

Saathi Emerges as a Runner Up in the Ocean Impact Pitchfest and Winner of the Plastic Pollution Spotlight Award 2021

Saathi - the only Indian brand to be selected as a Finalist in the Ocean Impact Pitchfest in Australia is declared Runner Up in the Pitchfest and Winner of the Plastic Pollution Spotlight Award

Ahmedabad, Gujarat Nov 4, 2021 (IssueWire.com) - [Saathi](#) Emerges as a Runner Up in the Ocean Impact Pitchfest and Winner of the Plastic Pollution Spotlight Award 2021

Saathi manufacturers Made in India, 100% [biodegradable sanitary pads](#) from banana and bamboo fiber in Ahmedabad. Today, Saathi has been selected as a runner-up in the Ocean Impact Pitchfest and winner of Zip Water's Plastic Pollution Spotlight Award 2021. On this accomplishment, Saathi's co-founder Tarun Bothra said, "There were a lot of great innovations and being selected as a runner up in the Ocean Impact Pitchfest and a winner of the Plastic Pollution Spotlight Award is an honor. With the support of Ocean Impact, we can create even more impact and create a future that is eco-friendly, period."

Ocean Impact Pitchfest 2021 was organized by Ocean Impact Organization and aims to transform ocean health through inspiration, innovation, and good business. It helps people to start, grow and invest in businesses that positively impact the ocean.

Plastic pollution is a menace that we see around us every day on the street, in landfills, in rivers, and even on beaches and in the ocean. The oceans that produce two-thirds of the oxygen we breathe; fuel the water cycle; sustain livelihoods of fishermen and coastal communities and provide nourishment for nearly three billion people; are in danger.

The plastic sanitary pads that are most commonly used contain 90% plastic and chemicals and end up in landfills, ponds, lakes, and rivers. The pads end up landing in the ocean either directly through coastal areas or through the rivers.

Now as we already know that plastic takes hundreds of years to break down and these sanitary pads are made of 90% plastic and therefore remain in the ecology for centuries because even though they break down, they are just creating microplastics. The first sanitary pad ever produced is still somewhere amongst us as plastic waste.

[Saathi](#) addresses this serious concern by manufacturing 100% biodegradable as well as compostable sanitary pads made of banana and bamboo fiber. The pads break down within 6-months. If everyone who used pads, used Saathi pads instead of regular plastic pads, they would reduce plastic consumption and hence reduce plastic waste generation, positively impacting landfills and oceans.

The judges at the Ocean Impact Pitchfest 2021 were immensely impressed by Saathi's work and the positive impact they have on Planet Ocean and its inhabitants. As Saathi's co-founder, Kristin Kagetsu said, "We are thrilled to be recognized for our work to address ocean plastics in hygiene products in an innovative way by cutting out plastics at the source. Not only is Saathi working to reduce plastic waste at

the source, but also maintaining a responsible supply chain and supporting women workers and farmers."

Ocean Impact Pitchfest 2021 was open globally and Saathi was the only Indian brand to get shortlisted as one of the 12 finalists. The entries were judged based on the potential for impact, innovation, product-market fit, competitive advantage, business plan, the team, and a great pitch video and were presented by Bank Australia and HP Australia. It had over \$150,000 in cash prizes and \$150,000 of additional products and support to help these organizations to develop and grow their product and market further.

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