



N I D I S I

Humanity can do better

Menstruation Project

# Welcome

## Insights into the Menstruation Project of NIDISI

### Agenda

1. Introduction of the Social Purpose Enterprise NIDISI
2. Introduction into the Menstruation Project:
  - 2.1. A Nationwide Study in Nepal: Insights into the Life of Menstruators
  - 2.2. Implementation of the Nepalese Social Business Sparśa
  - 2.3. Development of a Compostable Menstrual Pad
  - 2.4. Awareness Campaign around Women Health with a New Approach
  - 2.5. Way Ahead of the Menstruation Project
3. Let's Make the World a Better Place Together



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Menstruation Project

Awardee of the Zonta  
International Young Women in  
Public Affairs Award



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# Our Origin

From a Student Initiative to a Social Purpose Enterprise



Founding of the student initiative NePals in 2016



↓  
Devastating earthquake in Nepal in 2015



↓  
Appeal for donations and emergency aid



↓  
Rebuilding of family houses and classrooms



↓  
Kick-off Education Project



↓  
Crisis of Mind



↓  
Changing Approach to the implementation of social businesses



↓  
Professionalisation and transformation to social purpose enterprise NIDISI in 2021



Founded in  
Steward-  
Ownership

# Purpose over Profit

## A Social Purpose Enterprise

NIDISI does not belong to any person, it **belongs itself**.

No external shareholders, for **perfect control in decision taking** power.

As long as NIDISI exists, it will **serve its purpose!**





# We are NIDISI and this is Our Purpose

We are convinced that most of the **technical and social solutions** are already out there **to solve** the global challenges of our generation.

It lacks the active decision, the creativity, the **conscience** and the **mindset** to implement those solutions.

We see ourselves as **nonprofit encouragers and enablers** to promote and **support life-affirming mentalities**.

**Project by project**, we show that it is possible to create economic, ecological and social added **value** at the same time.

## HUMANITY CAN DO BETTER

# Create Social and Ecological Added Value

## Our Three Main Projects for the Time Being

▶ We are an ecosystem of 5 employees in Nepal, 7 employees in Europe and around 20 active volunteering members from seven different countries working on our projects, in the funding team and the backoffice to show that humanity can do better!



The Happy Water Project



The ReValue Cycle



The Menstruation Project



# Situation in Nepal regarding Menstruation

Main issues endured by women:

- Seen as „**impure**“ or „**dirty**“, feel ashamed
- **Restriction** to enter the kitchen, sources of water
- Restriction to partake religious ceremonies
- Strong **Taboos** around menstruation
- Lack of information and knowledge

Menstrual products market:

- 99% of menstrual products are **menstrual pads**
- 70 % of the pads are **imported** from India
- Compostable pads are almost **inexistent** on the market





# A Nationwide study on menstrual product choice, accessibility & practices

Research study in 13 districts of Nepal, face to face interviews with 820 women about their menstrual experiences.

Main goals of the research:

- To understand the position of women towards the restrictions imposed on them.
- To improve the scientific knowledge on menstrual product choice, accessibility and practices.
- To collect data that allow us the development of an efficient market strategy for the *Sparsa* social enterprise.





# Few examples of the research findings

- 73% interviewed women follow menstrual restrictions
- 9.5% of women and girls admits that lack of menstrual products forces them to skip school. 7.4% misses working days due to the same reason.
- 90.6 % of the pads used finished in the environment (in landfill, in lake/river, in toilets, buried).





## What did women tell us regarding restrictions they follow?

*"I want to follow the tradition. In case we are producing impure blood, I think that others **should not be made impure**[due to the physical contact]" (40-year-old, Brahmin)*



*"I feel like it's a wrong tradition. We still must follow the restrictions **for the sake of the society**. That's why women are suffering through diseases, and it needs to be eliminated slowly." (25-year-old Chettri woman)*



# Encourage women to feel comfortable with their nature

Our goal is to provide all women with [access to menstrual products](#) to improve their health and reduce the risk of discrimination and social exclusion.

To this end, we will produce [affordable](#) and fully [compostable](#) menstrual pads in Nepal, via the social business called [Sparśa](#).



# A comfortable compostable pad with good retention quality

## Pad

- 1<sup>st</sup> Layer: Non-woven cotton
- 2<sup>nd</sup> Layer: Banana tree fibre
- 3<sup>rd</sup> Layer: Corn starch Bioplastic

Collaborated with 



Softness



Absorbance



Waterproof

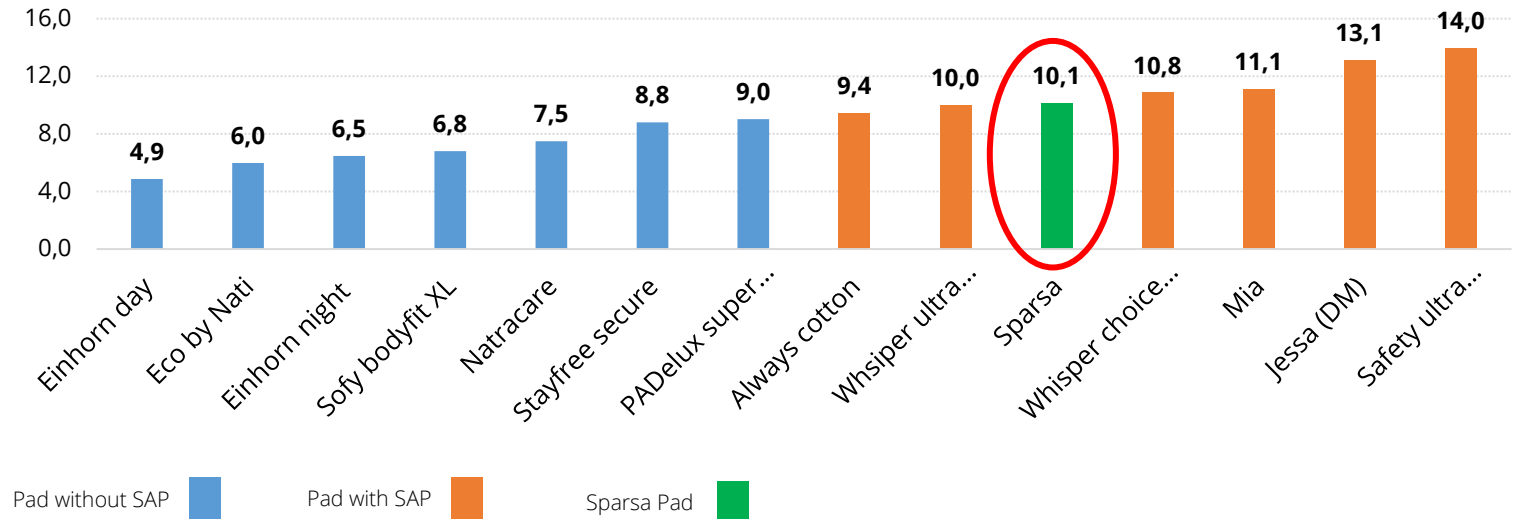
## Testing

Our pad has been tested for **Water Retention** alongside European and Nepalese pads

## Results

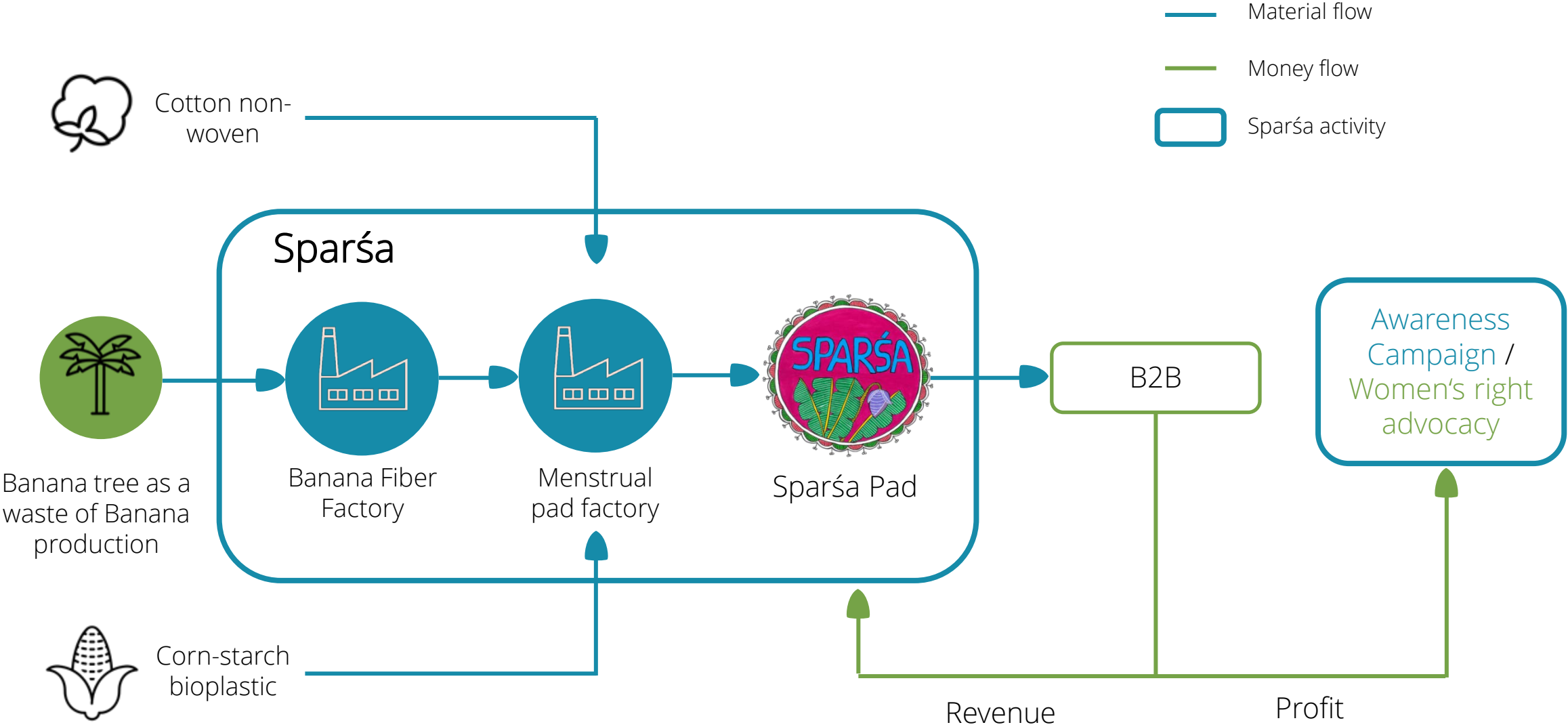
Our pad can **absorb 10,1 time** its weight in water and is thus the **best natural fiber pad** in terms of retention (without the Super Absorbent Polymer).

Pad water retention  
(water absorbed (g) / pad mass (g))





# How Sparśa works



# Awareness Campaign with The Sparśa Ambassador Program

A sustainable and impactful awareness campaign

Method:

- o Creation of a **network of 14 motivated Nepali youth**, who will organize workshops and discussions on MHM

Goals of the program:

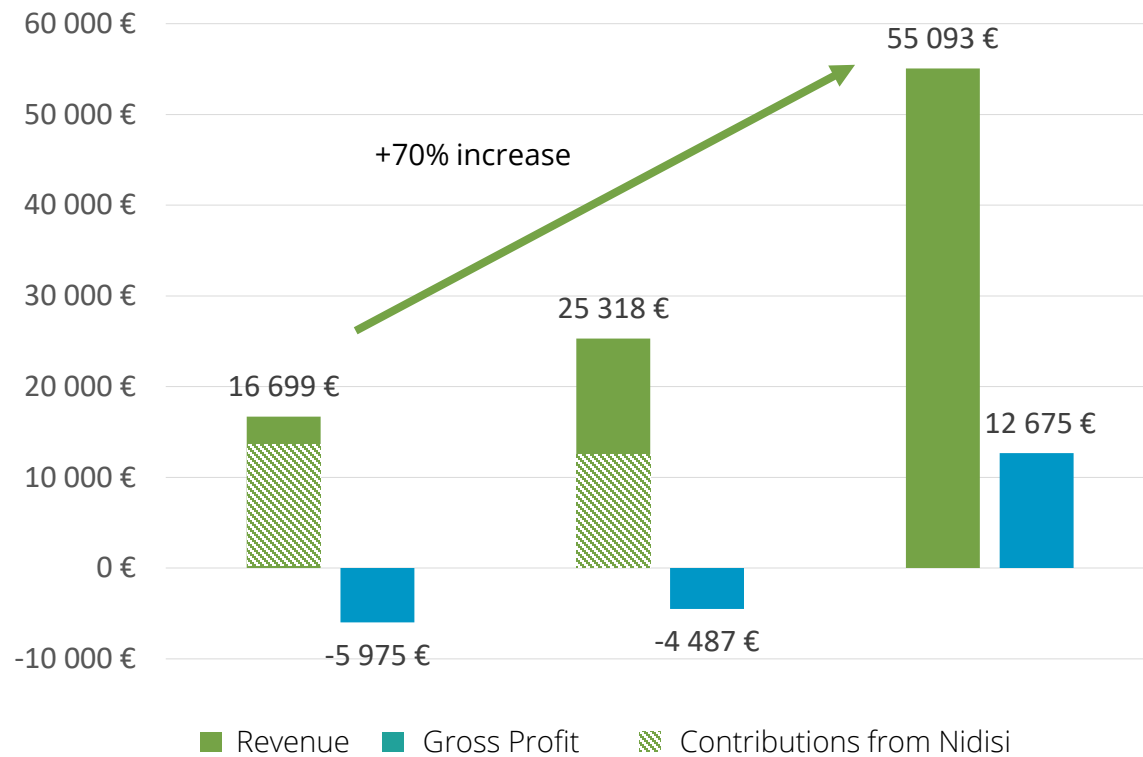
- o To deliver **menstrual health workshops** to 20 000 primary school girls and boys (1<sup>st</sup> year)
- o To organise **56 educative community discussions** and open events promoting female reproductive health and gender equality (1<sup>st</sup> year)
- o To understand local, **community specific issues** regarding menstrual exclusion and gender discrimination





# Finance plan of Sparša

Key financial data (Year 1 to Year 3 in Euro)



**3000 pads per day**

Sparša expected sales volume in Year 3



**0,66% of pad market**

Sparša expected market share in Year 3



**80 NPR**

Price of Sparša pads (packs of 8 pads)



**Year 3 independence**

Financially independent after Year 2

# A multidimensional impact on women's rights



Empowerment



Sustainability



Economics





# Women Empowerment

- Made **by women for women**:
  - 6 full time contracts ( 3<sup>rd</sup> year)
- Economic **independence** for women:
  - 1.6 times Nepalese minimum salary
- **Raise awareness**, Reduction of stigma and stereotypes via Education
  - 27,000 youth in Nepal will be reached through our workshops on MHM (already 7000 since 2020)
- Provide access to pads to Nepalese women and **Fight woman's health issues**:
  - 885 K pads will be sold (Total year 1, 2 and 3)
- Give a **free space** to women to talk about menstruation



# Sustainability

- Pad **Compostable**
- Create **value** out of local agricultural waste
  - 700 T of banana trunks recycled (total year 1, 2 and 3)
- **Reduce plastic waste**
  - Avoid 2.2 T of plastic rejected in the environment or burned (total year 1, 2 and 3)
- **Production of compost** with the waste of the fiber factory (Trunk residue) which will be offered to the farmers and decrease their usage of pesticides
- Provide **awareness** regarding biodegradability and environment





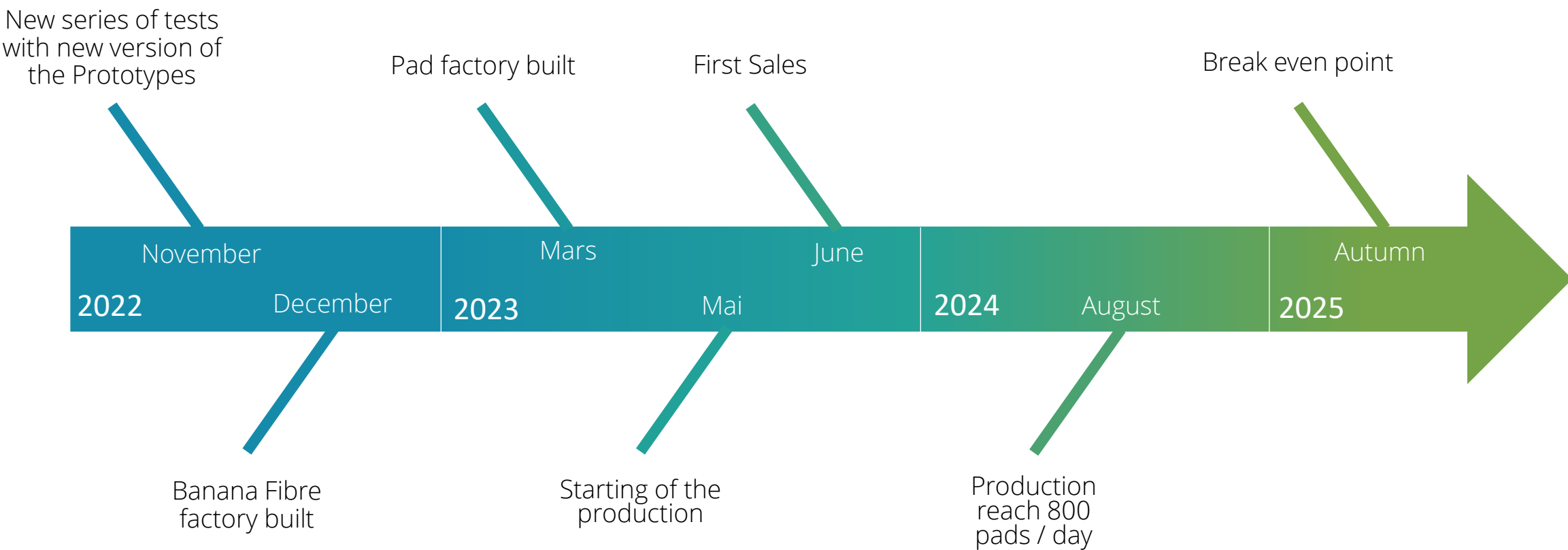


# Economics

- **Strengthening the local economy**, by using Nepalese resources
- Good scalability / independence:
  - Design of our **own machines**
  - Produce our **own raw material**
- Bring capital from the Global North into sustainable social business from the Global South



# The way ahead



# Call to Action

To provide all women in Nepal with access to menstrual products, educate through awareness campaign and advocate for women's right,

We need **your support**:

- **10K€** for the Industrial equipment of the pad factory:
  - Pad machine 8.2K€
  - Pulverizer 0.8K€
  - Industrial press 0.8K€
  - Furniture and tools 0.4K€
- **Networking**



Let us shape a healthy  
future together

because Humanity can do better !



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