



# *Ever Green*

Producing Sanitary Napkins  
and Diapers in Urban areas  
of Bangladesh

# Overview

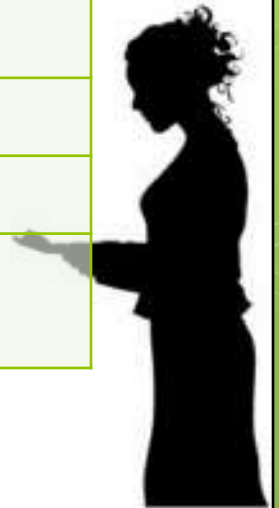
- Young and underprivileged women do not have access to sanitary napkins
- As a result, use unhygienic alternatives
- There is a stigma around the matter, menstruation is considered a taboo where women are still considered unclean



Sanitary pads made using household materials i.e. torn clothes, jute, etc.

# Entrepreneur's Background

Name	Khurshed Rokeya
Current Institution	Rabbiya Boshri Balika Uccho Bideloi
Current position	Principle
Work Phone	0312513370
Address	Artillery Road; Haliashohor Housing Estate; Chittagong
Email address	<a href="mailto:msaibul@yahoo.com">msaibul@yahoo.com</a>
Grameen Loan	N/A
Entrepreneurial experience	N/A



# Mission and Vision

- To create a small factory where workers can produce both sanitary napkins and diapers at an affordable price
- To create a supply of sanitary napkins and diapers to areas where such products are non-existent or too expensive.



Photo of woman who became self-reliant through establishing her sanitary napkin store

# Project Description

Proposed Project	Ever Green Sanitary Napkin and Baby Diaper
Project Location	Chittagong
Project Status	New proposal
Product	Sanitary napkins
Future products	Diapers and panties
Total Project Cost	7,50,000+ BDT (approx.)

# Investment

- + 7.5 Lakh BDT not including cost of rent or working capital
- For machinery, furniture, equipment and preliminary expenses
- Cost of production/napkin = Tk. 24.30
- Selling Price/napkin = Tk. 30.00



Example of machinery in sanitary napkin production facility

# Raw Materials

- Types of raw materials
  - Wood Pulp
  - Non-woven fabric
  - Inner poly
  - Gum
  - Release Paper
  - Poly pack



Wood pulp



Non-woven fabric

# Financial

## Fixed Cost

Description	Cost in Taka
Cost of machine	200,000
Electronic Weighing Machine	7,500
UV Sterilizer	25,000
Packet sealing machine	5,000
Other equipment	3,12,500
Working Capital	2,00,000
<b>Total Cost (initial Investment)</b>	<b>7,50,000</b>



# Variable Cost

## Cost per unit (Sanitary napkin)

Particulars	Amount (BDT)
Raw material	22.00
Utility and operating cost	2.00
Marketing cost	0.30
<b>Total Cost in production</b>	<b>24.30</b>
Unit price	30.00
Profit per unit	5.70

# Employment generation

- Empowers the underprivileged by offering a sustainable livelihood
  - 3-10 women can find employment in a single unit
- Average monthly income is near about 5000tk each month.

# Current Market Scenario

- Market Leader: There are several big company exists in this sector and act as a market leader now. Like-
  - Senora
  - Savlon Freedom Sanitary Napkin
  - Monalisa
  - Smile
  - Cottex
  - Rose
  - Nirapad
  - Modex and Softex
  - Grameen Softy.
- **Senora** is the market leader and Monalisa brand already in the international market.



# Market

- Present market price varies from **35 - 70** BDT per pack.
- Market size around **Tk 250 million**.
- But the real thing is that **sanitary napkin practices** are still **not so popular at country side**. **Huge scope** to promote this product at sub-urban and rural area.
- Huge scope to capture the foreign market the price per pack is almost double with comparison to local market.

# Marketing and Sales Strategy

- The product will be targeted at poor women- esp. working women and students
- Collaborate with BGMEA to promote the product among women workers.
- Plans to work with high school and college boards to introduce the product among female students.
- Introduction of sanitary napkins to the rural area by health workers.



Photo: Young female students with their sanitary napkins

# Social Impact

- The main aim is to sell the product among the women people those who are not conscious about their health issues and modern medical unavailable in their community.
- Wood Pulp, Non-woven fabric are disposable to the soil so that this product is environmentally sustainable and eco-friendly.
- The expected social impact is a shift toward a more developed society where poor women are able to seek and solve their medical issues without a worry.
- Create the opportunity for poor women people in the community.



Thank You All

