



ANNUAL REPORT

An update on our business this year

Written by

KOMAL ROY
LEAD TEACHER

CREATED AS PART OF THE SCHOOL ENTERPRISE CHALLENGE AWARDS PROGRAMME – BRONZE LEVEL

Section A: Executive Summary			
Business Name	Menstruation “ My Right”		
Business Activity	To promote uses of handmade sanitary napkin made by cloth in low income community for tribal, rural and urban slums.		
Main product / service	Sanitary napkin made by cloth		
Our school business social media (Facebook page, blog, Twitter account etc.)	https://youtu.be/cKwi4DF3KDA		
Number of students involved in business implementation activities (including writing this Annual Report)	Boys 0	Girls 6	Total 6
Number of students in <u>whole school</u>	Boys 30	Girls 75	Total 105
Number of parents involved in our school business	5		
Financial Summary			
Period of time covered in this report: <u>4</u> months			
	Our local currency (_INR_)	US Dollars \$	
Total Income (Actual)	4992	77.44	
Total Costs (Actual)	3000	46.54	
Profit (Actual)	1992	30.90	

Section B: Running Our Business

1. Here is a summary of what we did to set up and run our business.

To set up our business we follow the basic design thinking rule of Feel, Imagine, Do and share. We started this business not only to produce something but to break the mind-set of people regarding menstrual hygiene. As a girl we have used dirty clothes during menstruation cycle and we can strongly feel that the problem and emotion while applying it. So we tried out various experiment with variety of clothes and after six months of permutation and combination finally we were able to made sanitary napkin with a good quality of cloth with a comfortable design for easy to use.

After that we showed our product door to door and demonstrate it from there we got feedback of women and worked upon it to make it more comfortable and cost effective. In this way the feel of that emotion related to use dirty cloth during menstruation drive us to imagine the best out of solution from existing resources. If feel is related to heart, imagination is related to mind than do is related as hand. After imagination we try to convert it into reality through hand skill.

We raise fund for raw material and sewing machine from villages and made enough sanitary napkin for villagers to use. Now they are comfortable to use it. We emphasis the unique feature of our product every time as it is reusable and easy to dry even in rainy season.

Here I am listed what we did to run this business more:

1. More than 10 focus group discussion among the community regarding their feedback about feasibility and usage of product.
2. One on one interaction with 105 women to understand their feeling and practices during Menstruation.
3. Celebrate the event menstruation my right "MAAHVARI MERA ADHIKAR" with the community and local representative. Their response were positive and they said that "we also do not want to use dirty cloths but this is cost effective and easy to use.
4. Block Pradhan, Sonal Meena said that" I will buy this pad and use and I appeal every women from village to buy this and use it because it is easy to dry and this cloth is good absorbent."

Section C: Use of Profits

We are spending our profit in three category: - 1) Operational Cost,2) Design Cost, 3) Material Cost. As we divided ourselves in three group operation team, design team and logistic team. Operation team is responsible for product promotion and marketing. Design team is responsible for customize product regularly with customer feedback and their need. Logistic team is responsible for material arrangement. Every team made their budget and we divided profit accordingly.

Section D: Our Achievements, Challenges and Solutions

2. These were the 3 biggest challenges we faced when planning/setting up/running our business and the solutions we came up with to overcome them:

- a. Challenge #1: The biggest challenge we have faced is bringing a shift in the mindset of community at large scale around a social taboo.
Solution: In tribal culture, a girl or woman on her periods is considered unclean. To break such mindset, awareness campaigns were raised. People in the community were made aware of the science behind the process of menstruation and how it isn't a disease that happens in a woman. The blood isn't impure and it was high time the community took responsibility for ensuring good health and hygiene of women.
- b. Challenge #2: Organizing and applying users feedback to customize product.
Solution: Feedbacks that we got is more related to the mindset instead of design and comfortability to use it. Awareness campaign and focused group discussion conducted with collective to solve this.
- c. Challenge #3: convince women to reuse the product.
Solution: Due to the social stigma that menstrual blood is unclean in nature women were not ready to reuse the product. They wanted to use it as one time.

3. These are the 3 most important things we learned:

1. **Involvement and inclusion of every stakeholder with dignity is the key to develop our business.**
2. **Customers feedback was the turning point for the successful implementation of our business because end of the day they are going to use that product. But it was tough to provoke them for speak.**
3. **Design thinking for any solution always work. We also learnt that what to listen and what not to as ample of suggestion were not worthy for us. We list them all and prioritize it accordingly for easy to use and affordable for target customer.**

Section E: Sustainability & Business Development

4. Our business has a positive impact on the environment and our community because:

1. This initiative comes under the School Enterprise Network in which Bal Sansad (Student Council) are "UDYAM CORPS" means group of entrepreneur. In *Sarada* there are adequate supply of sanitary pads in schools from government scheme but the quality of these pads are always under question. Girls are concern about their siblings and mother also who are not enrolled in school. And they made it also to sell this product to villagers in cost competitive to

usual "maroon cloth" as usual they used.

2. Property of the cloth we used in making sanitary pad is reusable because

a) Less irritating- cloth pads are made from soft, breathable fabrics that allow for air flow. This means there are less sweating, irritation and chafing when you wear reusable cloth pads. Some women are sensitive to the bleaching agents used to get disposable pads; switching to cloth pads is an immense relief to many women because of that. Some even say that once they switched, their menstrual cramps and P.M.S (Premenstrual Syndrome) decrease dramatically. And thanks to increase air flow, there is least chance of getting a yeast infection when you are wearing cloth pads.

b) Better for environment- easy to dispose

c) Economical

3. Community response was awesome and the unique point was that their children representing it so they are very acceptable for the idea. Firstly we start this with only women and gradually the inclusion of other stakeholder became automatically and funders also see the potential in this idea so they are ready to involve in this project.

5. *Our school business has the potential to carry on running sustainably next year and have a positive impact on the local environment and our community.* This is our **three point action plan** of how we will keep it running:

1. By skilling every women and girl student in stitching sanitary pad.
2. By making sanitary pad more organic in nature as affordable also in the range of 4-5 INR.
3. By creating variety of design to attract more people to buy it for those also who can afford costly machine made pads.

OR

Our school business does not have the potential to carry on running next year because we cannot make a profit and/or our business is not socially/environmentally sustainable. These are the **three biggest lessons we have learned** about why our business has not been as successful as we planned **AND what we have learned we should do differently next time:**

- 1.
- 2.
- 3.

Appendix Section: Students in Action

Please find in this space some evidence that clearly shows our involvement as students in the setting up of our business. You will find 3-5 photos (or if that's not possible, we will share quotes from participating students).

A photo of our launch event:



A photo of us running our business:



A photo of our financial record keeping:

GGUPS SALLADA

Months : October 2017

classmate
Date _____
Page _____

SNO	DATE	Particulars	No. of items	RS.
1.	2 nd Oct	Zaremi meema	2	Rs 28
2	2 nd Oct	Susila Meema	6	Rs 84
3	4 Oct	Kanta meema	1	Rs 14
4	4 Oct	Kiran meema	2	Rs 28
5	10 th Oct	Leela shop	10	Rs 140
6	13 th Oct	Urmila Meema	2	Rs 28
7	20 th Oct	Kanwar Natt	4	Rs 56
8	22 nd Oct	Heema	2	Rs 28
9	22 nd Oct	Nanda Natt	4	Rs 56
10	23 rd Oct	Sangeeta Meema	3	Rs 42
11	23 rd Oct	Raj nandani	1	Rs 14
12	23 rd Oct	Shusila natt	1	Rs 14
13	26 th Oct	Hema Patel	5	Rs 70
14	29 th Oct	Sundari Meema	3	Rs 42
15	30 th Oct	Khushboo Patel	2	Rs 28
16	30 th Oct	Jaya	4	Rs 56
17.	30 th Oct	Kavita Natt	2	Rs 28
		Total	54	Rs 756

FINANCIAL REPORTING

1. Income (*actual*)

NAME OF PRODUCT OR SERVICE	QUANTITY	SALES PRICE	SALES INCOME (Quantity x Sales Price)
<i>Sanitary Napkin</i>	416	12	4992 INR
TOTAL SALES INCOME			4992 INR

2. Costs (*actual*)

NAME OF ITEM	QUANTITY	COST PER ITEM	TOTAL COSTS (Quantity x Cost per Item)
<i>Maroon cloth</i>	<i>100 each of 1 meter square</i>	20	2000 INR
<i>Stitching machine</i>	1	1000	1000 INR
TOTAL COSTS			3000 INR

3. Profit (*actual*)

	Our Local Currency
TOTAL SALES INCOME	4992 INR
TOTAL COSTS	3000 INR
PROFIT (Total Sales Income – Total Costs)	1992 INR

This is how we raised the money needed to start our business:

Our student council present the idea of cloth sanitary napkin to village representative and Head masters they convince with our idea and invest to our plan.

Additional comments about our finances:

Our Local Currency used :	<u>Indian rupee</u>
Exchange rate to US Dollars:	64.47

STUDENTS' IMPROVEMENT ON SKILLS

It is important for you, your teacher and for us to reflect on how the Awards Programme has helped you develop your skills. Please ask your teacher to fill in the following sections. **ONLY SCHOOLS THAT COMPLETE THIS SECTION WILL BE ELIGIBLE FOR AN AWARD.**

1. After going through the activities to implement your school business do you feel your students...

Please choose ONE option ('Improved', 'Stayed the same' or 'Did not improve') for each row below....	Did not improve	Stayed the same	Improved
a. Are more confident speaking in front of other people (e.g. during market research)			✓
b. Work better with people with different opinions to theirs			✓
c. Have improved their team working ability, e.g. if other team members were struggling they offered support to them			✓
d. Are more confident analysing information			✓
e. Are more able to use their ideas to organise and plan work in order to reach their goals			✓
f. Are more able to look at different ways to solve a problem and are more confident in selecting a solution			✓
g. Do you feel your students have gained the skills and knowledge to start and run a successful business independently?		✓	

2. Can you tell us the biggest impact the program has had on a specific student, their family or even yourself?

Lata kanwar said that (Woman from community) "I am using dirty clothes with 45 years and this product really easy to use and I am feeling comfortable with it. I never imagined that Menstruation is the pride for us and we will celebrate it ever" *Sonali Meena*"It is pride for us that children are promoting entrepreneurial thought and we should learn about team work from children

3. Through the school business implementation process, which skills do you think students improved/gained the most (max 3):

Leadership (✓)	Communication	Aspiration
Confidence	Decision making	Other – Please specify:
Problem solving (✓)	Team work (✓)	

4. Do you feel the activities helped students improve their performance in other subjects at school? You can choose more than one option.

No	Yes, in Science
Yes, in Maths	Yes, in Business Studies
Yes, in Writing & Reading (✓)	Yes, Other – Please specify:

5. Have the students used the skills learned through the school business implementation outside school?

Yes (✓)	If you answer 'Yes', please specify (if possible): HOW – They did 12 Focused group discussion with women in village With WHOM – Government representative, community member, women collective.
NO	

CONGRATULATIONS on writing your Annual Report! You have completed Step 3 and the School Enterprise Challenge programme! Submit NOW!

Remember to submit your Annual Report to the School Enterprise Challenge Awards Programme by **logging in** to your account at: www.schoolenterprisechallenge.org/login in order to be eligible to receive your Bronze Award.