



Asani

By women. **For women.**



**A Menstrual
Equity Program &
Sanitary Napkins**



THE DESAI FOUNDATION

Mission:

To elevate the health and livelihood of under served communities, especially women and children, ensuring their holistic development. Our health, livelihood, and education projects have impacted over 3765 villages in India.

Our flagship project, the Asani Sanitary Napkin program, has reached hundreds of thousands of women and girls living in remote-rural areas in Gujarat, Maharashtra, Rajasthan, Uttar Pradesh, Odisha, Madhya Pradesh, Tamil Nadu, and Karnataka.



Our innovative methods allow us to incubate, pilot, evaluate and scale programs across different regions for an effective and powerful impact. We find the right partners on the ground to ensure that we serve communities that need our project & those communities are sustainable after our exit.



Our efforts have improved access to health services, educational programs, and livelihood opportunities in thousands of communities in India. Our growth over the last several years has resulted from our focus on developing trust, putting the people on the ground first & creating strong local leadership for all of our programs.



Empowering women has the power to not only change the economic circumstances of individual families but the entire community. Educating and providing children with the building blocks for future advancement allows a family to transcend their circumstances.

SUSTAINABLE GOALS & OUR MISSION

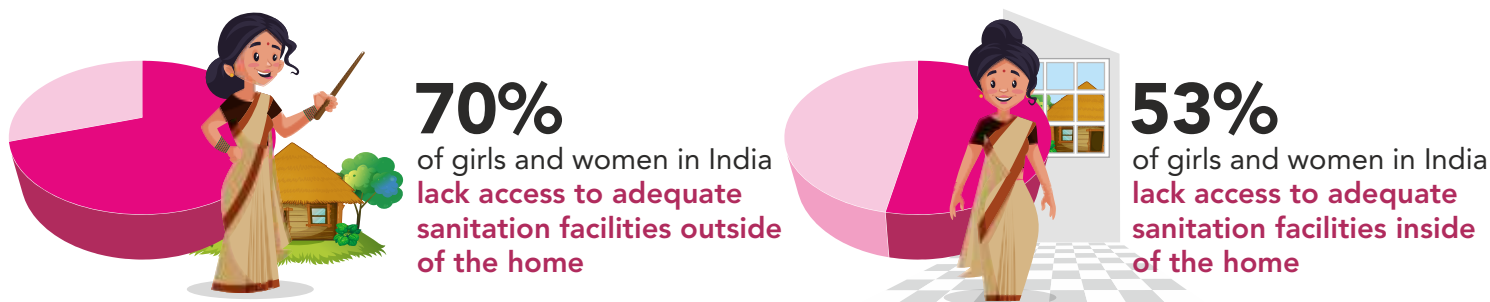
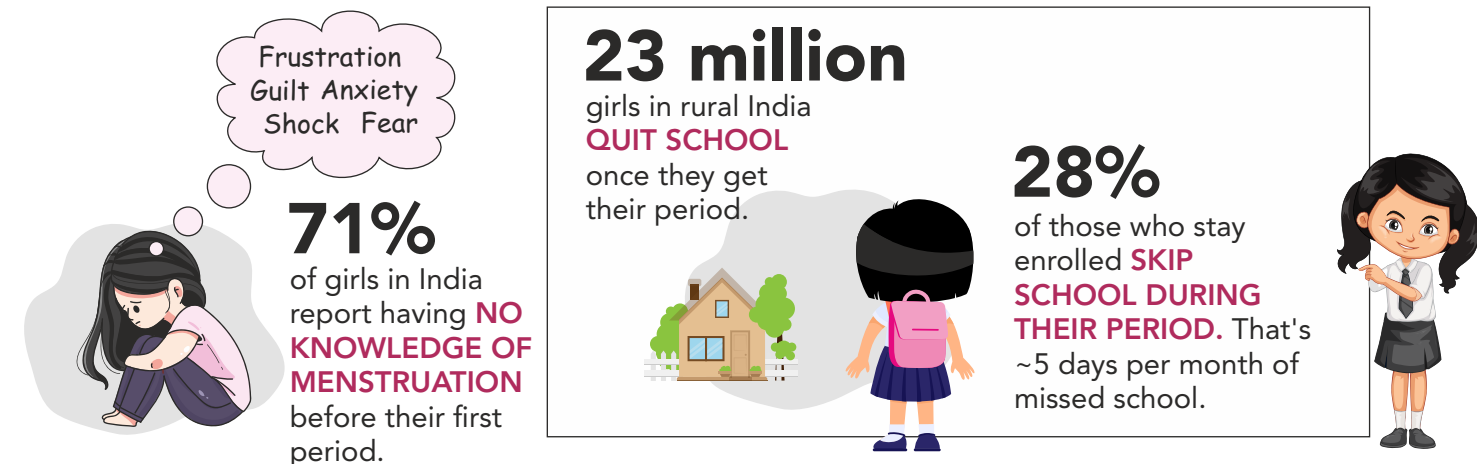
OUR PROGRAMS utilize resources in the communities we serve, ensuring long-term progress and promoting lasting local engagement. We believe both-inspiring those inside the community and helping them feel they have the power to shift their own circumstances are important aspects of successful community development.

OUR MISSION runs parallel with that of both the UN Sustainable Development Goals and the Indian government's social initiatives.



THE PROBLEM

The stigmas surrounding menstruation prevent women from talking about their health, protecting their health, and living their daily lives. These stigmas do immeasurable damage to the dignity and confidence of young girls. Menstrual health management is not just a women's issue. It is critical to the education and productivity of the entire nation.

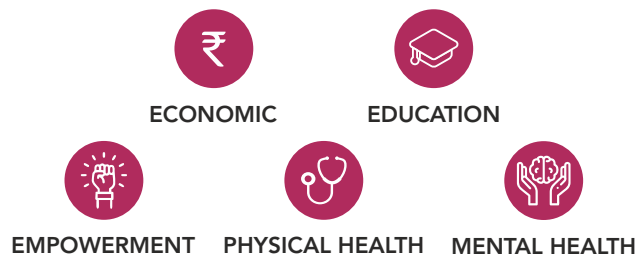


Source: FSG-Menstrual Health Landscape _India_2016

Reason for not following hygiene practice

1. Lack of awareness
2. Lack of availability, accessibility and affordability of hygiene products
3. Shame associate to purchase hygiene product from the male shop keeper

Key Domains Affected by Lack of Menstrual Health Management



THE SOLUTION

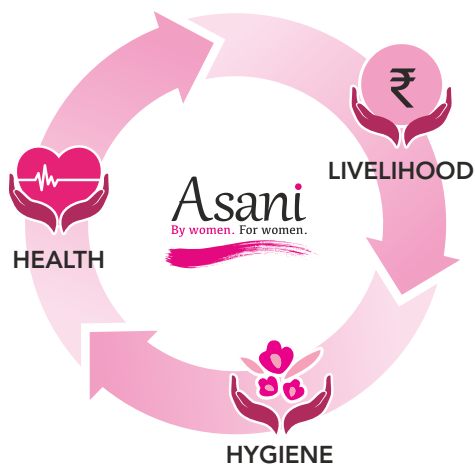
ASANI SANITARY NAPKIN PROGRAM



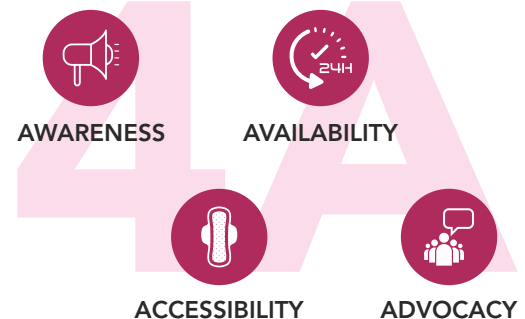
OUR INNOVATION

After years of experimentation, We have developed an unsurpassed best in class MHM program that tackles all issues surrounding menstrual health, and supports the development of the communities we serve. Our Asani Sanitary Napkin program is designed by women for women. The program improves menstrual health awareness and use of menstrual products in rural areas. Through its integrated approach, the program improves the health of the beneficiaries, as well as their lives, economic opportunities, dignity, and access to education.

- The program is designed to be financially sustainable and socially acceptable for local communities.
- Asani pads are 85% biodegradable by weight, and we also teach communities proper waste management practices.

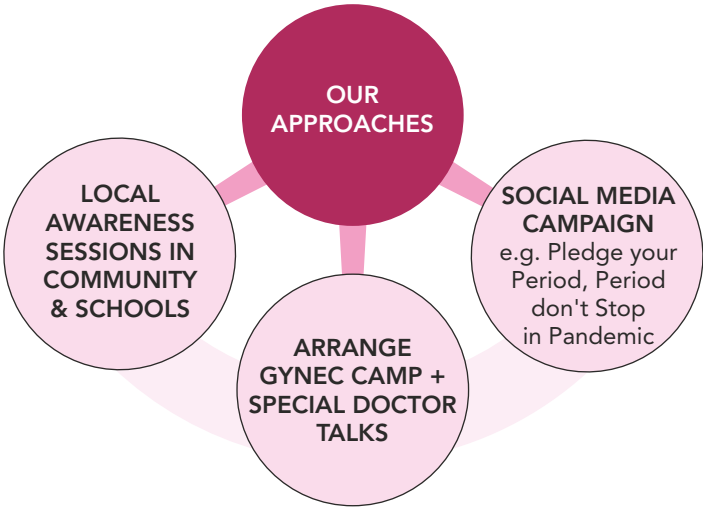


4A APPROACH



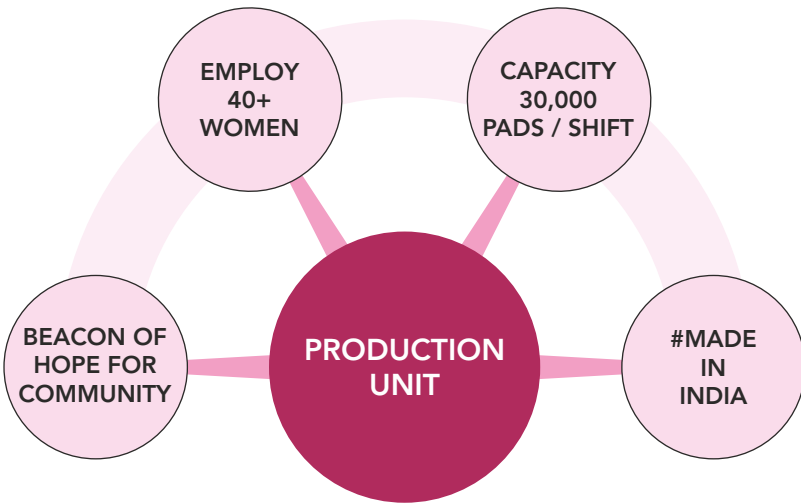
MENSTRUAL HEALTH & HYGIENE AWARENESS

We execute our awareness program to correct damaging misconceptions around menstruation and destigmatize period in the community



ASANI PRODUCTION

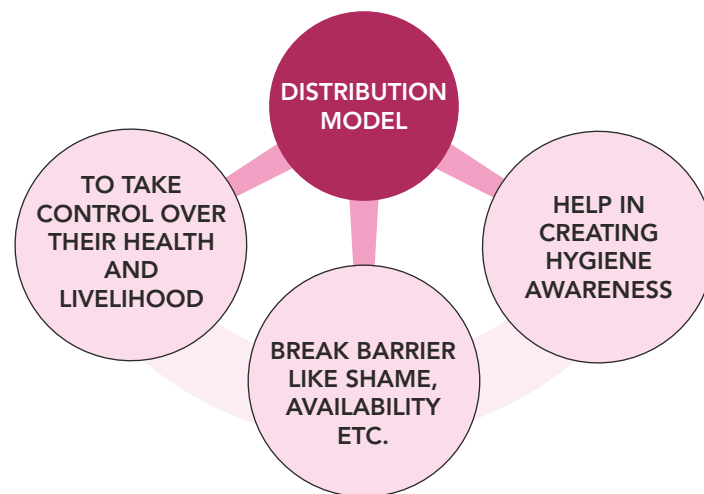
We will establish centralised production units in each targeted community and supply sanitary napkin across the state. Our production units produce over 30,000 retail quality pads per shift which are made by the women in each local community. We currently have units operating in four communities.





ASANI DISTRIBUTION

We recruit women from the community and ASHA/health workers to sell the sanitary napkins on a per-unit commission basis in their communities. The women work flexible hours, allowing them to manage their household and professional responsibilities. Our distributors earn a 15% commission per packet. We call them "Sanginis"

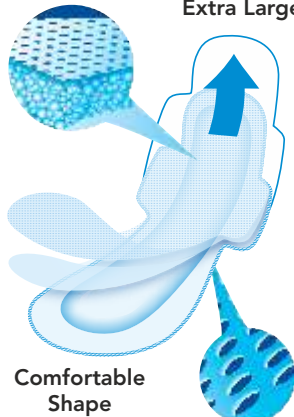


PRODUCT INFORMATION



Special Protection

Extra Large



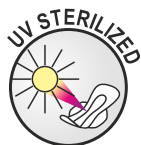
Comfortable Shape

More Absorbance

FEATURES

- With Wings
- Dry and Soft Coverings
- Larger for Prolonged Safety
- Good Absorbency with Gel Technology
- Long and Thin for Extra Comfort
- Convenient for Carrying
- In Accordance to BIS Standards

Available in 2 6 8 40 Pads Packs





ASANI SANITARY NAPKINS AND THE ENVIRONMENT

Our program strives to be as sustainable as possible, while also supporting the health and livelihood of the women we serve. We want to answer some of your questions about Asani & the Environment:

Are Asani Sanitary Napkins Bio-Degradable?

Yes, our pads are 85% biodegradable. Our team is always working to improve this. And as soon as the 100% biodegradable and user friendly materials are available in the market, we will use them for our Asani sanitary napkins.

Are Asani Sanitary Napkins Environmentally Sustainable?

Yes, for three clear reasons. First, 100% of the materials used to make Asani are sourced directly from India, reducing our carbon footprint. Second, they are produced locally, close to where they are being used, which further cuts down on shipping and transport. And third, we teach safe disposal practices to our customers, ensuring they understand the best way to dispose of their pads – which are 85% biodegradable.

Why not encourage the use of re-usable options?

Actually, we do. Our first concern will always be the women and girls we

serve. And we mostly work in rural communities where running clean water and soap are not freely available. In our awareness sessions we do discuss the safe and proper use of re-usable options. Most reusable products (pads, rags, cups, etc) are not properly cleaned, dried, or stored. Until everyone in India has safe, clean running water, we can't justify suggesting using only reusable pads. The disposable pads are the best way to prevent infection, disease or even infertility.

How much waste to pads make?

This data is assuming no pads are biodegradable. So it puts into context the relatively small amount of waste we are talking about here. The total menstruating population of India is 355 million. Assuming 35% of women are using Sanitary Napkins (using about 8-10 pads a month each), it would mean a roughly daily waste due to sanitary napkin will be 250 tones. The total daily plastic waste in India is around 10,000 tones. Sanitary napkin disposal waste is approx. 2.5% of the total daily plastic waste in India. We

agree that every bit counts, but for now, in our fight for women's health, we are putting a women's life at the top of the priority list.

How does this apply to rural communities?

We understand completely the waste and pollution issue in urban centers. Our work and our customers are in rural communities throughout India. These communities tend to be more environmentally minded to begin with, as most of them are farmers. They tend to keep the area cleaner, use products multiple times, and practice burning to dispose of things on a regular basis.



OUR FIGHT FOR WOMEN'S HEALTH:

- Lack of access to menstrual hygiene is one of the top ten killers of women in the world.
- Cervical Cancer is the second most common form of cancer in Indian women. Cervical Cancer has an incredibly high correlation to poor MHM practices. India accounts for nearly one-third of global cervical cancer deaths.
- Poor menstrual health and hygiene management can lead to RTI (Reproductive Tract Infection), which can lead further to infertility. The prevalence of RTI among women in the reproductive age group is reported at 9.7% in urban areas and 21% in rural areas.

We always strive to build programming that is good for our planet. And we are proud of the strides we have already made with this program. We will continue to improve our product. Our primary fight will always be to fight for the health and dignity of women and girls in rural communities.



ASANI IMPACT STORIES

Livelihood Opportunity

Bharati D. Naik, a 33-year-old Sangini from Dandeli, overcame early hardships, pausing her education to support her family. Joining the Desai Foundation Trust in 2022 as a Community Facilitator, she embraced the chance to grow.

At 32, she resumed her studies, completed her pre-university course, and enrolled in a BA program. Through selling Asani pads, she empowered her community and gained financial independence, even purchasing a scooter.

Bharati's journey reflects the Foundation's mission—transforming lives through dignity, education, and empowerment.



A Pillar of Support

Kusumben, a housemother at Kanya Chhatralaya in Takal, has been a guiding force for her girls. Her journey with the Desai Foundation Trust began in April 2022 during a Menstruation Awareness Program, introducing Asani pads.

Embracing Asani for herself and her daughter, she ensured every girl in the hostel benefited too. Each year, she invites Sangini Hinaben to educate new arrivals, making menstrual health a priority.

Kusumben takes pride in nurturing her girls and is grateful to the Desai Foundation for its lasting impact.



ASANI IMPACT STORIES

A Change Maker in Menstrual Health



Six months ago, during a menstrual hygiene awareness session in Nagar Choghwan, Lucknow, many women hesitated to discuss their menstrual health. They primarily used cloth, unaware of the risks.

Pooja, a 35-year-old attendee, took the session seriously. She switched to Asani pads, relieving her discomfort and now encourages other women in her village to do the same. Her journey reflects the growing impact of menstrual health awareness.

A Champion for Menstrual Health

Dr. Dhara Panchal, a 28-year-old medical officer from Gandevi, has been a driving force in menstrual health awareness. Joining the Asani program in 2021, she became a strong advocate, organizing training sessions for Asha workers and expanding outreach through the Desai Foundation Trust.

Her efforts led to her colleagues adopting Asani pads and six workers becoming Sanginis. In August and September, she reached 39 schools in Chikhli taluka, furthering menstrual health education. Dr. Dhara's dedication continues to inspire change in the social sector.



ASANI BENEFICIARY STORY

Spreading Awareness Beyond Borders

While visiting her parents in Deoria, Bihar, Sweta Khushwaha attended an MHMA camp and discovered Asani pads. Impressed by their quality, she purchased one, and within a month, her husband contacted the Desai Foundation to get more.

Since Asani pads weren't available locally, we sent her 10 packets and encouraged her to become a Sangini in her area. Sweta's journey highlights the far-reaching impact of menstrual health awareness and the dedication to ensuring access, no matter the distance.



Breaking Taboos, Building Change

Gangasagar Vaidya from Nanded once struggled with deep-rooted menstrual taboos. Torn between orthodox beliefs and her desire to earn, she took a leap of faith by joining the Desai Foundation's Asani production unit.

Initially hesitant, she not only gained financial independence but also overcame misconceptions about menstruation. Now, she openly discusses menstrual health, ensuring a period-friendly future for her 5-year-old daughter. Gangasagar's journey is one of empowerment, proving that change begins with courage.



ASANI BENEFICIARY STORY

Leading Change in Keliya Village

Hemangini is a Sangini in Keliya village, Navsari. She comes from a financially struggling family. Thanks to her strong commitment to this program, she has become a successful young entrepreneur.

She leads a team of 7 other women who are Sanginis. What's amazing is that most of the woman in her village now uses Asani sanitary napkins, making it a 90% adoption.

Hemangini's journey is a beautiful example of how our dedication and hard work can create a big impact in a community through people like her facilitating our organisation vision.



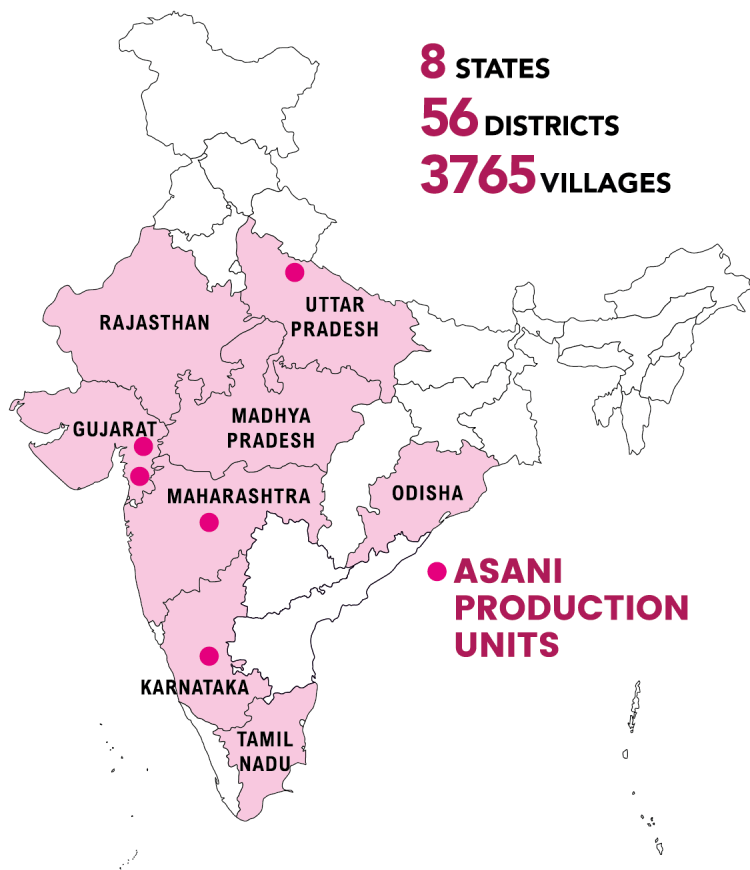
A Trailblazer for Menstrual Health

Dilip is a Male sangini in Karnataka. He became sangini to earn money from selling pad but find his meaning of life when he understood the challenges faced by women during there period.

Today Dilip not only works for selling pad but he is a strong advocate of menstruation health and hygiene currently he has 2 sanginies under him who also sell pad while also advocating menstruation positivity in their community.



OVERALL REACH OF ASANI SANITARY NAPKIN PROGRAM TO DATE



5 production units in 4 states

10.9 million+ napkins produced

1.1 million+ napkins distributed for free of cost

6000+ women trained

1000+ women currently working

1000+ schools with regular MHM programming

Over 43000 menstrual hygiene management seminars

Over 250 Bal Sanginies (Menstrual Monitors in School)

Over 2.7 million women reached

Production unit to break-even in **6 months**

PROGRAM SUPPORTERS





HOW CAN YOU JOIN US?



**PARTNER
WITH US**



**SUPPORT
US**



**DONATE
FOR CAUSE**



**PURCHASE
FROM US**



Registered office:

B-4, Manoj Industrial Premises Co-op Society Ltd.,
G.D Ambedkar Marg, Wadala, Mumbai-400 031, India.

Administrative Office:

Navsari - 396 445, Gujarat, India.

Tel.: +91 2637 238 028, 63523 99599, 88662 63080

Email : info@desaifoundationtrust.org

Website : www.desaifoundationtrust.org

Website : www.asaninapkins.org