14/1		I	la	l a			<u> </u>
What is the problem that you want to address?	Inputs In order to accomplish our set of activities, we will need the following resources 7	Activities In order to address our problem, we will offer products or services	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?	Outcomes - the char What changed? Changes in behavior, k institutions, skills, rela Policies, conditions. Short term outcomes 1-3 years	•	Long-term outcomes 5-10 years	1
Lack of access to affordable hygiene products in lower income segment and sustainable aspect of resources used to make these product.	- Finance -Infrastructure - Team - Distribution Channels - Sales Channels - Influencers - Government Policy Maker - Farmers - NGO - Education Institutes	- R&D - Product Development -Scaling - Cost Reduction - Supply Chain - User testing - Pilot Plant - Marketing - Awareness Program - Distribution - Sales - NGO partnership - Women Self help group	- Access to hygiene sustainable products - Awareness about hygiene standard - Women employment - Increased consumption of sustainable products  Currently providing 6500+ women with sanitary napkins	- Knowledge /education/aware ness 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	- 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	- 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	Vision  Access to affordable & sustainable hygiene products (sanitary napkins/ diapers / adult diapers/ post pregnancy sanitary napkins etc) to all segments of society.

	¢76.022	and and the desired	Estate de O
- Cooperative	- \$76,923	education/ other	- Fair trade &
society for	increased farmer	awareness system	sustainable/circular
farmers	income till now	- Change in Health	economy
		status	- Improved health
	- 250+ women	- Less	-Less diseases
	employed in rural	environmental	- Reduces
	areas	pollution	environmental
	- 10 tons of plastic	- 1.5M women	pollution
	reduced	impact with the	- US/ Africa/ Europe
	- 16 tons of CO <sub>2</sub>	product	/ all India/ HK,
	reduced	- 1500 women	China, Singapore.
	- Rural distribution	employed	- All rural area
	1. Jharkhand (one	- 25000 farmers	- 30% of Total
	million pads)	co-operative	Addressable Market
	2. Gujarat	society	
	3. Delhi &	-10% of	
	Rajasthan	eco-friendly	
	- Urban	market	
	All India and, UK,		
	Africa		

#### **Problem**

- •What is the root cause of the problem?
- What are the wider effects of the problem?
- Which section of society that is facing this problem?
- •What aspects of the problem do I want to address?

# Input

- •What are the resources required to develop the product or service? (Resources can be in terms of Infrastructur e, finance, intellectual, human etc.)
- What are the skills and expertise that are required?
- Who are the key stakeholders or partners involved?

# Activities

- •What the steps required to develop the product/serv ice/program?
- What are the steps required to make the product/serv ice/program available to the beneficiary?

# Output

- What is the immediate result of my activities?
- How many beneficiaries will receive my product/serv ice/program?

#### Outcomes (Shortterm)

- •What is first level of positive change that the beneficiary experiences product/serv ice/program?
- Are the outcomes in line with my impact and vision?

# Outcomes (Medium to long-term) /Impact

- What will be the more permanent changes for the beneficiary?
- •What broader changes in the system do I see as a result of my work and outcomes existing for a while?
- •What is the final outcome I want to achieve as a result of all my activities?

# Vision

- What is the ultimate change I want to see?
- What will be the situation if the problem that I had identified is now solved?

# Assumptions & Risks

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