



# Ānanda

**A system  
creating India's first  
NATIONAL NETWORK  
of NGO's to promote better  
menstrual hygiene practice**





Lyvefresh®

*Har din, Har pal.*

**Ānanda**

**WHY?**

**A System driven approach to adopt menstrual hygiene practice.**

**Support to all the NGO's in India with training content & menstrual products**

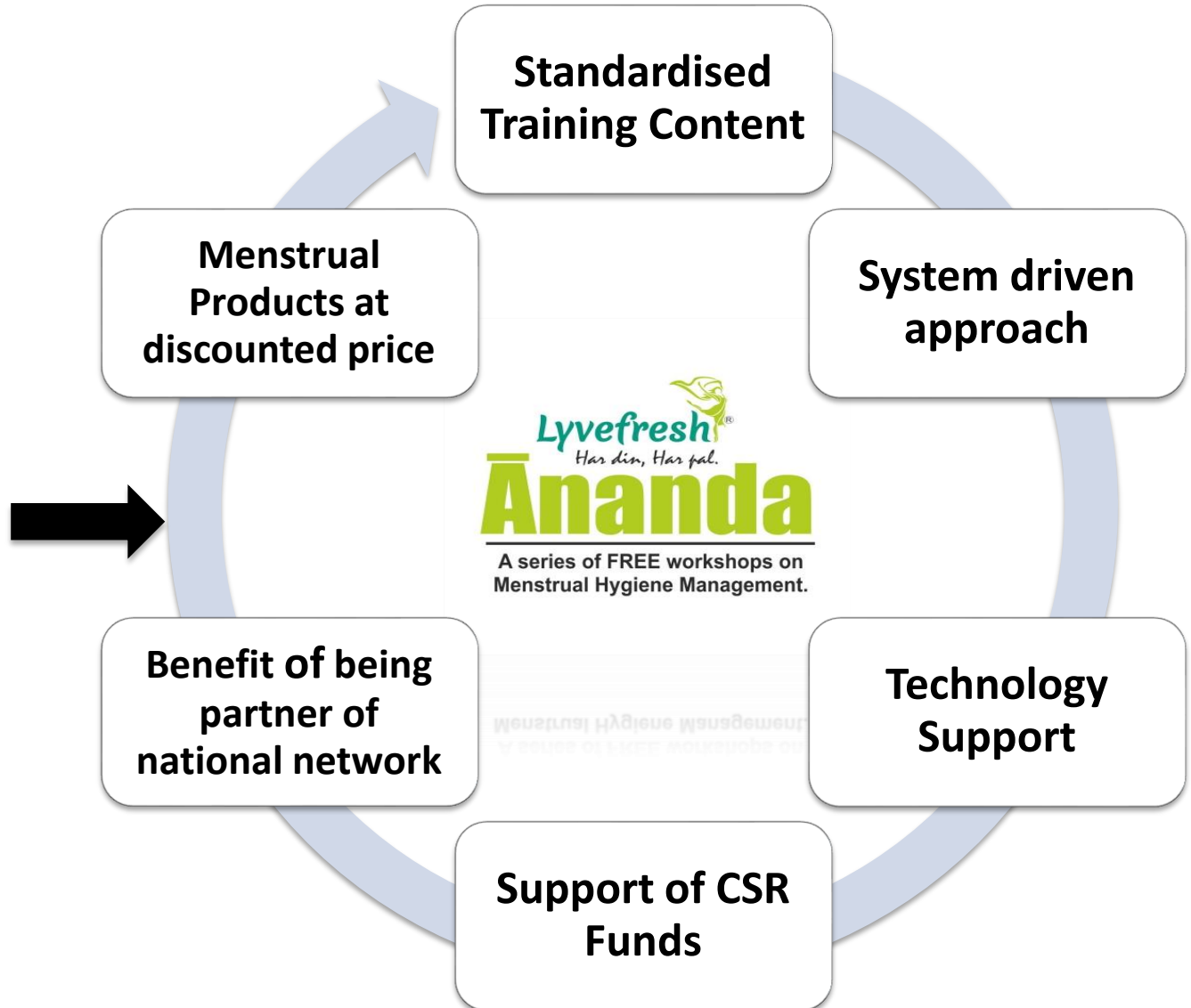


**Breaking the taboo...  
Men can also talk about menstruation to support the women.**

  
**Lyvefresh**<sup>®</sup>  
*Har din, Har pal.*  
**Ananda**

**A series of FREE workshops on Menstrual Hygiene Management.**

What does  
Lyvefresh ANANDA  
Provide to  
NGO Partners ?



# **ARE YOU NGO ? & Are you facing these problems ?**

Even being an NGO or an Individual you would have done several activities to help female for making them adopt better menstrual practice but the issues you might have faced are ...

- **No standardized training content**
- **No system driven approach**
- **Lack of conversions due to unprofessional training content.**
- **Lack of CSR funds**
- **Lack of support for sourcing menstrual products**
- **Limitation of technology**

“Lyvefresh Ananda” is the system designed for females related to training on Menstrual Hygiene Management.

Focusing on using eco friendly alternative products during menstruation and maintain better hygiene for better health. This also helps to save nature by not using disposable products.

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**Our extended support to the initiative  
Menstrual Hygiene Management  
Initiated by  
Health & Welfare Ministry  
Government of India**



*Inviting*  
Franchisees



Starting with  
investment  
of just  
**Rs. 5000/-\***

**IF YOU ARE NGO**  
you can adopt  
**“Lyvefresh ANANDA”**  
to promote better  
Menstrual Hygiene Practice

# What do we achieve through “Lyvefresh **Ananda**”?

**Provide Solution not Pollution to Female with  
SYSTEMATIC AND STANDARD APPROACH FOR THEM TO  
ADOPT THE CHANGE.**

(i.e. better health and hygiene practice)

+

**Save Nature**

(i.e. controlling sanitary waste which harms nature)



## **Other Benefits of being a partner franchisee**

- Helping women to create better menstrual hygiene management system.
- Saving nature from sanitary waste reduction.
- Knowledge sharing with others about better health and hygiene practice.
- Creating awareness about using Eco Friendly products.
- Removing the taboo of talking about menstruation among people.
- Making women learn about menstrual cup and its benefits.
- Generation of funds during every workshops you create through sponsorship's / product sales

## Benefits to NGO from us being a partner

- Dedicated page on [www.lyvefresh.com](http://www.lyvefresh.com) with your Logo as Official Franchisee for the region you have mentioned in this agreement.
- Marketing of your franchisee with your logo on all social media through our brand pages.
- Publishing Video of all your camps organized on Lyvefresh TV on youtube.
- Publishing Event photos on all social media on our brand pages along with [www.lyvefresh.com](http://www.lyvefresh.com)
- Support for pitching new beneficiaries as per requirement.

## Who can partner with us as Franchise ?

Any individuals / organizations who would like to LEARN – EARN – GROW can apply for Lyvefresh ANANDA franchisee.

### Few of them are ...

- Corporate trainers
- Live Coach
- Spiritual trainers
- Personal trainers
- Soft skill trainers
- Public Speakers
- Schools
- Colleges
- Social Clubs
- NGO's

## Current NGO members of Our National Network



**|| VICHAR SAMITI ||**

**Madhya Pradesh**



**Green Impact Foundation®**

**Karnataka**



Lyvefresh®

*Har din, Har pal.*

**Ananda**

**Program Highlights**

## Programs organized ...



**@ Police Training Centre – Marol, Mumbai for 250 Women**

## Programs organized ...



**@ Railway Police Head quarters – Ghatkopar, Mumbai**

## Programs organized ...



**@ Family Service Centre (Orphanage)  
COLABA, Mumbai.**



## Programs organized ...



**@ ParkSite Police Station  
Vikhroli West, Mumbai.**

## Our Supporters

### Our Partners



### Our Donors



### Beneficiaries as on date



## **Step wise process for being a partner franchisee**

1. Once we receive your inquiry for being a partner, we will share the draft copy of the MOU for being a partner which will have all the details related to our partnership.
2. Signing the on each page as required with stamp and signature and send the hard copy to us along with the self attested Copy of your NGO's registration certificate.
3. Make the Payment for the Performa Invoice in the bank details mentioned in the invoice.
4. We will share the Tax Invoice for your reference for the payment made.
5. We will send you a sample set of the products listed in Annexure I for your reference.
6. We will send you the content of training and all other presentation formats which you can use on a daily basis while pitching to companies for CSR or during the workshops. We will also send you all the LOGO also for use in all your communication material.

## Step wise process for being a partner franchisee

7. Send us the details as mentioned below...
  - High resolution file of your NGO (CDR / PNG format)
  - Presentation of your NGO (including the photos of activities you have carried out) (PPT format)
  - List of the main areas where your activities are carried out.
  - On which all social causes / topics your NGO is working on ?
  - Website of your NGO
  - Contact Person of your NGO with Contact Number and Email ID
  - Create a small VIDEO (Mobile video is also ok) specifying why you are getting associated with Lyvefresh ANANDA and how you would support Lyvefresh ANANDA.
8. Once we receive all the above details from you in 1 single mail, we will start processing the Page of your NGO on our website.

## **Step wise process for being a partner franchisee**

9. Once we are ready with the above we will organize 1 mock training session with your team on ZOOM , so you can further train during the workshops.
10. You can start ordering Products from us by sending the PO to us while maintaining the MOQ as mentioned in the Annexure I in MOU.

**Kindly feel free to connect with us ...**

**ABCD MULTIVENTURES**

Comm. Office: E-202, Kailash Esplanade, Opp.  
Shreyas Cinema, LBS Road, Ghatkopar West,  
Mumbai – 400086.

Email: [info@abcdgroup.in](mailto:info@abcdgroup.in)

Web: [www.lyvefresh.com](http://www.lyvefresh.com)

Facebook / Instagram : @lyvefresh

**For Partnerships & Sponsorships**

**9423084041 / 7303079151 / 9967776667**

**BANK DETAILS FOR PAYMENT**

Account : ABCD MULTIVENTURES

Bank: KOTAK MAHINDRA BANK LTD.

Branch : Ghatkopar West.

Account No. : 6545208338

IFSC / RTGS Code: KKBK0000682

**NOTE: Kindly mail the details of your name and GST no.  
once you make the Payment to us on  
[abcdmultiventures@gmail.com](mailto:abcdmultiventures@gmail.com) so we can share  
the Tax invoice.**

**SCAN TO TRANSFER via UPI**

**BHIM**  
UNIFIED PAYMENTS INTERFACE

**UPI**  
UNIFIED PAYMENTS INTERFACE



SCAN & PAY WITH ANY UPI APP



**PhonePe**

**paytm**

**ABCD MULTIVENTURES**

Pay to ABCD MULTIVENTURES