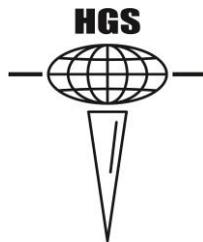




**A better world for all...**



**HGS (INDIA) LIMITED**

**Corporate Social Responsibility**

**Sanitation & Menstrual Hygiene – 2018-19**



## Executive Summary

### Construction of Sanitary Pad Manufacturing Unit in Hapur, Uttar Pradesh “Bringing Menstrual Health on the Forefront”

Most women in rural India still do not use or have access to sanitary napkins due to lack of awareness and affordability. In the absence of menstrual products, women and adolescents in India either use old cloth, bark, ashes or mud often leading to severe health issues. Lack of awareness and high costs of sanitary napkins are deterrents for rural women to buy sanitary napkins. Additionally, the supply of sanitary napkins is through retail shops which are mostly managed by men and rural women are mostly uncomfortable buying from such establishments.

Recognising the need to bring menstrual health to the forefront, HGS (India) Limited contributed **INR 5,53,000 towards the construction of a small factory to make Sanitary Pads in Hapur district of Uttar Pradesh**. The Sanitary Pad Unit will be housed in a small assembly shop being constructed by our partner NGO Action India and will be monitored by iPartner India.

**The unit will be managed entirely by rural women** i.e. production of sanitary napkins, management of the unit, and marketing the products. Adequate training will be provided to the women – they will get skilled in production, marketing and sales and financial literacy for the management of the sanitary napkin unit, serving a dual purpose of creating employment opportunities and making sanitary pads affordable and easily available to adolescent girls and women.

This initiative has also received global recognition and was **filmed by Rayka Zehtabchi** and **produced by Melisa Berton**. The film, ‘**Period. End of Sentence**’ received the **Oscar Prize** this year and received the 91st Academy Award under the category of Best Short Documentary. The Government of Uttar Pradesh decided to allocate land free of cost for the construction of this unit. The letter of allocation was received and the factory has been erected and is in its final completion stages.

#### Size and Area Where the Land is Located

**Village:** Peer Nagar Sudna, within the habitation area

**Area of the Land:** 91.17 sq. meters or 109 sq. yards

**Location of Land:** East - 15 feet road, West- Ram Pal’s field, North - Tejpal’s plot, South- Santosh’s plot.

**Land Record** available with Deputy Registrar, Hapur - 2, Jild number 5461, Page no. 359 to 386, and Serial no. 6679 dated 24.10.2019.





The construction of the Sanitary Pad Unit started in December 2019 after getting the necessary clearances and finalising the plan and vendors. As per the plan, the unit was to have been completed by April of 2020. However, the construction was further delayed as the nationwide lockdown for COVID-19 was imposed in March 2020.



As the lockdown norms eased, Action India managed to start the construction process and the building is near completion with only the plastering of the walls, white wash and indoor fittings left. Work on the



same is in full swing while maintaining all protocols of social distancing and new timelines have been drawn up for its completion. It is expected that the building will be ready by July 2020 (\*subject to no further imposition of any lockdown measures by Government of Uttar Pradesh)



### Going Forward:

Once the building is completed, the process of purchasing the Sanitary Napkin Machines will commence. Alongside, the women will be trained on manufacturing the napkins, packaging and marketing the products and financial literacy for effective management of the sanitary napkin unit. The goal is to provide biodegradable, hygienic and affordable sanitary pads, which will be sold **at Rs 25 for eight pads** under the name “FLY”.



Research has been conducted to shortlist the best fully automatic machine for the enterprise. Additionally, one B.Tech Graduate has also been selected as the units supervisor, who is set to join in July 2020. While Action India has set a goal to produce 1,00,000 pads within the first 6 months of purchase of machine, HGS (India) Limited is set to extend its contribution towards this initiative in the coming months.



**About Action India:**

Action India was founded in 1976 and since then has worked towards enhancing the participation of women as citizens to claim their rights & entitlements to public health/ civic services, and to better the quality of life of women. While working in Hapur District (UP), Action India recognized menstrual hygiene is an important aspect wherein women can contribute to their society's betterment. The programme on microcredit and menstrual health was initiated in villages of Hapur and in 2016 transformed into a venture on pad making managed & marketed by women. Till now, the organization has set up two pad-making units which produce 1500 pads a day.

