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ANANDI PADS: HELPING GIRLS GAIN FULL ATTENDANCE AT SCHOOL

by [admin](#)



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FLARES



Women in the Western Indian state of Maharashtra are losing daily wages, and young women are missing up to 50 days of school per year, and all because of a lack of affordable sanitary towels. This is a social problem than can be solved through [social entrepreneurship](#) and Anandi Pads, created by Jaydeep Mandal of [Aakar Innovations](#), aims to abolish this obstacle for girls by creating affordable, accessible [green solutions](#).

How Jaydeep Mandal and Anandi Pads is Solving an Education Crisis with Affordable, Accessible and Compostable Sanitary Towels

Numerous girls and women worldwide stay away from school and work because of inadequate sanitary towel options. Jaydeep Mandal and his team at Aakar Innovations have created something truly unique known as the Anandi Pad. This sanitary towel is designed to be affordable and accessible for everybody in Maharashtra, with eight pads costing just 20 rupees.

Not only does the product keep girls in education, but all the profits go to the female entrepreneurs, empowering women in this developing nation. Mandal ensures that the manufacturing processes within his company are ethical and female-led. The pads are manufactured by several groups, and are sold by women at group meetings, avoiding any embarrassment that may come with purchasing pads from male-owned stores. The factories that produce Anandi Pads serve up to 6,000 women a month, and all machines are ergonomically designed to ensure that factory workers do not suffer from repetitive strain injury at any time. All of the products adhere to high quality standards from the government, meaning the low cost doesn't compromise on functionality or durability.

Just as important is the fact that Anandi Pads help to prevent disease and illness, saving thousands of lives each year. That's because without viable alternatives, women typically use cotton rags, newspapers and other substances as makeshift sanitary towels. This contributes to higher levels of illness and disease such as [cervical cancer](#) and infection.



If all of these benefits weren't enough, the absorbent materials found within each pad are sourced from local waste, which also reduces the environmental imprint of each Anandi Pad. Plus, just 90 minutes of electricity is needed each day for 2,000 pads a day to be produced.

About this Entrepreneur for a Change: Jaydeep Mandal

Jaydeep Mandal is the founder and the managing director of Aakar Innovations, which is the company behind the innovative Anandi Pad. Jaydeep is a passionate engineer and inventor. He created the company with a view to creating sustainable change in the rural parts of India. He now does this successfully with a large team, adopting grassroots innovations and changing lives.



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Admin

Chief Evolutionary Officer at [Entrepreneurs for a Change](#)

Lorna Li is a business coach, entrepreneur and Amazon rainforest crusader, with a passion for green business, social enterprise, and indigenous wisdom. She helps changemaking entrepreneurs harness the power of the Internet to reach more people and make a bigger impact, while designing the lifestyle of their dreams. She is an [Internet marketing consultant to changemakers](#), and works with innovative tech startups, sustainable brands, social enterprises & B-Corporations on SEO, SEM & Social Media marketing.

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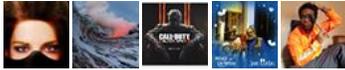


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Tara Kehaka from Oakland was about to launch a new online business promoting sustainable tourism and accommodation. She trying to determine what kind of website she needed to power her business, in addition to the best way to name it. I can't say enough about Lorna's expertise in this field. So many options and routes to take when you're starting out. I'm starting my new business and have questions about choosing a domain name – Do hyphenated names work? How do I choose what domains to purchase? What types of names are going to be successful for SEO? Does .co work as well as .com? She clearly has a lot of experience and (I'm sure) has saved me a lot of time, work, and worry. It's good to know there's someone there who cares about changing the world, being green, and has all that experience to boot.”

– Tara Kehaka, Consultant at Mountain Sobek Travel



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Entrepreneurs for a Change is a podcast, community, and resource for entrepreneurs who are changing the world and the way we do business. We are about business for good, not business as usual. We are about making impact, while making profit. We are about loving our work, rather than hating our jobs. We are about designing a business that supports our lifestyle rather than work that takes over our lives. We are here to show you how you can have passionate work and adventure in life, through the mentorship of entrepreneurs who are already doing it.

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