

UJJWAL DEEP CHANGE MAKER GRANT

DUMMY PROPOSAL FORM

Please submit the proposal by email along with documents to changemaker@c4yindia.org, info@c4yindia.org

PROPOSED PROJECT INFORMATION	
	Email ID info@c4yindia.org
1.	Name of Employee Kaavya Malhan
2.	Employee Code DEL2022/201
3.	Mobile No. 9876543210
4.	Type of Project (1) Group Project <input checked="" type="checkbox"/> (2) Individual Project <input type="checkbox"/>
5.	Name of the Project Team (if applicable) Aastha Mohanty, Project Head, M: 9876543210 Harshita Sharma, Finance Head, M: 9876543210 Kaavya Malhan, Project Head, M: 9876543210 Mehtar Sindhu, Volunteer, M: 9876543210
6.	Project Title The Crimson Project, Vadodara
7.	Project Location Padra, Vadodara
8.	Target Beneficiaries Youth, Children, Farmer and Communities
9.	Timeline 3 months
10.	Project Description (Maximum of 500 words overall) To curb the issue of lack of menstrual hygiene, stigma surrounding menstruation and access to viable & economical sanitary napkins, the project Crimson was initiated by Enactus SVC based on extensive research including a survey of 500+ respondents to switch to Reusable Sanitary Napkins. The Crimson project strives to effect change in society by generating employment and providing viable reusable menstrual pads as low cost solution. The sanitary napkins are produced by a group of women having basic stitching skills and further trained by the young team to manufacture the reusable pads. The goal is to make these women financially independent. Cloth sanitary pads also address the problem of waste generation as they are perfectly hygienic with a life of three years and can be composted and recycled easily. Series of awareness sessions are conducted in low-income communities for addressing social stigma, promoting menstrual hygiene and cloth sanitary pads usage.
11.	Background: What is the project about? What problem does it address? The broad problems at the grass root level are: <ul style="list-style-type: none"> The lack of awareness of adverse effects of disposable pads on the environment The health hazards and discomfort faced Misinformation on menstruation as a biological and natural phenomenon Negative perception of cloth as a part of menstrual products
12.	Objectives: What is the purpose of the project? <ul style="list-style-type: none"> Provide a livelihood option to women and support them towards financial independence Promote safe and hygienic menstrual habits among women in their everyday lives Bring about a social impact and change of mindset in the way menstrual hygiene is perceived Create a new market for an eco-positive, economical alternative to disposable sanitary napkins
13.	Implementation Approach: How will you implement the project? What is your implementation strategy? <ul style="list-style-type: none"> Production of pads, remuneration to women self-help groups Engaging with target group, growing trust, training for future Increasing free distribution and awareness sessions Increasing sales Create awareness and build capacity of women and adolescent girls
14.	Expected Outcome: What is going to be the outcome of your project? How will it help to improve the existing situation? <ul style="list-style-type: none"> Understanding among the adolescent girls and women on basic menstrual hygiene, urinary & and reproductive tract infections and infertility increased. Livelihood opportunity provided to women and entrepreneur skill enhanced. Distributed over 2000 pads to over 600 women over a course of four months through awareness and distribution sessions. Successfully impacted the lives of 1200 women and 200 adolescents. Shipped 1400 pads to an NGO - Orikalankini in Karnataka during the outbreak of the Covid-19 pandemic.
15.	Proposed Budget Amount (INR) Rs 1,00,000/-