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We are very close to the point of inflection as a society when it comes to menstruation. While millions of women still lack access to pads in many developing countries, a growing number of organizations are focusing on raising awareness of menstrual hygiene management and establishing sustainable distribution channels to increase access to products. Last year, two Bollywood films were made under the name Phullu and Padman, which talked about local production of sanitary pads in India. These movies certainly may not be blockbuster hits, but now most men and women like to know about the basics of menstrual hygiene. From rural Maharashtra to the semi-urban cities of Kathmandu, our research shows that over 70% of girls have received some form of awareness session on menstrual hygiene. Nonprofits and large multinationals, social enterprises relentlessly reaching remote areas do remove taboos around menstruation. At the same time, there is a gap. There are either well-known multinational brands that produce sanitary pads centrally using high-speed machine lines or there are very small scale manually run production units run by NGOs. How to decide what the best car is for you? Large-scale centralized production: Large-scale production units are very expensive to set up (costing from INR 5crore to 100 crores) and must rely on a very strong distribution network and advertising budgets to be able to sell about a million pads every day. In addition, as the distribution chain is long, the distributor's margin and logistics increase the cost of sanitary pads by almost 60%. Small-scale manual products: Small manual/semi-automatic pads are inexpensive (INR 2-5Lac), but due to low speeds and manual intervention, production costs are very high, making these units financially unfeasible. In addition, the quality of sanitary pads is usually poor and inconsistent. This makes it very difficult for NGOs and self-help groups to keep production units functional once their initial funds are exhausted. Medium-scale decentralized production: In order to reduce the cost of production, the quality of products is consistent and comparable to transnational brands, there is a need for automation and speed. The production speed between 5-30 pads per minute is ideal for keeping production costs low and also does not need an entrepreneur/NGO to have a huge distribution network. Average range speeds help keep the cost of the machine low (between INR 8.5Lac to 35Lac), and also allows serves demand from 10,000 to 50,000 women. We, at Saral Designs, have A number of these machines at different speeds, options for adjusting sanitary pads to meet local requirements. Process: Raising funds: If you are looking to raise funds for your business, then there are credit schemes in India like the Stand-Up India Loan Scheme, Pradhan Mantri Mantri A generation scheme that allows you to borrow between INR 35Lac up to 1 crore from nationalized banks, and to have certain subsidies depending on your location (rural/urban) or based on your caste and gender. These schemes can take anywhere from 1 month to 6 months depending on the bank you apply the loan to. There are also small loans like Mudra Loan to INR 10Lac, where the process is a little faster. This can be used either to partially finance your machines or as working capital for production. Allegations: Sanitary napkins fall into the category of technical textiles in India, so do not need FDA approval. The sanitary pads produced must meet BIS standards, so make sure that the raw materials used in the pads and the hygienic conditions in the production unit meet the requirements. Once your sanitary pads are done, you can send samples to any accredited NABL lab to give you a BIS compliance certificate. To create a production license may depend on your local government. It is necessary to comply with the requirements for shops and building licenses, electricity and fire safety. Since 1 production unit does not require more than 6-9 people per shift, production in one shift will not fall under the factory act or compliance with ESIC, which is required for the number of employees more than 10 employees. As production shifts increase or you plan to set up more than one machine, you can apply for other licenses. This government website is a good resource for finding more information. Infrastructure: Depending on the type of mid-size machine you choose, you will need 1,000-3,000 square feet for the area. The production area usually requires less than 500 square feet, but the sanitary pads of raw materials are cumbersome so need clean, dry and large storage space. To start the machines pneumatic will require an air compressor, an air dryer. A voltage stabilizer, generator/inverter are good to have in areas where electricity is irregular. Raw materials: Over the past 6 months, almost all raw materials are now produced in India, significantly reducing the time time. Typically, raw materials like air put paper or wood pulp, fabric with SAP, PE film, glue and release documents are used to make sanitary wipes. There are oxo biodegradable raw substitutes for plastic components also available in India and some compostable materials such as PLA that are imported that can be used as a barrier sheet in the sanitary pad as well. Depending on your target price for the final customer, you can choose from raw materials options. We at Saral Designs also do inventory of some raw materials and provide it to our machine buyers so they don't have to coordinate with 5 different suppliers and have much smaller volumes at a time, helping them with their cash flow. Sales and Distribution: Determining your target audience is the first first Depending on the age group and location of the location where your target beneficiaries/customers are located, you can develop a communication, sales and distribution strategy. In urban areas, you can look at retail distribution through medical stores and general stores, online sales and modern retail. For rural areas, the use of existing women's groups, such as self-help groups, health workers, schools and hospitals, can be a great way to reach women who do not have retail stores in their neighbourhoods. Women's networks also play an important role in driving conversations around menstrual health and raising awareness of hygiene products. Before you start selling, register your trademark trademark. The packaging requirements are also specified in BIS standards, so make sure your design fits. You can also sign up for a barcode in case you plan to sell in modern retail stores. Also, be sure to explore trading terms in your target geography that include not only retail/distributor margins, but also credit terms, offers and schemes for similar products. Credit conditions are important for cash flow planning, and there is a high level of default in some geographic regions. So, explore options like cash and carry with your distributor/retailer. With that you are all set to start your business with sanitary napkins! If you want to start spa production of Napkin, then you are in the right place here, in this article we give you a detailed guide on how to start a sanitary wipe business. The production of sanitary napkins is a profitable business that can start with low investment; This is a great business opportunity for those who want to start a small-scale manufacturing business. Sanitary napkins are an important element for feminine hygiene; every woman at one stage of her life needs sanitary pads. Therefore, it is always on every woman's shopping list; Sanitary napkin has good market demand in both urban and rural areas. Sanitary napkin is an absorbent product used to absorb liquid without leakage to make the user feel dry and comfortable, sanitary napkins have an absorbent pad placed between two cotton leaf fabric Competition in this business is high, because the popular sanitary brand has already acquired the market; so you need to spend more on a sanitary marketing strategy and promoting the sanitary wipe business. In this article, we give you a business plan for a hygiene wipe business that will help you start a business. #1. Hygiene pads The possibilities of sanitary napkin woman hygiene product; Sanitary napkin is a growing industry in India. The demand for sanitary napkins is growing rapidly. Women know about their hygiene, so the demand for sanitary napkin is always on the market, so do not worry about market demand, demand, already aware of the product that you just need to enter your sanitary product pads with an effective marketing method. Starting a hygiene wipe business is a great business that gives you a good return. #2. A license for a hygienic pads business Before starting a sanitary Napkin Manufacturing business needs to deal with registration and licenses, preferably to check the state government law related to business, registration and licenses required for business sanitary wipes can vary depending on the state. List of licenses required for hygiene #1) Registration firm: You can start a small and medium-sized business either by an owner or partnership firm. If you start this business as a one-person company, then you must register your firm as the owner. To operate the Partnership, you must register as a limited liability partnership (LLP) or Pvt. Ltd. Company with a Company Registrar (ROC). #2) BIS Certification: BIS mentioned a specific quality standard for the Sanitary Napkin Manufacturing Business. ISI specification for sanitary napkin IS 5405:1980. #3) GST registration: you need to restart to register the GST, which is mandatory for doing business. #4) Trade license: Apply for a trade license from a local municipal authority. #5) MSME/SSI Registration: MSME/SSI Registration allows you to get a government scheme and facility regarding the sanitary pads of the business #6) Trademark: You can secure your brand with trademark registration #7) code IEC: IEC code is essential for the export of product #3. The area needed to choose where Sanitary Napkins is located is an important task in every business. You need to be aware when choosing a place for a sanitary business to produce napkins you can start a sanitary Napkins manufacturing plant with a minimum of 1000 sq m of space; Make sure the area should have an object like water supply, drainage, and electricity supply. The location should be easily accessible in the target market, and the raw materials will be easily accessible locally. You can divide the area into different sections, such as the production section, the storage section, and the packaging section. #4. Raw materials for sanitary production of Napkin Raw is an important factor that indirectly affects the success of the business, so when choosing raw materials you should know the search for a supplier of raw materials that will provide you with good quality raw materials at a reasonable price. The list of essential raw materials for sanitary Napkin Hot Melting SealNon-Woven FabricPolypropylene Back SheetPulp (cellulose) Silicon paper 25 Micron (45gsm)Special absorbent polymer #5. Sanitary Pads Making Machine There Are Two Types of Sanitary Manufacturing a machine capable of marketing one semi-automatic sanitary sanitary Production machine is another fully automatic sanitary pad producing machine. You have to choose the right equipment in accordance with the investment and production demand for sanitary pads. List of sanitary pads of the production machine: Gumming MachineMixer with PulverizerNapkin Press MachinePackaging UnitSealing MachineUV is treated with a #6 sterilizer. How to make sanitary pads sanitary process making napkins includes a few simple steps that are mentioned below. Here you will get detailed information on how to make sanitary pads. The 5 Steps Guide to Sanitary Napkin Manufacturing Process Soft Cellulose is available to form a sheet you can purchase it directly from the market. Or you can prepare a soft pulp with a spray machine. Wood pulp is then de-fiber using a carbon steel blade that de-fiberates the wood pulp to the required length of the fila and forth. Once the wood pulp is done with de-fiber, it is poured into the core of the formation machine, where the pulp is compressed into the required fraction of the napkin. The formed cores of wood pulp are wrapped with a non-woven cloth and sealed with a sensitive pulse method of sealing. The nihroma filament of the alloy is used in the construction of germite pads. Add a sheet of chewing gum on the back of the sanitary pad. Pack the napkins in a waterproof package. #7. How to sell sanitary Napkins In this business some popular brands are already gaining market; So you have to come up with a unique marketing strategy. And come up with an answer, how to sell sanitary napkins? Find a nearby market and food indicates where you can offer your sanitary pads. Look in your neighborhood health stores, hospitals and contact other women's health institutes and let them know about your sanitary pads. You can sell sanitary napkins in your city wholesale market in bulk. B2B Websites: Register your napkin business on B2B websites such as AlibabaIndiamartTradeindiaExportersindia, where you can sell your sanitary product on wholesale orders. B2C Websites: Register your wipe business on B2C websites such as Where, where you can sell your sanitary pad product directly to a customer. Branding is the best strategy for any business startup, but in a sanitary platform making a business it is quite difficult to use this strategy because some popular brand already capture the market you need to come up with some new technology or a product that will become your unique personality, show that you are unique. While the sanitary padding marketing business needs to explore competitors, analyze competition and make to promote your brand. You can contact medical stores, visit hygiene programs, and other activities to promote your brand of sanitary wipes, you can offer them a free sample. Leave the sanitary stuff padpromoting on the side of the case so anyone can get informed about your sanitary product and if they like like The product they easily contact you. In addition to all traditions, the way to promote; Online promotion is a very effective and effective way to launch your brand. You can open your own online store where you can sell your sanitary product, or you can link up with another hosting site that will help ell and present your product to the customer. Customers.

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