Kili Pads

Funding Proposal

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TATU PROJECT

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Our partner
Summary of the project

KiliPads is a social enterprise of women manufacturing and selling reusable sanitary pads. The business aims to provide an accessible, appropriate and affordable way for women to manage their menstruation with dignity. The product is introduced to communities coupled with menstrual health education in an attempt to break the taboo around speaking about menstruation and dispel the misinformation spread about this natural process. Addressing the psychological toll of menstrual mismanagement is equally as important as the practicality of the physical product, hence the two-dimensional approach of this venture.

Needed funding

At this stage of the project we would like to support women by funding sewing machines (in addition to the ones they are using now), marketing supplies and providing a wage for the local coordinator, who is currently still supporting the KiliPads ladies. This would ensure a strong start for the business and would enable the sustainable development of the venture.

Project and the product

The KiliPads project aims to improve the health status of girls and women in Msitu wa Tembo village (rural Tanzania) by supporting the creation of a social business for producing and selling reusable sanitary pads using locally available materials from local industries.

Since 2013, business and health seminars have been conducted within the group of 6 women to give them knowledge on menstrual health and how to run a successful, sustainable business. They also received sewing trainings, beginning in 2014; with the combined knowledge and skills from all of these trainings, they are ready to raise awareness regarding menstruation and women’s health within their community while successfully selling their hygienic products.

The KiliPads project will not only offer economic empowerment to the women within Msitu wa Tembo village, but it will also provide health awareness within the community so women can access proper hygienic methods to manage their menstrual health and hygiene.

The reusable pads consist of two parts: a holder and a pad. The holder is made from durable tetron material, inside of which there is waterproof bambino. A pad is made from cotton fabric with 2 layers of towel inside. Every pack consists of two holders and three pads, which will then be secured by a ribbon on two sides of the holder.

The product has been tested by several women and they were very satisfied with its quality. According to these test results, the cotton feels soft and the pad is easy to use and also to wash.
The challenge

The need for this business stems from a lack of affordable menstrual products in rural communities in Tanzania. Not having access to menstrual management products keeps women from participating in socio-economic activities when on their periods, resulting in a loss of economic activity in their communities as well as disenfranchisement of the women. Additionally, women often resort to alternatives such as mattress stuffing, cloth, rags and even mud, which are neither hygienic nor practical. According to UNICEF, 1 in 10 girls in Sub-Saharan Africa will miss school due to menstrual related issues. This has major ramifications on the likelihood of girls staying in education, which in turn has knock-on effects on all aspects of girls’ lives.

Addressing menstrual mismanagement removes a large barrier to accessing the fundamental right of education and should be considered a priority in the development of education policy. The benefits of girls being kept in school are many-fold and are not limited to prevention of early pregnancy, increased capacity for self-determination and increased employability. Educated girls are likely to marry later and have fewer children, who in turn will be more likely to survive, be better nourished and reach higher levels of education. UNICEF refers to this as the “multiplier effect”. The multiplier effect is also seen when women are able to take control of their bodies and not be limited by menstruation. Facilitating women’s participation in economic activities is an investment in the entire community as studies by the World Bank have shown that a woman will reinvest 95% of her income into her family and community as compared to the average of 30% for men. Ultimately, women participating fully in socio-economic activities and political decision-making ensures that community development is sustainable and inclusive. Proper menstrual management is a first step towards achieving this reality.
About the organizations

TATU Project is a non-profit organization that facilitates an equal and sustainable development for the rural community of Msitu wa Tembo. TATU Project addresses community needs and builds effective solutions through collaborative participation with members of Msitu wa Tembo and relevant stakeholders. The KiliPads project is part of the larger WE CARE program which provides health trainings and education to the community.

For the KiliPads project, TATU Project is working in collaboration with Anza, a capacity-building NGO based in Moshi, which provides resources and trainings to aspiring entrepreneurs to assist them in successfully launching social enterprises.

KiliPads’ achievements

- After intensive sewing trainings, the KiliPads ladies are capable of producing high quality reusable pads and also bags, which is an additional income source.
- KiliPads ladies have sufficient knowledge on feminine health and menstruation from workshops facilitated by international organizations focusing on feminine health.
- Next to starting the production of reusable pads, KiliPads ladies have started a partnership with an international NGO for orders of bags to be used in educational activities at schools.
- KiliPads ladies are renting a workshop which acts as their working place, selling point and feminine health center

Timeline of the future actions

Short Term

Beginning of 2016:
- Opening of the workshop which will be both a selling point and a center of education about menstrual health. In addition to selling pads, women will be selling healthy living products provided by Last Mile organization
- First sales of the KiliPads
- Facilitating workshops and presentations on menstrual health in the community in order to raise awareness regarding menstrual health and promote the product at the same time

Middle of 2016:
- Facilitating workshops at schools and community groups in and around Msitu wa Tembo in order to educate girls and women about menstrual health
- Continuing the sales of KiliPads
Long term

- KililPads ladies will produce and sell KiliPads in their workshop and local pharmacies
- KililPads ladies will have bigger orders through the order form on the website www.KiliPads.tk
- KililPads ladies will continue delivering trainings and seminars in the community of Msitu wa Tembo

Details of financial aspects and needed funding

- **Marketing supplies**
  Marketing supplies are necessary for promoting the product in the community. Since the ladies have just started the business, they don’t have enough profit yet to reinvest into this aspect of their business. The flyers will be distributed during the trainings and in the local shops or pharmacies.

  **Costs:**
  1 flyer = 50 TZS
  1 Poster = 200 TZS
Estimated amount for what is needed:
Flyers: 500x50 = 25 000 TZS (15 $)
Posters 100x200 = 20 000 TZS (10 $)

Total amount: (35 $)

- Training hand-outs
Training hand-outs are very useful for both workshops within the community and at schools.

1 leaflet = 200 TZS

Estimated total amount for what is needed:
Leaflets: 500x200= 100 000 (50 $)

Total amount: (50 $)

- Sewing machines
Currently the ladies only have 2 sewing machines. Owning more sewing machines would improve the capacity of the group, thus benefitting the business.

1 machine = 150 000 TZS (75 $)
1 stool= 20 000 TZS (10 $)

Estimated total amount for what is needed:
Sewing machines: 3x150 000 = 450 000 TZS (225 $)
Stools: 3x20 000 TZS = 60 000 TZS (30 $)

Total amount: (255 $)

- Overlocking sewing machine
An overlocking sewing machine provides better quality of the product (pad). According to KiliPads ladies, it will improve the overall appearance and sturdiness of the product.

1 machine = 200 000 TZS (100$)
1 stool= 20 TZS (10 $)

Total amount: (110 $)
• **Wage for the local coordinator**
The local coordinator is still needed in the first phases of running the business. It is crucial to make sure that women are successful with all the aspects of the business: accounting, marketing, sales and facilitating the trainings at the same time. This support should last up to 6 months.

1-month remuneration (part time) = 300 000 TZS (150$)

Total amount of what is needed:
Remuneration: 300 000 x 6= TZS (900 $)

Total amount: (900 $)

• **Interior design and display of the workshop**
To make the workshop a more appealing and educational place, funding is needed to provide chart boards and other informational materials about feminine health. Furthermore, shelves to display the products will be needed.

Shelves for the workshop= 100 000 TZS (50$)
Posters, chart boards, drawings= 60 000 (30$)

Total amount: (80 $)

• **Research and Development**
In order to always improve and provide the best option of the reusable sanitary pad to the community, funding is needed to continue research and development. This includes researching more innovative production materials and developing different sizes and styles to better meet their customer’s needs. An example of this would be developing a pad which can be used by those women and girls who do not wear undergarments, as is common among the Maasai tribe.

Research of innovative materials = 200 000 TZS (100 $)
Development of alternative pad styles and sizes = 200 000 TZS (100 $)

Total amount: (200 $)

• **OVERALL AMOUNT NEEDED: (1,630 $)**
Every contribution will be a step towards running a more successful, sustainable business and will have a great impact on the future of many girls and women in the community.

You can choose to donate for a specific goal or to the whole project.
http://www.tatuproject.org/contribute/donate

Thank you

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