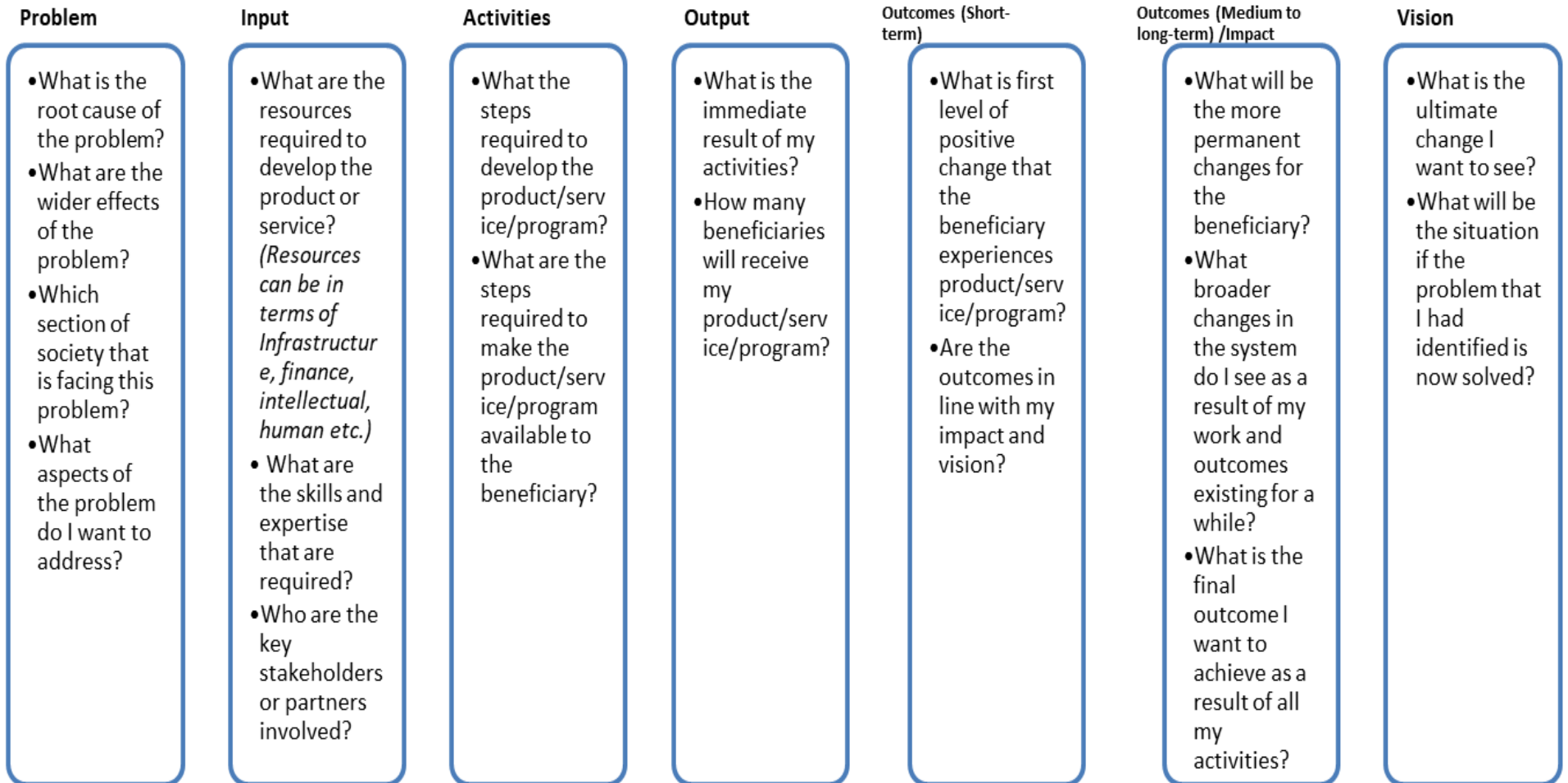


What is the problem that you want to address?	Inputs In order to accomplish our set of activities, we will need the following resources <div>7</div>	Activities In order to address our problem, we will offer products or services <div>6</div>	Output - With the work that you do, you always produce units of service or products. What are the units of service or products you produce? <div>5</div>	Outcomes - the changes your activities will lead to change in What changed? Changes in behavior, knowledge, institutions, skills, relationships, attitudes, Policies, conditions.			<div>1</div>
				Short term outcomes 1-3 years <div>4</div>	Mid-term outcomes 3-5 years <div>3</div>	Long-term outcomes 5-10 years <div>2</div>	
Lack of access to affordable hygiene products in lower income segment and sustainable aspect of resources used to make these product.	<ul style="list-style-type: none"> - Finance -Infrastructure - Team - Distribution Channels - Sales Channels - Influencers - Government Policy Maker - Farmers - NGO - Education Institutes 	<ul style="list-style-type: none"> - R&D - Product Development -Scaling - Cost Reduction - Supply Chain - User testing - Pilot Plant - Marketing - Awareness Program - Distribution - Sales - NGO partnership - Women Self help group 	<ul style="list-style-type: none"> - Access to hygiene sustainable products - Awareness about hygiene standard - Women employment - Increased consumption of sustainable products <p>Currently providing 6500+ women with sanitary napkins</p>	<ul style="list-style-type: none"> - Knowledge /education/awareness about hygiene products and it's benefits - Change in behaviour from using cloth and other unhygienic alternatives - Understanding the difference between taboo & natural scientific process - 6500+ women impacted with product 	<ul style="list-style-type: none"> - Understanding the sustainability aspect of the products in use - Increased consumption of sustainable products -Institution/ NGO/ Foundations providing more awareness on hygiene as a part of health program - Knowledge/ Education awareness becoming part of early stage school 	<ul style="list-style-type: none"> - People able to buy the products from local areas i.e. easy access to pads. - Products at affordable rates - Government makes it mandatory access at government stores & facilities for underprivileged people - Institutional ecosystem for hygiene to spread awareness at all level from education to workshops 	<div>Vision</div> <p>Access to affordable & sustainable hygiene products (sanitary napkins/ diapers / adult diapers/ post pregnancy sanitary napkins etc) to all segments of society.</p>

		<ul style="list-style-type: none"> - Cooperative society for farmers 		<ul style="list-style-type: none"> - \$76,923 increased farmer income till now - 250+ women employed in rural areas - 10 tons of plastic reduced - 16 tons of CO₂ reduced - Rural distribution 1. Jharkhand (one million pads) 2. Gujarat 3. Delhi & Rajasthan - Urban All India and, UK, Africa 	<ul style="list-style-type: none"> education/ other awareness system - Change in Health status - Less environmental pollution - 1.5M women impact with the product - 1500 women employed - 25000 farmers co-operative society -10% of eco-friendly market 	<ul style="list-style-type: none"> - Fair trade & sustainable/circular economy - Improved health -Less diseases - Reduces environmental pollution - US/ Africa/ Europe / all India/ HK, China, Singapore. - All rural area - 30% of Total Addressable Market 	
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Assumptions & Risks

- Between each element of the ToC, there is an "If & Then" assumption
- It is important to note these assumptions and risks
- Will be useful for validation and course correction when you implement your solution