



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: 23-24 September 2023 (Saturday-Sunday)

**Title of Project: "DEVELOPMENT OF WOMEN ENTREPRENEURSHIP FOR LOW
COSTSANITARY 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 second EDP for the women beneficiaries of Baidpura was organized on 23-24 September 2023. Day 1 speaker was Dr. Umang Munjal, Sustainability Expert, Roche Diagnostics, Germany. Day 2 Speaker was Mrs. Yogita Awasthi, President, MUKTI India Foundation, Technical Agency (MSME).

They told the women beneficiaries that to develop a business plan for sanitary napkin manufacturing, they need to know the unique selling points of manufactured sanitary napkins and the target market has to be identified. They made the point that, before a business can begin, financial factors, such as the initial investment, ongoing costs, pricing, and revenue projections, must be understood with the help of PI and Co-PI's of the project. The reliable suppliers for sourcing raw materials have to be identified. They also informed them that permits, licenses, and certifications are required for sanitary napkin manufacturing. They highlighted that quality control measures at each level of production are the pre-requisites to ensure consistency and quality. They also emphasized the need of naming of our manufactured sanitary napkins (Branding of the Product).

The initiative was taken for the Registration of women beneficiaries as SHG (Self Help Group) to avail loan at subsidized rates under various schemes of Government. Mrs. Yogita Awasthi helped us in



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understanding the process of registration of SHG. All the interested women beneficiaries were asked to bring the self-attested photostat copies of aadhar card, pan card, bank passbook along with two passport size photographs. It was decided by PI and Co-PI that first SHG will have 10 women. PI and Co-PI will be the President and Vice-President respectively and one women beneficiary will be the treasurer of SHG. Rest 7 women beneficiaries will be members of SHG. The name of the SHG was decided to be EKTA representing the unity among the women beneficiaries to excel in life.






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