

# GIRLS' PRIDE



## Problem

About 65% of women and girls in the Gambia especially in rural areas do not have access to comprehensive sexual and reproductive health education and they cannot afford sanitary products. The period around puberty is one in which many girls drop out of school or are absent from school for significant periods of time.

## Solution

We provide reusable sanitary pads, padded pants and pantyliners for less privileged women and girls in The Gambia to address menstrual hygiene problems and to promote maternal health by preventing post-natal maternal infections.

## Marketsize

65% of our Gambian population are women and girls. Our customer segment also includes NGOs, small businesses and CBOs addressing menstrual hygiene problems affecting women and girls in the Gambia.

## Competition

Our primary competitors are local businesses providing disposable sanitary pads.

## Revenue model

Our revenue model includes sales from our products and grant funding.

## GTM strategy

We have a Facebook page where we share our projects and programs. We also conduct school trainings, community campaigns, and radio programs in partnership with NGOs and Health Institutions. We translate our messages in Sign Language and Braille.

## Traction:

We hope to start the first reusable sanitary product company in The Gambia and become the leading sanitary product provider. Our production team are health workers with sewing skills.

## Who are your leaders?

**Fatoumatta L Kassama**

*She has a Bachelors degree in Nursing and Reproductive Health with over eight years work experience.*



**End Period Poverty in The Gambia**

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