

ZUBAIDA BAI



**WOMEN'S HEALTH ADVOCATE | SOCIAL ENTREPRENEUR |
INSPIRATIONAL SPEAKER | CHANGE AGENT | UN SDG PIONEER**

Zubaida Bai innovates health and livelihood solutions for under-served women and girls globally. Building on her expertise as a mechanical engineer, a social worker, her public speaking skills, Zubaida a mother of three, put her unique passion to work. In the process, she built a brand, a product line, and set in motion a movement that addresses market failures, breaks taboos, and gives voice to the oft-ignored matter that is women's health.

Zubaida is the founder and CEO of **ayzh** (pronounced "eyes"), a social enterprise that designs vital healthcare products to improve the health and happiness of women and girls across their reproductive lives. Zubaida launched **ayzh** with **janma**, a \$3 **Clean Birth Kit** in a Purse but her story goes further back to when she stood by her mother to face head-on the challenge of survival facing her family when she had just entered her teens.

janma conceived after traveling to one of the poorest communities in India and confronting the reality that over one million mothers and babies lose their lives in the developing world each year due to uncleanliness at the time of childbirth. Packaged in a pink biodegradable jute bag, that mothers can reuse as a purse, the kit provides both cleanliness and dignity. Since beginning sales in 2012, Zubaida's company has sold over 300,000 kits in 20 countries, having improved the **health outcomes for more than 600,000 women and newborns**. Zubaida is now expanding her product line to include kits for **newborn, postpartum, and menstrual health**, while scaling her proven model across India and into Africa.

Zubaida has been recognized as a **Young Global Leader** by the **World Economic Forum**, a **Maternal Health Champion** by **Ashoka**, a **TED Speaker** (**Fellow** and a **Resident**), and the **United Nations SDG Pioneer** by the **United Nations Global Compact** (UNGC). As promoted by the UNGC, Zubaida is *"demonstrating how the Sustainable Development Goals (SDGs) can enable business to unlock economic, social and environmental gains for the world."*

ayzh's strategic partners from around the world who have written about Zubaida's work: **TOMS** shared her Safe Birth Story; **USAID** blogged about how she's Empowering Women Through a Simple Purse; and **Grand Challenges Canada** recognized her lead role in scaling Life-changing Kits for Mothers and Newborns.

Zubaida believes that building a sustainable company takes a great team, stamina, and a sturdy suitcase. She is fluent in eight languages and travels the world forging new partnerships and advocating for women's health. She has spoken at events for **Women in the World**, **Pfizer Foundation**, **Women Deliver** among many others. You can watch her talking at **Chicago Ideas Week** about her experience, Saving Lives, One Kit at a Time or visit **www.zubaidabai.com** to learn more about her speaking engagements and design contributions to the social sector. Zubaida holds a master's degree in Mechanical Engineering Specializing in Development of Modular Products, and an MBA in Social and Sustainable Enterprises.

