

Report of the Event

Founder's Talk: -Menstrupedia startup

Date: 13/07/2023

Venue: Karnavati University Campus

Time: - 12:30 P.M. to 2:30 P.M.

Number of Participants: - 310

Department of Communication Design at Karnavati University (UID) along with IIC, KIIF and SSIP organized a Talk by Founder of Start-up: Menstrupedia by Aditi Gupta.

Aditi Gupta presented her revolutionary startup idea to the students, encouraging them to think innovatively and address real-life problems plaguing society. Her startup, Menstrupedia, is a fun and engaging period guide for girls, with a mission to eliminate the taboo around menstruation in India. It reaches out to the masses through various formats, including a website, blog, printed and digital comic books, as well as on-ground workshops.

Gupta's motivation for creating Menstrupedia stemmed from her personal experiences. Having grown up in Garhwa, a small town in Jharkhand, she understood the shame and stigma associated with menstruation. Gupta had to rely on using rags due to the reluctance to buy sanitary napkins openly. This realization inspired her to develop a comic book, along with her batchmate and now husband, Tuhin Paul, during their time at the National Institute of Design (NID). The aim was to educate girls about menstruation and address the lack of information on the subject.

The initial prototype of the comic book was tested among 400 schoolgirls, garnering positive feedback. However, due to financial constraints, the project had to be put on hold. Nevertheless, this experience highlighted the need for a website to reach a wider audience.

Launching Menstrupedia.com became the culmination of a year-long research effort, supported by Paul and Rajat Mittal, who provided technological expertise. The website serves as an illustrated reference guide, presenting medically accurate information about menstruation in a user-friendly manner. Its impact has been substantial, with 70,000 monthly visitors spending an average of 5 minutes on the platform.

The social impact of Menstrupedia is profound, with potential benefits ranging from reducing reproductive tract infections and school dropout rates to increasing the adoption of hygienic practices like ready-made sanitary napkins.

To sustain the website, Aditi and Tuhin are utilizing personal savings and crowdfunding. They envision partnering with sanitary napkin producers and NGOs to reach 10 million girls over the next three years. Revenue generation through ads and co-branding is also part of their strategy.

Looking ahead, Aditi Gupta envisions an ambitious future for Menstrupedia. She aims to translate the comic into 15 languages, create workshop kits for educators to conduct menstrual awareness workshops, and expand the online guide to cover all aspects of menstruation. Moreover, the team aspires to introduce the comic in at least one other country, broadening the positive impact of their venture beyond India.

Aditi Gupta's visit to UID proved to be an inspirational and thought-provoking experience for the students, motivating them to embark on their own innovative journeys, addressing societal challenges, and making a positive difference in the world.