



Reg. No. : F-6519-Jal

# Bhagini Nivedita Gramin Vigyan Niketan

*by the people, for the people, of the people!*

**Bahadarpur, Tal. Parola Dist. Jalgaon 425 113 (Maharashtra) India    Contact - 9764254022**  
website : [www.bngvn.org](http://www.bngvn.org)    Email - [bngvn2000@gmail.com](mailto:bngvn2000@gmail.com)    [vinod@bngvn.org](mailto:vinod@bngvn.org)

## **Manufacturing of sanitary napkins**

### **Introduction:**

Since 2000, Bhagini Nivedita Gramin Vigyan Niketan (BNGVN) is relentlessly addressing various issues in the society. Padmashree Ms. Nileema Mishra is the founder of the organization. Different village development initiatives and initiatives for women empowerment have been implemented in Maharashtra's Dhule, Jalgaon, Nandurbar and Nashik districts. Village development initiatives include watershed development, environment conservation, toilet construction, self-help groups of women and farmers, microfinance, installation of solar lamps in tribal area, child education, computer education, provision of clean and pure drinking water etc. The organization equally works hard for employment generation for women through various skills development programs and establishment of manufacturing units for ladies' garment, attractive designer quilt and food products.

GIC Bhavan in Bahadarpur has given employment opportunities to over 1000 women working in these manufacturing units. The team has great experience in manufacturing as well as marketing. Due to Covid-19 pandemic the situation has worsened and more women are expecting earning opportunities so that they can support their families. BNGVN is working towards that. One of the possible ventures is manufacturing of cotton sanitary napkins.

### **Rationale:**

While working with women over two decades, Bhagini Nivedita Gramin Vigyan Niketan has come across various issues related to them. One of them is of usage of sanitary napkins. BNGVN discussed it at length with them and came across the following:

- The existing sanitary napkins are not reusable. At times, women need two napkins in a day which is not economical for them.
- The existing available sanitary napkins are not easily disposable and are harmful for women's health.
- The women find disposing of existing used napkins difficult as they do not understand where to throw and dispose them off. They feel awkward and ashamed.
- Sanitary napkins available in the market have plastic sheets, which are not comfortable for women.

- Women face issues of hygiene of private part. They get sweat, irritation, itching and infection at private part.

BNGVN has researched and explored possible solutions to tackle these issues face by women and found that there quite a few cotton sanitary napkins available in the market. But, as they are expensive, they are not affordable for poor women from rural and tribal area. Now, after many experiments and trials, BNGVN has manufactured sanitary napkins which are hygienic and comfortable for women.

BNGVN distributed these sanitary napkins among women and asked their feedback. Majority of the feedback is positive. The women pointed out the following attributes of cotton sanitary napkins:

- Their capacity to hold wet flow is better and have effective absorbing capacity.
- They are very soft and comfortable to use.
- As they are made with soft cloth, women have not faced issues like sweating, irritation, itching at their private part. As a result, they don't get irritated during menstrual cycle.
- As the napkin is reusable after washing, women find its disposal easier.
- They are not harmful to health.

**Objective:**

- Distribution of 5000 sanitary napkins to women for the better menstrual hygiene.
- Making pocket friendly, hygienic and reusable cotton sanitary napkins to poor women.

**Target group:**

- Women from underprivileged society who will buy cotton sanitary napkins
- 10-12 women involved in manufacturing and administration of the project
- Minimum 10 women who will market these sanitary napkins

**Methodology:**

- The project will be launched soon with ICA funding.
- After successful attempt at making sanitary napkins that are appreciated by women, BNGVN will support Balaji Bhagini Bachat Gat establish a proper sanitary napkin manufacturing unit with a vision of creating employment opportunities for needy and deserving women.
- Raw material will be procured within a week or two.
- 10 women will be involved in making these sanitary napkins. They will accomplish the target of 5000 napkins in two to three weeks' time.

- These cotton sanitary napkins will be marketed through women only. They will either sell them door to door or through their small outlets run from their homes.
- Every woman in manufacturing will earn Rs. 2,250 (Rs.4.50 per piece)
- **Revenue projection:**
  - Approximate cost of each napkin is Rs. 23. It will be sold at Rs. 25 to the women who will retail them. That means, the group will earn approximately Rs. 10,000 as their profit. This amount can be revolved for making more napkins. This profit may vary according to the final cost of napkins if women want them to buy at wholesale rate.
  - The cost of the same type of cotton sanitary napkin in the market is around above Rs. 100. Our women in marketing team will sell our napkins at Rs. 30 per piece and can earn Rs. 5 per piece.

**Outcome:**

- Women who will use our Cotton sanitary napkins will have better menstrual hygiene
- Over 20 women will get employment opportunity (including marketing)

Cotton sanitary napkin manufactured by BNGVN:

