Aakar
transforming Lives through Innovations

Empowering Women & Girls Through Menstrual Hygiene Solutions

www.aakarinnovations.com

Vision & Mission

Aakar's Vision

Foster awareness and access to affordable, high quality, environmental friendly menstrual hygiene products thereby empowering women and girls to make informed choices, and enabling them to take charge of their own socio-economic development.

Aakar Innovation's Mission

Aakar Innovations provides commercially viable solutions for production, distribution, marketing and sales of affordable and environmentally friendly sanitary pads by local entrepreneurs in areas where these products would otherwise not be available.

Aakar Social Ventures' Mission

Aakar Social Ventures generates awareness regarding sanitation and hygiene with a specific focus on menstrual hygiene, in order to empower the last mile consumers and enable them to make informed choices. Aakar Social Ventures also provides entrepreneurial skills training to Village Level Entrepreneurs to enforce and sustain livelihood opportunities.

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An **affordable** and **accessible** solution can capture large slice of this **300 million+ unaddressed opportunity**, while creating **massive impact**

9 out of 10 women/girls do-not use sanitary pads In India!

Causes of the Problem

ACCESS & DISPOSAL

Inadequate access to MHM products, sanitary facilities, clean water; disposal challenges

LIMITED AWARENESS

Lack of education on reproductive health in the home and in schools

SOCIETAL TABOO

Menstruation is highly stigmatized; women are treated as "pollution"

IMPACTS OF INADEQUATE MENSTRUAL HYGIENE PRACTICES

Education, Health and Social Mobility

- **High rates of infection and disease, particularly UTI(**Urinary Track Infections)**, BV**(Bacterial Vaginosis) **and STIs**(Sexually Transmitted Infections)**,** due to the fact there are no products available and no education on broader implications of reproductive health

- **1 out of 4 adolescent girls in India drops out of school when they reach puberty** because schools lack of safe, sanitary facilities & girls are shamed

- **Fewer women enter the work force & face social isolation and shame** as a result of stigma

312 million women and girls in India go without hygienic menstrual care

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OUR SOLUTION

Small units that can meet local demand affordably, and economics that generate viability and financial incentive across value chain

Anandi
Compostable & Non Compostable
Sanitary Pads

AFFORDABLE PRODUCT

An affordable alternative to existing brands and traditional substitutes.

Non-compostable variant :
Rs 28($0.43) for a pack of 8 pads,
Compostable variant:
Rs 38($0.58) for a pack of 8 pads

LOCAL PRODUCTION

The pads are produced locally within the village using our patented technology.

A typical unit produces over 50,000 pads per month and employs over 35 women.

COMMUNITY DISTRIBUTION

Our distribution network of local women generate awareness & break the taboo.

These women act as village level entrepreneurs and are enable menstrual hygiene at their doorstep.

SOLUTION: MACHINE, NAPKINS & MINI-FACTORY - OPERATED & OWNED BY WOMEN

MACHINE SPECS

- Low cost Technology(Internationally IPR Protected
- Option of Semi-automatic & manual sealing machine
- High Capacity: 2000-2400 pads/day(8- 10 Hrs)
- Low skill requirement
- Low electricity usage
- Easy to Operate and Maintain
- Embedded Design in napkins
- Customized for rural production

NAPKINS SPECS

- Low cost (30-40% less from current alternative)
- India's 1st ~ 100% Biodegradable & Compostable pads (2 patents)
- Use of Indigenous Raw Materials (Agri & Plant waste)
- Use of unique combination of diff pulps in napkins-(IPR Protected)
- BIS quality(Govt. Of India)
- Similar to standard MNC design

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BUSINESS MODEL: CYCLE OF PRODUCTION AND DEVELOPMENT

BEHAVIORAL CHANGE:

Targeting

- ✓ Pre-menstruation school girls (8-12 yrs)
- ✓ Menstruating school girls (13-18 yrs)
- ✓ Community women (up to 35 yrs)
- ✓ Boys & Men

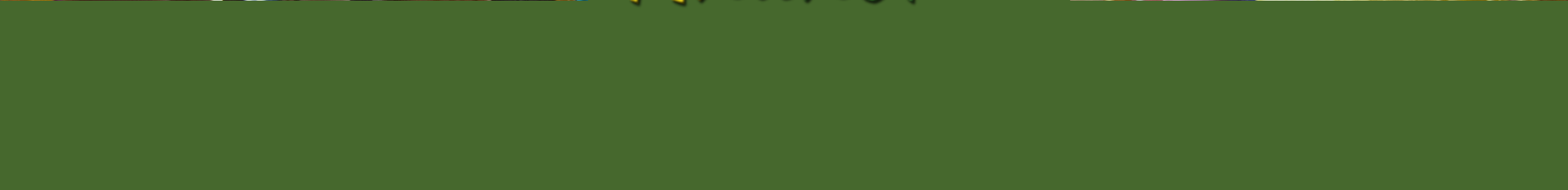## Curriculum for 6-month intervention developed with UNICEF-WASH UNITED

- ✓ Science behind menstruation
- ✓ Real-life examples form the community of infected girls/women
- ✓ Not touching taboos relates to Culture & Religion
- ✓ Product Info (Cloth, Cloth pads, Pads, Compostable pads, Tampons, Menstrual cups) -informed choices

Tools

- ✓ Games,
- ✓ Role-Plays,
- ✓ Animated Videos,
- ✓ Movies, Stories,
- ✓ Other visuals: Charts, Comic books

Behavioral Change through enablers

- ✓ Women Doctors from local Govt. Hospitals
- ✓ ASHAs
- ✓ Community Leaders
- ✓ NGOs
- ✓ Peers

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