



# PROJECT SURAKSHA

MENSTRUATION



# OUR YOUTH SOCIAL COMMUNITY

- ▶ Created with a vision to enrich the lives of the less fortunate children, young adults, senior citizens, and physically/mentally challenged people in India. With a tagline "*we raise by helping others*". The Trust to address the key concerns in day today lives faced by Women, Youth, Daily wage laborers, and homeless people. As the name signifies, OYSC started as an initiative from a 17-year-old Rohan Pappu and was later joined by his younger brother Sohan Pappu in 2016.
- ▶ In the beginning, OYSC completed 3 different campaigns before Rohan set out to further his education. These campaigns targeted issues including poverty, health, and environmental concerns. From this point on, Rohan's younger brother Sohan, at the young age of 15 years, registration of Trust under the Indian Trusts Act, 1882. Took over as Vice Chairman of OYSC and continued pursuing the organization's work. Since then OYSC has seen exponential growth and development and has even become nationally recognized as a formal NGO.

# HOW WE MANAGE FUNDS

- ▶ With his close friends, OYSC completed 5 campaigns in Andhra Pradesh. The expenses are incurred out of the pocket money given by their parents for their day to day petty expenses. They save their Pocket Money and spends it on such good and heartfelt activities. All the Volunteers are Students only and are getting inspired by one another, thus improving and spreading the love, Kindness, Humanity, helping nature, Social Service in the Society. He completed more than 5 big campaigns which included awareness, food distribution, classes, health issues, and supplying of basic needs to poor people. He covered more than 60,000 people in helping others with the help of OYSC.

# Targets

- ▶ Covid-19 Emergency relief
- ▶ Women Empowerment
- ▶ Health
- ▶ Environment
- ▶ Education





# Activities of Our Youth Social Community

- ▶ Some examples for our basement in the society :
  - ▶ ● Paid school fees for two intelligent students for their future.
  - ▶ ● A two year old girl from Warangal had a heart operation from the funds of OYSC for her bright future.
  - ▶ ● Funds collected from friends to make beggars look beautiful to know their value of life. So that they will start to work.
  - ▶ ● Gave counseling to all the beggars in the city not to beg anyone instead let someone request your service to work.

# Our impact



## Campaign 1

In our first campaign, we distributed water and buttermilk packets to individuals struggling with nourishment within the impoverished community.

## Campaign 2

Our volunteers sought out elderly individuals who struggle finding food to eat. Many of these people only eat one meal a day if they're lucky enough to find food. We distributed food packets and nutritious juices to this hunger-stricken community for months until they found security in an elderly shelter. We also spent much of this time discussing the benefits of finding refuge within these facilities rather than scavenging on the roadside.





## Campaign 4

Independence Day is a jolly day for children in schools. Oh yeah! We all love to go to school on that one day. We celebrate with chocolates, candies, biscuits, dances, dramas and many other forms of entertainment.

But what about the children in the slums who cannot afford to go to schools?

OYSC believes that everyone, regardless of status, income, or background, should share in the joy of celebrating this great nation's freedom. OYSC volunteers spend this day with the less fortunate community to help spread happiness, joy, and a sense of unity to these children. We have never seen brighter smiles than we do on these children's faces.

## Campaign 3

OYSC has spent much time researching the poverty crisis in India, and discovered the underlying reasons causing homelessness and why many individuals resort to begging for survival. As a means to target this growing dilemma, volunteers took time to educate beggars on the economy and how their actions affect the development of the country. OYSC also aided able-bodied individuals in finding work and located elderly individuals into shelters as an active attempt to reduce roadside begging.







## Campaign 5

A quarter of women of reproductive age in India are malnourished, with a body mass index (BMI) of less than 18.5 kg/m (Source: NFHS 4 2015-16 ). This malnourishment passes from mother to child, creating a cycle of poor health, nutrition, and physical and cognitive development for many generations to come. This is why OYSC has nourishment as one of its focal points.

Fetal stunting is largely caused by the mother's inadequate nutrition before and after conception. Improving the quantity and quality of food consumed in each household is a crucial element in improving nourishment within India.

OYSC has taken steps in advocating for poor pregnant women's health in government hospitals of Vijayawada. OYSC has also organized food-drives, distributing fruits, ragi flour, multi-vitamin, iron, and B-comp to impoverished women.

## Campaign 6

More than 65% of Indian women use old strips of cloth or leaves during their menstrual cycle instead of sanitary napkins. This can lead to vaginal irritation, infection, and even cancer in women, many of who do not have access to proper feminine products.

OYSC saw a need to bring awareness about reproductive health and increase the accessibility of affordable sanitary napkins for the poor rural women India. OYSC partnered with the NGO, Sujana Chowdhary Charitable Trust, and made affordable sanitary napkins for 4 INR each, which are available to all women from any economic background.

OYSC also focused on educating women about their menstrual cycle and hygienic routines to maintain their personal health. This is paired with the distribution of free sanitary napkins for young female students at 4 government schools located in Pedanandipadu & Palaparru villages, Guntur District. Books, dustbins, and buckets were also provided to each school.



## Campaign 7

Two rallies, gathering around 300 students, were conducted at the Pedanandipadu & Palaparru villages in the Guntur District. This event was used to teach the history of the Freedom Fighters and the struggles they faced, tirelessly working towards achieving independence for our country. We celebrated our Independence day at the Global Evangelical Ministries High School, Nuzividu founded by Mr. Joseph Murala on 15th August, 2018. Mr. Parasuram, the Movie Script Writer had attended as the Chief Guest to this event.

Books and stationeries were donated to all 500 students and teachers at both schools. Meals were also provided to all the students and staff.



## Campaign 8

OYSC provided food to a 1000 migrant workers and people travelling on the buses with the help of the Local Police Department on 25th May, 2020 at the Benz Circle Circle.

100 sanitizers and 2000 masks were also distributed as preventative precautions of the COVID-19 pandemic.



## Campaign 9

OYSC is honored to announce that the chief guest for our upcoming campaign is Shri. Kanna Lakshmi Narayana Garu, ex-state president of Bharatiya Janata Party and Ex - cabinet minister of Andhra Pradesh, India. He is going to take part in OYSC's 9th campaign where he will boost public awareness on COVID - 19 and educate individuals about the usage of plastic shields in public transportation and proper disinfecting protocol of the vehicles. This campaign will be completed by installing plastic shields in publicly used autos, dividing drivers and passengers for their protection.

We are very thankful for their time and taking part in our campaign. Sir, we are grateful for your care and participation.

## Campaign 10

While the pandemic is creating havoc in the world, OYSC volunteers chose to contribute their service to help auto-drivers their best. We have not only supplied protective shields, sanitizers, N95 masks to the drivers but also held the job of raising awareness about the importance of hygiene in these difficult days. Admiring OYSC's efforts, Sri. Kanna Lakshmi Narayana, Ex-cabinet minister AP who held many venerable positions in State Government Administration, agreed to take part and was the chief guest for this thoughtful initiative. This was a successful campaign with the impact on 500 auto driver's vehicles made safe to travel for both passengers and drivers.





# Campaigns Media from 1 - 5





# Campaigns Media from 6-10









Our Youth Social Community is grateful to have more than 35 interns from IIM Rohtak spend time with the organisation for the last three months.



Congratulations to each and everyone for successfully completing their internships and for all the hard work during your time.



OYSC would like to thank @iimrohtak for giving their students an opportunity of learning & contributing for a good cause at OYSC.



Our thanks to IRIC for your cooperation throughout the internship.



Special thanks to Mr. Manoj Shettigar for his guidance and support throughout the period.




Hearty congratulations to Niribili Borgoyary, Chetna Mongmaw, Dharitri Rani Basumatary and Sejal Ved for their amazing performance and contribution to the project.

# Our Youth Social Community with IIM Rohtak

# Project Suraksha

- ▶ Project Suraksha, an initiative by OYSC.
- ▶ In today's age, 88% of Indian(rural) women don't use sanitary napkins
- ▶ instead, they use old cloths, muds, leaves or anything they find which can prevent the flow and collect menstrual blood.
- ▶ Its main motive is to make bio-degradable sanitary napkins available at ₹1 for every rural women in our country.
- ▶ As a regular pad not only has harmful chemicals such as bleaching power and dioxins which cause some serious problems such as cervical cancer, reproductive issue etc. but also takes as long as 800 years to decompose naturally. On the other hand, the Sanitary pads that #OYSC plans on manufacturing only take about 1-2 months. It is not only cost effective but also ecofriendly.
- ▶ OYSC is aiming and determined to set up a low cost and good quality sanitary napkins manufacturing unit to ensure the good menstrual health of Impoverished women in India through the project SURAKSHA.

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- ▶ Project Suraksha, ensures there's adequate supply of affordable and high-quality sanitary napkins for poor women and girls who cannot afford them and also educates girls and women in India about menstrual hygiene practices and management to save them from deadly diseases.
  - ▶ Menstrual Hygiene is vital to the empowerment and well-being of women and girls worldwide. It is about more than just access to sanitary pads and appropriate toilets – though those are important. It is also about ensuring women and girls live in an environment that values and supports their ability to manage their menstruation with dignity.

# Synthetic Sanitary Napkin contains:

- ▶ Preservatives
- ▶ Bleaching process to make it look white in color
- ▶ Dioxin- Bleaching powder by-product
- ▶ Other harmful chemicals
- ▶ Polymers
- ▶ Plastic material
- ▶ SAP sheet

# Problems of Menstruation in India

- ▶ Water-less areas: They wash the cloth pad once in a week.
- ▶ Doctors: Doctors who are working in hospitals with PPE kit without AC/ventilation causing them a lot of problems as in period times.
- ▶ Floods: When its floods, homeless females who just started with periods will face a lot of problems without any awareness
- ▶ Have you ever heard someone donating inner-wears for poor girls?. Because napkin is attached to inner-wears.
- ▶ Infections
- ▶ Bacterial formation
- ▶ Cervical Cancer
- ▶ Trauma
- ▶ Urinary Tract infection



# Solution

- ▶ Our Vice-Chairman Sohan Pappu researched day and night and found out a solution for this dangerous complication.
- ▶ -OYSC is going to manufacture Bio-degradable napkin which is 100% organic.
- ▶ - Help of banana fiber, Bamboo Fiber, Corn Starch, and bio-polymers.
- ▶ - Which can absorb up to 80 ML of menstrual blood.
- ▶ Will compost in 6-8 months of period

# Distribution

- ▶ -In the first phase we will distribute 50,000 pads per month. In the 2nd phase we will distribute 3,50,000 pads per month which are 100% bio-degradable.
- ▶ -Targeting all over India
- ▶ -By using interns from all over India as how we have done with IIM Rohtak
- ▶ -For people who can afford, we will sell the pads as both poor and rich are misguided

# Project Cost per year

**Production cost/Pad: ₹14.16(Estimated)**

**25,000 Pads/month = 3,54,000**

**Salaries: 10,000 X 3 Nos = 30,000**

**(Included in Production Cost)**

**Total cost per month = 3,54,000**

**Machinery:(Initial stage)**

**2.36 Lakhs + 28k Transportation = 2,64,000**

**Initial stage Investment: ₹6,63,000**

# Supply Chain

1. -Targeting hospitals: Doctor prescribed perception as our product is biodegradable and hygienic.
2. -Medical stores
3. -E-Commerce
4. -OYSC Website
5. -Creating Awareness about our product by Social Media Marketing

# Media Plan



-SHARING NEWS



-BRAND  
RECOGNITION



-EDUCATION  
ABOUT THE CAUSE  
AND MISSION



-FUNDRAISING



-VOLUNTEER  
RECRUITMENT



-DONOR  
RECOGNITION



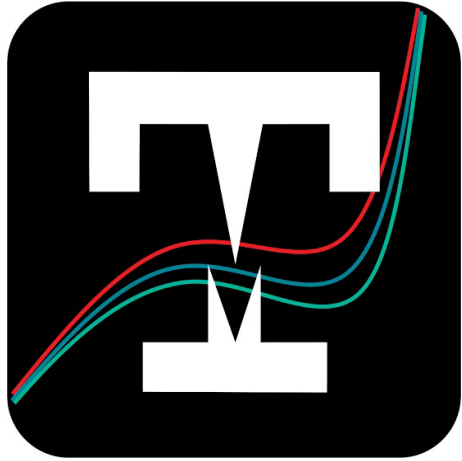
-EMPLOYEE  
RECRUITMENT



# Donor deliverables

- ▶ *The following ideas are designed to get the imaginations rolling and to support creative sponsorship relationships:*
- ▶ *Exposure of their Brand*
- ▶ *To reach new clients*
- ▶ *Brand/Product logo on our pads packet*
- ▶ *Brand Logo/ Product display on our Website and Posters/banners*
- ▶ *Description about the company while conducting any events*
- ▶ *Brand building*





HalcyonGroup

Our Partners

# Management of OYSC

Founder



Rohan Pappu  
(Masters in Data Analytics at  
Northeastern University, Boston)

Vice-Chairman & Co-Founder



Sohan Pappu  
(Studying BBA 1<sup>st</sup> year at  
Manipal University, Karnataka)

Treasury-secretary

Nandey Prabhath Aryan  
(The University of Sydney)



**Thank you**