

# WOMENCHOICE INDUSTRIES

**PROJECT NAME:** HEDHI YANGU, MAENDELEO YANGU: BUILDING MARKET BASED  
REUSABLE SANITARY TOWELS MENSTRUAL HYGINE SANITATION  
BRAND PRODUCTS, A TANZANIA PROJECT.

## **WOMENCHOICE INDUSTRIES STRATEGIC BUSINESS PLAN**

**PROJECT DURATION:**  
24 MONTHS (NOVEMBER 2022- OCTOBER 2024):

PROJECT LOCATION: TANZANIA

TOTAL REQUESTED AMOUNT: US\$ 75,334

**PROJECT LEADER:** MS. LUCY ODIWA

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**1.Introduction:**

WomenChoice Industries is seeking a Tanzania shillings 175,678,000 (US\$ 75,334) financing partnership with the Tetratex, Mum Project, Dar es salaam to implement, Hedhi Yangu, Maendeleo Yangu: Building a market based reusable sanitary towel, menstrual hygiene sanitation product brand, a Tanzania project in Tanzania. The project seeks to Improve menstrual health condition for women and girls of reproductive age (10-55) years from low income resource setting in Tanzania, by a) manufacturing and distribution of low cost, affordable reusable sanitary towels Brand "Salama pads" b) empowering socially disadvantaged women, commercial sex workers, teenage mothers, women living with disabilities, People Living positively with HIV/AIDS on Menstrual hygiene management reusable sanitary towels business model, financial literacy and digital marketing employing them as vendors and sales agents, earning 10-15% royalties for every product sold and c) expanding access of women and girls to menstrual hygiene management, information, care products and services.

This project has been designed in partnership with various local community beneficiaries, community stakeholders, public and private sectors, effectively engaged in the design, execution, control and reporting of the project feedbacks. Four key objectives have been identified for implementation, and would form part project implementation outcome:- a) Increased production of Low cost affordable reusable sanitary Towels from 230,400 packets annually to 2,500,000 packets, b) Build networks of Reusable sanitary towels business enterprises, sales agents, and vendors from 30-5,000 in Tanzania and c) Increased access of low cost, affordable Reusable sanitary towels to at least 1.2 million women from low income setting in Tanzania by December 2025.

The project would also be expected to carry out various innovative approaches and methodologies to attain its objectives and such activities as:- Conduct purchase of raw materials, Equipment and Tools, Conduct staff recruitment, employment and induction of 20 production staff, Conduct identification, recruitment and contractual to 5,000 new business enterprises, Vendors and sales agents, Conduct local and regional distribution of low cost, affordable Reusable sanitary towel, Conduct social media and Digital apps sales and marketing, Quarterly Monitoring & Evaluation and Quarterly Report writing by December 2024.

A total of Tanzania shillings 175,678,000/= (US\$75,344) would be expended on Equipment and Tools, US\$ 14,363, (19.1%), materials and supplies US\$ 48,456, (64.3%), Travels & Logistics US\$ 4,796(6.4%) and Administrative expenses US\$7,719 (10.3%).

The project would further be expected to be implemented in Partnership with key and various community stakeholders, women led enterprises and business, enterprises such as pharmacies, whole sales and retail shops, super markets, vendors and sale agents.

## **2. Implementing Enterprise:**

This project would be implemented by WomenChoice Industries , a social enterprise that manufactures and distributes low cost, affordable menstrual hygiene management reusable sanitary towels salama Pads “Brand” to women and Girls from low resource setting in Tanzania.

The enterprise established as of January 2016 and finally registered under the Company Business Name Registration act 2013 of the United Republic of Tanzania, acquiring registration Number 11244 as of 12<sup>th</sup> April 2018 . We envision a world where every woman of reproductive age has access to quality, affordable menstrual care products and a mission of contributing to the eradication of period poverty in Africa by providing Quality, affordable sanitary towels for women and girls from low resources context in Tanzania .

The enterprises day to day activities is managed by its Co-founder & Chief Executive Officer, who is answerable to the Board of Directors, a policy, planning, budgeting and staff recruitment and discipline organ of the enterprise, that sits on Quarterly basis to deliberate on key decision issues of the enterprises. The Board of Directors, is answerable to the Advisory Board of the enterprise.

The enterprise has been manufacturing and distributing low cost, affordable menstrual hygiene management reusable sanitary towels. We have manufactured a total of 3.6 Million pieces(720,000) packets of menstruation sanitary towels, distributed a total 1.2 Million women and girls with low cost affordable sanitary pads. Engaged a total 1,200 vendors and sales agents of the reusable sanitary, employed a total of 23 staff including 5 males and 18 females production staff. With over 30 large and medium size business partners. We have partnered with Services Health & Development for people Living positively with HIV/AIDS -Muheza to integrate menstrual hygiene management policy and financing in the local Government authorities annual development program in the 5 districts of Tanga, Korogwe, Muheza, Mkinga, and Pangani and Tanga City Districts reaching out to 4,500 boys and girls in schools in Tanga region with rightful menstrual hygiene management information, care products and services..

### **3. Background Information & Justification: -**

Despite the presence of affordable menstruation absorbents in Tanzania, the problem of Unhygienic menstrual health and hygiene management (MHHM) continues to plague women and girls of reproductive age with serious psychosocial consequences. According to Haki Elimu a Non-profit Organization advocating for inclusive education in Tanzania, menstruation Management challenges significantly impede girl child education. Women and girls from low – income settings cannot afford the traditional disposable absorbents whose cost ranges between US\$ 1.5 and US\$ 2.5 a pack per month. According to baseline survey report on MHM in Tanzania, conducted by Netherlands Development Organization in 2014, The reusable absorbents which have a use-life of up to 36 months remain largely inaccessible due to limited awareness about them in the communities, or they are still unaffordable for the target population. Local Government authorities (LGAS) are not helping matters by failing to allocate budgets for the provision of absorbents to girls in schools and by the lack of coherent policies to guide equitable access to menstrual care products for the needy adolescent girls in schools.

In Tanzania girls abstain from school for an average of 4 to 8 days per month or 48- 84 days annually, during menstruation, simply because they cannot afford sanitary pads (The World bank n.d). In African culture, speaking about menstruation is a taboo and both girls and boys are raised to believe that menstruation is something to be ashamed of. Shame and stigma are major factors for girls’ school’s absenteeism.

In addition to interfering with young women and girls' education, period poverty exposes them to a myriad of other MHM related challenges, forced to trade sex for pads from older men, exposing them to unwanted and early pregnancies, unsafe abortion, sexually transmitted infections, STIs) and HIV/AIDS and maternal related mortality. Young women and girls of reproductive age (10-24 ) years further face unprecedented cases of sexual and Gender based Violence, from sex pests, according to Tanzania Human Rights Report of the legal and Human Right Centre,( 2020, page 174- 232) Motobike taxis (Boda Boda) and long distance truck drivers are leading in sexually violating young girls in exchange of "sex for pads" and other financial tokens. The Legal and Human Right Centre was able to document 70 incidences of such violations in various regions of Tanzania mainland.

Women and girls lack of financial ability to afford menstruation absorbents , further impact not only the academic performances, school attendance and social development of young women in schools, Disposable pads, which is the majority in the market, remain inaccessible, in affordable , in durable and can only be used once before it is disposed off. The reusable sanitary towels , which last between 12-36 months, and which can be reused, washable still remain limited in production, in accessible, in affordable to the rural women and girls, simply because, Manufactures lack capacity to manufacture and distributes in large Quantity that could satisfy the local markets needs.

The existing small and medium sized enterprise such as pharmacies, retail and wholesale shops , which would have been a better options partnership for distribution, remain unaware the reusable sanitary towels opportunities, use and management as well as how to best to access the absorbent products from the source to the market making the distribution system a permanent defect and failure. According to Menstrual health & hygiene among school girls in Tanzania ( Report June 2021) organized by the National Medical Research Institute, Public Health Laboratory and UNICEF, recommended that a) Provision of menstrual materials for school girls should be culturally appropriate, practical and economically feasible, hence a mixture of approaches should be used to respond to local needs; recommended approaches include subsidies, regulated tax incentives and promotion of local production and technologies b) Stakeholders involved in sanitary pad manufacturing need to consider local availability, reusability, financial access, durability and effectiveness, comfortability and freedom and easiness to dispose of as important features of sanitary pads preferred by girls.

The envisaged project is across cutting intervention, that will significantly reduce period poverty, girls school abstention around their menses cycle, improve their school performance and sanitation

#### **4.0 Project description:**

The reusable sanitary Towels, Salama pads "Brand",is made from locally available fabric clothing materials, the soft Cotton fleece, absorbent towelling materials and the polyurethane water proof materials, Both the Soft cotton fleece and absorbent towelling materials are cut in a sanitary pad like shape and size with wings on each side, then sewn using straight forward machine. The Polyurethane water proof material is then cut in the same size and shape as the fleece and flannel , then overlocked using an overlock machine. The wings are then plastic press buttoned, using press button machine. Its low cost, affordable, user and environmentally friendly, saves menstrual cost by between 75%-90% annually and can be reused for a maximum period of 36 Months: -

The Towels is kept hygienic by simple hand washing, using water and a bar soap, locally available in the local community settings. The bar soap is used because of its alkalinity, which does not change the acidity

of the towels and cause fungal infection on the woman private parts, powdered soap are considered too acidic and therefore changes the contents of the towel. The product is accompanied by after use carry bag and user manuals. The after use towels is dipped into a clean water, then rinsed three times, until its free from menstrual blood, then a soap is applied before its rinsed 3 times and then sun dried.

**4.1 General Objective:** - The major goal of his project seeks to Improve menstrual health condition for women and girls of reproductive age (10-55) years from low income resource setting in Tanzania

**Specific Objective 1:** Increased production of low cost, affordable reusable sanitary Towels from 230,400 packets to 2,500,000 packets annually in Tanzania by December 2025

**Specific Objective 2:** Build networks of reusable sanitary towels business enterprises, sales agents, and vendors from 30-5,000 in Tanzania by December 2025

**Specific Objective 3:** Increased access of low cost, affordable Reusable sanitary towels to at least 1.2 million women from low income setting in Tanzania by December 2025.

**4.2 Project Activities:** -

**Project activities Area 1:**

**Activity 1.1:** Conduct purchase of raw materials, Equipment and Tools by January 2023

**Activity 1.2:** Conduct Recruitment, employment and induction of 20 production staff by March 2023

**Project Activities Area 2:-**

**Activity 2.1:** Conduct identification, recruitment and contractual to 5,000 new business enterprises, Vendors and sales agents by December 2024.

**Activity 2.2:** - Conduct local and regional distribution of low cost, affordable Reusable sanitary towels by December 2023.

**Projects Activity Area 3:**

**Activity Area 3.1** Conduct social media and Digital apps sales and marketing

**Activity Area 3.2** Conduct quarterly Monitoring & Evaluation

**Activity Area 3.3.** Conduct Quarterly Project Reporting

**5. Target Population/ Beneficiaries:** -

This project by following up of its post implementation, target various kinds of beneficiaries; the primary and the secondary beneficiaries. The primary beneficiaries are the women and girls of reproductive age (10-55)years from low resource setting in Tanzania, These group would be accessed with the Reusable sanitary towels, and be able to improve their menstrual hygiene health condition and be able to engage in social economic development, These group are represented by objective # 3.

The secondary beneficiaries are the a) socially disadvantaged women and girls from low resources setting in Tanzania, and includes teenage mothers, commercial sex workers, women living with disabilities, people living with HIV/AIDS, these group of people are represented by Specific objective #2 and #3,they would be identified, recruited empowered on reusable sanitary towels model business, financial literacy and digital marketing, employed as vendors and sales agents, earning 10-15% commission for every product sold. b) the business and enterprises owners Pharmacies, retail and wholesale shops, supermarkets owners , these group of beneficiaries, would be identify, engaged and contracted, empowered on Reusable sanitary towels, Models Business, financial literacy and digital marketing.

## 6. Project work plan

	Activities	ACTIVITIES IMPLIMENTATION SCHEDULE							
		YEAR 2023				YEAR 2024			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1.	Conduct purchase of raw materials, Equipment and Tools by January 2023	XXXXX		XXXXX		XXXXXX		XXXXXXXX	
2.	Conduct Recruitment, employment and induction of 20 production staff by March 2023	XXXXXX	XXXXX	XXXXX	XXXXXXXX	XXXXXX	XXXXXX	XXXXXXXX	XXXXXX
3.	Conduct identification, recruitment and contractual to 5,000 business enterprises, Vendors and sales agents by December 2024	XXXXXX	XXXXX	XXXXX	XXXXXXXX	XXXXXX	XXXXXX	XXXXXXXX	XXXXXX
5.	Conduct local and regional distribution of low cost, affordable Reusable sanitary towels by December 2023.	XXXXXX	XXXX	XXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXX	XXXXXX
6.	Conduct social media and Digital apps sales and marketing	XXXXXX	XXXXX	XXXXX	XXXXXXXX	XXXXXX	XXXXXX	XXXXXXXX	XXXXXX
7.	Conduct quarterly Monitoring & Evaluation	XXXXXX	XXXXX	XXXXX	XXXXXXXX	XXXXXX	XXXXXX	XXXXXXXX	XXXXXX
8.	Conduct Quarterly Report writing and Submission to the funder / funding agency	XXXXXX	XXXX	XXXXX	XXXXXXXX	XXXXXX	XXXXX	XXXXXXXX	XXXXXX

## **7. Monitoring and evaluation**

This project would be expected to establish both physical and financial Monitoring and evaluation, to ascertain whether it is in line with its goals ,objectives and its intended output, make changes where necessary for the project to attain its relevance and success. Both Internal and external M&E would be carried out, with Internal M&E carried out by the Enterprise M&E team, headed by M&E Officer on daily, weekly, monthly and on an annual basis . External evaluation, would be carried out by a team of professionals appointed and recommended by TetraTech Mum Project, the funding Organization, to which this application request has been submitted.

Data for M&E and data collection tools would be developed in line with the project goals and objectives and would ensure data Quality is assured. The enterprise would collect data of the number of women identified, recruited, empowered and employed, Numbers of Vendors and sales agents contracted, number of enterprises Owners engaged and partnered with, for distribution of Reusable sanitary towels, Number women access to reusable sanitary towels, Quantity of sanitary Towels manufactured and distributed, Number of Women and girls socially disadvantaged, engaged in sales and marketing, Number of enterprises daily, weekly, monthly sales and income .

The project would also collect data on the number of schools and colleges access to pads, girls school attendance, academic performances, girl's menstrual pregnancy related cases of Sex for pads, Quantity of products manufactured and distributed, number of women adopts the reusable sanitary towels for their menstrual management. Challenges, success and recommendations by users would be captured and recorded for the improvement . The project would further be expected to collect and keep records of the clients levels of products satisfaction, clients services delivery satisfaction, needs and demands.

It is also expected that the project progress and financial report would be organised and submitted to the funding agency , the Tetrtech Mom Projects Quarterly basis.

There would be quarterly monitoring and Evaluation of the project outcome and to see whether the project achieves its objectives and purposes for which it is intended, the monitoring and evaluation would be conducted on Quarterly basis, field visits would be organised to specific districts, villages and regions of interests. The report and feed back would also be shared with the local government stake holders, public and private sectors, and local community and women beneficiaries.

## **8. Project Risks Assessments/Factors:**

This project by following up of its implementation challenges, may be expected to yield and experience to several risk factors; The expected financing agency the Tetrtech Mum projects is readily willing to finance the projects activities, make financing adequate on timely manner. Women and girls beneficiaries of the project are readily willing to take charge, participate in the execution, control and reporting as well as giving relevant feed back on the project results.( *The project would effectively engage them on every success and challenges in the course of project implementation and on the importance of the project.*)

The Tanzania shilling currency value remains stable against the US Dollar Currency making it easy to make local and international transaction. *(The funding agencies for this project would be engaged on the currency fluctuation as well as make some bargaining in large purchases)*

The owners of Business enterprises selected, recruited and partnered with for sales and marketing from various part of the country, are readily willing to take charge in the project execution and delivering key services to the targeted population. *( There would be constant communication and engagement with the enterprises owners, sharing information, challenges, experiences and learning opportunities resulting from the implementation of the project and offer clear road maps and opportunities for joint action to star up change and deliver on the projects outputs.)*

Community social, cultural settings, tradition, beliefs, and taboos remains positive and doesn't negatively impact on the project implementation. *( the project would be expected too keep off from any negative local community social engagement and interference and the community social settings).*

### **9.Sustainability**

The identified, recruited and contracted business enterprises working across the country, would be expected to continue distributing the reusable sanitary towels salama pads "Brand", making sales and marketing and providing access to the products to women and girls from local community levels. The socially disadvantaged women and girls, recruited, trained and empowered on reusable sanitary towels Models business, financial literacy and digital marketing and employed as vendors and sales agents, would continue promoting sales and marketing and creating access to products and services for the local women and girls in Tanzania.

WomenChoice Industries, would continue mobilising funds and resources for the production and distribution of reusable sanitary towels to women and girls in Tanzania, continued building partnership with various key stakeholders, private and public sectors and submitting various tender bids applications to generate more capitals in promoting access to care products and in the Quality delivery of menstruation services. The money generated from the sales of products, would be capitalized to create and strengthen existing and long lasting markets that would sustainably provide long lasting markets opportunities for growth and development.

### **10. Project Budget:-**

This project would be expected to cost a total of Tanzania shillings 175,678,000/= (US\$ 75,334) to cater for the cost of Equipment and Tools, materials and Supplies, women Empowerment on Models business, financial literacy and digital Marketing, Travels and logistics. 93% (US\$ 70,000) financing would be expected to come from the TetraTech mum Project and a total of 7% (5,334) would be contributed by WomenChoice Industries as part of its Administrative expenses.

A total of Tanzania shillings 175,678,000/= (US\$75,344) would be expended on the project activities with equipment and tools, US\$ 14,363, (19.1%), Materials & Supplies US\$ 48,456, (64.3%), Travels & Logistics US\$ 4,796(6.4%) and Administrative expenses US\$7,719 (10.3%).

**Budgets: -**

No	Particular	Unit Qty	Unit Type	Unit Qty	Unit Type	Unit Cost	Total Cost Tsh.	Total Cost US\$
<b>1.0</b>	<b>Equipment &amp; Tools</b>							
1.1	Straight forward sewing machine	5	Pcs	1	Unit	1,500,000	7,500,000	3,216
1.2	Overlock machine	6	Pcs	1	Unit	2,500,000	15,000,000	6,432
1.3	Electric press button machine	1	Unit	1	Unit	8,000,000	8,000,000	3,431
1.4	Electric cutting machine	5	Pcs	1	Unit	250,000	1,250,000	536
1.5	Plastic Press buttons	40	Packets	1	Unit	18,600	744,000	319
1.6	Sewing Threads	40	Dozens	1	Unit	25,000	1,000,000	429
	<b>Sub-Total</b>						<b>33,494,000</b>	<b>14,363</b>
<b>2.0</b>	<b>Materials &amp; Supplies</b>							
2.1	Soft Cotton fleece	10,000	M <sup>2</sup>	1	Unit	3,700	37,000,000	15,866
2.2	Absorbent Towelling materials	10,000	M <sup>2</sup>	1	Unit	3,200	32,000,000	13,722
2.3	Polyurethane Water Proof	10,000	M <sup>2</sup>	1	Unit	4,400	44,000,000	18,868
	<b>Sub-Total</b>						<b>113,000,000</b>	<b>48,456</b>
<b>3.0</b>	<b>Travels/Logistics</b>							
3.1	Travels	240	litres	8	Qrts	2,700	5,184,000	2,223
3.2	Meals Officers	3	Pers	120	days	25,000	6,000,000	2,573
	<b>Sub-Total</b>						<b>11,184,000</b>	<b>4,796</b>
<b>4.0</b>	<b>Administrative Expenses</b>							
4.1	Sales & Mark. Adverts Mainstream media	60	Days	1	Unit	60,000	3,600,000	1,544
4.2	Electricity Bill	10	Units	576	Days	1000	5,760,000	2,470
4.3	Water Bills	150	units	24	Months	2000	7,200,000	3,088
4.4	Bank Charges	24	Months	1	Unit	60,000	1,440,000	618
	<b>Sub-Total</b>						<b>18,000,000</b>	<b>7,719</b>
	<b>Grand Total Cost:-</b>						<b>175,678,000</b>	<b>75,334</b>