



JSS Mahavidhyapeetha
JSS Academy of Technical Education, Noida
Department Of Chemistry
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ENTREPRENEURSHIP DEVELOPMENT PROGRAM (EDP) FOR WOMEN
BENEFICIARIES OF BAIDPURA VILLAGE

DATES OF EDP: 28-29 October 2023 (Saturday-Sunday)

**Title of Project: "DEVELOPMENT OF WOMEN ENTREPRENEURSHIP FOR LOW
COST SANITARY NAPKINS PRODUCTION"**

under TDUPW programme of A2K+ Scheme of Department of Scientific and Industrial
Research (DSIR), Ministry of Science and Technology, Government of India

PI: Dr. Ashima Srivastava

Co-PI: Dr. Pratibha Singh

The third EDP for the women beneficiaries of Baidpura was organized on 28-29 October 2023. Day 1 speaker was Dr. Niharika Sinha, Environmental cum Business Consultant, Enviro Infra Solutions, Vasundhara, Ghaziabad. Day 2 Speaker was Mrs. Jyoti Pathak, Faculty, Sapphire International School, Noida.

On day 1, brainstorming session was conducted with the women beneficiaries of Baidpura village to discuss the Unique selling Proposition (USP) of our sanitary napkin product. The aim was to equip the team with the knowledge and communication skills to effectively convey the USP of the product to the target audience. The resource person explained the concept of USP and its significance in marketing. The women beneficiaries were given an activity to identify the key attributes that set our product apart from the others. On the basis of their experience after using the sanitary pad made by us, they identified that the USP of the product is that it is made up of natural products (highly biodegradable) and is low cost. The other features of the product mentioned by them were its good absorbing power and no odour production after use. They were also asked to discuss among themselves to pen down the USP statements that resonates with the target customers. They were also asked to decide the potential names of our product and to ensure that the name is not already in use and registered in sanitary napkins industry. They had also been asked to avoid names that may have negative connotations in certain cultures. After consultation with the project team, the brand name "HUMJOLI" was decided for the sanitary napkins.



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On day 2, the complete information related to the cost of machines and raw materials required for the manufacture of sanitary napkins was shared with them. They were informed that four types of machines are available in the market: Manual, manual with electrical set up, semiautomatic and fully automatic set. The price of the machine increases as we move from manual to automatic side. They were also updated about the raw materials used for the manufacture of the sanitary napkins. The session was dedicated to inform them that how the pricing of sanitary napkin manufactured by them is done. It includes the consideration of various costs associated with production, distribution and other operational aspects.





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और मैं स्वस्थ रीति से मुक्त
मैंने समाप्त तक चलने वाली सुरक्षा
अनावश्यक चिन्ताओं को छोड़ने से सुरक्षा
अब सुरक्षा और वैश्वभारत एक पैक में।
सुरक्षित महिलाएँ सुरक्षित समाप्त। ✓



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