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| **my body is mine campaign** | May 20  2020 | |
| **PROJECT PROPOSAL PREPARED BY NANDYOSE IDAH ON BEHALF OF NANDY COUTURE AND TINAC TAILORS “up cycling old fabric and banana agro waste to make sanitary pads and period knickers in order to relieve on the impacts of body stigmatization in Nyimbwa Sub county”** | | NDEJJE-BOMBO-GGULU HIGHWAY LUWEERO,UGANDA Email; sustainablegreenbanana@gmail.com Tel; +256779179952/+256705046638 Contact person; Nandyose Idah |

# SUMMARY OF PROPOSAL;

The campaign will be launched with an intention of promoting menstrual hygiene in the rural areas of Nyimbwa Sub County by making sanitary pads and period knickers from banana stems and old fabric. The campaign is a collaborative one between Nandy Couture and Tinac Tailorswhich is a registered business and operates within the retail industry and is classified under **registration number 80020002143660** in Nyimba Sub County. The campaign will be run in Luweero district in Nyimbwa Sub County in Uganda in a home-based, community context. We will successfully launch our campaign called “my body is mine,” (mbim) locally known as “omubiri gwange gwange” from a quote by Nandyose idah which says, “My body is mine to have, not yours to judge.”

## The project is meant to achieve the following:

* Create awareness about the impacts of body stigmatization on the mental health of young women in our local communities. We hope to empower these girls with style and self esteem and at the same time promote a body positive image. It is important for these girls to feel powerful. The mentorship programs and seminars organized through collaborations will be open table discussions where influential women will mentor the girls and discuss positive body image and ways to combat this type of bullying and in a sense to improve human health.
* To promote menstrual hygiene by teaching the young women how to make sanitary pads from the abundant resource of old fabric and banana stem wastes. These sanitary pads and period knickers will be distributed to the young women in Ssambwe parish which is located in Nyimbwa Sub County and they are re-washable and re-usable. This will enable us to spread more affordable sanitary pads in other regions. We know that most of our girls in our community are not able to purchase pads until they are able to earn some income on their own, therefore teaching them how to make sanitary pads and period knickers will help lift this burden off their shoulders. There is a lot of menstrual stigma directed towards the young girls in our local community. With the launching of the “my body is mine” locally known as “omubiri gwange gwange,” campaign, we will be able to promote menstrual hygiene in our community.
* Instill vocational skills to the young women in our community who will be able to make eco-friendly sanitary pads from organic banana stems and old fabrics. Our tailoring students at Tinac could later use this skill to earn extra income when they sell the pads and period knickers. We hope to encourage the girls to use their bodies for work related issues. With a learned vocational skill, they will able be able to make a living. (#mybody,mywork)
* Promote health through the establishment of banana juice which has tremendous health benefits inclusive of detoxification and proper digestion, weight loss, healing acidity and gastric problems, managing cholesterol and blood pressure, treating kidney stones and UTI. (#mybody,myhealth)

The project is expected to reach around 50 villages which are 150 girls that are trained in cohorts in one year.  
The project will emphasize the following:

* Establishing community based projects and coordinating structures to ensure sustainability
* Instill knowledge, confidence and self importance amongst the young girls in our community
* Establishment of entities that require employees hence creating employment opportunities
* Enabling young women to reach their full potential by providing psychological, material and social support.

The campaign will cover instructional costs through personal investments and donations. We are currently seeking additional funds from outside angel investors, sponsors and business loans. Start up funds will be used to for hiring tutors, purchasing pad materials and purchasing inventory (more sewing machines) and operating expenses such as utilities.

# SECTION 1: CONTEXT

## 1.1 Background to banana stem waste and old fabric

Though farming is the major economic activity in Uganda, it is only rural centered. Ndejje village just like any other rural area in Uganda sees most of its residents use large portions of their land for agriculture. 98% of the farmers in Ndejje sow banana plantations. This is because bananas are the staple food in the land. They are commonly consumed by the biggest population in Uganda. The banana part that is consumed is the fruit. This means that millions and millions of banana stems are wasted every year in Uganda. The only part of a banana plant that is consumed is the fruit. After the stem is cut down, it is left in the garden to rot. This is because, the gardeners do not know of any other way to use the stem.

The availability of old fabric on our local market which is imported in as second hand fabric makes it cheap to recycle and can help save the environment and establish a circular economy that will save money since these old fabrics tend to be cheap. We will ask our community residents and the young women to donate some old fabric that they no longer have a use for.

## 1.2 Background of body stigmatization in our local community;

It is a common trait in Ndejje village for girls to be ashamed of their bodies because of the negative comments directed towards them by society. A teenager developing breasts faces a lot of criticism from her parents as they use this as a defensive measure against their children by being wary of them by claiming that adolescent children become unruly once they develop breasts. Developing breasts worries the parents mostly because they think it becomes a driving force that leads their girls to be disobedient and eventually involve themselves in relationships that leads to early pregnancies in return parents resort to criticizing in order to create fear amongst the girls such that they don’t go astray. We’ve so often heard people use negative comments about the breasts and menstruation of young women in our community. Parents in our community have failed (some deliberately and others ignorantly) to constantly buy for their children sanitary pads, whereas the parenting of the girl child is for the mother, fathers are mostly not involving themselves in matters related to the girl child. There is even a local saying “omwana omuwala assela na nyina,” which means a mother is 100 percent aware of everything going on in the life of their child.

## 1.3 How the up cycling of old fabrics and banana stem waste can relieve the impact of body stigmatization in the local communities in Nyimbwa Sub County;

Teenage girls in our local communities are faced with insurmountable angst as they grow up. They are battling forms of body stigmatizations. These are directed to them by sometimes their parents or the rest of the people in the community. We hope to empower these girls with style and self esteem and at the same time promote a body positive image through speakers and mentors. It is important for these girls to feel powerful. The mentorship programs and online seminars will be open table discussions where influential women will mentor the girls and discuss positive body image and ways to combat this type of bullying i.e. breasts, periods and pimples. We will successfully launch a campaign called “my body is mine,” locally known as “omubiri gwange gwange” which is extracted from a quote written by Nandyose idah which says, “ my body is mine to have, not yours to judge.”

And finally we will make re washable sanitary pads from banana stems and old fabric; we hope to use youth friendly techniques to engage the young women with our community driven activities. And through our menstrual hygiene awareness programs, we shall educate our women about menstruation and menstrual practices which still face a lot of cultural and social restrictions. This will embark on techniques to fight back against menstrual stigma.

We will also make juice from the banana wastes from extraction of yarn which has many health benefits inclusive of detoxification and proper digestion, weight loss, healing acidity and gastric problems, managing cholesterol and blood pressure, treating kidney stones and UTI. We will ensure that our women in the community embark on the right health procedures to ensure they love and cherish their bodies.

# SECTION 2; OBJECTIVES OF TINAC TAILORS AND NANDY COUTURE IN SUPPORT OF THE “my body is mine campaign.”

The overall vision is encapsulated in the following statement;

We will work towards up cycling old fabric and banana stems that are thrown away as wastes by gardeners and use the products to promote our campaign against body stigmatization in our community and create a society where girls and women are celebrated as unique and valued.

## We do this through;

* Involving and teaching the tailoring students at Tinac tailors how to hand make sanitary pads and period pants.
* Soliciting for funds for seminars to promote women empowerment.
* Designing and tailoring garments from the banana textile into outfits that breed style and confidence into the young women of our community. These outfits will be sown by tailoring students at Tinac tailors. This helps to equip vocational skills to the young female. We will hold fashion events twice a year, we will donate clothes to the young women, do photo shoots of the
* Organizing funded cohorts to teach local women how to make their own sanitary pads and how to use dried dyed banana fibres to make crafts and arti crafts like hand bags, decorative, earrings, hats for their own consumption.
* Conducting health approaches/ lessons through the establishment of banana juice which has tremendous health benefits inclusive of detoxification and proper digestion, weight loss, healing acidity and gastric problems, managing cholesterol and blood pressure, treating kidney stones and UTI. (#mybody,myhealth)

## The goal of our community in support of this campaign can be stated as follows;

Within the next five years, we hope to have established a strong large network of women throughout the entire sub county which comprises of 5 parishes who are by all means capable of making their own pads and able to educate other females about menstrual hygiene so that no girl child is ignorant. We also hope to put the banana waste to more use by starting- up a retail establishment that will extract yarn from banana fibers (the pseudo stem) on a small scale, while our initial goal is to start small, expansion plans include; establishing a re-known extraction plant, producing paper and other types of products. In turn, we hope to establish and penetrate a sizable portion of the sustainable manufacturing market and establish a strong network of young women in our community who are equipped with knowledge, confidence and inner beauty supported by the community and enjoying an acceptable standard of social, psychological and material care.

## More specifically, the purpose of the project is;

Within two years, community based education, health and care will be provided to our community with an emphasis on establishing confident young women networks with a strong mental capacity in the workforce, beauty and health.

# SECTION 3; ENVISAGED PROCESS

## 3.1 Overview

*Table 1*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ACTIVITIES(SGB)** | **CONTENT** | **ACTIVITIES (mbim)** | **CONTENT** | **OBJECTIVES** |
| Making sanitary pads and period knickers | * Harvesting and Cutting banana stem sheath * Clean, straighten, peel fibre * Fibre ready to use. | Menstrual hygiene awareness campaign  The mentorship programs and seminars | * Launching of the sanitary pads and period knickers * Organizing conferences about menstrual hygiene stigma * Open table discussions where influential women will mentor the girls and discuss positive body image and ways to combat this type of bullying and in a sense to improve human health. | -To learn how to make sanitary pads  -To donate pads to our young women who can’t afford to buy them  -To promote menstrual hygiene |
| Making juice | * Cutting the inner most sheath * Grinding with other ingredients | Human health and welfare awareness | * Organizing talk shows about health related issues * Consumption of banana juice | -To promote proper health routines  -To prevent on the occurrence of certain diseases like kidney stones, UTIs etc. |
| Making articrafts | * Harvesting and Cutting banana stem sheath * Clean, straighten, peel fibre * Dyeing and drying with different chemicals * Use fibre for twisting | Skills and lifestyle  Beauty tips | * Women learning to make accessories * Women learning how to compliment their outfits with accessories | -To teach women how to make and wear their own bags, hats, and jewelry from dried banana stems |

*Table 2*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Modules** | **Project activities** | **Content** | **Outcome** | **moderators** |
| **vocational** | Crafts | -designing  -working | -knowledge  -creativity  - | 3 |
| **Non vocational** | Menstrual hygiene | -making and distributing sanitary pads  -talk shows during conferences | -proper hygiene  -self love  -confidence  -self esteem | 5 |
|  | Health awareness | -the making of the banana juice  -physical health  -mental health | -body fitness  - weight loss  -reduced UTIs  -detoxification and proper digestion | 4 |

# Process to be followed to implement and coordinate our objectives

*Figure 1*

# Cohort information

We hope to hold 3 cohorts every year for three months. With the possibility of so many students not returning to school post covid-19, it will be very profitable if they can acquire a vocational skill.

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| --- | --- | --- | --- |
| Duration of study | Number of students | content | No of moderators |
| 3 months | 30 | Sanitary pads | 3 |
|  |  | Banana fibre crafts | 3 |
|  |  | Juice and recipes | 2 |

# Employment opportunities

*Figure 2*

# SECTION 4: BUDGET SUMMARY

## ESTIMATED PROJECT COST AND MEANS OF FINANCE

*Table 3*

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No** | **Cost of project** | Amount in USDs $/ Uganda shillings | **Covered** |
| **1** | Land and land development (sow banana plantations) | 7922.41 (30m Ug shs) | **Covered** we shall use community grounds for menstrual hygiene events |
| **2** | Building |  | **Covered** we shall use community schools for tailoring sessions in different villages |
| **3** | Rent (3 tailoring workshop centers in Ndejje village belong to Tinac Tailors) | 1933 (7.2m Ug shs) | **Covered by** Tinac tailors and Nandy couture |
| **3** | Licenses | 1,329.3 (5m Ug shs) | **Covered** |
| **4** | Tailoring equipment- needles   * Scissors * Tape measures * Threads * Buttons * Elastics for the period pants * Zippers for the period pants | 1,595.67 (6m Ug shs) |  |
| **5** | Payments (Tutors, Caterers) for 3 cohorts | 2,127.56 (8m Ug shs) |  |
| **6** | Supplies, stationery | 2,659.46 (10m Ug shs) |  |
| **7** | Utilities, telephone | 1,329.73 (5m Ug shs) |  |
| **8** | Old fabric | 1,861.62(7 m Ug shs) |  |
| **9** | Industrial Sewing machines (20) | 4330.76 (17m Ug shs) | **5 covered** these belong to Tinac tailors |
| **10** | Automobile (1) | 8031.53 (30m Ug) |  |
|  | Meals |  | **Covered** we shall ask the community to donate some food during our seminars  Tinac tailors always feed its students for free |
|  | **Total** | 22,000 (81 m Ug shs) |  |

# SECTION 5; CONCLUSION

## In summary;

* We are requesting support from organizations for the training components of our communities in support of this campaign.
* This project is specifically aimed at working towards achieving the sustainable development goals through producing sustainable products that are eco friendly, empowering women through equipping them with vocational skills, women empowerment through mental health by de-campaigning body stigmatization which is rampant in our community.
* We believe that the context in which we are operating makes such a project an imperative. Our intention is to pilot the project in Nyimbwa Sub county.
* The emphasis on district development and community based projects makes it likely that the project will be successfully sustainable at community level.
* We believe that our track record and our management and financial competencies qualify us to make a success of this project.