



Swaasthya Cycle

(Menstruation, Community, Sustainability)

A Startup Project

by

***Diwakar Dhakal, Nuzra Khan and Pelagia
Eleftheriadou***

Agenda:

1. Project Name
2. Objective
3. Problem Identification
4. Solution Framework
5. Target Audience
6. Social Impact
7. Social Business Model Canvas
8. Sustainability & Scalability
9. Vision for the Future
10. Bibliography



Objectives:

- *Social startup focused on **menstrual health management in rural Nepal***
- *Tackles two major issues:*
 - *Limited access to **affordable sanitary products***
 - *Deep-rooted **menstrual stigma***
- *Holistic model integrating:*
 - *Local, sustainable production of **reusable sanitary pads***
 - *Comprehensive **menstrual health education***
 - *Economic **empowerment** of women*
- *Promotes:*
 - *Dignity and self-reliance*
 - *Uninterrupted **education for girls***
 - *Intergenerational justice*
 - *Environmental sustainability*





Problem Identification

01.

Educational Barriers

- Girls miss 5+ school days per month
- Increased risk of school dropouts

02.

Health Risks

- Unsafe hygiene practices
- Leads to reproductive tract infections (RTIs)

03.

Economic Burden

- Families spend 6–10% of monthly income on menstrual products

04.

Cultural Stigma

- Harmful taboos such as *chhaupadi*
- Social isolation during menstruation

05.

Environmental Impact

- Imported disposable pads generate 120+ tons of waste annually

06.

Lack of Menstrual Education

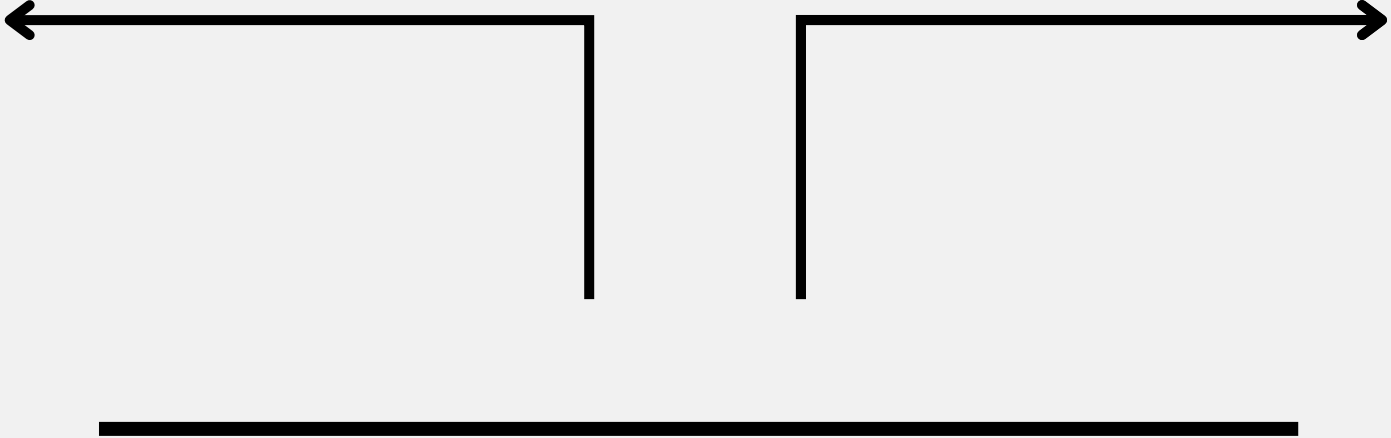
- Lack of open conversations
 - Myths and Misinformation
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OUR APPROACH:

- A holistic social enterprise addressing root causes

EDUCATION & AWARENESS

- School-based menstrual health programs
- Community workshops targeting all stakeholders
- Male engagement initiatives



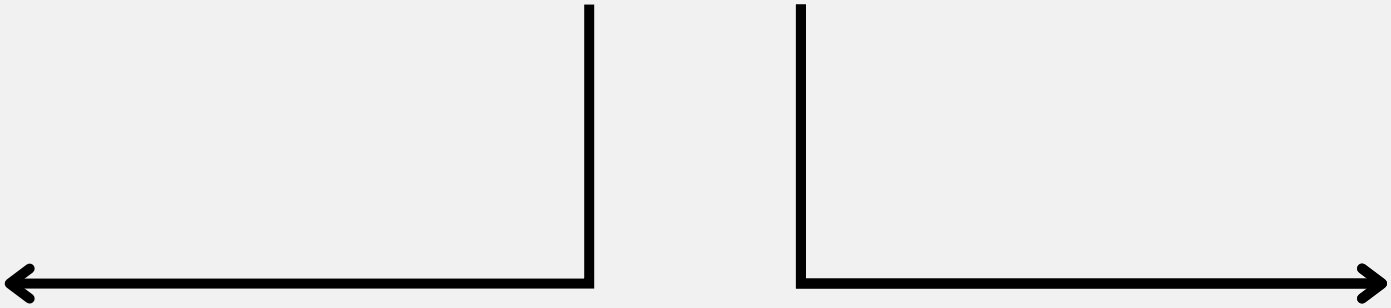
Solution Framework

LOCAL PRODUCTION HUB

- Community-based manufacturing of reusable sanitary pads
- Using locally-sourced, eco-friendly materials
- Women-led cooperative model

ECONOMIC EMPOWERMENT

- Skills training for women
- producers Sustainable livelihood creation
- Micro-entrepreneurship development



TARGET AUDIENCE

Primary Beneficiaries:

Adolescent girls (ages 10-19) in rural communities

Women of reproductive age (15-49) lacking access to hygiene products

Key Stakeholders:

School-going boys (future allies)

Parents, teachers, community leaders

Local women's cooperatives

Health workers and NGO partners



Immediate Outcomes:

- **Improved menstrual hygiene health**
- **Reduced school absenteeism**
- **Increased household income for women producers**

Long-term Transformation:

- **Intergenerational Justice: Breaking cycles of menstrual shame**
- **Educational Equity: Equal learning opportunities for girls**
- **Economic Empowerment: Women's financial independence**
- **Environmental Sustainability: Reduced plastic waste**
- **Cultural Change: Normalized menstrual health discussions**



SOCIAL BUSINESS MODEL CANVAS

Value Proposition

Quality Products,
Education on menstrual health
and economic opportunity.

Key Activities

Production of Reusable pad & quality
control
Training and community outreach
Impact monitoring & evaluation on
hygiene and behavior change

Customer Segments

Rural women & girls (direct users)
Schools & educational institutions
Community health organizations

Social Surplus

Reinvestment

More than 60% of profits
reinvested to expand reach,
subsidize products for vulnerable
families, and enhance program
quality

Key Partners

Local NGOs & international donors
Women's cooperatives & self-help groups
Schools & health facilities Government
health departments
(3C Collaboration model)

Revenue Streams

Primary:
Affordable pad
sales (cost-recovery pricing)
Secondary:
Grants, donations and Corporate
Social Responsibility support

Cost Structure

Raw materials & production costs
Training & education outreach
Staff stipends & operational overhead
Monitoring & evaluation activities

SUSTAINABILITY & SCALABILITY

Social Sustainability:

Local ownership and
building community
capacity

Scalability Potential:

Simple and Cost-effective
model
Replicable across rural
communities in South Asia

Financial Sustainability:

Self-sustaining through
sales revenue and
strategic partnerships

Environmental Sustainability:

Reusable and Eco-
friendly production,
Sustainable practices

Impact Measurement:

School attendance rates,
health outcomes, income
generation, reduced
stigma, environmental
improvements



Vision for the Future:

- Access to menstrual products with pride not stigma.
- Women-led solutions for health equity.
- Leveraging community knowledge for sustainable development.
- SwaasthyaCycle is not only an initiative but a movement.
- Normalize, Localize and Democratize.

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Thank you very much!