to sign up for our Asani Sanitary Napkin production job and has been vital to our team ever since.

Today, Sonal earns a reliable income without the burden of an upfront investment or loan, as her previous job required.



Engaging Boys in Menstrual Hygiene Management

Meet is a 12th grader at our high school. Although his interest in human biology, the conversation about menstruation has always been taboo.

When he visited our Asani Sanitary Napkin Program production center downstairs from his classroom, he learned what menstruation is, and that it is a regular part of female health.

Today, Meet does not feel ashamed or intimidated to speak and study about menstruation and has shown greater respect towards his female classmates.



ASANI IMPACT STORIES



Asani Eliminate Fears of Period Stains

Sundarben used to use clothes during her period and was always afraid of getting embarrassing stains on her clothes. She lives in a hostel and has trouble of washing and drying clothes after use.

Sundarben learned about Asani sanitary napkins and Menstrual Health & Hygiene through an awareness camp.

Today, Sundarben uses Asani without fear of period stains on her clothes. She has also learned about the proper use and disposal of sanitary napkins. She is very happy with Asani and encourages everyone to use them.

Menstruation is a Beautiful Cycle that is Naturally Given to Women.

24 years old Rakesh join DFT as his 1st job. Before this he was not aware of the menstrual process and its management and also because of the taboo man and women don't talk about menstruation openly. Under ASANI project, he got to learn so many things, which helped to change his attitude toward Menstruation.

The guy who never talks about periods now understands the pain of women during their periods, not even just that, he is also giving ASANI Distribution Training and also Menstruation Health Management awareness sessions to women.



ASANI BENEFICIARY STORY

Dream Beyond Circumstances.

Manisha Chaudhary is 30 years old and she is from Bhilkhedi, District Dhar. She has done MA. And just after studying, she got Married.

In her village, women are not allowed to do jobs. But she always wanted to make herself independent, but because of a lack of proper opportunities. She wasn't able to make her dreams true.

When she heard about the ASANI program and the role of Sangani she decided to become a part of that. She was able to sell 45 packets of ASANI in the very first month and now, women have started coming forward to get pads from her home. And now, her confidence and knowledge also got increased. She is happy as her dream to be independent becomes true.



Asani Breaks Down Menstruation Taboos

Jyoti, despite being a college student, had no knowledge about menstruation, menstrual health, or hygiene. In her village, menstruation is taboo and no one talks about it.

After attending DFT's Menstrual Hygiene Management (MHM) session in her village, Jyoti learned about menstruation, hygiene products, and menstrual health. Before, Jyoti was very shy to talk about menstruation, but now she can speak about it more easily. She talks to women in her village about the importance of maintaining good menstrual hygiene for good health.



ASANI BENEFICIARY STORY



Importance of Engaging Boys and Males.

Mr. Bala Krushna Bisoi is 40 years old and he is from Odisha. He has grown up in a culture where people usually do not talk about PERIODS. When he joined us and got training on the importance of MHM and how women can prevent infections by following hygiene practices.

But because of taboos most of the women refused to become Sangani so he approaches males for that, and due to his continued effort he was able to train 18 males for awareness and sanitary napkin distribution, today this number grows to 40 who are actively involved in the same activity. This approach showed a holistic impact on the whole Rayghada community in Odisha.

Cultivating Dignity Through Asani Distribution Program

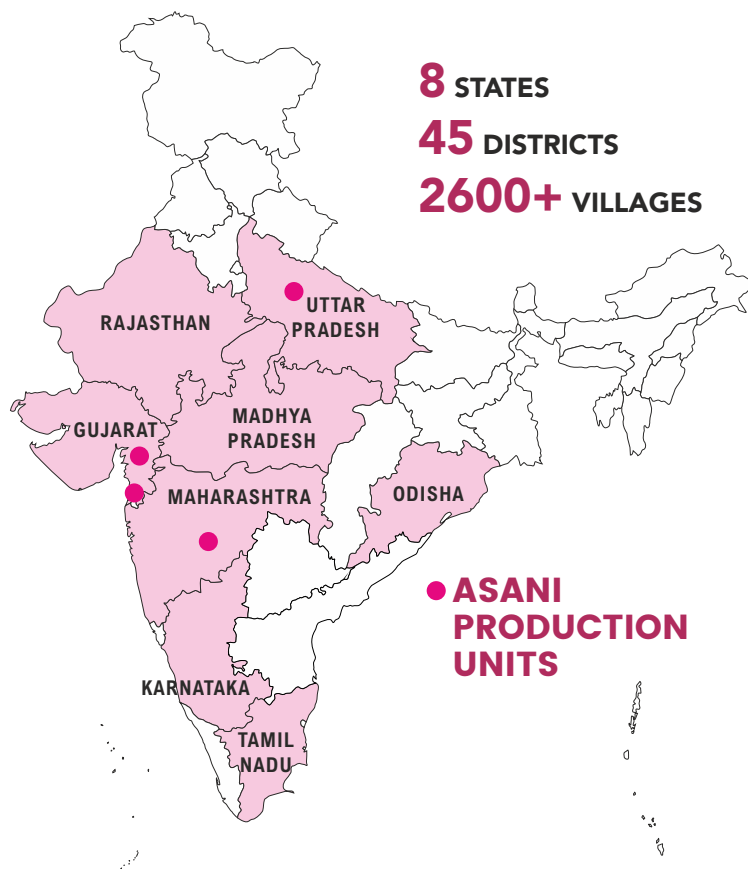
Sindhu Sabar is Sangini from the tribal village Tamiligudu, Odisha. The population of the village is 60 houses with 302 people. Due to the low literacy rate among the tribal population, all the women and girls were practising the traditional methods.

When Sindhu approached, they were reluctant to use pads but slowly they started using ASANI. Now, they feel comfortable, most adolescents & women are using ASANI in the village. All the women & adolescents are now able to do their daily jobs because of using ASANI pads. The average monthly sales of Sindhu is 60 packs.

With a smile she says "I am very happy, with the support of the DFT team, she is able to motivate her community toward a healthy lifestyle. In the very first month, I earned Rs 1000 which help her in the study."



OVERALL REACH OF ASANI SANITARY NAPKIN PROGRAM TO DATE



4 production units in **3 states**

4.5 million+ napkins produced

5,25,000 pads distributed for free of cost

5500+ women trained

3000+ women currently working

Over 800 local schools with regular MHM programming

10000+ menstrual hygiene management seminars

Over 1 million women reached

Production unit to break-even in **6 months**

PROGRAM SUPPORTERS



JOCHNICK FOUNDATION
AF JOCHNICK FOUNDATION





HOW CAN YOU JOIN US?



**PARTNER
WITH US**



**SUPPORT
US**



**DONATE
FOR CAUSE**



**PURCHASE
FROM US**



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