

MASARD

Sanitary Napkins for Poor Women

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SANITARY NAPKINS THAT EMPOWER POOR WOMEN AND UPHOLD THEIR DIGNITY.

The project envisages production and distribution of sanitary napkins by socially and economically marginalized women at affordable cost to women of their own status to ensure qualitative reproductive health. It also envisions the common woman to have access to basic sanitary hygienic provisions to be able to uphold her dignity and emerge empowered. The products available in the market are virtually out of reach for over 75% of Indian women as they can't afford the cost. Women since puberty till menopause, whether in a village, town or a metro, rich or poor need sanitary napkins for 5 days every month. Socially and economically marginalized women struggling for their subsistence in rural India and urban slums can ill afford anything better than the most worthless cloth available in the house. This cloth is reused many a times without proper washing or drying in the sunlight. The moisture and dirt causes various life threatening diseases like cervical cancer and other hygiene related infections. This basic issue relating to the personal hygiene and the imperative need for the use of sanitary napkins are seldom thought about; leaving threat to thousands of lives. Our project aims at addressing these problems by producing quality controlled sanitary napkins at just Rs. 1/- per piece and distributing it through innovative marketing approach through door to door marketing through our wide network of women SHGs in different States of India. The project is expected to be self-sustainable in the very first year of operations with 100% yearly returns on investments.

This activity alone will enable our organization to meet the costs of all our social welfare projects, including maintenance of our Home for Orphan Children. And the Organizations partnering with us for this venture, will have achieved their organizational objectives, fulfilled their Corporate Social Responsibility, and carved a niche in the annals of their history by creating a new business-cum-development model to empower poor women, uphold their dignity and generate great social, economic and environmental impact.

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