

“An overview of pads made by SHGs un Tamil Nadu”

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Sourcing of cost effective and environmental friendly materials used for making the pads and their availability

- Maternity pads, without wings and wings,
- Wings models bought and sold
- Eco friendly raw materials

Polycoated non-oven, poly propin bio degradable sheet

Procure from Pune, Nagpur, Nellore

Not available in TN

Bulk Quantity – 0.25 tone –Rs.65000

Lack of space to bulk storage

Do not go collectively

Govt does not involved in procurement of RM

Cont.

- Issues- Not cost effective like Corporate Brands – when shifting to LD sheet to Non-woven-but eco friendly

Dependency on other states

Space

Investment etc

Centralised purchase through Network, NGOs, etc will reduce the cost

Quality control

- SHG Pads-UV,Auto clave and Hot Air Woven sterilization
- Do not follow uniform method of sterilization
- Adhere to BIS [Absorbtion, size, hygiend standards] and testing facility is only at Chennai
- For govt order, each order must be put to test and certified and takes time
- Centralised purchase of RM will ensure QC

Branding and Packaging -Challenges

Competition from corporate products

Minimum package cover Rs. 250 per kg for 35 kg
with 80 to 90 covers per kg will last for three
to four years

Branding procedures followed

No advertisement but chain marketing

Branding is done – e.g. Woman, She Care,
Kurinji, Freedom, Fly free, dry free, etc.

Cont.

- Purchase through one network
- Professional Finishing of SHG Pads
- Decentralized Testing and certification facilities
- Lack of commitment to buy the SHG makes by SHG women
- Improving the products
- Need to professionalize in production in appearance

Cont.

- SHG pads prices are higher and low margin
- TN Free supply of regular napkin to adolescents procured from Unilever
- State feels that the SHG capacity is minimum to produce Regular size
- Only part of the Maternal Pads order given to SHGs
- There is lack of confidence on the hygiene aspects of SHG Makes of SN and low patronage.

Govt Attempted for branding

- Thirumagal- Branding for all SHG products by Tamil Nadu Women Development Corporation but actually not able to succeed.
- Latest technology based napkins are produced by SHGs guided by Woman NGO

Ultra thin Gel based- user and eco friendly napkins

Part of the SHG and Micro Entrepreneurs market at the Hospital with the raised MRP-helping the hospitals to make money

Role of SHGs in Promotion of Eco Friendly Napkins

- Cloth pads can be produced and marketed

Lack of awareness on such products and their role in protecting environment

Higher Price – difficult to convince buyers on durability of cloth pads

Difficult to switch them from disposable to reusable in the short run.

Periodical Exhibition at various regions on SHG pads

SHGs to be created awareness by NGOs, Univeristy Departments, UNICEF, Govt, on eco friendly products

Role of SHGs in MHM promotion

- Clear instructions on the cover as to how to use, dispose and also the duration of change
- 1/3rd of the time in training devoted to awareness in SN training
- Why should SHG products be used
- SHG Production- contribution to employment
- Sell the idea of preventive health rather than Napkins
- IEC on SHG pads either by the network or State

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- Cloth pads and reusable napkins –challenges in marketing – Wash, Cost, not disposable

So disposable cloth pads may be advocated

Costing and Financial Viability

- Costing for labour, raw material, packing, marketing etc – higher than corporate products
- Low economies of scale
- Wood Pulp and non woven and other RM bulk purchase would help in financial viability

Options:

Co-operatives

Network

NGOs, WEAT like Woman NGO

Identify alternative eco friendly raw materials

Dealing with MNCs

- Tough and challenging
- Retail network to some extent will help
- Lack of willingness to come together
- NGO facilitation needed for forming Network
- Govt Bulk Procurement, RM, Package cover attempted, but leakages, and corruption
- If network established, and delegate, -market expansion feasible

Feasibility of Involvement of SHGs in SN production

- 600 to 700 units – if retained good
- Innovative marketing technique needed

Bringing the SHG and Micro Women

Entrepreneurs together could be thought out

Interested SHGs to involve in awareness may be identified and a network be formed to carry forward messages

SHG and Micro women entrepreneurs products must be accepted and promoted by the users

Strategies and critical success factors

- Continuous research on eco friendly input ,user friendly models and cost effective pads
- Local marketing in built with awareness
- Integrated with MFIs customers
- Technology update and innovations
- Improvement in packaging
- Integrating with other products like diapers, Post natal care need based products

Cont.

- Integration with machinery production.
- Research and development on quality, package, cost etc.
- NGOs facilitated production.
- In built MHM awareness component
- Helping in Marketing
- Appreciation through awards
- Involving all the members of the group

