

# *Ayra Kit*

*From women to women*

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# *Brief*

Creation of a menstrual hygiene kit for women in India, containing 7 pads and soap to tackle the issue of period poverty and social stigma.

# *Kit componets*

*The kit will contain 7 pads and an organic soap which are eco-friendly and bio-degradable products.*

*The natural soap can be created using acids (lactic and/or citric), prebiotics and natural preservatives and should not contain parabens, surfactants, fragrances, essential oils, and herbal extracts.*



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# *Budget*

*Total estimated cost: 60 INR*

*Cost of 7 pads: 21 INR*

*Cost of soap: 20 INR*

*Production cost including materials: 20 INR*

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# *Concept*

Creation of a health kit for women in India, using:

- *Natural materials*
- *Materials available in India at low cost*
- *Using Indian techniques and designs*
- *Creating a project that can be easily reproduced by Indian women*



# *Colour Palette Inspiration*





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# *Color Palette*

*A colour palette was chosen that  
reflected the Indian colours,  
warm and intense*

# C D A 5 B F



# E 8 B C D 0



# F F B 6 4 A



# 8 D 2 F 4 A



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## *Color Usage*



#CDA5BF

Fabric Colour



#E8BCD0

Fabric Colour



#FFB64A

Fabric Colour



#8D2F4A

Texture colour



# *Shape development*

typical Indian bags were studied to  
recreate a shape that was:

- *familiar*
- *easy to carry*
- *aesthetically beautiful*
- *handy*



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# *Shape study*

*First shape studied*

- *rectangular*
- *button closure*
- *easy*
- *without cords*





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# *Shape study*

*Second shape studied*

- *rectangular*
- *closure with cords*
- *easy to close*
- *with cords*



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# *Shape study*

## *Sewing Prototypes*

*First we finalized a shape, and then the fabric pieces were cut to the right dimensions. They were then assembled using the sewing machine.*





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# *Final shape*



# *Natural fabric dyeing*

*For the dyeing of fabrics, natural dyes readily available in India were used.*



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# *Natural dyeing*

Natural dyeing must follow three steps.

- *dye rising on the fibre due to the effect of temperature*
- *colour is fixed using alkali*
- *high-temperature soaps remove the surplus of dye that has not reacted with the fibres.*



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# *Step 1*



*dye rising on the fibre*

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## *Step 2*

*colour is fixed*



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# *Step3*

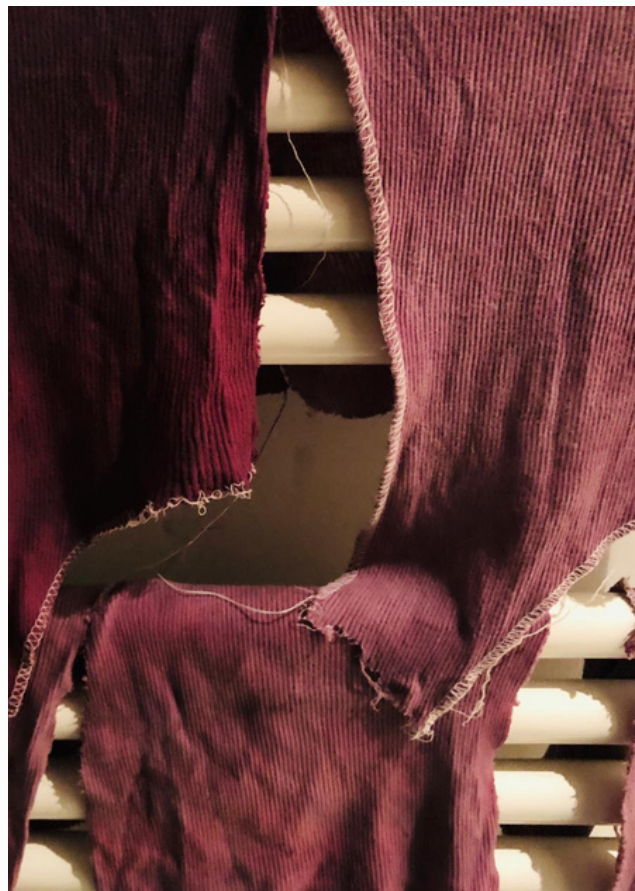


*removing the surplus of dye*



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# *Process*





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# *Final colours*

*Violet: beetroot*

*Yellow: turmeric*

*Pink: pomegranate*





# *Block printing technique*

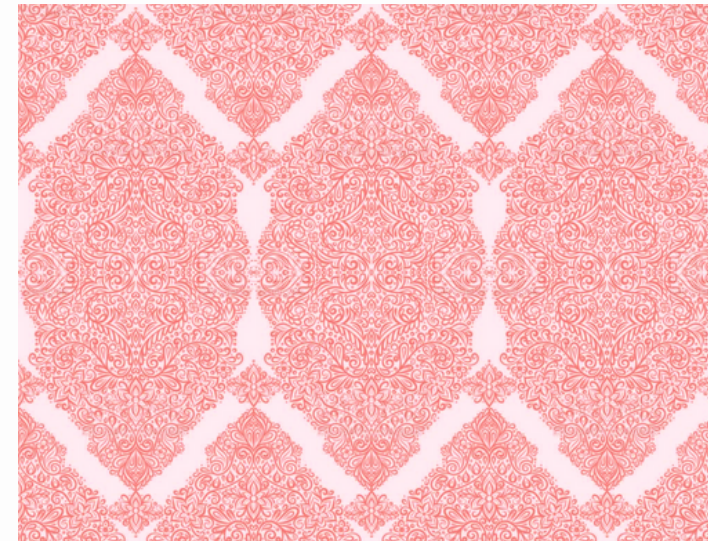
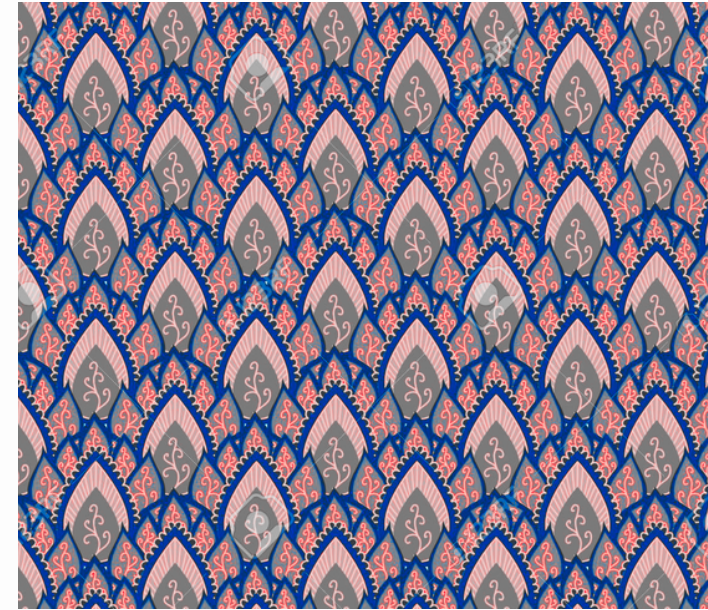
*This technique involves manual imprinting using wooden matrices on which the desired design is engraved in negative.*





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# *Pattern inspo*





# *Block printing technique*



*Block printing has been used in India since at least the 12th century, and the method is thought to be 2,000 years old.*

*This technique is widespread in different states in India and is easy to produce. The materials and tools required are easy to procure.*

*It can be customisable, allowing to produce many variations in the same product, making the pouch valuable and unique.*



# *Block printing technique*



*The desired dye is poured onto a sponge sheet, and the wooden block is soaked in it, which is then placed and pressed onto the surface until the print is obtained.*







# *Blockprinting*



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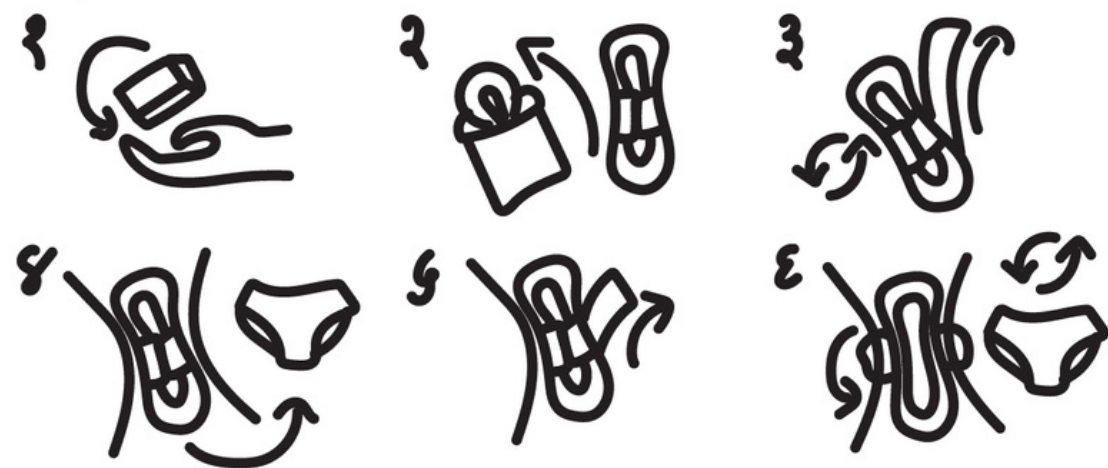
# *Instruction to use the kit*

१ / ५

*Labels were designed to be placed inside the kit to explain to Indian women  
how to use the products within it.*

# *Instruction to use the kit*

इस्तेमाल



फेंकना





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# *Instruction to use the kit*

*For the creation of the labels, it was decided to use the same technique as for block printing, i.e. applying an established shape to the fabric.*

*To create the block, material linoleum was manually engraved in the different parts, so that it could then function as a block to apply the colour.*



material before  
engraving



material after  
engraving



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# *Instruction*





# *Instruction*





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# *Final prototype*

What we have done:

- *dyeing the fabric*
- *cutting and stitching*
- *assembly of parts*
- *block printing instructions*



# *Some photos of the kit*









*Use*

















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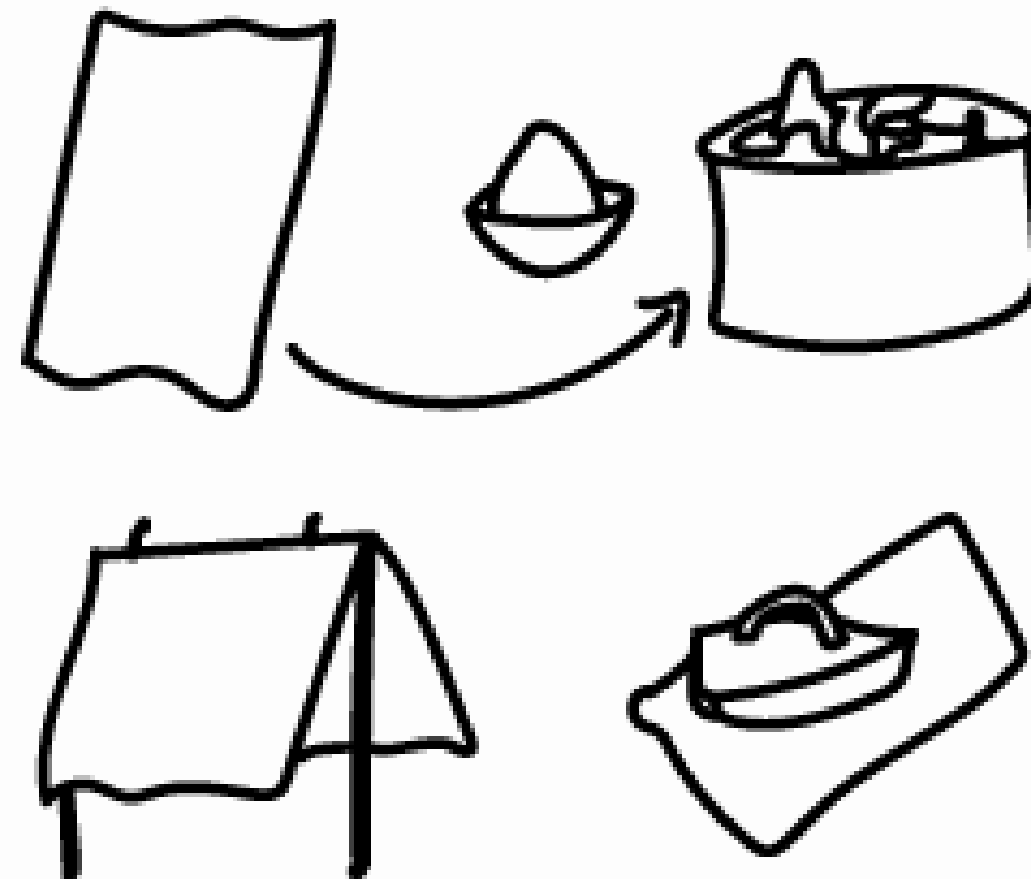
# *Empowering women*

*To empower women, we thought of creating instructions explaining the creation of the kit, so that Indian women could recreate it themselves and earn money from the sale of it.*

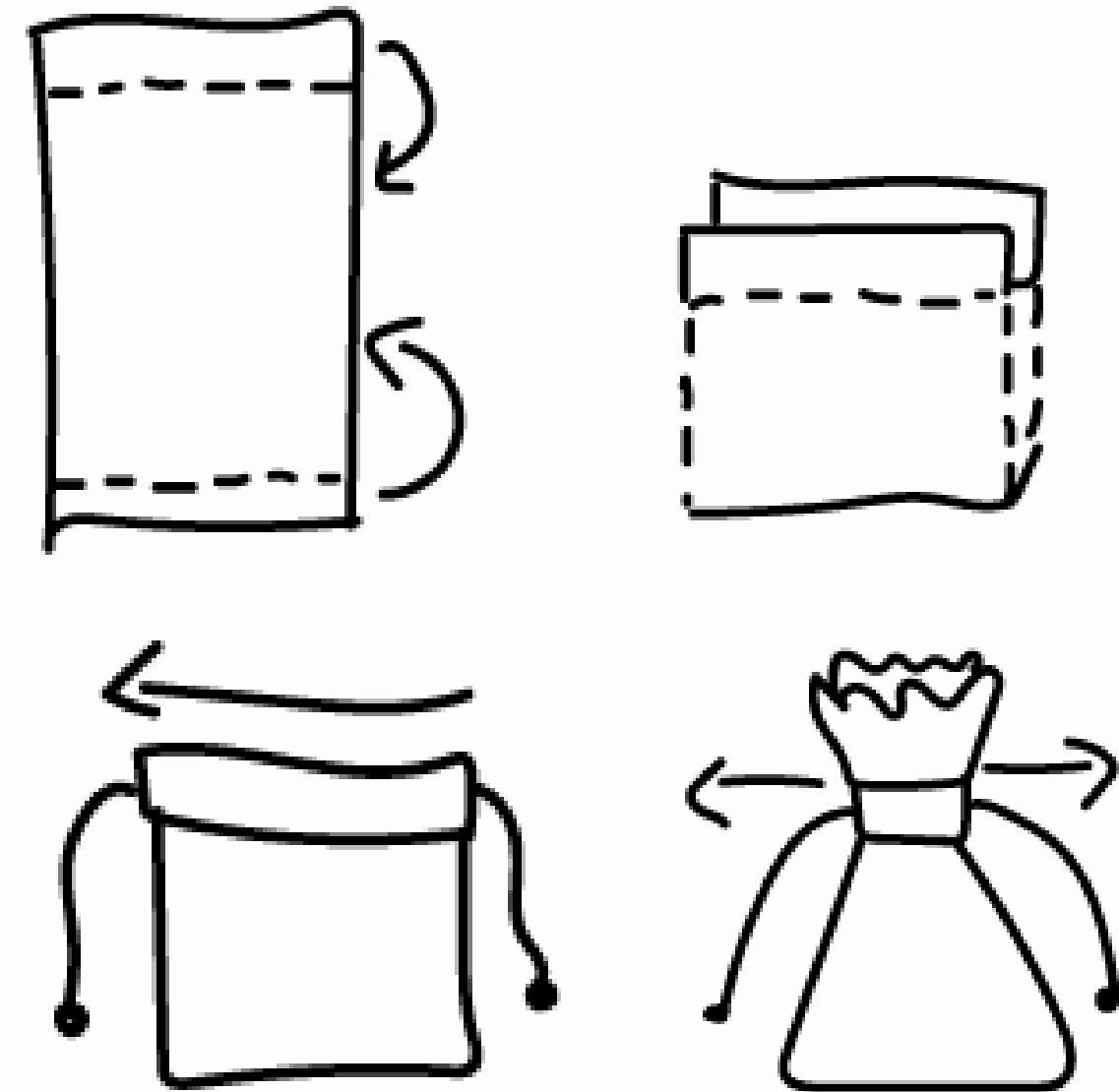


# Instruction

*To dye fabric*



*To stitch the kit*







## एक से अधिक समस्याओं का समाधान!

माहवारी एक सामान्य शारीरिक क्रिया है जिसका अनुभव महिलाएं महीने में एक बार करती हैं। हम आशा करते हैं कि हम इस किट के साथ इसे और इससे जुड़े अंधविश्वास को दूर करेंगे।



NABA x Sidhast Foundation

उपयोग और निपटान के निर्देश किट के अंदर पाए जा सकते हैं।

### कपड़े को रंगने के लिए

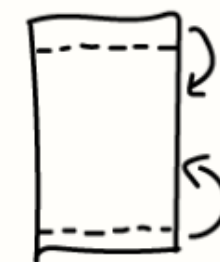


अपनी पसंद के रंग के साथ कपड़े को रंग के साथ पानी में तब तक उबालें जब तक रंग चिपक न जाए



अगला कदम कपड़े को सुखाना और इस्त्री करना है ताकि यह सिलाई के लिए तैयार हो सके

### किट सिलने के लिए



कपड़े को उल्टा घुमाएं और बिंदीदार रेखाओं के साथ मोड़ें और सिलाई करें



कपड़े को आधे में मोड़ें और किनारों को बंद करके सिलाई करें, ऊपर के हिस्से को खुला छोड़ दें



खुले भाग के चारों ओर एक रस्सी या रिबन डालें



किट को बंद करने के लिए, रस्सी या रिबन को दोनों तरफ से खींचें



# *Team*



*Maria Maina*



*Martina Petiti*



*Pragnya Shankaran*





*Thank you!*