

THIRST AID



01 AGENDA

Team ThristAid Solve

1. Agenda
2. Background
3. Awareness Campaign
4. Community Buy-In
5. Padcare Disposal System
6. Disposal System (Logistics)
7. Implementation Roadmap
8. Planning and logistics
9. Cost Benefit Model



Image Courtesy of WaterAid/Eliza Powell

02 BACKGROUND

The area and challenges



Lack of education and knowledge on menstruation and sanitary products/disposal.



Indian law requires sanitary products to be wrapped prior to disposal.



Social norms and beliefs are passed down through generations.

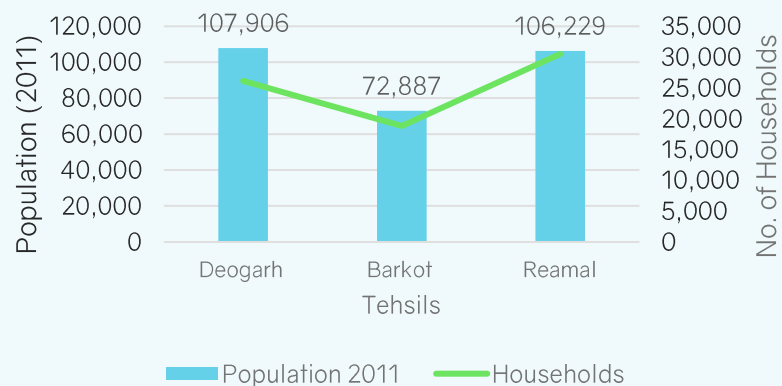


Stigma towards menstruation in Indian culture presents barriers to visible and accessible disposal systems.



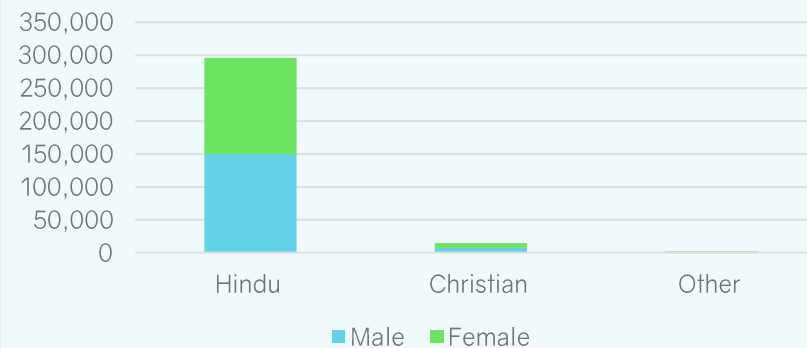
One positive is Odisha has been provided with the highest amount of central funds under the Menstrual Hygiene Scheme (MHS) among high-focused states.

Odisha Population Vs. No. of Households



- Population: 312,520
- Literacy: 72.57%
- Sex Ratio: 975

Demographics



03 AWARENESS CAMPAIGN

Challenge stigma, raise awareness



PILLAR 1 - AWARENESS AND CHALLENGING STIGMA

- Raja Parba festival events to promote positive views on menstruation and our programme to increase understanding tie in with existing community events on menstruation.
- Radio broadcasts – to cheaply cover a wider area and in an easy to understand format for people with poor literacy. Even communities with no fixed electric can be reached if they have wireless radios.

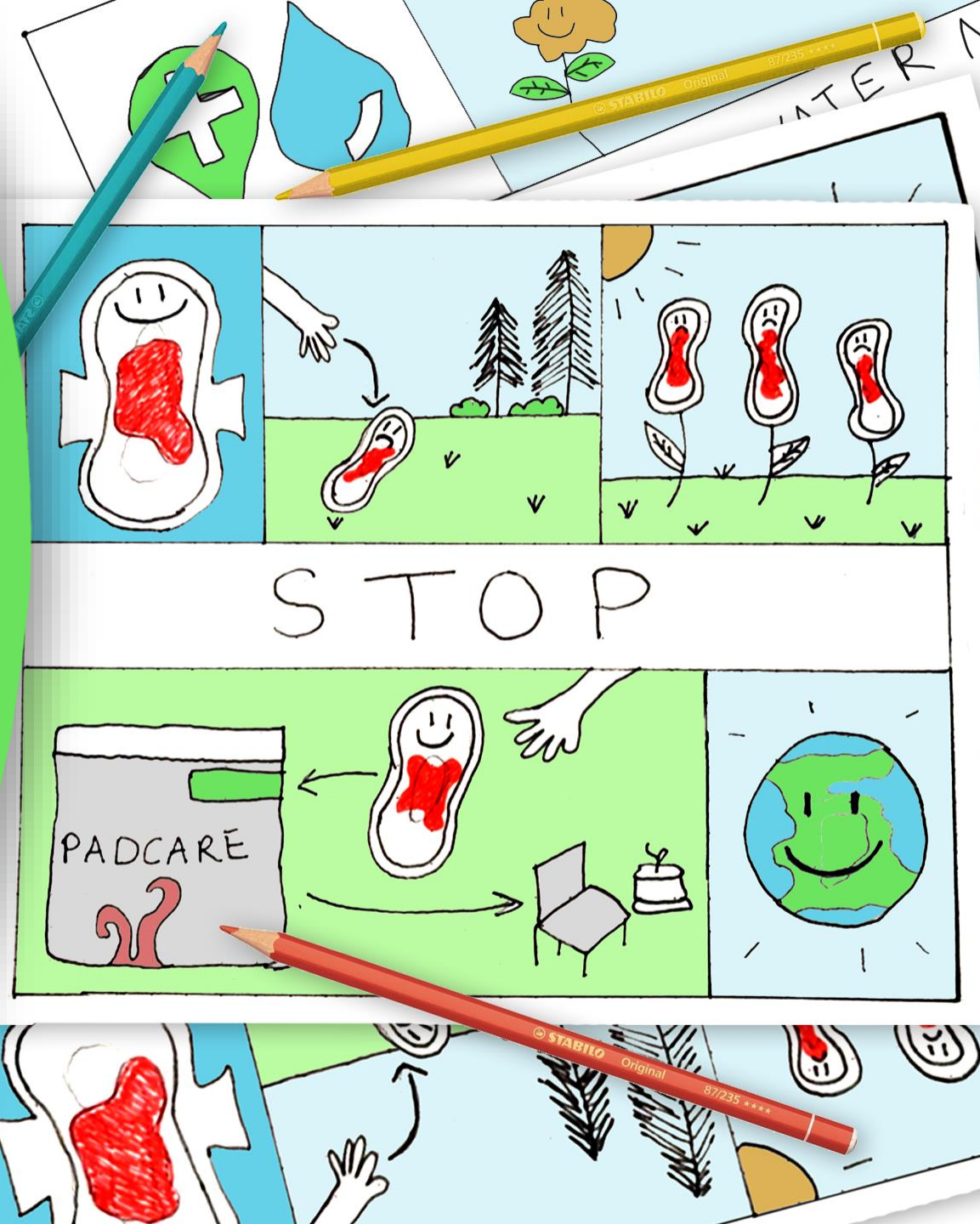
KEY ENABLERS

- Community buy in.
- Male buy in/awareness.
- Feedback and support from local stakeholders in implementing and continuous feedback loop with options to be agile and adapt approach.
- Ensure a varied approach to account for tailored approaches to different groups. I.e. children fun and engaging and for some adults simple language or verbal to account for low literacy rates.



PILLAR 2 - PRACTICAL EDUCATION ON THE SYSTEM

- How to use the systems safely, encourage practical demonstrations etc. Locations and drop off timescales.
- Maintenance – empower local people to understand the system.
- Wider benefits and environmental side to encourage buy in from the whole community.
- Children in schools will be involved in active campaigns to design awareness posters (exemplar right).



04 COMMUNITY BUY-IN

Foundation for success

01 EDUCATING THE YOUNG

- The beginning of the programme will aim to educate young people in schools to understand the issues around menstruation and to tackle taboos. They will also be educated on the system so they understand how to use and the benefits – they can then become advocates for the system and change

02 WIDER COMMUNITY ADVOCATES

- Within each local community we will work with local leaders and women's centres to create local advocates and also a community voice to feedback to us as we rollout the project.
- Community input and thoughts are vital to successful rollout. We will remain agile to implement change based on this feedback

03 WIDER COMMUNITY EDUCATION

- Wider education and information about the system to the area – following successful trials.
- This will take the form of radio broadcasts, meetings setup by community advocates for each localised area and comics/posters for schools and women's centres.

04 STEP 4 – LONG TERM VISION

- Once the rollout is completed across all regions in the plan and the main awareness campaigns and education campaigns have been completed we will use local community advocates to continue to drive and monitor education in their areas ensuring they continue to work to educate the young to build long lasting change for the future.

05 PADCARE DISPOSAL SYS

Our scalable & recyclable solution



Capacity to process >3000 pads a day



Odourless, silent and smokeless



Anti-rust and optimised steel body



Affirms carbon-negative menstruation



5 SDG compliance



Facilitates and enables female privacy



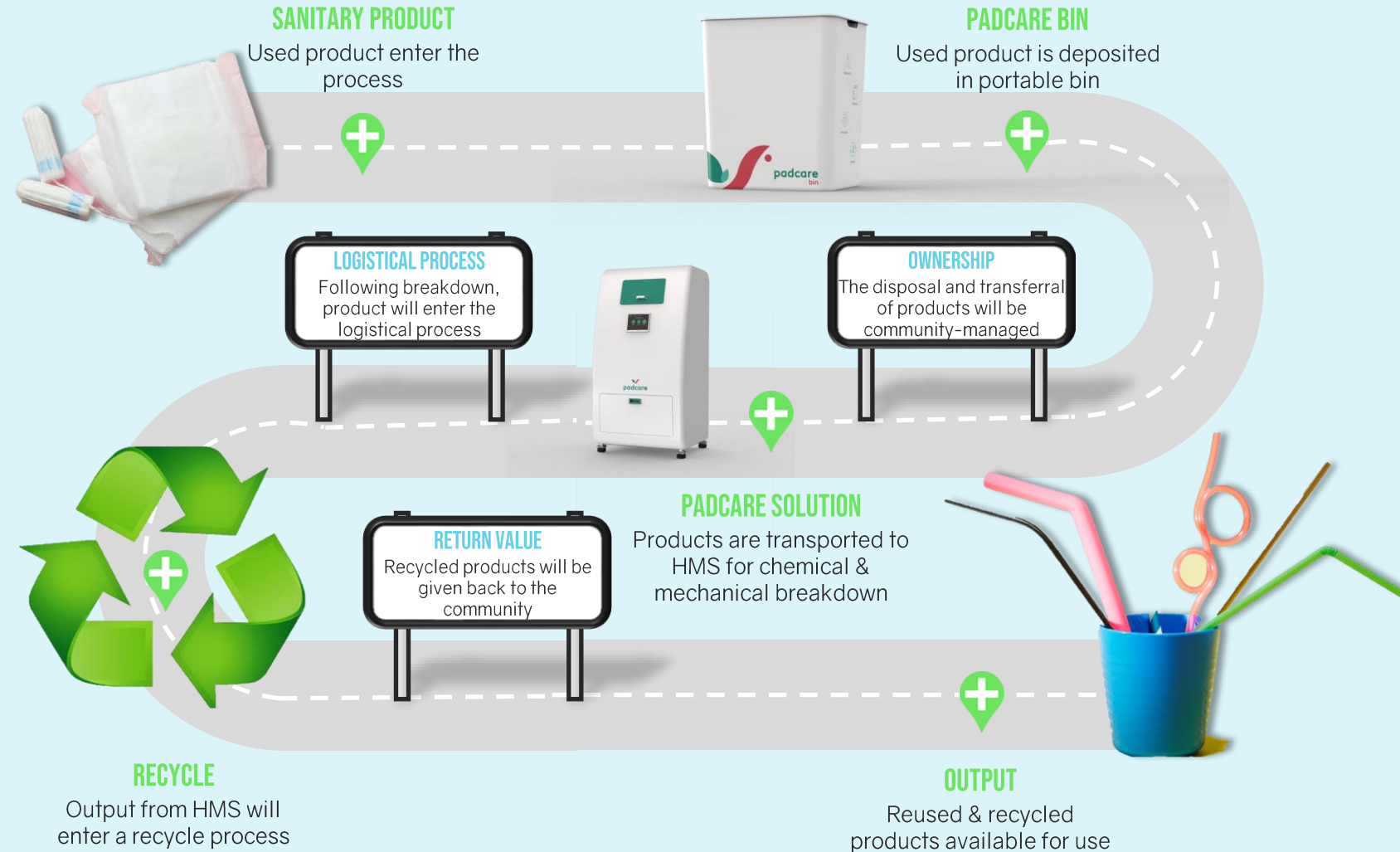
Fosters gender equality



Sustainable and non-human driven technology

1. Automated and sustainable hygiene management system (HMS) that produces a recyclable output from sanitary products

2. By implementing a multi-step process, sanitary products can be broken down into cellulose and plastic which can be utilised to create recyclable products such as plant pots, tables and chairs.



06 DISPOSAL SYSTEM

Logistics summary

- With a women's centre in every village, use these community hubs as a location for waste collection points during the initial trial.
- These will then be taken to centralised collection points at key strategic locations across the major routes in the area and onwards to a central collection point in Deogarh. There will be a dedicated logistics to facilitate onward transport along these major routes from the centralised locations and then localised networks that collect from the villages to the centralised locations.
- Utilise cloud connection tracking implemented into the bins to allow real time changes to logistical planning based on requirements of the community.
- Timestamp the collection of bins to create a community focal point that encourages discussion surrounding menstrual health and normalise disposal as a habit.
- Integrate community leaders to the initiative, allowing them to promote the safe disposal strategy in a way that does not solely centre around school aged children.



07 IMPLEMENTATION ROADMAP

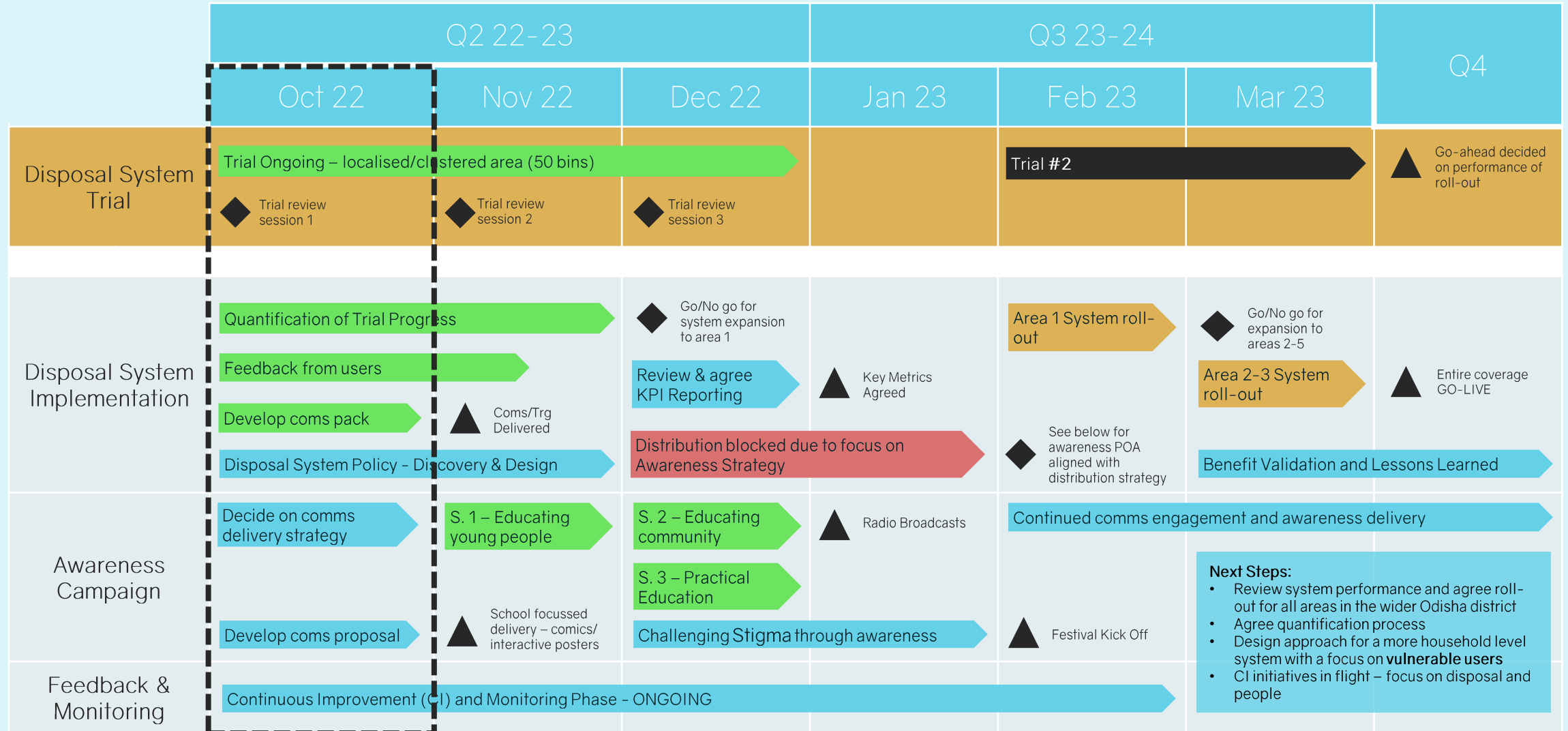
Action 'At Risk'

Action On Track

For awareness only

Planned Action

Blocked Action



08 PLANNING AND LOGISTICS

Engaging with the region



BENEFIT SUCCESS

- Padcare is supported by state government subsidisation in other areas – look to replicate this.
- Collaborate with the government Remote Village Rural Electrification Scheme to implement solar panels with batteries to power bins.



COSTS TO CONSIDER

- Cost of Padcare bins and management system.
- Breakdown of logistical operations (fuel, labour, transport rental, equipment, support staff).
- Integrating costs for radio and campaign advertisements.



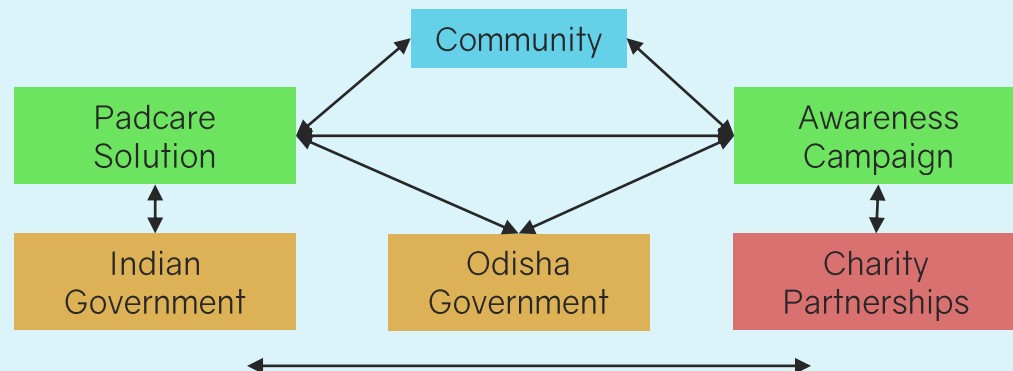
CHANNELS OF INCOME

- Propose the use of sales of products made from pads by-products to fund the reoccurring subscription that pays for the collection of Padcare bins.
- Utilise existing community events surrounding menstrual health as free promotional events.



RELATIONSHIPS

- Utilise local women's centres as a collection hub and place for community education.
- Train local individuals in the implementation of the programme allowing self management.
- Ensure local people are involved in decision making / programme review.



“ WE’LL MAXIMISE UTILISATION OF PRE-EXISTING GOVERNMENT PROGRAMMES AND CHARITY FUNDRAISING TO SUPPORT INITIAL IMPLEMENTATION. ”

09 COST BENEFIT (ESTIMATED)

Model and summary

1 bin = £2 (Estimated cost before efficiency savings)

Outgoings (£)	1 Month	2 Month	3 Month	4 Month	5 Month	6 Month	7 Month	8 Month	9 Month	10 Month	11 Month	12 Month	Full Year
	Trial Ongoing			Comms Delivery	Area 1	Area 2/3							
Initial bin distribution	50 bin	50 bin	50 bin	-	Tbc from trial	Tbc from trial	-	-	-	-	-	-	TBC
Subscription Costs for Padcare	£200	£200	£200	-	Tbc from trial	Tbc from trial	Tbc from trial	Tbc from trial	Tbc from trial	Tbc from trial	Tbc from trial	Tbc from trial	TBC
Logistics (Vehicle rental, fuel & labour)	£3,000	£3,000	£3,000	-	£10,000	£10,000	£10,000	£10,000	£10,000	£10,000	£10,000	£10,000	£89,000
Awareness Strategy Costs	£1000	£250	£250	£1000	-	-	-	-	-	-	-	-	£2,500
General Maintenance and Upkeep	£50	£50	£50	-	£500	£500	£500	£500	£500	£500	£500	£500	£4,150

Oct 22

Go live

MEASURES OF SOCIAL BENEFIT SUCCESS

It's important to measure and quantify our measures of success for the project. Social benefit will be the focal point, this will be aligned with the above cost model.

- Monitoring the volume of disposal products in the provided bins to understand community uptake and buy-in
- Tracking the number of logistical removals to showcase the amount of waste being removed
- Track audience/listeners/attendees to measure outreach success and to ascertain what demographic is being appropriately targeted and what isn't
- Holding regular reflective sessions to decide on future lessons learned??